

## Methodology

The analysis in this report is based on telephone interviews conducted Jan. 25-Feb. 8, 2021, among a national sample of 1,502 adults ages 18 and older, living in all 50 U.S. states and the District of Columbia (300 respondents were interviewed on a landline telephone, and 1,202 were interviewed on a cellphone, including 845 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Dynata according to Abt Associates specifications. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult age 18 or older. For detailed information about our survey methodology, see: <https://www.pewresearch.org/methodology/u-s-survey-research/>.

The combined landline and cellphone sample is weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the U.S. Census Bureau's 2019 American Community Survey one-year estimates and population density to parameters from the decennial census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only, or both landline and cellphone), based on extrapolations from the 2019 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	1,502	2.9 percentage points
Ages 18-29	220	7.3 percentage points
30-49	416	5.2 percentage points
50-64	382	5.8 percentage points
65+	429	5.8 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

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**January 2021 Core Trends Survey**

Topline

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults ages 18 and older nationwide, including 1,202 cellphone interviews

Interviewing dates: January 25, 2021 – February 8, 2021

Margin of error: ± 2.9 percentage points for results based on Total [n=1,502]

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). IF NO ONE CHOSE THE RESPONSE OPTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY.

OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED.

**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>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	93	7
February 2019	90	10
January 2018	89	11
November 2016	90	10
May 2016	87	13
April 2016*	86	14
November 2015	87	13
July 2015	87	13
April 2015*	85	15
September 2013*	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012*	85	15

<sup>1</sup> The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 thru February 2012, an internet user is someone said yes to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 through December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. Since then, anyone who responds "yes" to EMINUSE or INTMOB is considered an internet user.

The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

	<u>USES INTERNET</u> <sup>2</sup>	DOES NOT USE <u>INTERNET</u>
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20
December 2011*	81	19
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37

<sup>2</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

	<u>USES INTERNET</u>	DOES NOT USE <u>INTERNET</u>
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

**INTFREQ** About how often do you use the internet?<sup>3</sup>*Based on internet users [N=1,413]*

		FEBRUARY 2019	JANUARY 2018	MAY 2016	APRIL 2016*	JULY 2015
CURRENT						
33	Almost constantly	31	30	25	28	24
51	Several times a day	49	49	50	49	49
6	About once a day	10	9	11	10	11
5	Several times a week, OR	5	7	7	7	7
4	Less often?	4	6	6	6	8
*	(VOL.) Don't know	*	*	*	*	*
*	(VOL.) Refused	*	*	*	*	1

**SNSINT2** Do you ever use social media sites like Facebook, Twitter or Instagram?

CURRENT	
72	Yes
28	No
0	(VOL.) Don't know
0	(VOL.) Refused

<sup>3</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

*Trend based on internet users<sup>4</sup> [N=1,413]*

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	77	23	0	0
February 2019	78	22	0	0
January 2018	77	23	*	0
November 2016	77	23	*	*
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013*	73	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0
August 2011	64	35	*	0
May 2011	65	35	*	0
January 2011	61	39	0	0
December 2010	62	38	*	0
November 2010	61	39	*	*
September 2010	62	38	*	0
May 2010	61	39	0	0
January 2010	57	43	*	0
December 2009	56	44	0	*
September 2009	47	52	*	*
April 2009	46	54	*	*
December 2008	35	65	*	0
November 2008	37	63	0	0
August 2008	33	67	*	0
July 2008	34	66	*	0
May 2008	29	70	*	0
August 2006	16	84	*	0
September 2005	11	88	1	0
February 2005	8	91	1	0

<sup>4</sup> November 2016 question wording was "Do you ever use social media sites like Facebook, Twitter or LinkedIn?" May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was "Use a social networking site like Facebook, LinkedIn or Google Plus." From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster." Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn."

The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

**BBHOME1** Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

**BBHOME2** [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on home internet subscribers [N=1,288]

	DIAL-UP	HIGHER-SPEED	(VOL.) BOTH DIAL-UP AND HIGHER-SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) DK	(VOL.) REF.
Current	2	91	3	1	*	4	0
February 2019	2	92	3	*	*	2	*
January 2018	3	90	2	*	*	5	*
July 2015	3	91	1	*	1	4	*

### SUMMARY OF HOME BROADBAND

Based on home internet subscribers [N=1,288]

CURRENT		FEBRUARY 2019	JANUARY 2018	JULY 2015
94	Home broadband users	94	91	92
6	No home broadband/DK	6	9	8

Based on Total

CURRENT		FEBRUARY 2019	JANUARY 2018	JULY 2015
77	Home broadband users	73	65	67
23	No home broadband/DK	27	35	33

**SMART2** Is your cell phone a smartphone, or not?<sup>5</sup>*Based on cellphone owners [N=1,468]*

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current [N=1,468]	87	12	1	*
February 2019 [N=1,465]	84	15	1	0
January 2018 [N=1,933]	82	17	1	*
November 2016 [N=2,926]	81	16	3	*
May 2016 [N=992]	76	17	7	0
April 2016 [N=1,457]*	78	16	6	*
November 2015 [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,832]*	73	22	5	*
September 2013 [N=5,565]*	60	33	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,896]*	55	39	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

<sup>5</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

**WEB1** Please tell me if you ever use any of the following. Do you ever use... **[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]**?<sup>6</sup>

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Twitter	23	76	*	*
b. Instagram	40	60	*	*
c. Facebook	69	31	*	*
d. Snapchat	25	75	0	*
e. YouTube	81	19	0	*
f. WhatsApp	23	77	*	*
g. Pinterest	31	69	*	*
h. LinkedIn	28	71	1	*
i. Reddit	18	82	*	*
j. TikTok	21	79	0	*
k. Nextdoor	13	86	1	0

*Trend based on internet users [N=1,413]; see last column for trend based on total*

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
Use YouTube					
Current	86	14	0	*	81
February 2019	79	20	*	0	73
January 2018	81	18	*	*	73

<sup>6</sup> Wording in February 2019 was "Please tell me if you ever use any of the following social media sites. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" January 2018 was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was "Do you ever use the internet to... [INSERT ITEM; RANDOMIZE]?" August and December 2012, as well as September 2013 through September 2014 wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEM; RANDOMIZE]?" April 2015 through April 2016 question wording was "Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to... [INSERT ITEM; RANDOMIZE]?"

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have...  
**[INSERT ITEMS; RANDOMIZE]?<sup>7</sup>**

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>b. A tablet computer<sup>8</sup></b>				
Current	53	47	*	*
February 2019	52	48	*	0
January 2018	53	46	*	*
November 2016	51	49	*	0
April 2016*	48	52	*	*
April 2015*	45	55	*	*
September 2013*	34	65	*	*
May 2013	34	66	*	*
November 2012*	24	75	*	*
August 2012	25	75	*	*
April 2012	18	81	*	*
February 2012	14	85	*	*
December 2011*	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

<sup>7</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

<sup>8</sup> November 2016 item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Microsoft Surface Pro, or Amazon Fire." May 2013 through April 2016, item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire." April 2015 item was asked of a half sample A. December 2011 through November 2012, item wording was "A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire." In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." January 2011 and earlier, item wording was "A tablet computer like an iPad."