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# Older adults and internet use

*For the first time, half of adults age 65 and older are online*

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<http://pewinternet.org/Reports/2012/Older-adults-and-internet-use.aspx>

# Summary of findings

## For the first time, half of adults age 65 and older are online.

As of April 2012, 53% of American adults age 65 and older use the internet or email. Though these adults are still less likely than all other age groups to use the internet, the latest data represent the first time that half of seniors are going online. After several years of very little growth among this group, these gains are significant.

Overall, 82% of all American adults ages 18 and older say they use the internet or email, at least occasionally, and 67% do so on a typical day.

## Once online, most seniors make internet use a regular part of their lives.

For most online seniors, internet use is a daily fixture in their lives. Among internet users age 65 and older, 70% use the internet on a typical day. (Overall, 82% of all adult internet users go online on an average day.)

## After age 75, internet and broadband use drops off significantly.

Internet usage is much less prevalent among members the “G.I. Generation” (adults who are currently age 76 and older)<sup>1</sup> than among other age groups. As of April 2012, internet adoption among this group has only reached 34%, while home broadband use has inched up to 21%.

## Seven in ten seniors own a cell phone, up from 57% two years ago.

A growing share of seniors own a cell phone. Some 69% of adults ages 65 and older report that they have a mobile phone, up from 57% in May 2010. Even among those currently age 76 and older, 56% report owning a cell phone of some kind, up from 47% of this generation in 2010. Despite these increases, however, older are less likely than other age groups to own these devices. Some 88% of all adults own a cell phone, including 95% of those ages 18-29.

## One in three online seniors uses social networking sites like Facebook and LinkedIn.

Social networking site use among seniors has grown significantly over the past few years: From April 2009 to May 2011, for instance, social networking site use among internet users age 65 and older grew 150%, from 13% in 2009 to 33% in 2011. As of February 2012, one third (34%) of internet users age 65 and older use social networking sites such as Facebook, and 18% do so on a typical day. Among all adult

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<sup>1</sup> The “G.I. Generation” is defined as American adults who were born in the year 1936 or earlier.  
<http://pewinternet.org/Reports/2010/Generations-2010/Introduction/Defining-Generations.aspx>

internet users, 66% use social networking sites (including 86% of those ages 18-29), with 48% of adult internet users making use of these sites on a typical day.

By comparison, email use continues to be the bedrock of online communications for seniors. As of August 2011, 86% of internet users age 65 and older use email, with 48% doing so on a typical day. Among all adult internet users, 91% use email, with 59% doing so on a typical day. Among all adult internet users, 91% use email, with 59% doing so on a typical day.

## About the Pew Internet Project

**The Pew Research Center's Internet & American Life Project** is an initiative of the Pew Research Center, a nonprofit "fact tank" that provides information on the issues, attitudes, and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the Project is provided by The Pew Charitable Trusts. More information is available at [pewinternet.org](http://pewinternet.org)

