

**October 2002 Tracking Survey**  
 October 7 – October 27, 2002

Topline

11.08.02

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

Sample:  $n = 1,677$  adults 18 and older

Interviewing dates: 10.07.02-10.27.02

Margin of error is plus or minus 2 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

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

	SATISFIED	DISSATISFIED	DON'T KNOW /REFUSED
Current	40	49	11
September 2002 <sup>1</sup>	44	45	10
June 26-July 26, 2002 <sup>2</sup>	45	43	11
March/May 2002 <sup>3</sup>	52	37	11
January 2002 <sup>4</sup>	58	33	9
Dec. 17-23, 2002 <sup>5</sup>	61	30	9
Nov. 19-Dec. 16 2001	61	28	11
Oct. 19-Nov. 18 2001	59	32	10
October 2-7 2001	60	31	9
August 2001 <sup>6</sup>	44	45	10
February 2001	53	38	10
Fall 2000 <sup>7</sup>	51	41	8
July/August 2000	52	39	9
May/June 2000	51	41	8
March/April 2000	50	41	9

<sup>1</sup> September 2002 figures based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

<sup>2</sup> June 26-July 26, 2002 figures based on Sept. 11<sup>th</sup>-The Impact Online survey [N=2,501].

<sup>3</sup> March/May 2002 figures based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

<sup>4</sup> January 2002 figures based on a daily tracking survey conducted January 3-31, 2002.

<sup>5</sup> December 17-23, 2001 and November 19-December 16, 2001 results based on total tracking period November 19-December 23, 2001.

<sup>6</sup> August 2001 trends based on a daily tracking survey conducted August 13-September 10, 2001 [N=2,247].

<sup>7</sup> Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000.

**Q2** Now I have a few questions about whether you spent any time reading or watching the news yesterday. Just thinking about **yesterday**, did you get a chance to read a daily newspaper, or not?

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	YES	NO	DON'T KNOW /REFUSED
Current	41	58	*
September 2002	39	61	*
June 26-July 26, 2002	38	62	*
March/May 2002	38	62	*
January 2002	41	59	*
Dec. 17-23, 2002	39	61	*
Nov. 19-Dec. 16 2001	38	62	*
Oct. 19-Nov. 18 2001	38	61	1
October 2-7 2001	41	59	0
August 2001	39	61	*
February 2001	40	60	*
Fall 2000	40	60	*
July/August 2000	40	60	*
May/June 2000	38	62	*
March/April 2000	41	59	*

**Q3** Did you watch the news or a news program on television yesterday, or not?

	YES, WATCHED TV NEWS YESTERDAY	NO, DID NOT WATCH TV NEWS YESTERDAY	DON'T KNOW /REFUSED
Current	66	33	*
September 2002	59	40	1
June 26-July 26, 2002	59	41	*
March/May 2002	59	41	1
January 2002	65	35	*
Dec. 17-23, 2002	61	38	*
Nov. 19-Dec. 16 2001	64	36	*
Oct. 19-Nov. 18 2001	65	34	1
October 2-7 2001	65	35	*
August 2001	57	42	*
February 2001	61	39	*
Fall 2000	64	36	*
July/August 2000	57	43	*
May/June 2000	54	46	*
March/April 2000	58	42	*

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

**3**

	YES	NO	DON'T KNOW /REFUSED
Current	69	31	*
September 2002	68	32	*
June 26-July 26, 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
Dec. 17-23, 2002	64	36	*
Nov. 19-Dec. 16 2001	62	38	*
Oct. 19-Nov. 18 2001	66	34	*
Oct. 8-18 2001	59	41	*
October 2-7 2001	64	36	0
Sept 20-Oct 1 2001	59	41	*
Sept 12-19 2001	64	36	*
August 2001	66	34	0
February 2001	65	35	0
Fall 2000	65	35	*
July/August 2000	63	37	*
May/June 2000	61	39	*
March/April 2000	63	37	*

**Q6** Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	GOES ONLINE	DOES NOT GO ONLINE	DON'T KNOW /REFUSED
Current	59	41	0
September 2002	61	39	0
June 26-July 26, 2002	59	41	0
March/May 2002	58	42	0
January 2002	61	39	0
Dec. 17-23, 2002	58	42	0
Nov. 19-Dec. 16 2001	58	42	0
Oct. 19-Nov. 18 2001	58	42	0
Oct. 8-18 2001	55	45	0
October 2-7 2001	55	45	0
Sept 20-Oct 1 2001	51	49	0
Sept 12-19 2001	55	45	0
August 2001	59	41	0
February 2001	53	47	*
Fall 2000	53	47	0
July/August 2000	50	50	*
May/June 2000	47	53	0
March/April 2000	49	51	*

**Q6c** Does anyone in your household go online from home to access the Internet or World Wide Web or to send and receive e-mail?

