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A Comparison of Results from Surveys by the Pew Research Center and Google Consumer Surveys

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As internet use grows— whether through a traditional computer, tablet, gaming device or cell phone – new techniques are being developed to conduct social research and measure people’s behavior and opinion while they are online. The Pew Research Center has been exploring these new techniques for measuring public opinion and critically evaluating how they compare to more traditional methodologies.

This report examines [Google Consumer Surveys](#), a new tool developed by Google that interviews a stratified sample of internet users from a diverse group of about 80 publisher sites who allow Google to ask one or two questions of selected visitors as they seek to view content on the site. The sample is stratified on age, gender and location; these demographic characteristics are inferred based on the types of websites the users visit, as recorded in their DoubleClick advertising cookie and their computer’s internet address, and then is weighted by these same characteristics to parameters for all internet users from the Current Population Survey. It is neither an “opt in” survey nor a recruited panel but does not constitute a probability sample of all internet users.

The Pew Research Center remains committed to rigorous, probability-based sampling and to dual frame telephone surveys for measuring public opinion, tracking long-term trends and conducting in-depth analyses of the interrelationship of demographic characteristics and social and political values and attitudes. We continue to evaluate the performance of dual frame telephone surveys, as in our [study of the impact of survey nonresponse](#) earlier this year. It showed that “despite declining response rates, telephone surveys that include landlines and cell phones and are weighted to match the demographic composition of the population continue to provide accurate data on most political, social and economic measures.”

It is important to critically evaluate new methodologies, as our traditional methods face growing challenges, especially increasing nonresponse and rising costs. To evaluate the results obtained using Google Consumer Surveys, the Pew Research Center, in consultation with Google, embarked on a series of tests covering a wide range of topics and question types to compare results from Pew Research telephone surveys to those obtained using the Google Consumer Surveys method. This testing is ongoing. This report describes the findings of the evaluation thus far and provides a description of the

Google Consumer Surveys methodology. The analysis and conclusions are solely those of the Pew Research Center.

Pew Research and Google Comparisons

From May to October, 2012, the Pew Research Center compared results for 48 questions asked in dual frame telephone surveys to those obtained using Google Consumer Surveys. Questions across a variety of subject areas were tested, including: demographic characteristics, technology use, political attitudes and behavior, domestic and foreign policy and civic engagement. Across these various types of questions, the median difference between results obtained from Pew Research surveys and using Google Consumer Surveys was 3 percentage points. The mean difference was 6 points, which was a result of several sizeable differences that ranged from 10-21 points and served to increase the mean difference.¹

Differences between the Pew Research surveys and Google results occur for a number of reasons. Given that Google Consumer Surveys does not use a true probability sampling method, and its sampling frame is not of the general public, differences in the composition of the sample are potentially of greatest concern. A comparison of several demographic questions asked by Pew Research indicates that the Google Consumer Surveys sample appears to conform closely to the demographic composition of the overall internet population. Communication device ownership and internet use also aligns well for most, though not all, questions. In addition, there is little evidence so far that the Google Consumer Surveys sample is biased toward heavy internet users.

Some of the differences between results obtained from the two methodologies can be attributed to variations in how the questions were structured and administered. During the evaluation period, we typically tried to match the question wording and format. However, some exceptions had to be made since many of the questions were part of longstanding Pew Research trends and had to be modified to fit within the Google Consumer Surveys limits and the different mode of administration (online self-administered vs. interview-administered by telephone).

The context in which questions are asked could also explain some of the differences; questions in Pew Research surveys are asked as part of a larger survey in which earlier

¹ This computation was based on data that adjusted results for mode differences stemming from the presence or absence of explicit "don't know" or "no opinion" responses.

questions may influence those asked later in the survey. By contrast, only one or two questions are administered at a time to the same respondents in the Google Consumer Surveys method.

The Google Consumer Surveys method is a work in progress and the Pew Research Center's evaluation began shortly after its inception and continued for six months. The testing is ongoing, and we will continue to evaluate their methodology.

Methodology of the Google Consumer Surveys

The Google Consumer Survey method samples internet users by selecting visitors to publisher websites that have agreed to allow Google to administer one or two questions to their users. There are currently about 80 sites in their network (and 33 more currently in testing). These include a mix of large and small publishers (such as New York Daily News, Christian Science Monitor, Reader's Digest, Lima, Ohio News and the Texas Tribune), as well as sites such as YouTube, Pandora and others. Google is attempting to assemble a diverse publisher network covering a range of content (e.g., news, reference, arts and entertainment), size and geography. The results page for each question shows the proportion of respondents from these publisher content groups. Google excludes publishers whose sites include or link to various types of potentially offensive content. (See [McDonald et al.](#) for further information about the methodology, as well as a report on Google's own comparison of results with external benchmarks.)

Google Consumer Surveys selects potential respondents by using inferred characteristics of visitors to the network of publisher sites to attempt to create a sample of internet users that matches national parameters for age, gender and location for the internet using population, based on estimates derived from the Census Bureau's 2010 Current Population Survey's Internet Use Supplement. In a stratified-sampling process, the selection of respondents, done in real-time by computer algorithms, attempts to fill each survey with the proper proportion of individuals by age, gender and location (region, state and/or zipcode) needed for all active surveys. For example, if a male in the 18-24 age group living in the Western U.S. visits a publisher in the network and is available to receive a survey, the system will randomly select among the available questions to present to that user. Users are selected by the system and cannot opt in to any survey.

Although respondents cannot volunteer to take part in the study, the resulting sample is a non-probability sample of internet users. It is unknown whether visitors to the network

of publisher sites are fully representative of all internet users or what proportion of internet users are covered by the publisher network. All members of the internet using population do not have a known chance of being included in the sample. As a result, no meaningful margin of error can be calculated for projecting the results to the internet population. In addition, the non-probability sampling may result in more variation from sample to sample.

The demographic targeting used in selecting respondents is based on inferred information. Geography is inferred through a respondent's IP address, while gender and age are inferred based on the types of websites the users visit as recorded in their DoubleClick advertising cookie. The system also deposits a short-term cookie to prevent users from being asked to participate in the same survey more than once. Errors associated with inferred demographic characteristics can influence the sampling and weighting process, even if these inferred demographics are not used in the analysis. For approximately 30-40% of the users, demographic information is not available – either because their cookies are turned off but more often because the algorithm cannot determine a trend from the websites visited as recorded in their DoubleClick advertising cookie that would suggest what gender or age they are. For results reported on the weighted sample, respondents without inferred demographic information on the variables used in weighting are excluded.

Weighting is done with multiple-cell crosstabs, where the sample size permits, that combine age, gender and location (state or region depending on the most specific geography for which a reliable estimate is available). If some variables are not available, the weighting will adjust to use any of the three characteristics that are available.

