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# Who's not online and why

*15% of American adults do not use the internet at all, and another 9% of adults use the internet but not at home*

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<http://pewinternet.org/Reports/2013/Non-internet-users.aspx>

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# Summary of findings

As of May 2013, 15% of American adults ages 18 and older do not use the internet or email. Asked why they do not use the internet:

- 34% of non-internet users think the internet is just not relevant to them, saying they are not interested, do not want to use it, or have no need for it.
- 32% of non-internet users cite reasons tied to their sense that the internet is not very easy to use. These non-users say it is difficult or frustrating to go online, they are physically unable, or they are worried about other issues such as spam, spyware and hackers. This figure is considerably higher than in earlier surveys.
- 19% of non-internet users cite the expense of owning a computer or paying for an internet connection.
- 7% of non-users cited a physical lack of availability or access to the internet.

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## The main reason offline adults don't use the internet

*Among all American adults ages 18 and older who do not use the internet or email (n=357)*

Just not interested	21%
Don't have a computer	13
Too difficult/frustrating	10
Don't know how/Don't have skills	8
Too old to learn	8
Don't have access	7
Too expensive	6
Don't need it / Don't want it	6
Think it's a waste of time	4
Physically unable (e.g. poor eyesight or disabled)	4
Too busy/Just don't have the time	3
Worried about privacy / viruses / spam / spyware / hackers	3
Other (SPECIFY)	7

Summary of reasons	
<b>Relevance</b> (not interested + waste of time + too busy + don't need/want)	34%
<b>Usability</b> (difficult/frustrating + too old + don't know how + physically unable + worried about virus/spam/hackers/etc.)	32
<b>Price</b> (too expensive + don't have computer)	19
<b>Lack of availability / Access</b>	7

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

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[As in previous surveys by the Pew Research Center's Internet Project](#), internet use remains strongly correlated with age, educational attainment, and household income. One of the strongest patterns in the data on internet use is by age group: 44% of Americans ages 65 and older do not use the internet, and these older Americans make up almost half (49%) of non-internet users overall.

Though they themselves do not go online, these self-described non-internet users often report that the internet touches their lives:

- 44% of offline adults have asked a friend or family member to look something up or complete a task on the internet for them.
- 23% of offline adults live in a household where someone else uses the internet at home, a proportion that has remained relatively steady for over a decade.
- 14% of offline adults say that they once used to use the internet, but have since stopped for some reason.

Overall, most adults who do not use the internet or email do not express a strong desire to go online in the future: just 8% of offline adults say they would like to start using the internet or email, while 92% say they are not interested. We also asked offline adults whether they would need assistance going online if they did wish to do so, and found that only 17% of all non-internet users say they would be able to start using the internet on their own, while 63% say they would need assistance.

Even among the 85% of adults who do go online, experiences connecting to the internet may vary widely. For instance, even though 76% of adults use the internet at home, but 9% of adults use the internet but lack home access. Groups that are significantly more likely to rely on internet access outside the home include blacks and Hispanics, as well as adults at lower levels of income and education. Finally, while most home internet users have broadband in some form, 3% of all adults go online at home via dial-up connections.<sup>1</sup>

## About this survey

The findings in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults ages 18 and older. Telephone interviews were conducted in English and Spanish by landline and cell phone. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. More information is available in the **Methods** section at the end of this report.

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<sup>1</sup> See also: How Pew Research calculates broadband adoption <http://www.pewresearch.org/fact-tank/2013/08/29/how-pew-research-calculates-broadband-adoption/>

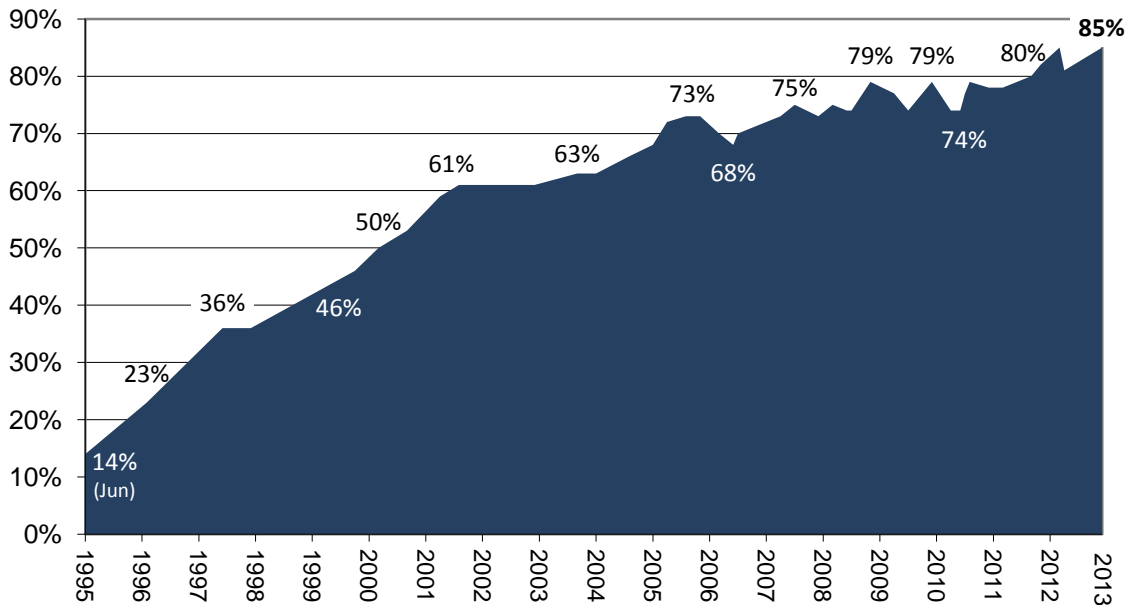
# Offline adults

As of May 2013, some 15% of American adults ages 18 and older do not use the internet or email.<sup>2</sup> Another 85% of U.S. adults do go online, as shown in the chart below.