**Based on Non-Internet Users [N=650]**

CURRENT		SEPTEMBER 2002	JUNE 26-JULY 26 2002	MARCH/MAY 2002
%	22	22	21	20
	Yes			
	77	76	77	79
	No			
	2	2	1	1
	Don't know/Refused			

**Q7** Did you happen to go online or check your email **yesterday**?

**Based on Internet users [N=1,027]**

	YES, WENT ONLINE YESTERDAY	NO, DID NOT GO ONLINE YESTERDAY	DON'T KNOW /REFUSED
Current	57	43	0
September 2002	58	42	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002	59	41	*
Dec. 17-23, 2002	58	42	*
Nov. 19-Dec. 16 2001	60	40	*
Oct. 19-Nov. 18 2001	61	39	*
Oct. 8-18 2001	51	49	1
October 2-7 2001	56	43	1
Sept 20-Oct 1 2001	57	42	1
Sept 12-19 2001	51	49	*
August 2001	56	44	*
February 2001	59	41	*
Fall 2000	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000	55	45	0
March 2000	60	40	*

**Q8/9** When you went online yesterday, did you go online from **home**?  
 Did you go online from **work** yesterday?

**Based on users who went online yesterday [N=910]**

	ONLINE YESTERDAY AT HOME ONLY	ONLINE YESTERDAY AT WORK ONLY	BOTH AT HOME AND AT WORK	DON'T KNOW /REFUSED
Current	53	21	23	3
September 2002	60	20	19	2
June 26-July 26, 2002	59	18	20	2
March/May 2002	56	18	22	3
January 2002	61	16	20	2
Dec. 17-23, 2002	56	20	22	2
Nov. 19-Dec. 16 2001	57	19	20	4
Oct. 19-Nov. 18 2001	58	20	20	2
Oct. 8-18 2001	51	23	23	3
October 2-7 2001	55	20	23	2
Sept 20-Oct 1 2001	60	21	15	5
Sept 12-19 2001	54	22	20	3
August 2001	57	23	18	3
February 2001	59	17	21	3
Fall 2000	55	20	21	3
July/August 2000	61	18	19	2
May/June 2000	58	22	18	2
April 2000	55	21	21	3
March 2000	56	21	20	3

**Q12** About how many years have you had access to the Internet? (*Note Question Wording*)<sup>8</sup>

**Q12.1** About how many months is that?

**Based on Internet users [N=1,027]**

	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	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
June 26-July 26, 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	33	46	8	13	21	*
Dec. 17-23, 2002	7	12	36	45	9	13	20	*
Nov. 19-Dec. 16 2001	6	13	33	48	11	15	20	*
Oct. 19-Nov. 18 2001	6	14	32	48	13	13	19	*
Oct. 8-18 2001	6	13	35	45	11	14	18	1
October 2-7 2001	4	18	30	48	13	13	21	*
Sept 20-Oct 1 2001	8	15	32	44	13	16	14	0
Sept 12-19 2001	7	14	34	45	11	12	19	1
August 2001	9	16	33	43	10	13	17	*
February 2001	11	16	37	34	10	11	13	2
Fall 2000	12	19	34	36	n/a	n/a	n/a	*
July/August 2000	13	21	33	33	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
April 2000	17	20	31	32	n/a	n/a	n/a	*
March 2000	18	21	33	28	n/a	n/a	n/a	*
October 1999	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	*

<sup>8</sup> 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?"

Q13  
Q8

Do you ever go online from **home**?  
When you went online yesterday, did you go online from **home**?

**Based on Internet users [N=1,027]**

	TOTAL, GO ONLINE FROM HOME	----- WENT ONLINE FROM HOME YESTERDAY	----- GO ONLINE FROM HOME (NOT YESTERDAY)	DON'T GO ONLINE FROM HOME	DON'T KNOW /REFUSED
Current	88	43	45	12	0
September 2002	87	45	42	13	0
June 26-July 26, 2002	86	42	44	14	0
March/May 2002	87	45	42	13	0
January 2002	88	48	40	12	*
Dec. 17-23, 2002	88	45	43	12	0
Nov. 19-Dec. 16 2001	88	46	42	12	*
Oct. 19-Nov. 18 2001	87	47	40	13	*
Oct. 8-18 2001	87	38	50	13	0
October 2-7 2001	89	43	45	11	0
Sept 20-Oct 1 2001	87	42	44	13	*
Sept 12-19 2001	86	38	49	14	*
August 2001	84	41	42	16	0
February 2001	85	47	38	15	*
Fall 2000	83	43	41	17	*
July/August 2000	84	39	45	16	0
May/June 2000	83	39	44	17	0
April 2000	83	42	41	17	0
March 2000	81	46	35	19	0

**Q14** In general, how often do you go online from **home** — several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