The point at which users receive the question prompt varies by publisher site. For example, questions may appear after a user attempts to access any content, views a certain number of articles or attempts to access particular types of content (such as a photo gallery). Users may complete the initial question shown to them, request an alternative question, complete some other action (such as logging into an account, signing up to receive emails, or sharing the content on social media), or decide not to view the content on that site.

Only one or two questions can be administered to the same respondent and currently there is no ability to administer questions to the same respondents over time. This may increase response rates by reducing respondent burden, but is also one of the key limitations of the Google Consumer Surveys method. Much of the political and social

research conducted using survey data seeks to explore the relationship among attitudes and behaviors; such analyses require multiple questions to be asked of the same respondent. Similarly, the ability to administer only one or two questions to the same respondent means that few measures of demographic characteristics are available for analysis.

It is also difficult to ask complex questions using the Google Consumer Surveys platform. There is a limit of 125 characters on question stems and 44 characters on response options. In addition, a maximum of five response categories can be offered. These limitations mean that longer questions cannot be asked or have to be substantially modified, potentially affecting how people comprehend and answer the question.

The brevity of a Google survey does confer one important advantage, which is that surveys can be fielded very quickly: 1,000 or more responses can be obtained in a matter of a few hours, though most surveys typically run for one or two days. Consequently, Google Consumer Surveys can be used for gathering immediate reactions to events that would be difficult and expensive to measure using telephone surveys and for tracking reactions to measure how they evolve in the short and long term. These include qualitative responses to events, such as verbatim or “one word” reactions.

Demographic Characteristics

Based on tests of several demographic variables, the profile of internet users who respond to Google Consumer Surveys is similar to that of internet users in Pew Research Center surveys. The profile of Google Consumer Surveys respondents shown here is *not* based on Google’s inferred demographic information, but on demographic questions that were asked of respondents to Google Consumer Surveys.

As discussed in more detail below, there can be substantial errors in how individual people are classified using Google’s inferred demographics (See “*Assessing Google’s Inferred Demographics*” below.) But in this test, Google Consumer Surveys achieved a representative sample of internet users on gender, age, race/ethnicity, marital status and home ownership when compared with internet users in Pew Research Center surveys.

The gender balance and age profile of internet users in Pew Research surveys and Google Consumer Surveys were fairly similar. In addition, both Google Consumer Surveys and Pew Research reached a similar share of white and non-white internet users.

Each source found that about half of internet users are married while about half are not, and the specific status of the unmarried (widowed, divorced, never married or living with a partner) also were very similar. And in both the Pew Research survey and the Google Consumer Surveys, 63% of internet users said they owned their home.

Profile of Internet Users Reached Using Each Method

	Pew Research	Google Consumer
Gender*	%	%
Male	49	53
Female	<u>51</u>	<u>47</u>
	100	100
Age*		
18-24	16	20
25-34	20	18
35-44	19	17
45-54	20	16
55+	26	28
Race-ethnicity*		
White	69	68
Black or African American	11	10
Asian or Asian American	3	5
Hispanic or Latino	13	10
Other or mixed race	4	7
Marital status		
Married	52	48
Widowed	4	5
Divorced/Separated	12	12
Never married	25	27
Living with a partner	6	8
Don’t know (Vol.)	1	--
Homeownership		
Own	63	63
Rent	33	37
Other/ Don’t know (Vol.)	4	--
Church attendance		
Weekly or more	38	35
Less often	60	65
Don’t know (Vol.)	2	--

Pew Research figures from May and based on internet users, homeownership from Jan. Google Consumer figures from August and based on internet users. Figures are based on weighted data and may not add to 100% because of rounding. *Response have been re-percentage to exclude those who answered don’t know or refused to answer.

Weekly church attendance among internet users was comparable in the Pew Research survey and the Google Consumer Surveys. Volunteerism rates were similar in both surveys, although slightly more internet users say they volunteered in the past 12 months in the Pew Research survey than using Google Consumer Surveys (51% vs. 45%).

On two other measures of social and political engagement – talking with neighbors and contacting a public official – there were substantial differences between the results from the Pew Research and Google survey. Nearly six-in-ten (58%) in the Pew Research survey say they talk with their neighbors weekly or more, compared with 43% using Google Consumer Surveys. Nearly twice as many in the Pew Research survey as in the Google surveys said they contacted a public official in the past 12 months (34% vs. 18%). On both of these measures, however, Google results were closer to the estimates from the Current Population Survey’s Civic Engagement Supplement.²

Civic & Political Engagement

	Pew Research	Google Consumer
	%	%
Volunteered in past 12 months (Jan/May)	51	45
Talk with neighbors weekly or more (Jan/Aug)	58	43
Contacted a public official in past 12 months (Jan/Aug)	34	18

Pew Research and Google Consumer figures based on internet users.

Internet and Technology Use

Given the Google surveys’ reliance on internet users visiting particular websites, it is especially important to determine the extent to which internet and technology use among Google’s respondents conforms to the broader population of internet users. Google’s own analysis of visitors to the Google Consumer Surveys publisher network shows that heavier internet users are more likely to appear, but the magnitude of this bias is relatively small. Comparisons of measures of device ownership and internet use in Pew Research surveys and Google Consumer Surveys confirm this.

² The Current Population Survey estimate is based on the general public, not on internet users. Considerable research suggests that political and social surveys with relatively low response rates overstate the level of political and civic engagement of the public. See the Pew Research Center report, [“Assessing the Representativeness of Public Opinion Surveys,”](#) May 15, 2012.

In general, the percentage who said they owned particular devices and engaged in various online activities were fairly similar in the Pew Research surveys and the Google Consumer Surveys. The percentages of internet users saying they owned a tablet and e-readers were about the same in both the Pew Research survey and Google Consumer Surveys.

In the Pew Research survey, 15% of internet users said they use Twitter, compared with 18% using Google Consumer Surveys. The number saying they donated to charity online also was comparable; 25% in the Pew Research survey and 28% using Google Consumer Surveys. Social networking use was somewhat lower in the Google Consumer Surveys (57%) than in the Pew Research survey (63%), as was getting news online (70% vs. 77%, respectively).

However, there was a difference in smartphone ownership and searching for health information online. Google's samples reported lower levels of smartphone ownership, when asked in the same way as in the Pew Research survey, and fewer said they searched for health information online.

The Pew Research question on smartphone ownership asks "Do you currently own a smartphone, such as a Blackberry, iPhone, Android or Windows phone?" In response, 55% of internet users in a telephone survey said that they did, compared with 39% in a Google survey. However, in a separate test using different question wording, respondents were asked "What type of mobile phone do you currently own?" and were offered Android, iPhone, Blackberry, Windows phone and "other type of mobile phone" as separate choices. In this version, 53% of Google respondents reported having one of the types of smartphones.

There also was a large difference in the percentage who said they looked for health or medical information online; in a Pew Research survey 71% of internet users said they did this, compared with 52% in a Google survey.