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## Internet adoption, 1995-2013

*% of American adults (age 18+) who use the internet, over time. As of May 2013, 85% of adults use the internet.*



**Source:** Pew Research Surveys, 1995-May 2013.

**More:** <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>

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[As in previous surveys](#), internet use remains strongly correlated with age, education, and household income. One of the strongest patterns we see regarding internet use is by age group: 44% of Americans ages 65 and older do not use the internet, compared with 17% of the next-youngest age group (adults ages 50-64). A similar proportion (41%) of adults who have not graduated high school are offline, as are 24% of Hispanics and 24% of those in households earning less than \$30,000 per year. And 20% of rural residents say they do not use the internet, significantly more than those living in urban or suburban areas (14%).<sup>3</sup>

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<sup>2</sup> Changes in wording and methods over time—see “Survey Questions” at end of the report for details.

<sup>3</sup> More: <http://pewinternet.org/Static-Pages/Trend-Data/Whos-Online.aspx>

## Offline adults by demographic group

Among all American adults ages 18 and older, the % in each group who do not use the internet or email

		% who do not go online
<b>All Americans ages 18+ (n=2,252)</b>		<b>15%</b>
a	Men (n=1,029)	15
b	Women (n=1,223)	16
<b>Race/ethnicity</b>		
a	White, Non-Hispanic (n=1,571)	14
b	Black, Non-Hispanic (n=252)	15
c	Hispanic (English- and Spanish-speaking) (n=249)	24 <sup>ab</sup>
<b>Age</b>		
a	18-29 (n=404)	2
b	30-49 (n=577)	8 <sup>a</sup>
c	50-64 (n=641)	17 <sup>ab</sup>
d	65+ (n=570)	44 <sup>abc</sup>
<b>Education attainment</b>		
a	No high school diploma (n=168)	41 <sup>bcd</sup>
b	High school grad (n=630)	22 <sup>cd</sup>
c	Some College (n=588)	8 <sup>d</sup>
d	College + (n=834)	4
<b>Household income</b>		
a	Less than \$30,000/yr (n=580)	24 <sup>bcd</sup>
b	\$30,000-\$49,999 (n=374)	12 <sup>cd</sup>
c	\$50,000-\$74,999 (n=298)	6
d	\$75,000+ (n=582)	4
<b>Urbanity</b>		
a	Urban (n=763)	14
b	Suburban (n=1,037)	14
c	Rural (n=450)	20 <sup>ab</sup>

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

When asked the *main* reason why they do not use the internet or email, non-internet users give a variety of answers. Among current non-internet users, the most often cited reasons for staying offline relate to issues of relevance or usability: 34% of offline adults say that they just aren't interested in going online or don't need to, or that they are "too busy" or think the internet is a waste of time, while another 32% mentioned usability-related issues, such as finding it to difficult or frustrating to go online, or saying that they don't know how or are physically unable. Some 19% mentioned price-related reasons, 7% said that a lack of access or availability is the main reason, and 7% cited some other reason for why they don't go online.

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### The main reason offline adults don't use the internet

*Among all American adults ages 18 and older who do not use the internet or email (n=357)*

Just not interested	21%
Don't have a computer	13
Too difficult/frustrating	10
Don't know how/Don't have skills	8
Too old to learn	8
Don't have access	7
Too expensive	6
Don't need it / Don't want it	6
Think it's a waste of time	4
Physically unable (e.g. poor eyesight or disabled)	4
Too busy/Just don't have the time	3
Worried about privacy / viruses / spam / spyware / hackers	3
Other (SPECIFY)	7

Summary of reasons	
<b>Relevance</b> (not interested + waste of time + too busy + don't need/want)	34%
<b>Usability</b> (difficult/frustrating + too old + don't know how + physically unable + worried about virus/spam/hackers/etc.)	32
<b>Price</b> (too expensive + don't have computer)	19
<b>Lack of availability / Access</b>	7

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

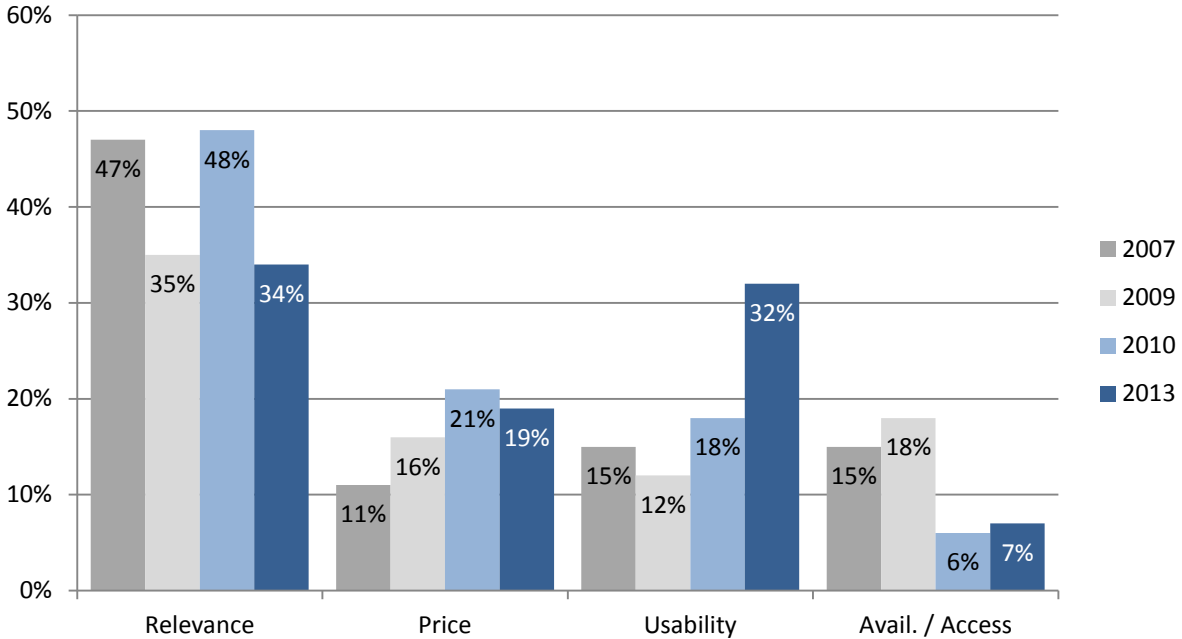
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The types of reasons non-internet users give for staying offline have shifted in previous years. One of the most striking changes is that issues related to the difficulty of using the internet are more prominent than they were in previous surveys, while [in 2010](#), for instance, almost half (48%) of non-internet users cited issues of relevance, and only one in five mentioned usability or price-related reasons, respectively.