**Based on users who go online from home [N=912]**

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	26	28	22	16	6	3	*
September 2002	27	26	20	17	5	4	*
June 26-July 26, 2002	23	24	22	19	8	4	*
March/May 2002	24	25	21	19	6	3	1
January 2002	24	26	21	20	5	3	*
Dec. 17-23, 2002	23	29	20	17	7	3	1
Nov. 19-Dec. 16 2001	24	28	21	16	6	4	1
Oct. 19-Nov. 18 2001	24	30	21	15	6	3	1
Oct. 8-18 2001	25	26	23	18	4	3	1
October 2-7 2001	26	26	23	18	4	3	0
Sept 20-Oct 1 2001	24	28	20	19	5	3	*
Sept 12-19 2001	21	27	23	20	6	3	*
August 2001	21	28	23	18	6	4	*
February 2001	25	29	20	17	5	4	1
Fall 2000	22	29	22	18	6	3	*
July/August 2000	23	28	21	22	4	2	*
May/June 2000	23	30	22	16	6	3	*
April 2000	24	30	20	18	5	3	*
March 2000	23	29	24	16	5	2	1



- Q15** Do you ever go online from **work**?  
**Q9** Did you go online from **work** yesterday?

**Based on Internet users [N=1,027]**

	TOTAL, GO ONLINE FROM WORK	----- WENT ONLINE FROM WORK YESTERDAY	----- GO ONLINE FROM WORK (NOT YESTERDAY)	DON'T GO ONLINE FROM WORK	DON'T KNOW /REFUSED
Current	50	25	25	50	*
September 2002	49	22	27	51	0
June 26-July 26, 2002	50	20	30	50	*
March/May 2002	49	23	26	51	*
January 2002	47	22	26	53	*
Dec. 17-23, 2002	50	24	26	50	*
Nov. 19-Dec. 16 2001	52	23	29	48	0
Oct. 19-Nov. 18 2001	49	24	25	51	*
Oct. 8-18 2001	49	23	26	51	*
October 2-7 2001	49	24	25	51	0
Sept 20-Oct 1 2001	50	20	30	50	*
Sept 12-19 2001	50	22	29	49	1
August 2001	49	23	27	50	*
February 2001	49	22	27	50	1
Fall 2000	50	23	26	50	*
July/August 2000	45	18	27	55	0
May/June 2000	50	21	29	50	*
April 2000	51	24	27	49	*
March 2000	48	24	24	52	0

**Q16** In general, how often do you go online from **work** — several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

**Based on users who go online from work [N=534]**

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	51	21	10	13	3	3	1
September 2002	46	22	13	12	3	3	*
June 26-July 26, 2002	49	23	9	10	6	3	*
March/May 2002	47	22	11	12	5	3	*
January 2002	48	21	11	11	5	4	1
Dec. 17-23, 2002	48	21	11	11	6	2	1
Nov. 19-Dec. 16 2001	46	23	10	12	4	3	1
Oct. 19-Nov. 18 2001	50	18	11	11	6	4	1
Oct. 8-18 2001	48	26	9	12	2	3	*
October 2-7 2001	50	25	6	10	5	2	1
Sept 20-Oct 1 2001	44	27	9	13	4	4	*
Sept 12-19 2001	41	22	10	17	5	5	1
August 2001	44	24	11	11	4	5	1
February 2001	51	19	12	11	3	3	*
Fall 2000	45	23	11	12	4	4	1
July/August 2000	43	24	12	12	5	3	1
May/June 2000	41	22	14	12	5	5	1
April 2000	44	25	11	11	5	3	1
March 2000	40	26	13	11	5	4	1

- Q16.1** Is there anyplace other than your home or workplace where you go online?  
**Q9.2** Did you go online yesterday from someplace other than your home or workplace?

**Based on Internet users [N=1,027]**

		CURRENT	SEPTEMBER 2002	JUNE 26-JULY 26 2002
%	25	Total go online from other than home or work	26	23
	4	Yesterday	4	2
	21	Not yesterday	22	21
	74	No, did not	74	77
	*	Don't know/Refused	*	0

- Q16.2** Where do you go online from other than your home or workplace?  
**Q9.3** And where was that (that you went online other than your home or workplace yesterday)?

**Based on those who go online from somewhere other than home or work ever [N=253]**

		CURRENT	SEPTEMBER 2002	JUNE 26-JULY 26 2002
%	30	At school	27	22
	29	At a friend's or neighbor's house	27	31
	24	From a library	27	28
	7	At relative's house	9	8
	3	While traveling	5	5
	0	From a hotel	0	0
	0	At an Internet café	0	0
	0	By using a cell phone or other device	0	0
	0	At a community center	0	0
	0	At a church, temple, mosque or other house of worship or religious organization	0	0
	10	Other/Somewhere else	10	11
	0	None of the above	0	0
	*	Don't know/Refused	0	*

**Q16.3** In general, how often do you go online from (INSERT) several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

**Q9.4** How often did you go online yesterday from (INSERT) several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

**Based on those who go online from someplace other than home or work ever  
[N=253]**

	<u>CURRENT</u>		<u>SEPTEMBER 2002</u>	<u>JUNE 26-JULY 26 2002</u>
%	4	Several times a day	5	3
	10	About once a day	9	8
	9	3-5 days a week	11	8
	19	1-2 days a week	16	17
	23	Every few weeks	20	21
	12	Every few months	18	17
	11	Less often	6	8
	10	Don't know/Refused	15	16

**WEB1** Please tell me if you ever do any of the following when you go online. Do you ever...

Did you happen to do this **yesterday**, or not?

