|  |  |  |
| --- | --- | --- |
|  | | |
| January 2019 Core Trends Survey | Final Topline | 3/8/2019 |
| Abt Associates for Pew Research Center | |  |
| Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cell phone interviews  Interviewing dates: January 8, 2019 – February 7, 2019  Margin of error: ± 2.85 percentage points for results based on Total [n=1,502] | | |

**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?[[1]](#footnote-1)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current | 90 | 10 |
| January 2018 | 89 | 11 |
| November 2016 | 90 | 10 |
| May 2016 | 87 | 13 |
| April 2016 | 87 | 13 |
| 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 |
| September 2012 | 81 | 19 |
| August 2012 | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |
| December 2011 | 82 | 18 |
| 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 |

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| 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 |
| 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 |

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| 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?

Based on internet users [N=1,372]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Current |  | JANUARY 2018 | May 2016 | April 2016 | July 2015 |
| % | 31 | Almost constantly | 30 | 25 | 28 | 24 |
|  | 49 | Several times a day | 49 | 50 | 49 | 49 |
|  | 10 | About once a day | 9 | 11 | 10 | 11 |
|  | 5 | Several times a week, OR | 7 | 7 | 7 | 7 |
|  | 4 | Less often? | 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 |
|  | \* | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

Trend based on internet users[[2]](#footnote-2) [N=1,372]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) Don’t know | (VOL.) Refused |
| Current | 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 | 74 | 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 |

**HOME4NW** Do you currently subscribe to internet service at HOME?

|  |  |  |
| --- | --- | --- |
|  | Current |  |
| % | 78 | Yes |
|  | 22 | No |
|  | \*  0 | (VOL.) Don’t know  (VOL.) Refused |

Trend based on internet users [N=1,372]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| Current | 84 | 16 | \* | 0 |
| January 2018 | 80 | 20 | \* | 0 |
| July 2015 | 84 | 16 | \* | 0 |

**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=1,210]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | 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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | current |  | january 2018 | July 2015 |
| % | 94 | Home broadband users | 91 | 92 |
|  | 6 | No home broadband/DK | 9 | 8 |

Based on Total

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | current |  | january 2018 | July 2015 |
| % | 73 | Home broadband users | 65 | 67 |
|  | 27 | No home broadband/DK | 35 | 33 |

**DEVICE1a** Next, do you have a cell phone, or not?[[3]](#footnote-3)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Current | 96 | 4 | 0 | 0 |
| January 2018 | 95 | 5 | 0 | 0 |
| November 2016 | 95 | 5 | 0 | 0 |
| May 2016 | 92 | 8 | 0 | 0 |
| April 2016 | 92 | 8 | 0 | 0 |
| November 2015 | 91 | 9 | 0 | 0 |
| July 2015 | 92 | 8 | \* | \* |
| April 2015 | 92 | 8 | \* | 0 |
| Sept 2013 | 91 | 9 | 0 | 0 |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 91 | 9 | 0 | \* |
| December 2012 | 87 | 13 | \* | 0 |
| November 2012 | 85 | 15 | 0 | \* |
| Sept 2012 | 85 | 15 | \* | 0 |
| August 2012 | 89 | 10 | 0 | \* |
| April 2012 | 88 | 12 | \* | \* |
| February 2012 | 88 | 12 | 0 | \* |
| December 2011 | 87 | 13 | 0 | \* |
| August 2011 | 84 | 15 | \* | \* |
| May 2011 | 83 | 17 | \* | 0 |
| January 2011 | 84 | 16 | \* | \* |
| December 2010 | 81 | 19 | \* | \* |
| November 2010 | 82 | 18 | 0 | \* |
| September 2010 | 85 | 15 | \* | \* |
| May 2010 | 82 | 18 | \* | 0 |
| January 2010 | 80 | 20 | 0 | \* |
| December 2009 | 83 | 17 | 0 | \* |
| September 2009 | 84 | 15 | \* | \* |
| April 2009 | 85 | 15 | \* | \* |
| Dec 2008 | 84 | 16 | \* | \* |
| July 2008 | 82 | 18 | \* | -- |
| May 2008 | 78 | 22 | \* | 0 |
| April 2008 | 78 | 22 | \* | -- |
| January 2008 | 77 | 22 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |