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## The main reason offline adults don't use the internet, over time

Among all American adults ages 18 and older who do not use the internet or email, 2007-2013



Source: Pew Research Center's Internet & American Life Project Surveys.

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### Offline adults' experiences with the internet

Though they themselves do not go online, the internet often touches offline adults' lives in various ways.

A small proportion of non-internet users have been online in the past. Some 14% of offline adults say that they used to use the internet, but have since stopped for some reason—down slightly from the one in five who said this in 2009 and 2010, but similar to the 17% who said this in 2002.

And though most offline adults do not have direct connections to the online world, many have accessed online resources by proxy. Some 44% of offline adults have asked a friend or family member to look something up or complete a task on the internet for them at some point, as shown in the following chart.

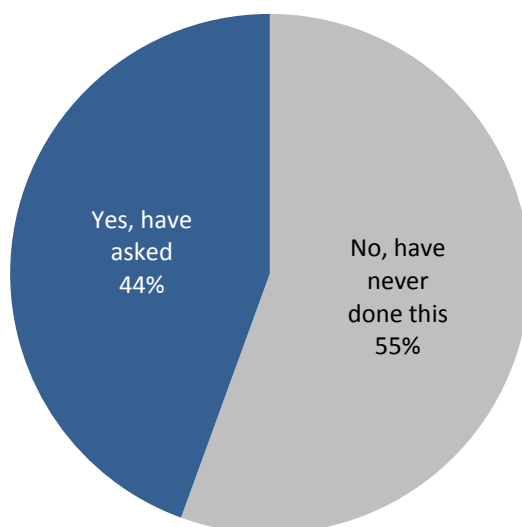
Finally, 23% of offline adults live in a household where someone else uses the internet at home, a proportion that has remained relatively steady for over a decade.

Overall, 33% of offline adults have had some exposure to the internet, either because they used to use the internet, but have since stopped for some reason, or by living in a household where someone else uses the internet at home.

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## Have you ever asked a friend or family member to look something up or complete a task on the internet for you?

Among all American adults ages 18 and older who do not use the internet or email (n=357)



**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

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Ultimately, most offline adults do not express a strong desire to begin (or resume) using the internet. Just 8% of offline adults say they would like to start using the internet or email, while 92% say they are not interested.

However, we did ask offline adults whether they would need assistance going online if they did choose to use the internet in the future. We found that only 17% of all non-internet users say they would be able to start using the internet on their own, while a majority (63%) say they would need someone to help them.<sup>4</sup>

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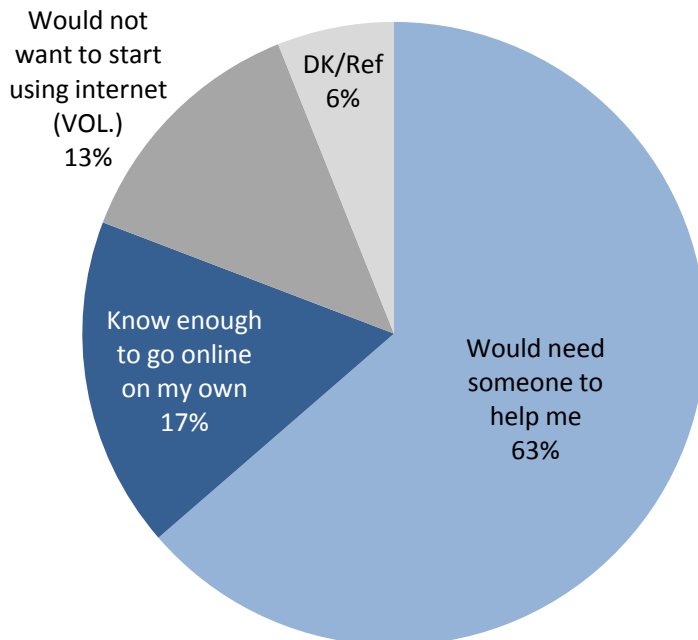
<sup>4</sup> Among offline adults who have had some exposure to the internet (either because they used to use the internet, but have since stopped for some reason, or by living in a household where someone else uses the internet at home), 12% say they would like to start using the internet or email, and 21% said they would be able to start using the internet on their own.



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## Most non-internet users say they would need assistance if they wanted to go online in the future

Among all American adults ages 18 and older who do not use the internet or email (n=357)



**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

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### Older adults and internet use

Adults ages 65 and older are significantly more likely than any other age group to be offline, with 44% saying they don't use the internet or email; among the next youngest age group, adults ages 50-64, only 17% don't go online. If we narrow our focus to members of the G.I. Generation, those born in 1936 or earlier (ages 77 and older in 2013), a full 62% don't use the internet or email.

Overall, adults ages 65 and older account for almost half (49%) of non-internet users by age group.

Asked whether they would be able to start using the internet in the future, just 13% of non-internet users ages 65 and older said they would know enough to go online, while 66% say they would need help. Just 5% of offline adults in this age group say they would like to start using the internet or email.