**Based on Internet users [N=1,027]**

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
<b>Send or read e-mail</b>				
Current	93	50	7	0
Sept 2002	93	51	7	*
June 26-July 26, 2002	93	46	7	*
March/May 2002	93	50	7	*
Jan 2002	95	52	5	0
Dec 17-23, 2001	95	54	5	*
Nov 19-Dec 16, 2001	95	53	5	*
Oct 19-Nov 18, 2001	94	52	6	*
Oct 8-18, 2001	95	44	5	*
Oct 2-7, 2001	92	46	7	*
Sept 20-Oct 1, 2001	94	49	6	0
Sept 12-19, 2001	93	42	7	*
Aug 2001	93	51	7	*
Feb 2001	93	53	7	*
Fall 2000	92	49	8	*
July-August 2000	93	43	7	*
May-June 2000	92	44	8	*
April 2000	92	50	8	0
March 2000	91	52	9	0
<b>Get news online</b>				
Current	68	26	32	*
Sept 2002	70	25	30	*
June 26-July 26, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*
Dec 17-23, 2001	70	26	29	*
Nov 19-Dec 16, 2001	74	30	26	*
Oct 19-Nov 18, 2001	71	29	29	*
Oct 8-18, 2001	67	23	33	0
Oct 2-7, 2001	71	23	28	*
Sept 20-Oct 1, 2001	71	26	29	*
Sept 12-19, 2001	70	27	30	*
Aug 2001	64	22	35	*
Feb 2001	66	25	34	*
Fall 2000	61	22	39	*
July-August 2000	59	19	41	*
May-June 2000	60	18	40	*
April 2000	60	22	40	*
March 2000	60	22	40	*

**WEB1 continued...**

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
<b>Not including email, do any type of work or research online for your job</b>				
Current	51	17	48	*
Sept 2002	47	15	53	*
Jan 2002	49	16	51	*
Dec 17-23, 2001	54	20	46	*
Nov 19-Dec 16, 2001	53	18	47	0
Oct 19-Nov 18, 2001	48	17	51	*
Oct 8- 18, 2001	50	15	50	*
Oct 2-7, 2001	56	16	44	0
Sept 20-Oct 1, 2001	52	15	48	1
Sept 12-19, 2001	49	13	51	*
Aug 2001	51	17	49	*
Feb 2001	51	18	48	*
Fall 2000	51	17	49	*
July-August 2000	47	13	53	*
May-June 2000	50	14	50	*
April 2000	51	16	49	*
March 2000	49	16	51	0
<b>Look for news or information about politics or the campaign</b>				
Current	45	11	55	*
Sept 2002	42	9	57	*
June 26-July 26, 2002	43	9	57	0
Fall 2000	43	16	57	*
July-August 2000	30	8	70	*
May-June 2000	34	7	66	*
April 2000	34	7	66	*
March 2000	35	10	65	*

**WEB1 continued...**

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
<b>BUY a product online, such as books, music, toys or clothing</b>				
Current	61	3	39	0
Sept 2002	62	4	38	*
March/May 2002	55	3	45	0
Jan 2002	57	4	43	0
Dec 17-23, 2001	56	4	44	*
Nov 19-Dec 16, 2001	59	6	41	*
Oct 19-Nov 18, 2001	57	4	43	0
Oct 8-18, 2001	55	5	44	*
Oct 2-7, 2001	57	2	43	0
Sept 20-Oct 1, 2001	50	2	50	*
Sept 12-19, 2001	55	2	45	*
Aug 2001	55	4	45	0
Feb 2001	51	3	49	*
Fall 2000	49	4	51	*
July-August 2000	48	3	52	0
May-June 2000	46	4	54	*
April 2000	47	3	53	*
March 2000	48	4	52	*
<b>Do any online banking</b>				
Current	30	7	70	*
Sept 2002	32	10	68	*
June 26-July 26, 2002	32	8	68	*
March/May 2002	30	9	70	*
May-June 2000	18	4	82	*
<b>Create content for the Internet, such as helping build a web site, creating an online diary, or posting your thoughts on an online bulletin board or other online community<sup>9</sup></b>				
Current	19	4	80	*
Sept 2002	18	5	81	*
June 26-July 26, 2002	13	3	87	*
Jan 2002	20	4	79	*
<b>Take part in an online group that you consider yourself a member of</b>				
Current	16	6	83	*
Sept 2002	16	6	84	*
March 2000	17	5	83	*

<sup>9</sup> Wording for this item in trends as follows: "Create content for the Internet, such as helping build a web site, creating an online diary, or posting your thoughts on an online bulletin board or other online community".