Device Ownership & Online Activity

Device ownership <i>% who own a</i> (May/May)	Pew Research %	Google Consumer %
Smartphone	55	39
Tablet	24	25
E-reader	22	21
Online activities <i>% who ...</i> (Feb/June)		
Use Twitter	15	18
Use social networking sites	63	57
Get news online	77	70
Look for health or medical information online	71	52
Make a donation to charity online	25	28

Pew Research and Google figures based on internet users.

Political Attitudes and Policy Views

Across several political measures, the results from the Pew Research Center and using Google Consumer Surveys were broadly similar, though some larger differences were observed.

On party identification, the Google sample included slightly more Republicans (27% vs. 24%) and more conservatives (40% vs. 36%) than the Pew Research survey's sample. Similarly, ratings of Obama's job approval were more negative using Google Consumer Surveys (at the time, 45% vs. 50% approved of Obama job performance). In a September comparison, more voters reached using Google Consumer Surveys supported Obama's re-election than in the Pew Research survey (57% vs. 51%).

Views about the size and role of government were similar in a Pew Research survey and the Google survey. In both, more respondents said they prefer a smaller government providing fewer services than a bigger government providing more services.

Reported frequency of voting also was little different in the Google Consumer Surveys and the Pew Research survey. A majority of respondents to the Pew Research survey (69%) reported voting always or nearly always, compared with 65% in a Google survey.

Political Attitudes and Behavior

	Pew Research	Google Consumer
Party identification (Sept/Sept)	%	%
Republican	24	27
Democrat	35	31
Independent	36	42
Other/No pref/DK (Vol.)	4	--
	100	100
2012 Vote Preference (Sept/Sept)		
Obama	51	57
Romney	42	43
Other/Don't know (Vol.)	7	--
Obama job approval (July/Aug)		
Approve	50	45
Disapprove	43	55
Don't know (Vol.)	7	--
View of government <i>Which do you prefer?</i> (Sept/May)		
Smaller government, providing fewer services	51	56
Bigger government, providing more services	40	44
Depends/Don't know (Vol.)	9	--
Political ideology (Sept/Aug)		
Conservative	36	40
Moderate	35	36
Liberal	23	24
Don't know (Vol.)	6	--
Frequency of voting (April/May)		
Always	45	43
Nearly always	24	22
Part of the time	10	10
Seldom	10	25
Never/Other/DK (Vol.)	11	--

Pew Research figures based on general public.
Google figures based on internet users.
Figures may not add to 100% because of rounding.

There were larger differences between the Pew Research results and those obtained using Google Consumer Surveys on several domestic policy issues tested. But taken collectively, the direction of the differences were not consistently in a liberal or a conservative direction. On the issue of same-sex marriage, opinion was more divided in the Pew Research survey than in the Google survey. In the Pew Research survey, 48% favored and 44% opposed allowing gays and lesbians to marry legally. In the Google survey, more favored allowing same-sex marriage, by a 59% to 41% margin.

The Pew Research survey found more support for Obama's policy to allow illegal immigrants brought to the U.S. as children to remain in the country and apply for work permits (63% approve vs. 33% disapprove) than using Google Consumer Surveys (52% approve, 48% disapprove).

Opinion about the health care legislation passed by Obama and Congress in 2010 was divided in the Pew Research and Google surveys, both before and after the Supreme Court ruling upholding most of the legislation. The results of the two surveys were similar, especially after accounting for possible mode differences.

On the issue of global warming, more in the Pew Research survey said there is solid evidence that the average temperature on earth has been warming over the past few decades (67% vs. 57% using Google Consumer Surveys). But the percentage of people saying

Domestic Policy Comparisons

	Pew Research	Google Consumer
<i>Allowing gays and lesbians to marry legally (July/Aug)</i>	%	%
Favor	48	59
Oppose	44	41
Don't know (Vol.)	8	--
	100	100
<i>Obama's policy to allow illegal immigrants brought here as children to remain in US and apply for work permits (July/July)</i>		
Approve	63	52
Disapprove	33	48
Don't know (Vol.)	4	--
<i>View of health care legislation Before SC decision (June)</i>		
Approve	43	48
Disapprove	48	52
Don't know (Vol.)	9	--
<i>After SC decision (July/June)</i>		
Approve	47	33
Disapprove	43	37
DK (Vol.)/Not sure	9	30
<i>View of SC decision on health care (July)</i>		
Approve	36	28
Disapprove	40	38
Don't know (Vol.)	24	34
<i>Is there solid evidence that the avg. temp. on earth has been warming over the past few decades? (Oct)</i>		
Yes	67	57
Mostly b/c of human activity	42	39
Mostly b/c of natural patterns	19	18
Don't know (Vol.)	6	--
No	26	43
Mixed/Don't know (Vol.)	7	--

Pew Research figures based on general public.
 Google figures based on internet users.
 Figures may not add to 100% because of rounding.

that warming is occurring mostly because of human activity was similar in the two surveys.

Across a variety of foreign policy issues, results from the Pew Research surveys and those obtained using the Google Consumer Surveys method were quite comparable. When it comes to economic and trade policy toward China, slightly more respondents in both said that it is more important to get tougher with China than to build a stronger relationship with China,

On the issue of withdrawing U.S. troops from Afghanistan, similar percentages in both said Obama is handling this about right. But more said that Obama was not removing troops quickly enough in the Google survey (36% vs. 28% in the Pew Research survey). A majority of the public approved of the use of drones to target terrorists in other countries in both approaches, but support was somewhat higher using Google Consumer Surveys than in the Pew Research survey (63% vs. 55%).

By about two-to-one, in both surveys, more said that good diplomacy rather than military strength is the best way to ensure peace. This was tested in two versions of a long-term trend question about political values. One version, which the Pew Research Center began tracking in 1987, asks if the respondent agrees or disagrees that “the best way to achieve peace is through military strength.” The other asks respondents to choose between two alternatives: one is the same as the original question, while the other is that “good diplomacy is the best way to achieve peace.” In Pew Research telephone surveys, fewer respondents chose military strength in the forced choice format, compared with the

Foreign Policy Comparisons

	Pew Research	Google Consumer
<i>When it comes to economic and trade policy with China, which is more important? (Oct/Oct)</i>	%	%
Getting tougher with China	49	54
Building a stronger relationship with China	42	46
Don't know (Vol.)	9	--
	100	100
<i>Is Obama removing U.S. troops from Afghanistan... (Oct/Oct)</i>		
Too quickly	17	23
Not quickly enough	28	36
Handling it about right	46	41
Don't know (Vol.)	9	--
<i>Use of drones to target terrorists (July/July)</i>		
Approve	55	63
Disapprove	34	37
Don't know (Vol.)	11	--
<i>Which comes closer to your view? (Mar11/June12)</i>		
Good diplomacy is the best way to ensure peace	58	67
The best way to ensure peace is through military strength	31	33
Don't know (Vol.)	11	--
<i>The best way to ensure peace is through military strength (April/June)</i>		
Agree	53	55
Disagree	42	45
Don't know	4	--

Pew Research figures based on general public.
Google figures based on internet users.
Figures may not add to 100% because of rounding.

agree/disagree format. For both versions of the question, Google Consumer Surveys produced nearly identical results to the telephone surveys.