**SMART2** Is your cell phone a smartphone, or not?

Based on cell phone owners [N=1,465]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | don’t know | refused |
| Current [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=1,535] | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 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=1,992] | 55 | 38 | 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 | \* |

**Q20** Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?[[4]](#footnote-4)

Based on smartphone owners

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | current |  | MAY 2013 | April 2012 | May 2011 |
| % | 46 | Mostly on cell phone | 34 | 31 | 27 |
|  | 30 | Mostly on something else | 53 | 60 | 62 |
|  | 21 | Both equally (VOL.) | 11 | 7 | 10 |
|  | 2 | Depends (VOL.) | 1 | 2 | 1 |
|  | 1 | Don’t know | \* | \* | \* |
|  | 1 | Refused | \* | \* | \* |
|  | [n=1,219] |  | [n=1,185] | [n=929] | [n=746] |

**BBSMART1** You said that you **[IF SMART2=1, INSERT:** have a smartphone, but**]** do not have high-speed internet service at home. Did you EVER at some point in the past have a broadband internet subscription at home?

Based on non-broadband users [N=357]

|  |  |  |  |
| --- | --- | --- | --- |
|  | Current |  | JULY 2015 |
| % | 33 | Yes, had broadband | 36 |
|  | 60 | No, did not have broadband | 59 |
|  | 7 | (VOL.) Don’t know | 4 |
|  | \* | (VOL.) Refused | 1 |

**BBSMART2** Would you like to have high-speed internet at home **[IF BBSMART1=1, INSERT:** again**]**, or is that not something you're interested in?

Based on non-broadband users [N=357]

|  |  |  |  |
| --- | --- | --- | --- |
|  | Current |  | JULY 2015 |
| % | 18 | Yes, interested | 25 |
|  | 80 | No, not interested | 70 |
|  | 1 | (VOL.) Don’t know | 3 |
|  | 1 | (VOL.) Refused | 2 |

**BBSMART3** Please tell me whether any of the following are reasons why you do not have high-speed internet at home. First, how about **[INSERT ITEMS; RANDOMIZE]**? Is this a reason why you do not have high-speed internet at home?

Next, what about **[INSERT NEXT ITEM]**? **[IF NECESSARY:** Is this a reason why you do not have broadband service at home?**]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Item A: Based on non-broadband users*   1. The monthly cost of a home broadband subscription is too expensive |  |  |  |  |
| Current [N=357] | 50 | 42 | 7 | 1 |
| July 2015 [N=605] | 59 | 34 | 4 | 2 |
| *Item B: Based on non-broadband users*   1. The cost of a computer is too expensive |  |  |  |  |
| Current [N=357] | 31 | 64 | 4 | 1 |
| July 2015 [N=605] | 45 | 50 | 3 | 2 |
| *Item C: Based on non-broadband users who have a smartphone* |  |  |  |  |
| 1. Your smartphone lets you do everything online that you need to do |  |  |  |  |
| Current [N=208] | 72 | 27 | \* | 0 |
| July 2015 [N=244] | 65 | 29 | 4 | 3 |
|  |  |  |  |  |
|  | Yes | No | (Vol.) Don’t Know | (Vol.) Refused |
| *Item D: Based on non-broadband users* |  |  |  |  |
| 1. You have other options for internet access outside of your home |  |  |  |  |
| Current [N=357] | 43 | 53 | 4 | 1 |
| July 2015 [N=605] | 46 | 50 | 2 | 2 |
| *Item E: Based on non-broadband users* |  |  |  |  |
| 1. Broadband service is not available where you live, or is not available at an acceptable speed |  |  |  |  |
| Current [N=357] | 22 | 61 | 16 | 1 |
| July 2015 [N=605] | 23 | 63 | 13 | 2 |
| *Item F: Based on non-broadband users* |  |  |  |  |
| 1. Some other reason I haven’t already mentioned (SPECIFY) |  |  |  |  |
| Current [N=357] | 17 | 81 | 1 | 1 |
| July 2015 [N=605] | 25 | 69 | 5 | 2 |