**WEB1 continued...**

	HAVE DONE THIS			DON'T KNOW/ REFUSED
	EVER HAVE DONE THIS	DID YESTERDAY	NO, HAVE NOT DONE	
<b>Make a phone call online, using the Internet</b>				
Current	8	1	92	*
Sept 12-17, 2001 [n=996]	12	1	87	*
Aug 2001	12	1	88	*
April 2000	10	1	90	*
<b>Download music files onto your computer so you can play them at any time you want</b>				
Current	32	5	68	*
Sept 12-19, 2001	26	3	73	*
Aug 2001	26	3	73	*
Feb 2001	29	6	71	*
Fall 2000	24	4	76	*
July-August 2000	22	3	78	*
<b>Visit an adult web site</b>				
Current	13	2	86	*
Sept 12-19, 2001	14	1	85	1
Aug 2001	15	1	85	*
<b>Watch a video clip or listen to an audio clip</b>				
Current	53	10	47	*
April 2000	50	7	50	*
March 2000	47	7	53	*



- Q17** Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS		APRIL 2002 <sup>10</sup> TOTAL
%	21	16	29	Overloaded	26
	67	76	55	Like it	66
	7	6	10	Other (VOL)	6
	4	1	7	Don't know/Refused	2

- Q18** How do you feel about computers and technology... do you like them, dislike them, or do you have mixed feelings about them?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS		OCT 1998 <sup>11</sup> TOTAL
%	62	74	45	Like	61
	5	1	9	Dislike	6
	27	23	32	Mixed feelings	26
	7	1	15	Don't know/Refused	7

- Q19** Do you think that computers and technology give people more control over their life, less control over their life, or don't you think it makes any difference?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS		JAN 1994 <sup>12</sup> TOTAL
%	41	47	34	More	42
	14	10	20	Less	17
	35	38	32	No difference	34
	9	5	14	Don't know/Refused	7

<sup>10</sup> April 2002 trends based on the Pew Research Center for People and the Press Biennial Media Consumption Survey conducted by Princeton Survey Research Associates. [N=3,002] adults 18 years or older. Interview dates: April 26-May 12, 2002. April 2002 trends in Q17 based on Form B Respondents only [N=1,451].

<sup>11</sup> October 1998 trends based on the Pew Research Center for People and the Press 1998 Technology Survey conducted by Princeton Survey Research Associates. [N=2,000] adults 18 years or older. Interview dates: October 26-December 1, 1998.

<sup>12</sup> January 1994 trends based on the Pew Research Center for People and the Press Technology in the Home Survey conducted by Princeton Survey Research Associates. [N=3,667] adults 18 years or older. Interview dates: January 4-February 17, 1994.

**Q20** (Now, we'd like to ask you a few questions about electronic media and communications services that you may subscribe to...) Do you happen to have (INSERT), or not? How about...?

	YES	NO	DON'T KNOW/ REFUSED
a A cell phone			
Current	62	38	*
April 2002	64	36	*
b A pager			
Current	13	87	*
April 2002	16	84	*
c A DVD player			
Current	47	52	*
April 2002	44	56	*
d A Palm, Handspring, Blackberry, Pocket PC or similar product <sup>13</sup>			
Current	11	89	1
April 2002	11	87	2
e A Digital TV Recorder such as Tivo or Ultimate TV <sup>14</sup>			
Current	7	92	1
April 2002	3	96	1

**LINES** How many telephone lines or numbers does your household have, including those that you receive calls on, as well as those you use for computers or fax machines?

	CURRENT		SEPT 2002
%	66	1	61
	24	2	25
	6	3	8
	2	4	3
	1	5 or more	2
	1	Don't know/Refused	1

<sup>13</sup> Wording for this item in April 2002 trend as follows: "A Palm Pilot or other similar product".

<sup>14</sup> Wording for this item in April 2002 trend as follows: "A smart TV product like Tivo or UltimateTV".

**LINES2** Excluding your cell phone, to the nearest dollar, how much do you pay per month in total for local telephone service and long distance for your home?

	CURRENT	
%	7	\$0-20
	31	\$21-40
	23	\$41-60
	9	\$61-80
	6	\$81-100
	6	Over \$100
	19	Don't know/Refused

**Q21** Do you think one local telephone company is better than another, or do you think they are all pretty much the same?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS	
%	23	22	23	One is better
	64	66	61	Same
	13	12	16	Don't know/Refused

**Q22** Do you pay your cell phone bill, or does someone else, such as your employer, pay for it?

**Based on cell phone users [N=1,061]**

	CURRENT	
%	83	Respondent pays
	17	Someone else pays
	1	Don't know/Refused

**Q23** To the nearest dollar, about how much is your monthly cell phone bill?

**Based on cell phone users [N=1,061]**

	CURRENT	
%	11	\$0-20
	33	\$21-40
	21	\$41-60
	10	\$61-80
	6	\$81-100
	6	Over \$100
	13	Don't know/Refused

**Q24** Is the cost of long distance calls included in your monthly cell phone bill, or do you have to pay extra for long distance calls on your cell phone?