Reactions to the Presidential Debates

In a series of tests after each presidential debate, the Pew Research surveys and Google Consumer Surveys produced similar reactions. Both approaches found that Romney was widely viewed by registered voters who watched the debate as doing the better job. Romney had a 72% to 20% margin over Obama in the Pew Research survey on who did the better job in the first debate.

Similarly, Romney had a 57% to 16% lead over Obama according to the Google Consumer Surveys reaction, with 27% saying both candidates did about the same. In the Google reactions, Romney's lead widened from the night of the debate to the next day.

By contrast, Obama was seen as winning the second debate and third debates, but by more modest margins. By a 48% to 37% margin, more debate watchers said in the Pew Research survey that Obama did the better job in the

Voter Reactions to the Presidential Debates

Third presidential debate	Google			Pew Research Survey
	Night of	Next day	Weekend	
	%	%	%	%
Obama	45	47	43	52
Romney	35	33	37	36
Same (Both, neither, dk vol.)*	<u>20</u>	<u>21</u>	<u>20</u>	<u>12</u>
	100	100	100	100
	Oct 22	Oct 23	Oct 25-28	Oct 25-28
Second presidential debate				
Obama	48	50	50	48
Romney	33	32	32	37
Same (Both, neither, dk vol.)*	<u>20</u>	<u>19</u>	<u>18</u>	<u>(15)</u>
	100	100	100	100
	Oct 16	Oct 17	Oct 18-21	Oct 18-21
First presidential debate				
Obama	32	16	16	20
Romney	44	59	57	72
Same/Not sure (Both, neither, dk vol.)*	<u>24</u>	<u>25</u>	<u>27</u>	<u>(7)</u>
	100	100	100	100
	Oct 3	Oct 4	Oct 4-7	Oct 4-7
Vice presidential debate				
Biden	44	42	38	47
Ryan	36	40	42	46
Same (Both, neither, dk vol.)*	<u>20</u>	<u>19</u>	<u>20</u>	<u>(7)</u>
	100	100	100	100
	Oct 11	Oct 12	Oct 12-15	Oct 12-14

PEW RESEARCH CENTER. Based on registered voters who watched each debate. Google results from Google Consumer Surveys; Pew Research results from RDD dual frame telephone surveys. *"Same" and/or "not sure" options were offered to respondents in the Google internet questions, but "neither," "both" and "don't know" were volunteered by respondents in the Pew Research telephone surveys.

second debate. The Google Consumer Surveys reaction showed similar results: 50% said Obama did the better job while 32% said Romney did the better job. Views about who did the better job in the second debate changed little from the night of the debate through the following weekend.

Registered voters who watched the second debate also were asked using Google Consumer Surveys for a one-word impression of Obama and Romney in the debate. The top reactions to Obama's performance included "liar," "great," "president" and "strong." For Romney, the top reactions included "presidential," "liar," "awesome" and "great."

Both the Pew Research survey and Google Consumer Survey showed Obama winning the third presidential debate, but the margin was much wider in the Pew Research survey. In the Pew Research survey, voters by a 52% to 36% margin said Obama did the better job. The Google survey found 43% of voters saying Obama did a better job vs. 37% for Romney.

The public's reaction to the vice-presidential debate was divided in both the Pew Research survey and Google Consumer Survey. Among voters who watched the vice-presidential debate, 47% said Joe Biden did the better job while 46% said Paul Ryan did the better job, according to the Pew Research survey conducted Oct. 12-14. The Google Consumer Surveys reaction, conducted over a similar period, also found a divided reaction to the vice-presidential debate; 38% said Biden did the better job while 42% chose Ryan; 20% said they did the same.

Assessing Google's Inferred Demographics

The demographic characteristics Google uses in sampling and weighting and what it provides for use in analysis are inferred based on information about the types of websites respondents have visited as recorded in their DoubleClick advertising cookie. But there is no publically available analysis of how well these inferred demographics match up to actual demographic information as reported by respondents. To assess this, Google Consumer Survey respondents were asked their gender and age so that the survey responses could be compared to the inferred data.

For 75% of respondents, the inferred gender matched their survey response. About eight-in-ten whom Google inferred were men (79%) said they were male when asked. Similarly, 72% of women based on Google's inferred information said they were female when asked. Among those for whom Google did not infer gender, 58% said they were male and 42% female.

Inferred vs. Reported Gender

<i>Sex given in response</i>	<i>Inferred sex</i>		
	Male	Female	Unknown
	%	%	%
Male	79	28	58
Female	21	72	42
	100	100	100

PEW RESEARCH CENTER. Figures based on unweighted data and may not add to 100% because of rounding.

For age, the pattern is more mixed. Because Google limits the number of response categories for an individual question to five but provides inferred age in six categories, age was asked twice, of separate samples of respondents, collapsing different age categories for each.

In the first comparison, from 23% to 65% report an age that was in the same category as their inferred age, that averages to about 44% among all respondents. But

Inferred vs. Reported Age

<i>Age given in response</i>	<i>Inferred age</i>					
	18-24	25-34	35-44	45-64	65+	Unknown
	%	%	%	%	%	%
18-24	65	23	12	5	5	22
25-34	15	39	25	11	5	18
35-44	10	20	23	16	12	15
45-64	6	15	34	52	26	33
65+	4	4	7	16	52	12
	100	100	100	100	100	100

<i>Age given in response</i>	<i>Inferred age</i>					
	18-24	25-34	35-44	45-54	55+	Unknown
	%	%	%	%	%	%
18-24	63	21	14	10	11	21
25-34	11	43	24	10	8	17
35-44	10	17	30	22	9	16
45-54	4	7	15	33	18	21
55+	11	12	16	25	54	26
	100	100	100	100	100	100

PEW RESEARCH CENTER. Figures based on unweighted data and may not add to 100% because of rounding. Age was asked of two separate samples of Google Consumer Survey respondents, collapsing different age categories for each.

when adjacent age categories also are included, about 76% report an age that is the same or close to their inferred age by Google.

Although there are errors at the individual respondent level in Google’s inferred demographic information, especially for those in the middle age-ranges, correlations between substantive questions and gender and age are consistent with those found in Pew Research surveys.

For example, on the question of whether people prefer a smaller government or a bigger government, more men than women said they prefer a smaller government in both the Pew Research survey and the Google survey. The age pattern also was similar, with younger people being less likely in both surveys to prefer a smaller government.

In both surveys, men and women were about equally likely to say they always vote. And in both the Pew Research survey and the Google survey younger people were far less likely than older people to say they always vote.