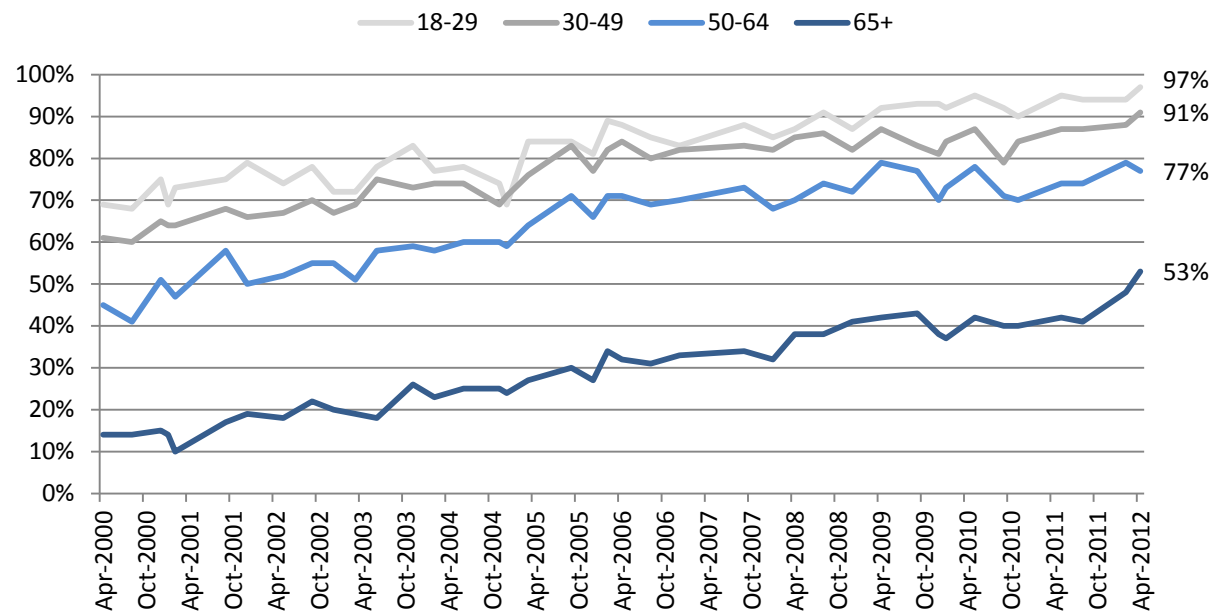
# Main Report

## Internet adoption

As of April 2012, 53% of American adults age 65 and older use the internet or email.<sup>2</sup> Though these adults are still less likely than all other age groups to use the internet, the latest data represent the first time that half of seniors are going online. After several years of very little growth among this group, these gains are significant. In August of 2008, 38% of adults age 65 and older were online; by August of 2011, the share of seniors using the internet or email at least occasionally had barely inched up to 41%. However, by February of this year the number of online seniors had bumped up to 48%. In the latest survey, 53% said they used the internet or email.

## Internet use by age group, 2000-2012

% of American adults age 18+ who use the internet



**Source:** Pew Internet & American Life Project Surveys, March 2000-April 2012.

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

<sup>2</sup> In the latest Pew Internet survey, internet users are defined as those who say “yes” to at least one of the following three questions: “Do you use the internet, at least occasionally?” OR “Do you send or receive email, at least occasionally?” OR “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” From January 2005 through February 2012, an internet user was defined as someone who said “yes” to at least one of two questions: “Do you use the internet, at least occasionally?” OR “Do you send or receive email, at least occasionally?” When compared with the old definition, the new definition results in a one-percentage-point increase for those ages 65 and older (not a significant difference). Prior to January 2005, an internet user was someone who said “yes” to one question: “Do you ever go online to access the Internet or World Wide Web or to send and receive email?”

Among the next oldest age group that we commonly examine, adults ages 50-64, almost eight in ten (77%) use the internet, a proportion that has remained relatively steady over the past three years.

Overall, 82% of all American adults ages 18 and older say they use the internet or email, at least occasionally, and 67% do so on a typical day.

### Once online, internet use becomes a regular part of seniors' lives.

Although half of adults age 65 and older remain disconnected from the internet, once online, internet use becomes a fixture in everyday life for seniors. Overall, 82% of all adult internet users go online on an average day. Among adults age 65 and older, 70% use the internet on a typical day. That compares to:

- 76% of the internet users ages 50-64 who go online on a typical day,
- 86% of the internet users ages 30-49 who go online on a typical day
- 87% of the internet users ages 18-29 who go online on a typical day.

These findings largely echo other recent research examining older adults' use of technology. Once they are given the tools and training needed to start using the internet, they become fervent users of the technology.<sup>3</sup>

It is also now the case, that once seniors start using the internet, they most often have access to high-speed connections at home. Among all adults age 65 and older, 39% say they have a broadband connection at home, up from just 8% in 2005.<sup>4</sup>

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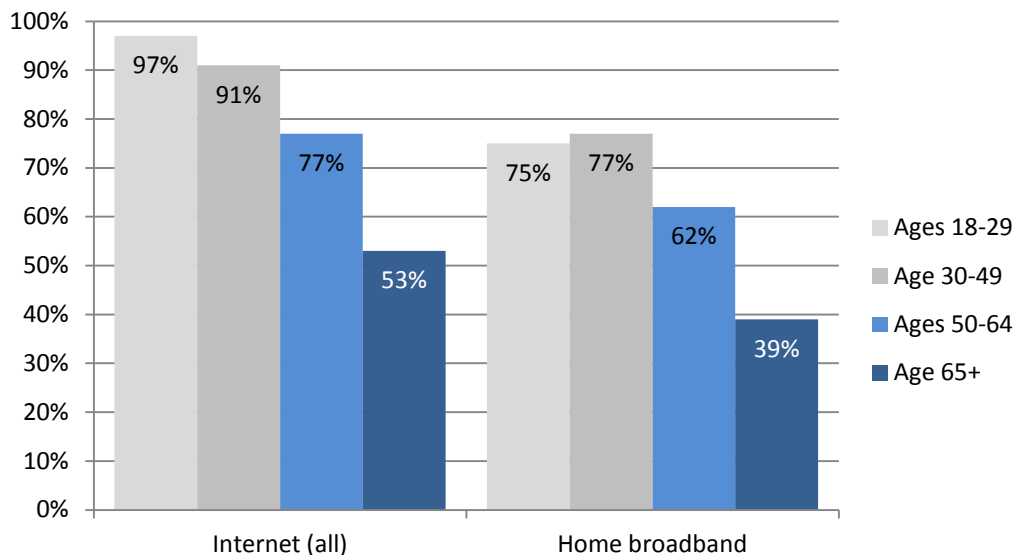
<sup>3</sup> See, for instance, "Older Adults and OATS Computer Training Programs: A Social Impact Analysis Report," Prepared by Paula J. Gardner, The New York Academy of Medicine Division of Health Policy, April 2010. OATS.org