Finally, 44% of non-internet users ages 65 and older have asked a friend or family member to look something up or complete a task on the internet for them, a rate similar to other offline adults.

# Dial-up users and internet users without home access

Though 85% of adults use the internet, their experiences going online are not all the same. While 76% of adults use the internet at home, another 9% say they use the internet but do not use it at home. And though most home internet users have broadband connections of some sort, 3% of all adults still connect to the internet at home via dial-up.<sup>5</sup>

## Home internet use

Among all adults, groups that are more likely to be home internet users include adults with higher levels of income and education, whites, and those living in urban or suburban areas. Meanwhile, groups that are significantly more likely to rely on internet access outside the home include blacks and Hispanics, as well as adults at lower levels of income and education.

Finally, due to their increased likelihood to use the internet overall, younger adults are more likely than older adults to go online either at home or to rely on external access, as shown in the following table.

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<sup>5</sup> For more on how Pew Research defined “broadband users,” see <http://www.pewresearch.org/fact-tank/2013/08/29/how-pew-research-calculates-broadband-adoption/>.

## Home internet users by demographic group

Among all American adults ages 18 and older, the % in each group who go online at home

		% go online from home	% use internet, but NOT from home
<b>All Americans ages 18+ (n=2,252)</b>		<b>76%</b>	<b>9%</b>
a	Men (n=1,029)	77	9
b	Women (n=1,223)	76	9
<b>Race/ethnicity</b>			
a	White, Non-Hispanic (n=1,571)	79 <sup>bc</sup>	6
b	Black, Non-Hispanic (n=252)	70	15 <sup>a</sup>
c	Hispanic (English- and Spanish-speaking) (n=249)	63	13 <sup>a</sup>
<b>Age</b>			
a	18-29 (n=404)	87 <sup>bcd</sup>	10 <sup>d</sup>
b	30-49 (n=577)	83 <sup>cd</sup>	10 <sup>d</sup>
c	50-64 (n=641)	75 <sup>d</sup>	8
d	65+ (n=570)	50	6
<b>Education attainment</b>			
a	No high school diploma (n=168)	45	14 <sup>d</sup>
b	High school grad (n=630)	65 <sup>a</sup>	13 <sup>cd</sup>
c	Some College (n=588)	83 <sup>ab</sup>	8 <sup>d</sup>
d	College + (n=834)	93 <sup>abc</sup>	3
<b>Household income</b>			
a	Less than \$30,000/yr (n=580)	63	13 <sup>cd</sup>
b	\$30,000-\$49,999 (n=374)	76 <sup>a</sup>	12 <sup>cd</sup>
c	\$50,000-\$74,999 (n=298)	88 <sup>ab</sup>	6
d	\$75,000+ (n=582)	92 <sup>ab</sup>	4
<b>Urbanity</b>			
a	Urban (n=763)	76 <sup>c</sup>	9
b	Suburban (n=1,037)	79 <sup>c</sup>	7
c	Rural (n=450)	70	10

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

We also asked the 9% of adults who use the internet but don't go online from home the main reason why they lack home access. They mentioned several factors, most often relating to issues of affordability—some 44% cited financial issues such as not having a computer, or having a cheaper option outside the home. Another 17% mentioned issues of relevance, such as not needing to go online from home too often, and a few mentioned usability issues, such as not knowing how to set up access at home. Finally, another 8% mentioned lack of internet availability or access as the main reason they don't go online at home, and 15% mentioned some other issue.

### Among internet users who don't go online at home, the main reason they don't have internet at home

*Among all American adults ages 18 and older who use the internet but do not go online at home (n=167)*

Computer is too expensive / Don't have a computer	20%
Don't need to go online at home very often or at all	10
Don't know how to set up access at home	9
Internet connection is too expensive / Cheaper to get it elsewhere	9
Service not available where I live	8
Can go online from somewhere else (work, school, community center, friend's house, etc.)	5
Computer is broken or too old	4
Not interested	3
Use my cell phone or other mobile device to go online	3
Too busy / No time	2
Waste of time	2
Don't have internet service at home	1
Other	15

Summary of reasons	
<b>Price</b> (too expensive + don't have computer + can access another way)	42%
<b>Relevance</b> (not interested + too busy + don't need/want)	17
<b>Usability</b> (don't know how)	9
<b>Lack of availability / Access</b>	8

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

## Dial-up users

Among home internet users, connection speed and quality may vary widely.<sup>6</sup> [Our recent report on home broadband adoption](#) found that 3% of American adults connect to the internet at home by a dial-up connection, a proportion that has held steady in recent years. Another 70% of American adults go online via broadband at home.<sup>7</sup>

There are few clear differences between different demographic groups, although adults living in lower-income households (4%) are significantly more likely to have dial-up than those in higher-income households (2%). Adults who have not attended college are also more likely than those with higher levels of education to have home dial-up.

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<sup>6</sup> One source of detailed data on this topic is the [National Broadband Map](#), an interactive from the National Telecommunications and Information Administration (NTIA) with information about types of connection, broadband speeds (including advertised speeds, typical speeds, and the results of speedtests), and general availability by state, county, metropolitan area, and more. <http://broadbandmap.gov/>

<sup>7</sup> For more on how Pew Research defined “broadband users,” see <http://www.pewresearch.org/fact-tank/2013/08/29/how-pew-research-calculates-broadband-adoption/>.