**BBSMART4** Thinking of the reasons why you do not have broadband service at home, which of them is the MOST important? Is it that **[READ; ONLY INCLUDE “YES” RESPONSES FROM BBSMART3; LIST RESPONSES IN SAME ORDER AS BBSMART3]**?[[5]](#footnote-5)

Based on non-broadband users [N=357]

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | July 2015 |
| % | 23 | Your smartphone lets you do everything online that you need to do | 12 |
|  | 21 | The monthly cost of a home subscription is too expensive | 33 |
|  | 11 | You have other options for internet access outside of your home | 10 |
|  | 6 | The cost of a computer is too expensive | 10 |
|  | 7 | Broadband service is not available where you live, or is not available at an acceptable speed | 5 |
|  | 13 | Or some other reason | 16 |
|  | 4 | (VOL.) Don’t know BBSMART4 | 3 |
|  | 2 | (VOL.) Refused BBSMART4 | 3 |
|  | 12 | None is a reason | 9 |

**WEB1** Please tell me if you ever use any of the following social media sites. Do you ever use... **[INSERT ITEMS; RANDOMIZE ITEM­S a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-i AS A BLOCK]**? [[6]](#footnote-6)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes, do this | no, do not do this | (VOL.) Don’t know | (VOL.) Refused |
| 1. Twitter | 22 | 78 | 0 | 0 |
| 1. Instagram | 37 | 63 | \* | 0 |
| 1. Facebook | 69 | 31 | 0 | 0 |
| 1. Snapchat | 24 | 76 | \* | 0 |
| 1. YouTube | 73 | 26 | \* | 0 |
| 1. WhatsApp | 20 | 79 | 1 | 0 |
| 1. Pinterest | 28 | 71 | 1 | \* |
| 1. LinkedIn | 27 | 73 | \* | 0 |
| 1. Reddit | 11 | 88 | 1 | 0 |