<sup>4</sup> For more detail, see "Home Broadband 2008," by John Horrigan: <http://pewinternet.org/Reports/2008/Home-Broadband-2008.aspx>

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## Internet and home broadband use by age group

*% of all adults in each age group who go online, and also who have broadband at home*



**Source:** Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.4 percentage points for results based on the total sample.

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### After age 75, internet and broadband use drops off significantly.

Looking more closely at the "G.I. generation" (those who are currently age 76 and older) reveals a starkly different reality. Internet adoption among this group has only reached 34% as of April 2012, and home broadband use has inched up to 21%.

Few among this oldest segment of the population are likely to start using the internet without some assistance and encouragement. In 2010, when non-users from the G.I. Generation population were asked if they felt they knew enough about computers and technology to start using the internet and email on their own, 68% said they did not feel confident enough and would need someone to help them get online.<sup>5</sup> Perceived relevancy is also a major issue for this group, as 38% of non-users in the G.I. Generation population say that the main reason they don't use the internet or email is that they're "just

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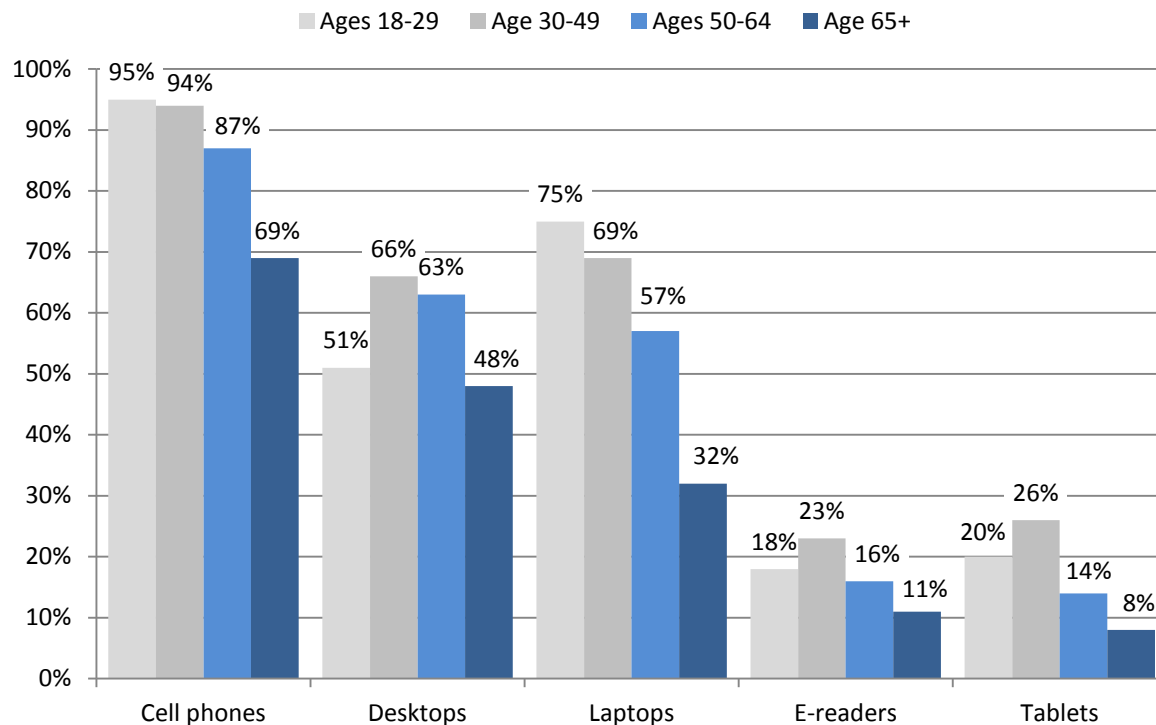
<sup>5</sup> The "G.I. Generation" is defined as American adults who were born in the year 1936 or earlier. Therefore, at the time of this study (April and May of 2010), the G.I. Generation population included adults who were then age 74 and older. <http://pewinternet.org/Reports/2010/Generations-2010/Introduction/Defining-Generations.aspx>

not interested.” Only 4% of non-internet users in the G.I. Generation population said they would like to start using the internet and email in the future.<sup>6</sup>

## Gadget ownership

### Gadget ownership by age group

% of American adults in each age group who own each of the following gadgets



**Source:** Pew Research Center’s Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.4 percentage points for results based on the total sample.