## Dial-up users by demographic group

Among all American adults ages 18 and older, the % in each group who go online at home via dial-up connection

		% with home dial-up
<b>All Americans ages 18+ (n=2,252)</b>		<b>3%</b>
a	Men (n=1,029)	3
b	Women (n=1,223)	3
<b>Race/ethnicity</b>		
a	White, Non-Hispanic (n=1,571)	3
b	Black, Non-Hispanic (n=252)	2
c	Hispanic (English- and Spanish-speaking) (n=249)	6
<b>Age</b>		
a	18-29 (n=404)	2
b	30-49 (n=577)	2
c	50-64 (n=641)	4
d	65+ (n=570)	4
<b>Education attainment</b>		
a	No high school diploma (n=168)	4
b	High school grad (n=630)	4 <sup>cd</sup>
c	Some College (n=588)	2
d	College + (n=834)	2
<b>Household income</b>		
a	Less than \$30,000/yr (n=580)	4 <sup>cd</sup>
b	\$30,000-\$49,999 (n=374)	4 <sup>c</sup>
c	\$50,000-\$74,999 (n=298)	2
d	\$75,000+ (n=582)	2
<b>Urbanity</b>		
a	Urban (n=763)	2
b	Suburban (n=1,037)	3
c	Rural (n=450)	4

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

## Summary table: How Americans go online

A breakdown of how internet users go online, including those with home access overall and the type of access (dial-up or broadband), is shown in the following table.<sup>8</sup>

Though our May 2013 survey did not explore how internet users without home access go online, it is likely that friends and family, workplaces, and community resources such as [libraries](#) may all play a role. In [a 2012 survey](#) of Americans ages 16 and older, for instance, 73% of respondents said there are places in their community where they can access the internet or use a computer for free, and 35% say they have used those free access points.<sup>9</sup> Additionally, previous research on [smartphones and home broadband adoption](#) has found that 10% of adults ages 18 and older say they have a smartphone, but do not have a home broadband connection, indicating that they may rely on their smartphone for a form of “home” internet access.<sup>10</sup>

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<sup>8</sup> Additional data on how American households go online is available in the Census Bureau’s May 2013 report, Computer and Internet Use in the United States.” <http://www.census.gov/prod/2013pubs/p20-569.pdf>

<sup>9</sup> See <http://libraries.pewinternet.org/2013/01/22/part-3-technology-use-at-libraries/> and <http://libraries.pewinternet.org/2012/12/28/internet-access-at-libraries/>.

<sup>10</sup> See <http://pewinternet.org/Reports/2013/Broadband/Findings/Smartphones-and-broadband.aspx> and <http://libraries.pewinternet.org/2013/08/28/who-has-home-broadband-new-data-and-resources/>.

**Among all American adults ages 18 and older, the % in each group who go online in the following ways**

		% use internet TOTAL	% use internet at home	% use home broadband	% use home dial-up	% use internet, but NOT from home
<b>All Americans ages 18+ (n=2,252)</b>		<b>85%</b>	<b>76%</b>	<b>70%</b>	<b>3%</b>	<b>9%</b>
a	Men (n=1,029)	<b>85</b>	<b>77</b>	71	3	<b>9</b>
b	Women (n=1,223)	<b>84</b>	<b>76</b>	69	3	<b>9</b>
<b>Race/ethnicity</b>						
a	White, Non-Hispanic (n=1,571)	<b>86<sup>c</sup></b>	<b>79<sup>bc</sup></b>	74 <sup>bc</sup>	3	<b>6</b>
b	Black, Non-Hispanic (n=252)	<b>85<sup>c</sup></b>	<b>70</b>	64 <sup>c</sup>	2	<b>15<sup>a</sup></b>
c	Hispanic* (n=249)	<b>76</b>	<b>63</b>	53	6	<b>13<sup>a</sup></b>
<b>Age</b>						
a	18-29 (n=404)	<b>98<sup>bcd</sup></b>	<b>87<sup>bcd</sup></b>	80 <sup>cd</sup>	2	<b>10<sup>d</sup></b>
b	30-49 (n=577)	<b>92<sup>cd</sup></b>	<b>83<sup>cd</sup></b>	78 <sup>cd</sup>	2	<b>10<sup>d</sup></b>
c	50-64 (n=641)	<b>83<sup>d</sup></b>	<b>75<sup>d</sup></b>	69 <sup>d</sup>	4	<b>8</b>
d	65+ (n=570)	<b>56</b>	<b>50</b>	43	4	<b>6</b>
<b>Education attainment</b>						
a	No HS diploma (n=168)	<b>59</b>	<b>45</b>	37	4	<b>14<sup>d</sup></b>
b	High school grad (n=630)	<b>78<sup>a</sup></b>	<b>65<sup>a</sup></b>	57 <sup>a</sup>	4 <sup>cd</sup>	<b>13<sup>cd</sup></b>
c	Some College (n=588)	<b>92<sup>ab</sup></b>	<b>83<sup>ab</sup></b>	78 <sup>ab</sup>	2	<b>8<sup>d</sup></b>
d	College + (n=834)	<b>96<sup>abc</sup></b>	<b>93<sup>abc</sup></b>	89 <sup>abc</sup>	2	<b>3</b>
<b>Household income</b>						
a	Less than \$30,000/yr (n=580)	<b>76</b>	<b>63</b>	54	4 <sup>cd</sup>	<b>13<sup>cd</sup></b>
b	\$30,000-\$49,999 (n=374)	<b>88<sup>a</sup></b>	<b>76<sup>a</sup></b>	70 <sup>a</sup>	4 <sup>c</sup>	<b>12<sup>cd</sup></b>
c	\$50,000-\$74,999 (n=298)	<b>94<sup>ab</sup></b>	<b>88<sup>ab</sup></b>	84 <sup>ab</sup>	2	<b>6</b>
d	\$75,000+ (n=582)	<b>96<sup>ab</sup></b>	<b>92<sup>ab</sup></b>	88 <sup>ab</sup>	2	<b>4</b>
<b>Urbanity</b>						
a	Urban (n=763)	<b>86<sup>c</sup></b>	<b>76<sup>c</sup></b>	70 <sup>c</sup>	2	<b>9</b>
b	Suburban (n=1,037)	<b>86<sup>c</sup></b>	<b>79<sup>c</sup></b>	73 <sup>c</sup>	3	<b>7</b>
c	Rural (n=450)	<b>80</b>	<b>70</b>	62	4	<b>10</b>

\* "Hispanic" includes English- and Spanish-speaking Hispanic adults.