The age pattern on presidential approval was quite similar in the Pew Research survey and Google Consumer Surveys; young people were more likely to approve of the job Obama is doing as president in both samples. However, fewer older people using Google Consumer Surveys approved of Obama’s job performance than in the Pew Research survey.

Gender and Age Patterns Similar

	Prefer smaller government		Always vote	
	Pew Research	Google Consumer	Pew Research	Google Consumer
	%	%	%	%
Total	51	57	45	41
Men	59	62	45	40
Women	43	51	44	42
18-24	34	43	21	23
25-34	48	51	33	31
35-44	54	60	38	41
45-54	55	61	48	42
55+	55	61	61	56

PEW RESEARCH CENTER. Google demographics based on inferred information.

Obama Job Approval

% who approve	Pew Research	Google Consumer
	%	%
Total	50	45
18-34	57	56
35-44	49	53
45-54	49	35
55+	45	34

PEW RESEARCH CENTER. Google demographics based on inferred information.

PEW RESEARCH CENTER AND GOOGLE CONSUMER SURVEY COMPARISONS

Pew Research results based on general public, except where noted.

All Google results based on internet users, except where noted.

Political Attitudes and Policy Views

1. PEOPLE-PRESS: In politics today, do you consider yourself a Republican, Democrat or independent?
(Other party, no preference and dk/ref as volunteered options)
GOOGLE : In politics today, do you consider yourself a Republican, Democrat or independent?

	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	(VOL.) No pref/ <u>Other/DK</u>
People-Press Sep 2012 (GP N=3019)	24	35	36	4
Google Sep 2012	27	31	42	--
Aug 2012	31	29	40	--

2. PEOPLE-PRESS/GOOGLE: In general, would you describe your political views as...?

	<u>Very conservative</u>	<u>Conservative</u>	<u>Moderate</u>	<u>Liberal</u>	<u>Very liberal</u>	(VOL.) <u>DK</u>
People-Press Sept 2012 (GP N=3019)	10	27	35	17	6	6
Google Aug 2012	15	25	36	16	8	--

3. PEOPLE-PRESS/GOOGLE: Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	(VOL.) <u>DK</u>
People-Press Jul 2012 (GP N=2973)	50	43	7
Google Aug 2012	45	55	--

4. PEOPLE-PRESS: If the presidential election were being held TODAY, would you vote for [RANDOMIZE: the Democratic ticket of Barack Obama and Joe Biden OR the Republican ticket of Mitt Romney and Paul Ryan? As of TODAY, do you LEAN more to [same options]?
GOOGLE: If the presidential election were held today, for whom would you vote? (If you are unsure, who are you leaning toward?): The Democrat, Barack Obama; The Republican, Mitt Romney; I am not registered to vote

BASED ON REGISTERED VOTERS:

	<u>Obama</u>	<u>Romney</u>	(VOL.) <u>DK</u>
People-Press Sep 2012 (RV N=2424)	51	42	7
Google Sep 2012	57	43	--

5. PEOPLE-PRESS: Now thinking about recent economic news... are you hearing mostly goods news about the economy these days, mostly bad news about the economy these days or a mix of both good and bad news?

GOOGLE: Thinking about recent economic news these days, are you hearing mostly goods news about the economy, mostly bad news about the economy or a mix of good and bad news?

	<u>Mostly good</u>	<u>Mostly bad</u>	<u>Mix of good and bad</u>	(VOL.) <u>DK</u>
People-Press Oct 4-7, 2012 (GP N=1006)	8	28	62	2
Google Oct 2012	8	40	52	--

6. PEOPLE PRESS: As far as you know, which presidential candidate supports raising taxes over \$250,000 –Barack Obama/Mitt Romney, Both, Neither? (Names randomized)

GOOGLE: As far as you know, which presidential candidate supports raising taxes over \$250,000 – Barack Obama/Mitt Romney, Both, Neither, Not sure?

	<u>Obama</u>	<u>Romney</u>	<u>Both</u>	<u>Neither</u>	(VOL.) <u>DK</u>
People-Press Jul 2012 (GP N=1010))	58	7	7	8	20
Google	<u>Obama</u>	<u>Romney</u>	<u>Both</u>	<u>Neither</u>	<u>Not sure</u>
Jul 2012 Obama first	54	5	4	2	36
Jul 2012 Romney first	44	6	4	8	37

7. PEOPLE-PRESS/GOOGLE: If you had to choose, would you rather have a... smaller government providing fewer services or a bigger government providing more services?

	<u>Smaller</u>	<u>Bigger</u>	(VOL.) <u>Depends/DK</u>
People-Press Sep 2012 (GP N=1564)	51	40	9
Google May 2012	56	44	--

8. PEOPLE-PRESS/GOOGLE: Do you strongly favor, favor, oppose or strongly oppose allowing gays and lesbians to marry legally?

	<u>NET Favor</u>	<u>Strongly favor</u>	<u>Favor</u>	<u>NET Oppose</u>	<u>Oppose</u>	<u>Strongly oppose</u>	(VOL.) <u>DK</u>
People-Press Jul 2012 (GP N=2973)	48	23	25	44	20	24	8
Google Aug 2012	59	31	29	41	19	22	--

9. PEOPLE-PRESS/GOOGLE: Do you approve or disapprove of the health care legislation passed by Barack Obama and Congress in 2010?

	<u>Approve</u>	<u>Disapprove</u>	(VOL.) <u>DK</u>
People-Press			
Jun 2012 before SC decision (GP N=2013)	43	48	9
Jul 2012 after SC decision (GP N=2973)	47	43	9
Google	<u>Approve</u>	<u>Disapprove</u>	<u>Not sure</u>
Jun 2012 (before SC decision)	48	52	--
Jun 2012 (after SC decision)	38	62	--
Jul 2012 (after SC decision)	33	37	30

10. PEOPLE-PRESS: From what you've read and heard about the Supreme Court's ruling on the 2010 health care law, would you say you strongly approve, approve, disapprove or strongly disapprove of their decision?

GOOGLE: From what you've read and heard about the Supreme Court's ruling on the 2010 health care law, would you say you... strongly approve of the decision, approve of the decision, disapprove of the decision, strongly disapprove of the decision, have no opinion about the decision?

	<u>Strongly approve</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Strongly disapprove</u>	(VOL.) <u>DK</u>
People-Press					
Jun/Jul 2012 (GP N=1006)	14	22	21	19	24
Google	<u>Strongly approve</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Strongly disapprove</u>	<u>No opinion</u>
Jun/Jul 2012	16	12	13	25	34

11. PEOPLE-PRESS/GOOGLE: From what you've read and heard, did the Supreme Court's recent decision uphold or reject most of the provisions in the 2010 health care law?