Trend based on internet users [N=1,372]; 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 Twitter |  |  |  |  |  |
| Current | 24 | 76 | 0 | 0 | 22 |
| January 2018 | 27 | 73 | \* | \* | 24 |
| April 2016 | 26 | 74 | 0 | \* | 21 |
| April 2015 | 24 | 76 | 0 | 0 | 20 |
| September 2014 | 23 | 77 | \* | 0 | 19 |
| September 2013 | 18 | 82 | \* | 0 | 14 |
| May 2013 | 18 | 82 | \* | \* | 15 |
| December 2012 | 16 | 84 | \* | \* | 13 |
| August 2012 | 16 | 84 | \* | 0 | 13 |
| Use Instagram |  |  |  |  |  |
| Current | 41 | 59 | \* | 0 | 37 |
| January 2018 | 39 | 61 | \* | \* | 35 |
| April 2016 | 34 | 66 | \* | \* | 28 |
| April 2015 | 29 | 71 | \* | 0 | 24 |
| September 2014 | 26 | 74 | 0 | 0 | 21 |
| September 2013 | 17 | 82 | \* | 0 | 14 |
| December 2012 | 13 | 87 | \* | 0 | 11 |
| August 2012 | 12 | 88 | 1 | 0 | 9 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, Do This | No, Do not Do This | (VOL.) Don’t know | (VOL.) Refused | Yes, Do This  *(Based on All Adults)* |
| Use Pinterest |  |  |  |  |  |
| Current | 31 | 68 | \* | \* | 28 |
| January 2018 | 32 | 67 | \* | \* | 29 |
| April 2016 | 30 | 69 | \* | 0 | 26 |
| April 2015 | 30 | 69 | 1 | \* | 26 |
| September 2014 | 28 | 72 | \* | 0 | 22 |
| September 2013 | 21 | 77 | 2 | \* | 17 |
| December 2012 | 15 | 83 | 2 | 0 | 13 |
| August 2012 | 12 | 87 | 1 | \* | 10 |
| Use Facebook[[7]](#footnote-7) |  |  |  |  |  |
| Current | 75 | 25 | 0 | 0 | 69 |
| January 2018 | 76 | 24 | \* | \* | 68 |
| April 2016 | 79 | 21 | \* | \* | 68 |
| April 2015 | 72 | 28 | \* | 0 | 62 |
| September 2014 | 71 | 28 | 0 | 0 | 58 |
| September 2013 | 71 | 29 | \* | 0 | 57 |
| December 13-16, 2012 | 67 | 33 | \* | 0 | 57 |
| August 2012 | 66 | 34 | 1 | 0 | 54 |
| Use LinkedIn |  |  |  |  |  |
| Current | 29 | 71 | \* | 0 | 27 |
| January 2018 | 28 | 71 | 1 | \* | 25 |
| April 2016 | 28 | 71 | 1 | 0 | 25 |
| April 2015 | 24 | 75 | 1 | 0 | 22 |
| September 2014 | 28 | 72 | \* | 0 | 23 |
| September 2013 | 22 | 77 | 1 | \* | 17 |
| August 2012 | 20 | 79 | 1 | \* | 16 |
| Use Snapchat |  |  |  |  |  |
| Current | 26 | 74 | \* | 0 | 24 |
| January 2018 | 30 | 70 | \* | \* | 27 |
| Use YouTube |  |  |  |  |  |
| Current | 79 | 20 | \* | 0 | 73 |
| January 2018 | 81 | 18 | \* | \* | 73 |
| Use WhatsApp |  |  |  |  |  |
| Current | 21 | 78 | 1 | 0 | 20 |
| January 2018 | 24 | 75 | \* | \* | 22 |