**Source:** Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).



# Survey Questions

## Spring 2013 Tracking Survey

Final Topline

5/21/2013

Data for April 17-May 19, 2013

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

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews  
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]  
Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]  
Margin of error is plus or minus 5.9 percentage points for results based on non-internet users [n=357]

**INTUSE** Do you use the internet, at least occasionally?

**EMLOCC** Do you send or receive email, at least occasionally?

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?<sup>11</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	85	15
December 2012 <sup>i</sup>	81	19
September 2012	81	19
August 2012 <sup>ii</sup>	85	15
April 2012	82	18
February 2012	80	20

**INTUSE/EMLOCC/EMINUSE/INTMOB continued...**

<sup>11</sup> The definition of an internet user varies from survey to survey. In the current survey, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Current results are for both forms combined. Throughout the current topline, total internet users are defined as those who answered yes to any question INTUSE, EMLOCC, EMINUSE or INTMOB. From April 2012 thru December 2012, an internet user is someone who uses the internet at least occasionally, sends/receives email at least occasionally or accesses the internet on a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

**INTUSE/EMLOCC/ EMINUSE/INTMOB continued...**

	USES INTERNET	DOES NOT USE INTERNET
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 <sup>iii</sup>	79	21
December 2010 <sup>iv</sup>	77	23
November 2010 <sup>v</sup>	74	26
September 2010	74	26
May 2010	79	21
January 2010 <sup>vi</sup>	75	25
December 2009 <sup>vii</sup>	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 <sup>viii</sup>	74	26
August 2008 <sup>ix</sup>	75	25
July 2008 <sup>x</sup>	77	23
May 2008 <sup>xi</sup>	73	27
April 2008 <sup>xii</sup>	73	27
January 2008 <sup>xiii</sup>	70	30
December 2007 <sup>xiv</sup>	75	25
September 2007 <sup>xv</sup>	73	27
February 2007 <sup>xvi</sup>	71	29
December 2006 <sup>xvii</sup>	70	30
November 2006 <sup>xviii</sup>	68	32
August 2006 <sup>xix</sup>	70	30
April 2006 <sup>xx</sup>	73	27
February 2006 <sup>xxi</sup>	73	27
December 2005 <sup>xxii</sup>	66	34
September 2005 <sup>xxiii</sup>	72	28
June 2005 <sup>xxiv</sup>	68	32
February 2005 <sup>xxv</sup>	67	33
January 2005 <sup>xxvi</sup>	66	34
Nov 23-30, 2004 <sup>xxvii</sup>	59	41
November 2004 <sup>xxviii</sup>	61	39
July 2004 <sup>xxix</sup>	67	33
June 2004 <sup>xxx</sup>	63	37
March 2004 <sup>xxxi</sup>	69	31
February 2004 <sup>xxxii</sup>	63	37
November 2003 <sup>xxxiii</sup>	64	36
August 2003 <sup>xxxiv</sup>	63	37
June 2003 <sup>xxxv</sup>	62	38
May 2003 <sup>xxxvi</sup>	63	37
March 3-11, 2003 <sup>xxxvii</sup>	62	38
February 2003 <sup>xxxviii</sup>	64	36

**INTUSE/EMLOCC/EMINUSE/INTMOB continued...**

**INTUSE/EMLOCC/ EMINUSE/INTMOB continued...**

December 2002 <sup>xxxix</sup>	57	43
November 2002 <sup>xl</sup>	61	39
October 2002 <sup>xli</sup>	59	41
September 2002 <sup>xlii</sup>	61	39
July 2002 <sup>xliii</sup>	59	41
March/May 2002 <sup>xliv</sup>	58	42
January 2002 <sup>xlv</sup>	61	39
December 2001 <sup>xlvi</sup>	58	42
November 2001 <sup>xlvii</sup>	58	42
October 2001 <sup>xlviii</sup>	56	44
September 2001 <sup>xlix</sup>	55	45
August 2001 <sup>l</sup>	59	41
February 2001 <sup>li</sup>	53	47
December 2000 <sup>lii</sup>	59	41
November 2000 <sup>liii</sup>	53	47
October 2000 <sup>liv</sup>	52	48
September 2000 <sup>lv</sup>	50	50
August 2000 <sup>lvi</sup>	49	51
June 2000 <sup>lvii</sup>	47	53
May 2000 <sup>lviii</sup>	48	52

## HOME3NW

Do you ever use the internet or email at HOME?<sup>12</sup>

Based on all internet users [N=1,895]

	YES	NO	DON'T KNOW	REFUSED
Current	90	10	0	*
December 2012	90	10	0	0
November 2012	90	10	0	*
April 2012	89	11	0	0
February 2012	90	10	*	*
August 2011	90	10	0	0
May 2011	88	12	0	*
January 2011	89	11	*	0
December 2010	95	4	*	*
November 2010	95	4	*	*
September 2010	95	5	*	*
May 2010	94	6	*	*
January 2010	94	6	*	*
December 2009	93	6	*	*
September 2009	92	6	*	*
April 2009	91	8	*	*
December 2008	92	6	*	*
November 2008	93	7	*	*
August 2008	93	7	*	--
July 2008	93	7	*	--
May 2008	95	6	*	--
December 2007	94	7	*	--
September 2007	93	6	*	--
February 2007	95	5	*	--
November 2006	93	7	*	--
February 2006	94	6	*	--
June 2005	90	10	*	--
July 2004	94	7	*	--
March 2004	92	8	*	--