	<u>Uphold</u>	<u>Reject</u>	(VOL.) <u>DK</u>
People-Press			
Jun/Jul 2012 (GP N=1006)	55	15	30
Google	<u>Uphold</u>	<u>Reject</u>	<u>Not sure</u>
Jun/Jul 2012	52	13	34

12. PEOPLE PRESS: President Obama recently announced a policy that will allow many illegal immigrants who were brought to the U.S. as children to remain in the U.S. and apply for work permits. Do you...

GOOGLE: A new Obama policy will allow many illegal immigrants brought to the U.S. as children to remain here and apply for work permits. Do you...

	<u>Approve</u>	<u>Disapprove</u>	(VOL.) <u>DK</u>
People-Press			
Jul 2012 (GP N=1466)	63	33	4
Google			
Jun 2012	52	48	--

13. PEOPLE PRESS: Do you approve or disapprove of the United States conducting missile strikes from pilotless aircraft called drones to target extremists in countries such as Pakistan, Yemen and Somalia?
 GOOGLE: How do you feel about US's policy of conducting missile strikes from pilotless aircrafts called drones to target extremists abroad?

	<u>Approve</u>	<u>Disapprove</u>	(VOL.) <u>DK</u>
People-Press Jul 2012 (GP N=2973)	55	34	11
Google Jul 2012	63	37	--

14. PEOPLE PRESS: The best way to ensure peace is through military strength (ASKED IN A LIST)
 GOOGLE: What is your opinion about this statement? The best way to ensure peace is through military strength. Do you...completely agree, mostly agree, mostly disagree, completely disagree.

	<u>Completely agree</u>	<u>Mostly agree</u>	<u>Mostly disagree</u>	<u>Completely disagree</u>	(VOL.) <u>DK</u>
People-Press Apr 2012 (GP N=1462)	22	31	27	15	4
Google Jun 2012	25	30	24	21	--

15. PEOPLE PRESS/GOOGLE: Which of these statements comes closer to your own views – even if neither is exactly right? The best way to ensure peace is through military strength OR Good diplomacy is the best way to ensure peace

	<u>Peace through strength</u>	<u>Good diplomacy</u>	(VOL.) <u>Neither/Both/DK</u>
People-Press Mar 2011 (GP N=3029)	31	58	11
Google Jun 2012	33	67	--

16. PEOPLE PRESS/GOOGLE: From what you've read and heard, is there solid evidence that the average temperature on earth has been getting warmer over the past few decades or not?/Do you believe that the earth is getting warmer...

	<u>Yes</u>	<u>Mostly because of human activity</u>	<u>Mostly because of natural patterns</u>	(VOL.) <u>DK</u>	<u>No</u>	(VOL.) <u>Mixed/DK</u>
People-Press Oct 2012 (GP N=1511)	67	42	19	6	26	7
Google Oct 2012	57	39	18	--	43	--

17. PEOPLE PRESS/GOOGLE: Thinking about our economic and trade policy toward China, which is more important

	Getting tougher <u>with China</u>	Building a stronger relationship <u>with China</u>	(VOL.) <u>DK</u>
People-Press Oct 2012 (GP N=1511)	49	42	9
Google Oct 2012	54	46	--

18. PEOPLE PRESS/GOOGLE: From what you've read and heard, do you think Barack Obama is removing U.S. troops from Afghanistan...

	<u>Too quickly</u>	Not quickly <u>enough</u>	Handling it <u>about right</u>	(VOL.) <u>DK</u>
People-Press Oct 2012 (GP N=749)	17	28	46	9
Google Oct 2012	23	36	41	--

Presidential Debate Reactions

1st Presidential Debate

19. PEOPLE-PRESS: Did you happen to watch the presidential debate between [RANDOMIZE: Barack Obama and Mitt Romney] on Wednesday night, or didn't you get a chance to see it? [IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]
GOOGLE: Are you 18 or older and registered to vote in the United States **AND** did you watch the presidential debate Wednesday night?

	Watched <u>all</u>	Watched <u>some</u>	Watched <u>a little</u>	<u>Didn't watch</u>	(VOL.) <u>Don't know</u>
People-Press <i>Based on registered voters</i> Oct 4-7, 2012 (N=1201)	43	20	6	31	*
Google	I am registered and watched <u>the debate</u>	I am registered but did not <u>watch</u>	No, I am not <u>registered</u>	I don't know if <u>I'm registered</u>	
Oct 4-7, 2012 ¹	41	30	24	5	
Oct 7, 2012	44	28	24	4	
Oct 6, 2012	43	30	23	5	
Oct 5, 2012	42	30	23	4	
Oct 4, 2012	44	27	24	5	
Oct 3, 2012	44	26	25	5	

¹ Oct 4-7, 2012, was conducted separately from the Oct. 4, Oct. 5, Oct. 6 and Oct. 7, 2012, surveys.

20. PEOPLE-PRESS: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate: [RANDOMIZE: Barack Obama or Mitt Romney]?
 GOOGLE: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate: [RANDOMIZE: Barack Obama, Mitt Romney, they did about the same] or I'm not quite sure?

BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE:

	<u>Romney</u>	<u>Obama</u>	(VOL.) <u>Both/ Neither</u>	(VOL.) <u>Don't know</u>
People-Press Oct 4-7, 2012 (N=880)	72	20	4	4
Google	<u>Romney</u>	<u>Obama</u>	<u>Same</u>	<u>Not sure</u>
Oct 4-7, 2012 ²	57	16	14	13
Oct 7, 2012	60	15	14	11
Oct 6, 2012	62	17	11	10
Oct 5, 2012	61	15	14	10
Oct 4, 2012	59	16	15	10
Oct 3, 2012	44	32	14	10

Vice Presidential Debate

21. PEOPLE-PRESS: Did you happen to watch the vice-presidential debate between [RANDOMIZE: Joe Biden and Paul Ryan] on Thursday night, or didn't you get a chance to see it? [IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]
 GOOGLE: Are you 18 or older and registered to vote in the United States **AND** did you watch the vice-presidential debate Thursday night?

	<u>Watched all</u>	<u>Watched some</u>	<u>Watched a little</u>	<u>Didn't watch</u>	(VOL.) <u>Don't know</u>
People-Press <i>Based on registered voters</i> Oct 12-14, 2012 (N=857)	42	13	5	40	1
Google	<u>I am registered and watched the debate</u>	<u>I am registered but did not watch the debate</u>	<u>I am not registered but watched the debate</u>	<u>I am not registered and did not watch the debate</u>	
Oct 12-15, 2012 ²	41	32	7	20	
Oct 12, 2012	42	31	7	20	
Oct 11, 2012	44	29	7	20	

² Oct. 12-15, 2012, survey was conducted separately from the Oct. 12, 2012, survey.