**SNS2** Thinking about the social media sites you use... About how often do you visit or use **[INSERT ITEMS; RANDOMIZE]**? **[READ CATEGORIES AS NECESSARY]**[[8]](#footnote-8)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | several times a day | about once a day | A few times a week | every few weeks | Less often | (VOL.) Don’t know | (VOL.) Refused |
| *Item A: Based on Twitter users* |  |  |  |  |  |  |  |
| 1. Twitter |  |  |  |  |  |  |  |
| Current [N=327] | 25 | 17 | 29 | 10 | 18 | 0 | \* |
| January 2018 [N=458] | 26 | 20 | 25 | 13 | 15 | \* | \* |
| April 2016 [N=183] | 24 | 20 | 23 | 14 | 18 | \* | \* |
| April 2015 [N=193] | 25 | 14 | 23 | 16 | 22 | 1 | \* |
| Sept 2014 [N=323] | 22 | 14 | 24 | 15 | 25 | \* | 0 |
| Sept 2013 [N=223] | 29 | 17 | 21 | 12 | 20 | 1 | 0 |
| *Item B: Based on Instagram users* |  |  |  |  |  |  |  |
| 1. Instagram |  |  |  |  |  |  |  |
| Current [N=493] | 42 | 21 | 21 | 6 | 11 | 0 | 0 |
| January 2018 [N=627] | 38 | 22 | 21 | 8 | 9 | \* | \* |
| April 2016 [N=207] | 36 | 16 | 26 | 10 | 12 | 0 | 0 |
| April 2015 [N=219] | 35 | 24 | 18 | 10 | 12 | \* | \* |
| Sept 2014 [N=317] | 32 | 17 | 24 | 10 | 16 | 1 | 0 |
| Sept 2013 [N=196] | 35 | 22 | 21 | 6 | 15 | 1 | 0 |
| *Item C: Based on Facebook users* |  |  |  |  |  |  |  |
| 1. Facebook |  |  |  |  |  |  |  |
| Current [N=1,005] | 51 | 23 | 17 | 3 | 6 | \* | \* |
| January 2018 [N=1,336] | 51 | 23 | 17 | 4 | 6 | \* | \* |
| April 2016 [N=556] | 55 | 21 | 16 | 3 | 4 | 1 | \* |
| April 2015 [N=600] | 42 | 27 | 22 | 4 | 5 | 0 | 0 |
| Sept 2014 [N=1,074] | 45 | 25 | 17 | 6 | 6 | \* | \* |
| Sept 2013 [N=960] | 40 | 24 | 23 | 6 | 8 | \* | 0 |
| *Item D: Based on Snapchat users* |  |  |  |  |  |  |  |
| 1. Snapchat |  |  |  |  |  |  |  |
| Current [N=285] | 46 | 15 | 17 | 8 | 15 | 0 | 0 |
| January 2018 [N=451] | 49 | 14 | 21 | 5 | 10 | 1 | \* |
| *Item E: Based on YouTube users* |  |  |  |  |  |  |  |
| 1. YouTube |  |  |  |  |  |  |  |
| Current [N=1,071] | 32 | 19 | 32 | 9 | 8 | \* | 0 |
| January 2018 [N=1,450] | 29 | 17 | 34 | 12 | 9 | \* | \* |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A tablet computer[[9]](#footnote-9) |  |  |  |  |
| Current | 52 | 48 | \* | 0 |
| January 2018 | 53 | 46 | \* | \* |
| November 2016 | 51 | 49 | \* | 0 |
| April 2016 | 48 | 52 | \* | \* |
| April 2015 | 45 | 54 | \* | \* |
| September 2013 | 35 | 65 | \* | \* |
| May 2013 | 34 | 66 | \* | \* |
| November 2012 | 25 | 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A desktop or laptop computer[[10]](#footnote-10) |  |  |  |  |
| Current | 74 | 26 | \* | 0 |
| January 2018 | 73 | 27 | \* | 0 |
| November 2016 | 78 | 22 | \* | \* |
| April 2016 | 74 | 26 | 0 | 0 |
| April 2015 | 73 | 27 | 0 | \* |
| November 2012 | 78 | 22 | \* | \* |
| April 2012 | 80 | 20 | \* | \* |
| December 2011 | 75 | 25 | \* | \* |
| August 2011 | 76 | 24 | \* | \* |
| May 2011 | 77 | 22 | \* | \* |
| November 2010 | 77 | 23 | 0 | \* |
| September 2010 | 76 | 24 | \* | \* |
| May 2010 | 79 | 21 | \* | 0 |
| January 2010 | 74 | 26 | 0 | \* |
| December 2009 | 73 | 27 | \* | \* |
| September 2009 | 75 | 25 | \* | \* |
| April 2009 | 78 | 22 | \* | \* |
| April 2008 | 74 | 26 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| April 2006 | 72 | 27 | \* | -- |
|  |  |  |  |  |
| 1. A game console[[11]](#footnote-11) |  |  |  |  |
| Current | 38 | 62 | \* | 0 |
| January 2018 | 39 | 61 | \* | \* |
| April 2015 | 41 | 59 | \* | \* |
| November 2010 | 38 | 62 | \* | \* |
| September 2010 | 42 | 57 | \* | \* |
| May 2010 | 42 | 58 | \* | \* |
| September 2009 | 37 | 63 | \* | \* |
| April 2009 | 41 | 59 | \* | \* |

**BOOKS1** During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | None | 1 book | 2-3 books | 4-5 books | 6-10 books | 11-20 books | More than 20 books | (VOL.) Don’t know | (VOL.) Refused |
| Current | 27 | 6 | 14 | 9 | 14 | 13 | 15 | 1 | \* |
| January 2018 | 24 | 5 | 15 | 12 | 16 | 12 | 14 | 2 | 1 |
| April 2016 | 25 | 7 | 16 | 12 | 13 | 11 | 15 | 1 | 1 |
| April 2015 | 26 | 6 | 16 | 11 | 14 | 12 | 14 | 1 | \* |
| January 2-5, 2014 | 23 | 5 | 14 | 12 | 17 | 13 | 15 | 2 | \* |
| September 2013 | 16 | 6 | 16 | 12 | 17 | 14 | 16 | 2 | 1 |
| November 2012 | 23 | 7 | 14 | 12 | 15 | 13 | 14 | 1 | 1 |
| February 2012 | 23 | 6 | 17 | 13 | 14 | 11 | 13 | 2 | 1 |
| December 2011 | 18 | 6 | 13 | 12 | 15 | 14 | 17 | 3 | 1 |

