Digital Divisions Survey

Final Topline 6/14/05

Data for May 4 – June 7, 2005

Princeton Survey Research Associates International
for the Pew Internet & American Life Project

Sample: *n* = 2,001 adults 18 and older
Interviewing dates: 05.04.05 – 06.07.05
Margin of error is plus or minus 2 percentage points for results based on the full sample [n=2,001]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,336]

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	36	54	10
February 2005[1]	41	49	10
January 2005[2]	41	48	11
November 23-20, 2004[3]	45	47	9
November 2004[4]	46	46	8
May/June 2004[5]	33	56	11
February 2004[6]	40	50	10
November 2003[7]	43	49	9
July 2003[8]	46	45	9
June 2003[9]	49	42	9
April/May 2003[10]	54	37	8
March 12-19, 2003[11]	42	49	10
March 3-11, 2003[12]	41	51	8
February 2003[13]	38	54	9
December 2002[14]	41	47	11
November 2002[15]	43	48	10
October 2002[16]	40	49	11
September 2002[17]	44	45	10
July 2002[18]	45	43	11
March/May 2002[19]	52	37	11
January 2002[20]	58	33	9
December 2001[21]	61	29	10
November 2001[22]	62	28	9
October 2001[23]	57	33	10
September 2001[24]	46	44	11
August 2001[25]	44	46	10
February 2001[26]	53	38	10
December 2000[27]	50	42	8
November 2000[28]	50	41	9
October 2000[29]	53	39	8
September 2000[30]	51	40	9
July/August 2000[31]	52	39	9
May/June 2000[32]	51	41	8
March/April 2000[33]	50	41	9

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	CURRENT		JUNE 2003	MARCH/MAY 2002
%	32	Most people can be trusted	32	38
	60	You can't be too careful	60	53
	5	Depends (VOL)	5	7
	2	Don't Know/Refused	2	2

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	72	28	*
February 2005	70	30	*
January 2005	69	31	*
November 23-20, 2004	70	30	0
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003[34]	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

Q6a Do you use the internet, at least occasionally?
Q6b Do you send or receive email, at least occasionally?[1]

	USES INTERNET	DOES NOT USE INTERNET
Current	68	32
February 2005	67	33
January 2005	66	34
November 23-20, 2004	59	41
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000[35]	47	53
March/April 2000	48	52

[1] 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?"

Q6c Does anyone in your household use the internet from home or send and receive e-mail from home?[2]

Based on non-internet users [N=665]

	YES	NO	DON'T KNOW/ REFUSED
Current	15	83	1
February 2005	16	83	1
January 2005	18	81	1
November 23-30, 2004	21	77	1
December 2002	23	75	1
November 2002	18	80	1
October 2002	22	77	2
September 2002	22	76	2
July 2002	21	77	1
March/May 2002	20	79	1

Q6a Do you use the internet, at least occasionally?
Q6b Do you send or receive email, at least occasionally?
Q6c Does anyone in your household use the internet from home or send and receive e-mail from home?

	TOTAL HH W/SOMEONE WHO USES THE INTERNET	TOTAL HH W/NO ONE WHO USES THE INTERNET
Current	73	27
February 2005	72	28
January 2005	72	28
November 23-20, 2004	68	32
December 2002	67	33
November 2002	68	32
October 2002	68	32
September 2002	69	31
July 2002	68	32
March/May 2002	65	27

[2] 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?"

Q6e Did you EVER at some point use the internet or email, but have since stopped for some reason?

Based on non-internet users [N=665]

	YES	NO	DON'T KNOW/ REFUSED
Current	17	82	1
February 2005	17	82	1
January 2005	15	85	*
December 2002	18	81	*
March/May 2002	17	83	1

Q6f What is the MAIN reason you stopped using the internet or email?

Based on those who used to use the internet [N=104]

	CURRENT	
%	22	No longer have access
	19	I just lost interest
	10	Too expensive
	8	Had problems with viruses
	7	It was too difficult/frustrating
	2	I was spending too much time online/Waste of time
	2	Had problems with spam
	27	Other
	2	Don't know/Refused

Q6g What is the MAIN reason you don't use the internet or email?