**Based on cell phone users [N=1,061]**

<u>CURRENT</u>		
%	74	Cost included in monthly fee
	18	Pay extra
	9	Don't know/Refused

**Q25** Because you have a cell phone, have you canceled a home telephone line or have you not done so?

**Based on cell phone users [N=1,061]**

<u>CURRENT</u>		
%	3	Yes, canceled
	96	No, not canceled
	1	Don't know/Refused

**Q26** How seriously have you considered canceling a home telephone line since getting a cell phone: very seriously, somewhat seriously, or not seriously at all?

**Based on cell phone users who have not canceled a home phone line [N=1,029]**

<u>CURRENT</u>		
%	7	Very seriously
	14	Somewhat seriously
	76	Not seriously at all
	2	Don't know/Refused

**Q27** How often do you use your cell phone to make long distance calls when the costs are covered by the monthly cell phone service plan – rather than pay per-call charges on your home telephone line... Would you say you do this always, most of the time, some of the time, or never?

**Based on cell phone users [N=1,061]**

<u>CURRENT</u>		
%	22	Always
	19	Most of the time
	32	Some of the time
	25	Never
	3	Don't know/Refused

**Q28** Do you currently live in an area where you could get cable television if you wanted it?

	<u>CURRENT</u>		<u>APRIL 2002</u>
%	89	Yes	92
	10	No	8
	1	Don't know/Refused	*

**Q29** Do you currently subscribe to cable television?

**Based on those who have cable TV available [N=1,494]**

	<u>CURRENT</u>		<u>APRIL 2002</u>
%	69	Yes	72
	30	No	28
	*	Don't know/Refused	0

**Q30** Do you think one cable company is better than another, or do you think they are all pretty much the same?

	<u>CURRENT</u>	
%	17	One is better
	57	Same
	26	Don't know/Refused

**Q31** Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

	<u>CURRENT</u>		<u>APRIL 2002</u>
%	21	Yes	14
	77	No	86
	1	Don't know/Refused	*

**Q32** To the nearest dollar, about how much do you pay per month for cable or satellite TV services?

**Based on those with satellite or cable TV [N=1,306]**

	<u>CURRENT</u>	
%	6	\$0-20
	35	\$21-40
	27	\$41-60
	11	\$61-80
	7	\$81-100
	2	Over \$100
	11	Don't know/Refused

**Q33** Do you currently subscribe to premium television channels such as HBO or Showtime?

**Based on those with satellite or cable TV [N=1,306]**

CURRENT		
%	35	Yes
	65	No
	*	Don't know/Refused

**Q34** To the nearest dollar, about how much do you pay per month JUST for the premium TV channels?

**Based on those who subscribe to premium TV channels [N=451]**

CURRENT		
%	16	\$0-10
	20	\$11-20
	9	\$21-30
	13	Over \$30
	41	Don't know/Refused

**COMPUTERS** How many computers are in your household, including desktop computers as well as laptops?

CURRENT		
%	28	0
	60	1 to 2
	9	3 to 4
	1	5 to 6
	*	7 or more
	1	Don't know/Refused

**NETWORK** Do you happen to have a computer network that links your computers at home together, whether through network cable or a wireless network?

**Based on those who have more than one computer at home [N=492]**

CURRENT		
%	29	Yes
	66	No
	4	Don't know/Refused

**PROV** Who is your **primary** Internet Service Provider at home?

**Based on Internet users [N=1,027]**

		<u>CURRENT</u>
%	28	AOL
	8	MSN
	4	AT&T Worldnet
	3	Bell South/Pacific Bell
	3	Earthlink/Mindspring
	3	Road Runner
	2	Comcast
	2	Cox
	2	CompuServe
	1	AOL Time Warner
	1	Juno Web
	1	Prodigy
	1	Verizon (East and West)
	1	Charter
	1	Adelphia
	*	Cablevision
	*	Media One
	*	Ameritech
	0	WorldCom
	25	Other
	2	None/Not connected
	11	Don't know/Refused

**PROV.1** Why did you pick that provider?

**Based on users who have a primary ISP at home [N=895]**

		<u>CURRENT</u>
%	17	Got a good deal or promotional price
	14	Better service or connection
	13	Lower cost
	11	Local Company/Only one available
	5	Free
	4	Wanted cable/DSL service
	3	Heard it was good
	3	Came with computer
	3	Easy to use/Like it
	2	Convenience/One bill
	2	High speed/fast
	1	We always had it
	*	Spam-blocking service
	15	Other
	8	Don't know/Refused

**Q35** Since you first got Internet access at home, have you ever changed Internet service providers?

**Based on users who go online at home [N=912]**

CURRENT		
%	40	Yes
	59	No
	1	Don't know/Refused

**Q36** How many times would you say you have changed your Internet service provider since first getting Internet access in your home?