**BOOKS2** Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those ... **[INSERT NEXT ITEM]**?

Based on those who read any books in the past 12 months [N=1097]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Printed books |  |  |  |  |
| Current [N=1,144] | 89 | 11 | \* | 0 |
| January 2018 [N=1,555] | 89 | 11 | \* | \* |
| April 2016 [N=1,214] | 90 | 9 | \* | \* |
| April 2015 [N=1,493] | 87 | 12 | 1 | \* |
| January 2014 [N=780] | 91 | 8 | \* | \* |
| November 2012 [N=1,754] | 89 | 10 | 1 | \* |
| February 2012 [N=1,377][[12]](#footnote-12) | 90 | 10 | \* | \* |
| December 2011 [N=2,474] | 93 | 7 | \* | \* |
| 1. Audiobooks |  |  |  |  |
| January 2018 [N=1,144] | 27 | 73 | \* | 0 |
| Current [N=1,555] | 24 | 76 | \* | \* |
| April 2016 [N=1,214] | 20 | 80 | \* | \* |
| April 2015 [N=1,493] | 17 | 83 | \* | 0 |
| January 2014 [N=780] | 19 | 81 | \* | 0 |
| November 2012 [N=1,754] | 17 | 83 | \* | 0 |
| February 2012 [N=1,377] | 15 | 85 | \* | \* |
| December 2011 [N=2,474] | 14 | 86 | \* | 0 |
| 1. E-books[[13]](#footnote-13) |  |  |  |  |
| January 2018 [N=1,144] | 35 | 65 | \* | 0 |
| Current [N=1,555] | 34 | 65 | 1 | \* |
| April 2016 [N=1,214] | 38 | 61 | \* | \* |
| April 2015 [N=1,493] | 37 | 63 | \* | \* |
| January 2014 [N=780] | 37 | 63 | \* | 0 |
| November 2012 [N=1,754] | 30 | 69 | \* | \* |
| February 2012 [N=1,377] | 29 | 71 | \* | \* |
| December 2011 [N=2,474] | 21 | 78 | \* | \* |

1. 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 thru 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. [↑](#footnote-ref-1)
2. 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.” [↑](#footnote-ref-2)
3. Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: “Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?”; “Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?”; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?" [↑](#footnote-ref-3)
4. Prior to 2019, this question was asked of respondents who said they use the internet or email on their cellphone. In 2019, the question was posed to respondents who said they use a smartphone. [↑](#footnote-ref-4)
5. Question was asked of respondents who gave two or more “Yes” responses in BBSMART3. Results shown here also include respondents who gave only one “Yes” response in BBSMART3. [↑](#footnote-ref-5)
6. The wording in 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]?” [↑](#footnote-ref-6)
7. December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?" [↑](#footnote-ref-7)
8. April 2016 question wording was “Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]?” April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for “a few times a week” combine “3-5 days a week” and “1-2 days a week”. [↑](#footnote-ref-8)
9. 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” [↑](#footnote-ref-9)
10. April 2015 item was asked of a half sample A. Prior to December 2011, “A desktop computer” and “A laptop computer or netbook” were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes. [↑](#footnote-ref-10)
11. April 2009 through April 2015 item wording was “A game console like Xbox or Play Station.” [↑](#footnote-ref-11)
12. In February 2012, the question was added after interviewing began and trend results are based on respondents who were asked the question and who read any books in the past 12 months. [↑](#footnote-ref-12)
13. December 2011 through April 2016, item wording was “Electronic books, also called e-books.” [↑](#footnote-ref-13)