22. PEOPLE-PRESS: Regardless of who you support, which vice-presidential candidate do you think did the better job in the debate? [RANDOMIZE: Paul Ryan or Joe Biden]
 GOOGLE: Regardless of which presidential ticket you support, which vice-presidential candidate do you think did the better job in the debate? [RANDOMIZE: Paul Ryan, Joe Biden or they did about the same]

BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE:

	<u>Ryan</u>	<u>Biden</u>	(VOL.) <u>Both/ Neither</u>	(VOL.) <u>Don't know</u>
People-Press				
Oct 12-14, 2012 (N=569)	46	47	5	2
Google	<u>Ryan</u>	<u>Biden</u>	<u>Same</u>	
Oct 12-15, 2012 ³	42	38	20	
Oct 12, 2012	40	42	19	
Oct 11, 2012	36	44	20	

2nd Presidential Debate

23. PEOPLE-PRESS: Did you happen to watch the presidential debate between [RANDOMIZE: Barack Obama and Mitt Romney] on Tuesday night, or didn't you get a chance to see it? [IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]
 GOOGLE: Are you 18 or older and registered to vote in the United States AND did you watch the second presidential debate Tuesday night?

	<u>Watched all</u>	<u>Watched some</u>	<u>Watched a little</u>	<u>Didn't watch</u>	(VOL.) <u>Don't know</u>
People-Press					
<i>Based on registered voters</i>					
Oct 18-21, 2012 (N=852)	45	18	5	32	*
Google					
	<u>I am registered and watched the debate</u>	<u>I am registered but did not watch the debate</u>	<u>I am not registered</u>	<u>I don't know if I'm registered</u>	
Oct 18-21, 2012	43	30	23	4	
Oct 17, 2012	44	28	24	4	
Oct 16, 2012	43	28	25	5	

24. PEOPLE-PRESS: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate? [RANDOMIZE: Mitt Romney or Barack Obama?]
 GOOGLE: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate: : [RANDOMIZE: Mitt Romney, Barack Obama or they did about the same]?

BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE:

	<u>Romney</u>	<u>Obama</u>	(VOL.) <u>Both/ Neither</u>	(VOL.) <u>Don't know</u>
People-Press				
Oct 18-21, 2012 (N=608)	37	48	12	3
Google	<u>Romney</u>	<u>Obama</u>	<u>Same</u>	
Oct 18-21, 2012	32	50	18	
Oct 17, 2012	32	50	19	
Oct 16, 2012	33	48	20	

³ Oct. 12-15, 2012, survey was conducted separately from the Oct. 12, 2012, survey.

3rd Presidential Debate

25. PEOPLE-PRESS: Did you happen to watch the presidential debate between [RANDOMIZE: Barack Obama and Mitt Romney] on Monday night, or didn't you get a chance to see it? [IF YES, ASK: How much of the debate did you watch: all of it, some of it, or only a little?]
 GOOGLE: Are you 18 or older and registered to vote in the United States AND did you watch the second presidential debate Monday night?

	Watched <u>all</u>	Watched <u>some</u>	Watched <u>a little</u>	<u>Didn't watch</u>	(VOL.) Don't know
People-Press Based on registered voters Oct 25-28, 2012 (N=869)	45	18	4	33	*
	I am registered				
	I am registered and watched the debate	but did not watch the debate	I am not registered	I don't know if I'm registered	
Google Oct 25-28, 2012	43	30	21	6	
Oct 23, 2012	43	33	20	4	
Oct 22, 2012	44	30	21	5	

26. PEOPLE-PRESS: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate? [RANDOMIZE: Mitt Romney or Barack Obama]?
 GOOGLE: Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate: : [RANDOMIZE: Mitt Romney, Barack Obama or they did about the same]?

BASED ON REGISTERED VOTERS WHO WATCHED THE DEBATE:

	<u>Romney</u>	<u>Obama</u>	(VOL.) <u>Both/Neither</u>	(VOL.) <u>Don't know</u>
People-Press Oct 25-28, 2012 (N=609)	36	52	10	2
Google	<u>Romney</u>	<u>Obama</u>	<u>Same</u>	
Oct 25-28, 2012	37	43	20	
Oct 23, 2012	33	47	21	
Oct 22, 2012	35	45	20	

Political and Civic Engagement

27. PEOPLE-PRESS/GOOGLE: How often would you say you vote...always, nearly always, part of the time, or seldom?

	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	(VOL.) <u>Never/Other/DK</u>
People-Press Apr 2012 (GP N)	45	24	10	10	11
Google	<u>Always</u>	<u>Nearly always</u>	<u>Part of the time</u>	<u>Seldom</u>	
May 2012	43	22	10	25	--

28. PEOPLE-PRESS/GOOGLE: In the last 12 months, have you contacted or visited a public official, at any level of government, to express your opinion?
 PEOPLE-PRESS only "that is between January 2011 and now"

	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK</u>
People-Press			
Jan 2012 (GP N=1507)	31	69	*
Jan 2012 (Int users N=1260)	34	66	*
Google			
Aug 2012	18	83	--
Current Pop Survey			
Nov 2010 (GP)	10	88	2

29. PEOPLE-PRESS/GOOGLE: Aside from weddings and funerals, how often do you attend religious services? (For Google, one version collapsed seldom and never and the other more than once a week a once a week)

	<u>More than once a week</u>	<u>Once a week</u>	<u>Once or twice a month</u>	<u>A few times a year</u>	<u>Seldom/ Never</u>	(VOL.) <u>DK</u>
People-Press						
May 2012 (GP N=3003)	12	26	12	18	30	2
May 2012 (Int users N=2565)	12	26	12	18	30	2
Google						
Aug 2012	12	23	8	14	43	--
	<u>Once a week or more</u>	<u>Once or twice a month</u>	<u>A few times a year</u>	<u>Seldom</u>	<u>Never</u>	(VOL.) <u>DK</u>
People-Press						
May 2012 (GP N=3003)	38	12	18	16	13	2
May 2012 (Int users N=2565)	38	12	18	16	15	2
Google						
Aug 2012	27	9	12	20	32	--

30. PEOPLE-PRESS: In the last 12 months, that is since April of last year, have you done any volunteer activities through or for an organization?
 GOOGLE: In the last 12 months, have you done any volunteer work for any church, charity or community group?

	<u>Yes</u>
People-Press	
Jan 2012 (GP N=1507)	47
Jan 2012 (Int users N=1260)	51
Google	
May 2012	45

31. PEOPLE-PRESS/GOOGLE: During a typical month in the past year, how often did you talk with any of your neighbors?

	Basically every day	A few times a week	A few times a month	Once a month	Not at all	(VOL.) DK
People-Press						
Jan 2012 (GP N=1507)	20	38	20	10	11	1
Jan 2012 (Int users N=1260)	19	39	21	10	10	1
Google						
Aug 2012	18	25	18	13	27	--
Curr Pop Surv (Nov 2010)						
General public	13	28	23	13	19	4

Technology and Internet Use

32. PEOPLE-PRESS: As I read the following list of items, please tell me if you have to have each one, or not. Do you have...a cell phone that is also a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or not?