**Based on Internet users who changed ISPs [N=371]**

CURRENT		
%	41	1
	23	2
	20	3
	13	4-9
	2	10 or more
	1	Don't know/Refused

**Q37** Do you think one Internet service provider is better than another, or do you think they are all pretty much the same?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS	
%	34	48	14	One is better
	40	39	40	Same
	26	13	46	Don't know/Refused

**Q38** If you had a choice, would you prefer to get Internet service from a telephone company, cable company, or another Internet service provider?

	CURRENT TOTAL	CURRENT INTERNET USERS	CURRENT NON-USERS	
%	17	18	15	Telephone company
	21	26	12	Cable company
	21	25	14	Other Internet service provider
	42	31	58	Don't know/Refused



**Q39** Thinking about when you log on at home to the World Wide Web... Is the "homepage" that appears when you start your Web browser the original one provided by your ISP or the computer maker?

**Based on users who go online at home [N=912]**

CURRENT		
%	57	Yes
	33	No
	11	Don't know/Refused

**Q40** Have you ever changed the "homepage" that appears after you first start your Web browser?

**Based on users who go online at home [N=912]**

CURRENT		
%	42	Yes
	55	No
	3	Don't know/Refused

**Q41** Do you know how to change the "homepage" that appears after you first start on your Web browser?

**Based on users who go online at home and have not changed homepage [N=522]**

CURRENT		
%	40	Yes
	57	No
	2	Don't know/Refused

**COST** To the nearest dollar, about how much do you pay each month for Internet access at home?

**Based on users who go online at home [N=912]**

CURRENT		
%	40	\$0-20
	37	\$21-40
	8	\$41-60
	*	\$61-80
	*	Over \$80
	14	Don't know/Refused

**Q42** Would you say that the Internet has increased, decreased, or not affected the number of telephone calls you make per month from home?

**Based on Internet users [N=1,027]**

<u>CURRENT</u>		
%	9	Increased
	19	Decreased
	69	Not affected
	3	Don't know/Refused

**Q43** Has the change in telephone calling been mainly local telephone calls or long-distance telephone calls?

**Based on users who think Internet has affected calls [N=293]**

<u>CURRENT</u>		
%	41	Local
	47	Long-distance
	11	Both
	1	Don't know/Refused

**Q44** Do you pay your bill for internet access in conjunction with another service, such as your cable bill or your telephone bill?

**Based on Internet users [N=1,027]**

<u>CURRENT</u>		
%	29	Yes
	66	No
	5	Don't know/Refused

**Q45** In addition to the other ways you go online, do you access the Internet using a wireless device, such as a Palm, Blackberry, cell phone, or other handheld device?

**Based on Internet users and Wireless device users [N=791]**

<u>CURRENT</u>		
%	8	Yes
	92	No
	1	Don't know/Refused

**Q46** Have you ever paid for any online content, such as for online newsmagazines, online music, or online videos?

**Based on Internet users [N=1,027]**

27

<u>CURRENT</u>		
%	8	Yes
	92	No
	*	Don't know/Refused

**Q47** In a typical month, how much do you pay (to the nearest dollar) for online content?

**Based on those who pay for online content [N=83]**

<u>CURRENT</u>		
%	65	\$0-20
	11	\$21-40
	4	\$41-60
	1	\$61-80
	2	Over \$80
	16	Don't know/Refused

**Q48** Now a few questions about how difficult it would be, if at all, for you to give up some things in your life. If you do not use or have the item, just tell me. How hard would it be for you to give up (INSERT) ... very hard, somewhat, not too, or not at all?

	VERY HARD	SOMEWHAT HARD	NOT TOO HARD	NOT AT ALL HARD	DO NOT USE/ DO NOT HAVE (VOL)	DON'T KNOW/ REFUSED
<b>a</b> Your telephone						
Current	63	18	8	10	*	2
March/May 2002	60	21	7	11	*	1
<b>b</b> Your television						
Current	47	25	11	15	1	1
March/May 2002	38	31	13	17	1	*
<b>c</b> Cable TV						
Current	36	29	12	21	*	1
<i>Based on those with Cable TV</i> <i>[n=1,050]</i>						
<b>d</b> Your cell phone						
Current	38	27	12	21	1	*
<i>Based on cell phone users</i> <i>[n=1,061]</i>						
<b>e</b> Your favorite newspaper						
Current	17	20	16	33	12	2
March/May 2002	16	24	16	30	14	1
<b>f</b> Your favorite magazine						
Current	11	17	16	41	13	2
March/May 2002	10	19	19	34	16	1
<b>g</b> Your computer						
Current	39	28	10	21	2	1
<i>Based on those with home</i> <i>computer [n=1,217]</i>						
<b>h</b> Your PDA, handheld computer or wireless email device						
Current	23	20	23	29	5	*
<i>Based on wireless device</i> <i>users [n=192]</i>						
<b>i</b> The Internet						
Current	38	30	12	19	1	*
<i>Based on Internet users</i> <i>[n=1,027]</i>						
March/May 2002	31	32	16	19	2	*
<b>j</b> Email						
Current	35	27	12	24	2	*
<i>Based on Internet users</i> <i>[n=1,027]</i>						
March/May 2002	32	28	15	22	2	*