Based on those who never used the internet [N=561]

	CURRENT	
%	32	I'm just not interested
	31	Don't have access
	6	It's too diificult/frustrating
	5	It's too expensive
	4	I'm too busy/Just don't have the time
	3	I think it's a waste of time
	*	Worried about computer viruses
	*	Worried about spyware
	*	Worried about adware
	14	Other
	4	Don't know/Refused

Q12 About how many years have you been an internet user?[3]
Q12.1 About how many months is that?

Based on internet users [N=1,336]

	WITHIN THE LAST SIX MONTHS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	FOUR YEARS	FIVE YEARS	SIX OR MORE	DON'T KNOW/ REFUSED
Current	2	4	14	79	7	14	58	1
February 2005	2	4	11	82	7	14	61	1
January 2005	2	4	12	81	8	17	56	1
November 23-30, 2004	1	4	11	83	6	17	60	2
May/June 2004	2	4	15	78	9	16	54	1
February 2004	2	3	14	79	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002[36]	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999[37]	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

[3] Prior to January 2005, question wording was "About how many years have you had access to the Internet?"; "About how many months is that?"

MODEM Does the computer you use at HOME 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, or a T-1 or fiber optic connection?

Based on those who use the internet at home [N=1,204]

	CURRENT		FEB 2005	JAN 2005	FEB 2004	NOV 2003[4]
%	44	Dial-up telephone line	47	48	55	62
	53	High-speed	50	50	42	35
	24	DSL-enabled phone line	22	21	18	13
	25	Cable modem	25	26	23	21
	3	Wireless connection (either land-based or satellite)	3	2	1	1
	1	T-1 or fiber optic connection	1	1	1	*
	1	Other	1	1	1	1
	1	Don't know/Refused	3	1	2	2

Digital Divisions: Detailed Data on Key Questions

	All adults (n=2001)	Women (n=1131)	Men (n=870)	18-29 (n=313)	30-49 (n=684)	50-64 (n=495)	65+ (n=470)	HS grad (n=682)	College grad (n=600)
Use internet/email	68%	67%	69%	84%	80%	67%	26%	61%	89%
Do not use internet/email	32	33	31	16	20	33	74	39	11
	All internet users (n=1336)	**Online women (n=738)**	**Online men (n=598)**	**Internet users 18-29 (n=268)**	**Internet users 30-49 (n=570)**	**Internet users 50-64 (n=349)**	**Internet users 65+ (n=132)**	**Internet users w/HS diploma (n=379)**	**Internet users w/coll. diploma (n=523)**
Dial-up at home	44	46	42	40	44	45	66	53	36
Broadband at home	53	50	57	58	54	53	31	44	62
Got access within last 6 months	2	2	2	3	2	2	1	3	1
Got access about one year ago	4	4	4	5	3	4	3	6	1
Got access 2-3 years ago	14	13	15	13	13	14	22	21	8
Got access 4+ years ago	79	81	79	78	80	80	72	69	88

Source: Pew Internet & American Life Project May-June 2005 Survey (N=2001). Margin of error for the entire sample of internet users is +/- 2%. Margins of error for comparison of subgroups are higher, for example, the margin of error among internet users of different age groups is +/- 12%.

[4] In November 2003, question wording was "Does the computer you use at home connect to the internet through *a standard telephone line*, or do you have...?"

Methodology

Prepared by Princeton Survey Research Associates International
for the Pew Internet & American Life Project

June 2005

SUMMARY

The survey, sponsored by the Pew Internet & American Life Project, obtained telephone interviews with a nationally representative sample of 2,001 adults living in continental United States telephone households. The survey was conducted by Princeton Survey Research International. Interviews were done in English by Princeton Data Source, LLC from May 4 to June 7, 2005. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±2.3%.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

The sample was designed to represent all continental U.S. telephone households. The telephone sample was provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. The sample was drawn using standard *list-assisted random digit dialing* (RDD) methodology. *Active blocks* of telephone numbers (area code + exchange + two-digit block number) that contained three or more residential directory listings were selected with probabilities in proportion to their share of listed telephone households; after selection two more digits were added randomly to complete the number. This method guarantees coverage of every assigned phone number regardless of whether that number is directory listed, purposely unlisted, or too new to be listed. After selection, the numbers were compared against business directories and matching numbers purged.