<sup>12</sup> In December 2012, question wording was: "Do you ever use the internet AT HOME?" In January 2011 and May 2011, question wording was: "Do you ever use the internet or email from home?" December 2010 and earlier trend wording was as follows: "About how often do you use the internet or email from... HOME – 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?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

**Q2** What is the MAIN reason you don't use the internet at HOME? [DO NOT READ; PRECODED OPEN-END]

Based on internet users who do not go online at home [N=167]

	<u>CURRENT</u>	
%	20	Computer is too expensive / Don't have a computer
	10	Don't need to go online at home very often or at all
	9	Don't know how to set up access at home
	9	Internet connection is too expensive / Cheaper to get it elsewhere
	8	Service not available where I live
	5	Can go online from somewhere else (such as work, school, community center, friend's house, etc.)
	4	Computer is broken or too old
	3	Not interested
	3	Use my cell phone or other mobile device to go online
	2	Too busy / No time
	2	Waste of time
	1	Don't have internet service at home
	15	Other (SPECIFY)
	7	Don't know
	1	Refused

**MODEM4B** 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, or a fiber optic connection such as FIOS?<sup>13</sup>

Based on those who use the internet at home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC <sup>14</sup>	----- T-1	----- (VOL.) OTHER BROAD-BAND	----- (VOL.) BROAD-BAND COMBO	(VOL.) NO HOME NET ACCESS	(VOL.) ACCESS NET ON CELL ONLY	(VOL.) NONE OF THE ABOVE <sup>15</sup>	DK	REF.
Current [N=1,727]	4	92	18	31	33	8	n/a	1	1	1	1	*	2	*
Dec 2012 [N=1,645]	4	90	18	33	30	5	1	2	*	*	2	*	3	1
Nov 2012 [N=1,770]	4	88	18	34	28	6	1	2	0	*	2	*	4	*
April 2012 [N=1,631]	4	90	20	33	30	6	*	1	*	*	1	*	4	*
Feb 2012 [N=1,572]	4	90	21	35	28	5	1	1	*	*	2	1	3	*
Aug 2011 [N=1,565]	5	89	22	34	26	5	*	2	*	1	1	1	3	*
May 2011 [N=1,518]	6	88	25	31	29	4	*	n/a	n/a	n/a	n/a	1	3	1
Jan 2011 [N=1,610]	4	88	28	33	22	5	1	n/a	n/a	n/a	n/a	2	4	1
Dec 2010 [N=1,731]	6	85	27	33	19	5	*	n/a	n/a	n/a	n/a	2	6	2
Nov 2010 [N=1,560]	6	86	28	33	20	5	1	n/a	n/a	n/a	n/a	2	4	2
Sept 2010 [N=1,947]	7	86	29	31	20	6	1	n/a	n/a	n/a	n/a	2	4	1
May 2010 [N=1,659]	7	86	27	33	20	5	1	n/a	n/a	n/a	n/a	2	4	1
Jan 2010 [N=1,573]	7	88	29	38	18	4	*	n/a	n/a	n/a	n/a	1	3	1
Dec 2009 [N=1,582]	9	86	28	37	17	3	1	n/a	n/a	n/a	n/a	2	4	1
Sept 2009 [N=1,584]	7	87	30	37	15	4	*	n/a	n/a	n/a	n/a	2	3	2
April 2009 [N=1,567]	9	86	29	36	15	4	1	n/a	n/a	n/a	n/a	2	3	1

**MODEM4B continued...**

<sup>13</sup> December 2012 and earlier trend question wording included “T-1” as a read category. 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>14</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.

<sup>15</sup> May 2011 and earlier trend percentages for “None of the above” reflect “Other (SPECIFY)” responses.

**MODEM4B continued...**

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC	----- T-1	----- (VOL.) OTHER BROAD- BAND	----- (VOL.) BROAD- BAND COMBO	(VOL.) NO HOME NET ACCESS	(VOL.) ACCESS NET ON CELL ONLY	(VOL.) NONE OF THE ABOVE	DK	REF.
Dec 2008 [N=1,538]	13	80	30	32	15	3	*	n/a	n/a	n/a	n/a	1	5	--
Nov 2008 [N=1,481]	12	82	33	34	13	3	*	n/a	n/a	n/a	n/a	1	5	--
Aug 2008 [N=1,543]	13	81	37	30	10	3	1	n/a	n/a	n/a	n/a	1	5	--
July 2008 [N=1,797]	14	81	35	30	13	3	1	n/a	n/a	n/a	n/a	1	4	--
May 2008 [N=1,463]	15	79	36	31	9	2	*	n/a	n/a	n/a	n/a	1	5	--
Dec 2007 [N=1,483]	18	77	34	31	10	2	1	n/a	n/a	n/a	n/a	1	3	--
Sept 2007 [N=1,575]	20	73	34	30	8	2	n/a	n/a	n/a	n/a	n/a	1	6	--
Feb 2007 [N=1,406]	23	70	35	28	6	1	n/a	n/a	n/a	n/a	n/a	1	6	--
Aug 2006 [N=1,787]	28	68	34	30	3	1	n/a	n/a	n/a	n/a	n/a	1	3	--
Dec 2005 [N=1,715]	35	61	29	27	4	1	n/a	n/a	n/a	n/a	n/a	1	3	--
June 2005 [N=1,204]	44	53	24	25	3	1	n/a	n/a	n/a	n/a	n/a	1	1	--
Feb 2005 [N=1,287]	47	50	22	25	3	1	n/a	n/a	n/a	n/a	n/a	1	3	--
Jan 2005 [N=1,261]	48	50	21	26	2	1	n/a	n/a	n/a	n/a	n/a	1	1	--
Feb 2004 [N=1,241]	55	42	18	23	1	1	n/a	n/a	n/a	n/a	n/a	1	2	--
Nov 2003 [N=1,199]	62	35	13	21	1	*	n/a	n/a	n/a	n/a	n/a	1	2	--