**Q49** Do you currently live in an area where you can subscribe to high-speed Internet service if you want to?

	<u>CURRENT</u>	
%	72	Yes
	11	No
	17	Don't know/Refused

**MODEM** Does the modem you use at home connect through a standard telephone line, or do you also have some other type of connection?

**Based on users who go online at home [N=912]**

	<u>CURRENT</u>	
%	73	Standard telephone line
	24	High-speed
	6	DSL-enabled phone line
	16	Cable modem
	1	Wireless connection (either land-based or satellite)
	*	T-1 or fiber optic connection
	1	Other
	3	Don't know/Refused

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

**Based on Non-Broadband users [N=661]**

	<u>CURRENT</u>	
%	38	Yes
	57	No
	5	Don't know/Refused

**Q50** When you began getting high-speed Internet service, did you cancel a telephone line in your household or did you not do that?

**Based on Home Broadband users [N=225]**

	<u>CURRENT</u>	
%	16	Yes, canceled
	83	No, did not
	*	Don't know/Refused

**Q51** Did you switch Internet service providers to begin subscribing to high-speed Internet service at home?

**Based on Home Broadband users [N=225]**

30

	<u>CURRENT</u>	
%	61	Yes
	38	No
	1	Don't know/Refused

**Q52** Many people value high-speed Internet at home because of the convenience of faster connection speeds. Others value it because the Internet connection is "always on". Which would you say matters more to you with respect to your home broadband connection... the connection speed or "always-on" access?

**Based on Home Broadband users [N=225]**

	<u>CURRENT</u>	
%	77	Connection speed
	17	Always-on
	4	Both about the same
	1	Neither/Something else
	1	Don't know/Refused

**ART01** Do you study, practice, or do any of the following activities?

	YES	NO	DON'T KNOW	REFUSED
a Drawing or painting				
Current	21	78	*	*
Sept 2002	20	80	0	*
b Creative writing				
Current	20	80	*	*
Sept 2002	20	80	*	*
c Music				
Current	27	72	*	0
Sept 2002	25	75	*	*
d Acting				
Current	6	94	*	*
Sept 2002	5	94	*	*
e Dancing				
Current	19	81	*	*
Sept 2002	19	81	*	*
f Filmmaking				
Current	5	94	*	*
Sept 2002	5	94	*	*
g Other type of artistic activity I haven't mentioned (SPECIFY)				
Current	21	78	*	*
Sept 2002	25	74	*	*

**ART02** Thinking of all the kinds of artistic activities I just mentioned, do you consider yourself an artist?

**Based on those who do any kind of art [N=991]**

	CURRENT		SEPT 2002
%	29	Yes	29
	70	No	71
	1	Don't know	1
	*	Refused	0

**ART03** Do you now get any of your income from being an artist?

**Based on those who consider themselves artists [N=293]**

	CURRENT		SEPT 2002
%	29	Yes	32
	71	No	67
	0	Don't know	1
	0	Refused	*

## Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates between October 7 and October 27, 2002, among a sample of 1,677 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2 percentage points. For results based Internet users (n=1,027), the margin of sampling error is plus or minus 3 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

New sample was released daily and was kept in the field for at least five days. This ensures that complete call procedures were followed for the entire sample. Additionally, the sample was released in replicates to make sure that the telephone numbers called are distributed appropriately across regions of the country. At least 10 attempts were made to complete an interview at every household in the sample. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Interview refusals were recontacted at least once in order to try again to complete an interview. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 2001). This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.



Following is the full disposition of all sampled telephone numbers:

**Table 2: Sample Disposition**

Total Numbers dialed	10004	
Business	786	
Computer/Fax	474	
Other Not-Working	1423	
Additional projected NW	953	
Working numbers	6368	63.7%
No Answer	273	
Busy	45	
Answering Machine	1130	
Callbacks	323	
Other Non-Contacts	97	
Contacted numbers	4500	70.7%
Initial Refusals	1875	
Second Refusals	538	
Cooperating numbers	2087	46.4%
No Adult in HH	30	
Language Barrier	218	
Eligible numbers	1839	88.1%
Interrupted	162	
Completes	1677	91.2%
Response Rate		29.9%

PSRA calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 70.7 percent were contacted by an interviewer and 46.4 percent agreed to participate in the survey. Eighty-eight percent were found eligible for the interview. Furthermore, 91.2 percent of eligible respondents completed the interview. Therefore, the final response rate is 29.9 percent.