Contact Procedures

Interviews were conducted from May 4 to June 7, 2005. As many as 10 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample.

Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest adult male currently at home. If no male was available, interviewers asked to speak with either the youngest or oldest female at home based on a random rotation.[5] This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The interviewed sample of all adults was weighted to match national parameters for sex, age, education, race, Hispanic origin and region (U.S. Census definitions). These parameters came from a special analysis of the Census Bureau's 2004 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States that had a telephone.

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

[5] This is part of a continuing experiment to see what effect, if any, asking for the youngest instead of the oldest female has on sample demographics.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
Gender			
Male	48.1	43.5	48.0
Female	51.9	56.5	52.0
Age			
18-24	12.6	9.6	12.4
25-34	18.0	13.3	17.3
35-44	20.3	17.6	20.1
45-54	19.3	19.7	19.3
55-64	13.4	15.7	13.8
65+	16.4	24.0	17.2
Education			
Less than HS Grad.	15.1	10.3	13.7
HS Grad.	35.8	34.4	36.0
Some College	23.3	25.0	23.7
College Grad.	25.8	30.3	26.6
Region			
Northeast	19.2	18.2	19.2
Midwest	23.0	26.1	23.5
South	36.0	36.9	36.2
West	21.8	18.7	21.1
Race/Ethnicity			
White/not Hispanic	71.7	79.8	73.2
Black/not Hispanic	10.8	9.7	10.9
Hispanic	11.9	5.9	10.3
Other/not Hispanic	5.6	4.7	5.6

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.12.

PSRAI calculates the composite design effect for a sample of size n, with each case having a weight, w_i as:

$$deff = \frac{n\sum_{i=1}^{n} w_i^2}{\left(\sum_{i=1}^{n} w_i\right)^2} \qquad \textit{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect ($\sqrt{deff}$). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \qquad \textit{formula 2}$$

where $\hat{p}$ is the sample estimate and n is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±2.3%. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.3 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number sample. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:[6]

- Contact rate – the proportion of working numbers where a request for interview was made – of 80 percent[7]
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 48 percent
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 91 percent

Thus the response rate for this survey was 35 percent.

[6] PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

[7] PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" over 10 or more attempts are actually not working numbers.

Table 1: Sample Disposition

	Final
Total Numbers dialed	11,514
Business	1,083
Computer/Fax	884
Other Not-Working	1,945
Additional projected NW	803
Working numbers	6,799
Working Rate	**59.0%**
No Answer	109
Busy	44
Answering Machine	866
Callbacks	87
Other Non-Contacts	258
Contacted numbers	5,434
Contact Rate	**79.9%**
Initial Refusals	2,070
Second Refusals	766
Cooperating numbers	2,598
Cooperation Rate	**47.8%**
No Adult in HH	20
Language Barrier	369
Eligible numbers	2,209
Eligibility Rate	**85.0%**
Interrupted	208
Completes	2,001
Completion Rate	**90.6%**
Response Rate	**34.6%**

Endnotes

[1] February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

[2] January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].

[3] November 23-30, 2004 trends based on the November Activity Tracking Survey, conducted Nov 23-Nov 30, 2004 [N=914].

[4] November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].

[5] May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

[6] February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].

[7] November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].

[8] July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

[9] June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

[10] April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

[11] March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].

[12] March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].

[13] February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

[14] December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038].

[15] November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].

[16] October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

[17] September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

[18] July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

[19] March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

[20] January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.

[21] December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.

[22] November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.

[23] October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.

[24] September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

[25] August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

[26] February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

[27] December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

[28] November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

[29] October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

[30] September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

[31] July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

[32] May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

[33] March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

[34] March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].

[35] In March through June 2000, Q6 asked only of computer users (Q5=1).

[36] Question wording for all trends in Q12/Q12.0 on or before March/May 2002 as follows: "When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?"; "About how many years have you had Internet access?"

[37] All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.