GOOGLE (May 2012): Do you have a cell phone that is a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

GOOGLE (July 2012): What type of mobile phone do you currently own...iPhone, Android, Blackberry, Windows phone or other type of mobile phone?

	<u>Yes</u>
People-Press	
May 2012 (GP N=3003)	48
May 2012 (Internet users N=2565)	55
Google	
May 2012 (Yes/No)	39
Jul 2012 (List of types)	53

33. PEOPLE-PRESS: As I read the following list of items, please tell me if you have to have each one, or not. Do you have... a tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire, or not?

GOOGLE (May and July 2012): Do you have a tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire?

	<u>Yes</u>
People-Press	
May 2012 (GP N=3003)	21
May 2012 (Internet users N=2565)	24
Google	
May 2012	25
July 2012	23

34. PEJ: How often, if at all, do you use your tablet to do each of the following? Do you use your tablet to...
Get news, including everything from the latest headlines to in-depth articles and commentary?
GOOGLE (May and July 2012): How often do you use your tablet to get news, including everything from
the latest headlines to in-depth articles?

BASED ON TABLET OWNERS:

	Several <u>times a day</u>	About once <u>a day</u>	A few times <u>a week</u>	About one <u>a week</u>	Less often/ <u>Never</u>
PEJ					
Jun 2012 (N=2013)	17	20	15	12	35
Google					
May 2012	49	18	11	6	15
July 2012	24	23	19	14	21

35. PEOPLE-PRESS: As I read the following list of items, please tell me if you have to have each one, or not.
Do you have...a handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader,
or not?
GOOGLE: Do you have a handheld device made primarily for e-book reading, such as a Nook or Kindle
e-reader?

	<u>Yes</u>
People-Press	
May 2012 (GP N=3003)	19
May 2012 (Internet users N=2565)	22
Google	
May 2012	21

36. PEOPLE-PRESS: Do you ever use Twitter or read Twitter messages, or not?
GOOGLE: Do you ever do any of the following? Use Twitter

	<u>Yes</u>
People-Press	
May 2012 (GP N=3003)	13
May 2012 (Internet users N=2565)	15
Google	
Jun 2012	18

37. PEOPLE-PRESS: Do you ever use social networking sites, such as like Facebook, Google Plus or
LinkedIn?
GOOGLE: Do you ever do any of the following? Use a social networking site like Facebook/
Yes/No all examples: Do you ever use social networking sites, such as Facebook, Google+ or LinkedIn?

	<u>Yes</u>
People-Press	
May 2012 (GP N=3003)	54
May 2012 (Internet users N=2565)	63
Google	
May 2012	57
Aug 2012	45

38. PEW INTERNET: Please tell me if you ever use the Internet to do any of the following things. Do you ever use the Internet to...get news online?
GOOGLE: Do you ever get news online

	<u>Yes</u>
Pew Internet	
May 2011 (GP N=2277)	59
May 2011 (Internet users N=1701)	77
Google	
Jun 2012	70

39. PEW INTERNET: (Please tell me if you ever use the Internet to do any of the following things.) Do you ever use the Internet to...look for health or medical information online?
GOOGLE: Do you ever look for health or medical information online?

	<u>Yes</u>
Pew Internet	
May 2011 (GP N=1138)	55
May 2011 (Internet users N=855)	71
Google	
Jun 2012	52

40. PEW INTERNET: Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to... Make a donation to a charity online
GOOGLE: Do you ever make a donation to a charity online

	<u>Yes</u>
Pew Internet	
May 2011 (GP N=1139)	20
May 2011 (Internet users N=846)	25
Google	
Jun 2012	28

41. PEOPLE-PRESS: Did you follow any debate coverage... on television? Did you follow any debate coverage... online or on a mobile device, on social networking sites like Facebook or Twitter, in newspapers or on the radio? (each asked individually)
GOOGLE: Did you hear or see coverage **on television** of the presidential debate that was held on Wednesday, October 3rd?/Did you follow any coverage **online or on a mobile device (phone, tablet, etc)** of the presidential debate that was held on Wednesday, October 3rd?

% saying yes	<u>Online/</u>	
	<u>TV</u>	<u>Mobile</u>
People-Press		
Oct 4-7, 2012	70	29
Google		
Oct 2012	47	20

Demographics

42. GOOGLE: What is your gender?
 PEOPLE-PRESS: Coded by interviewers

	<u>Male</u>	<u>Female</u>
People-Press		
May 2012 (GP N=3003)	49	51
May 2012 (Internet users N=2565)	49	51
Google		
Aug 2012	53	47

43. GOOGLE and PEOPLE-PRESS: What is your age?

	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-64</u>	<u>65+</u>
People-Press*					
May 2012 (GP N=2941)	14	18	17	35	17
May 2012 (Int users N=2508)	16	20	19	34	12
Google					
Aug 2012	17	19	16	32	15
People-Press*	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>
May 2012 (GP N=2941)	14	18	17	19	33
May 2012 (Int users N=2508)	16	20	19	20	26
Google					
Aug 2012	20	18	17	16	28

* Re-percentage to exclude those who provided don't know/refused responses

44. GOOGLE: Which of the following describes your ethnicity or race?
 PEOPLE-PRESS: Are you Spanish, Hispanic or Latino? Which of the following describes your race? You can select as many as apply.

	<u>White</u>	<u>Black or African American</u>	<u>Asian or Asian American</u>	<u>Hispanic/Latino</u>	<u>Other</u>	
People-Press*						
May 2012 (GP N=2948)	68	12	3	14	4	
May 2012 (Int users N=2518)	69	11	3	13	4	
Google						
Aug 2012	54	8	4	8	6	21
Re-percentage without "none"	68	10	5	10	7	-

* Re-percentage to exclude those who provided don't know/refused responses

45. PEOPLE-PRESS: Are you currently ... married, living with a partner, divorced, separated, widowed or have you never been married?
 GOOGLE: Are you now ... married, widowed, divorced/separated, never married or living with a partner?

	<u>Married</u>	<u>Widowed</u>	<u>Divorced/ Separated</u>	<u>Never married</u>	<u>Living with a partner</u>	(VOL.) DK
People-Press						
May 2012 (GP N=3003)	51	6	13	23	6	1
May 2012 (Int users N=2565)	52	4	12	25	6	1
Google						
Aug 2012	48	5	12	27	8	--

46. PEOPLE-PRESS/GOOGLE: Do you own or rent your home?
 PEOPLE-PRESS: Other arrangement accepted as volunteered option in People-Press and government surveys

	<u>Own</u>	<u>Rent</u>	(VOL.) <u>Other</u>	(VOL.) <u>DK</u>
People-Press				
Jan 2012 (<i>Int users N=1260</i>)	63	33	3	1
Google	<u>Own</u>	<u>Rent</u>		
Aug 2012	63	37		