**Q3** Does ANYONE in your household use the internet at home or send and receive email at home?<sup>16</sup>

Based on non-internet users [N=357]

	YES	NO	DON'T KNOW	REFUSED
Current	23	76	1	0
May 2010	16	82	2	0
April 2009	13	85	1	*
December 2007 <sup>17</sup>	21	79	*	--
June 2005	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	--

**Q4** Did you EVER at some point regularly use the internet or email, but have since stopped for some reason?<sup>18</sup>

Based on non-internet users [N=357]

	YES	NO	DON'T KNOW	REFUSED
Current	14	86	0	0
May 2010	22	78	*	0
April 2009	21	78	*	*
December 2007 <sup>19</sup>	18	82	0	--
May/June 2005	17	82	1	--
February 2005	17	82	1	--
January 2005	15	85	*	--
December 2002	18	81	*	--
March/May 2002	17	83	1	--

<sup>16</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?”

<sup>17</sup> In December 2007, question was asked only of landline non-internet users [n=409].

<sup>18</sup> Prior to May 2013, question wording was “Did you EVER at some point use the internet or email, but have since stopped for some reason?”

<sup>19</sup> In December 2007, question was asked only of landline non-internet users [n=409].



**Q5** Would you like to start using the internet or email (again), or is that not something you're interested in?

Based on non-internet users [N=357]

	YES, INTERESTED	NO, NOT INTERESTED	DON'T KNOW	REFUSED
Current	8	92	*	0
May 2010	10	89	1	0
April 2009	11	86	2	1
December 2007 <sup>20</sup>	10	89	1	--
March/May 2002	14	84	2	--

**Q6** What is the MAIN reason you don't use the internet or email? [DO NOT READ; PRECODED OPEN-END]

Based on non-internet users [N=357]

	CURRENT		MAY 2010	APRIL 2009	DEC 2007 <sup>21</sup>
%	21	Just not interested	31	22	33
	13	Don't have a computer	12	5	4
	10	Too difficult/frustrating	9	7	9
	8	Too old to learn	4	2	3
	8	Don't know how/Don't have skills	2	2	2
	7	Don't have access	6	16	12
	6	Too expensive	10	10	7
	6	Don't need it / Don't want it	4	6	n/a
	4	Think it's a waste of time	7	4	7
	4	Physically unable (e.g. poor eyesight or disabled)	2	1	3
	3	Too busy/Just don't have the time	6	4	6
	3	Worried about privacy / viruses / spam / spyware / hackers	n/a	n/a	n/a
	*	Worried about scams	n/a	n/a	n/a
	n/a	Worried about computer viruses	1	1	1
	n/a	Worried about spam	*	0	*
	n/a	Worried about spyware	*	0	*
	n/a	Worried about adware	0	0	0
	7	Other (SPECIFY)	5	13	9
	1	Don't know	1	2	2
	*	Refused	*	4	--

<sup>20</sup> In December 2007, question was asked only of landline non-internet users [n=409].

<sup>21</sup> In December 2007, question was asked only of landline non-internet users [n=409].

**Q7** If you wanted to start using the internet or 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=357]

	<u>CURRENT</u>		<u>MAY 2010</u>
%	17	Know enough to go online (again) on my own	21
	63	Would need someone to help me	61
	13	Would not want to start using internet (VOL.)	14
	3	Don't know	3
	3	Refused	1

*There is no Question Q8.*

**Q9** Have you ever asked a friend or family member to look something up or complete a task on the internet for you, or have you never done this?

Based on non-internet users [N=357]

	<u>CURRENT</u>	
%	44	Yes, have asked
	55	No, have never done this
	*	Don't know
	*	Refused

# Methods

This report is based on the findings of a 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 International from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users<sup>22</sup> (n=1,895), the margin of sampling error is plus or minus 2.5 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.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.<sup>23</sup> This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

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<sup>22</sup> Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

<sup>23</sup> i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

<b>Sample Disposition</b>		
<u>Landline</u>	<u>Cell</u>	<u>-</u>
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. 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:

- **Contact rate** – the proportion of working numbers where a request for interview was made

- **Cooperation rate** – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- **Completion rate** – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 10 percent. The response rate for the cellular sample was 13 percent.

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<sup>i</sup> December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

<sup>ii</sup> August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

<sup>iii</sup> January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

<sup>iv</sup> December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

<sup>v</sup> November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

<sup>vi</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>vii</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].

<sup>viii</sup> November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

<sup>ix</sup> August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

<sup>x</sup> July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews]

<sup>xi</sup> May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

<sup>xii</sup> April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

<sup>xiii</sup> January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

<sup>xiv</sup> December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].

<sup>xv</sup> September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].

<sup>xvi</sup> February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

<sup>xvii</sup> December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

<sup>xviii</sup> November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

<sup>xix</sup> August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

<sup>xx</sup> April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

<sup>xxi</sup> February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

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- xxii December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- xxiii September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- xxiv June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xxv February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxvi January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- xxvii November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxviii November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxix July 2004 trends based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510].
- xxx June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxxi March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- xxxii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxxiii November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxxiv August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxv June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxvi May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxvii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxviii February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xxxix December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xl November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- xli October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xlii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xliiii July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xliv March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xlv January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- xlvi 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.
- xlvii 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.
- xlviii 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.
- xlix 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.
- I 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.
- li February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- lii December 2000 trends based on a daily tracking survey conducted December 2<sup>nd</sup>, 2000 [N=2,383].
- liii November 2000 trends based on a daily tracking survey conducted November 2<sup>nd</sup> – December 1, 2000 [N=6,321].
- liv October 2000 trends based on a daily tracking survey conducted October 2<sup>nd</sup> - November 1<sup>st</sup>, 2000 [N=3,336].

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<sup>iv</sup> September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

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

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

<sup>viii</sup> May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].