### Seven in ten seniors own a cell phone, up from 57% two years ago.

With the exception of desktop computers, seniors age 65 and older are less likely than other age groups to own any digital devices. However, cell phones are owned by the majority of the senior population; 69% of adults age 65 and older have a mobile phone, up from 57% in May 2010. Even among those who are currently 76 and older, 56% report owning a cell phone of some kind, up from 47% of this generation

<sup>6</sup> For more information about general trends in home broadband adoption, see “Home Broadband 2010,” by Aaron Smith: <http://pewinternet.org/Reports/2010/Home-Broadband-2010.aspx>

The data use in this report is available at <http://pewinternet.org/Shared-Content/Data-Sets/2010/May-2010--Cell-Phones.aspx>

in 2010.<sup>7</sup> Still, smartphone ownership among older adults is quite low. Just over one in ten adults age 65 and older say they have one of these feature-rich phones.<sup>8</sup>

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## A closer look at gadget ownership among the “G.I. Generation”

*% of American adults who own each of the following gadgets*

	G.I. Generation (age 76+)	All adults (age 18+)
% of adults who own this device		
Cell phone	56%	88%
Desktop	31	58
Laptop	20	61
E-reader	5	18
Tablet	3	18

**Source:** Pew Research Center’s Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.4 percentage points for results based on the total sample.

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Desktop ownership among seniors has been steady over the past couple of years; 48% now report having desktop computers, compared with 45% in 2010. Laptops, by comparison, have grown in popularity; 32% of adults age 65 and older now own them, up from 24% in 2010.

### One in ten seniors own an e-book reader, up from 3% two years ago.

Having e-book readers like Kindles and Nooks is still the exception rather than the rule among the senior population. However, almost four times as many seniors own e-book readers now as did just two years ago; 11% reported owning them in the most recent survey, compared with just 3% in 2010. Tablet ownership is also growing; 8% of seniors have them, up from 1% in 2010.

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<sup>7</sup> In 2010, 47% of the members of this generation (who were then age 74 and older) had a cell phone. Among adults who were 76 and older in 2010, 42% had a cell phone.

<sup>8</sup> For more demographics of smartphone owners, see “Nearly half of American adults are smartphone owners,” by Aaron Smith: <http://pewinternet.org/Reports/2012/Smartphone-Update-2012.aspx>



# Online activities

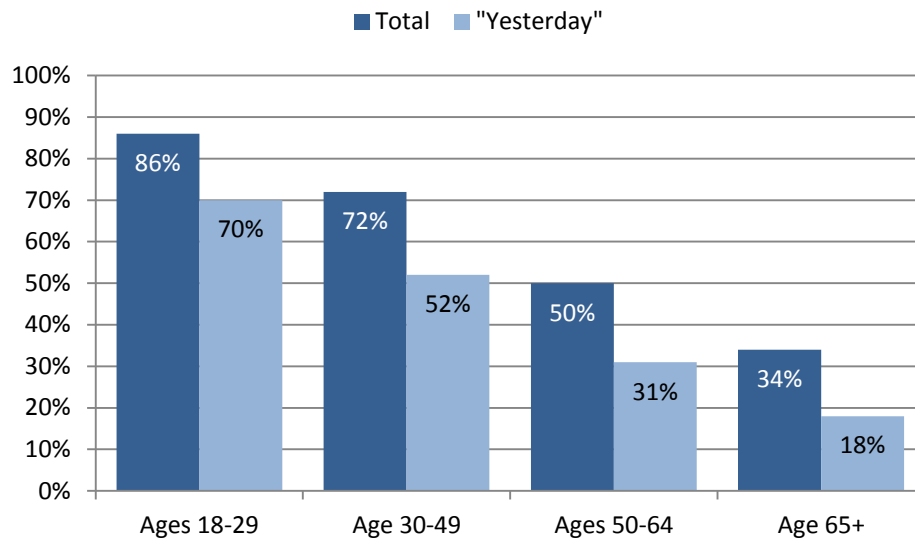
## One in three online seniors uses social networking sites like Facebook and LinkedIn; almost nine in ten use email

As of February 2012, one third (34%) of internet users age 65 and older use social networking sites such as Facebook, and 18% do so on a typical day. Among the G.I. Generation population (adults who are currently age 76 and older), 20% of the internet users in that cohort use social networking sites and 8% do so on a typical day. Among all adult internet users, 66% use social networking sites, and 48% use them on a typical day.

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### Social networking site use by age group

*% of adult internet users in each age group who use social networking sites*



**Source:** Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.7 percentage points for results based on internet users [n=1,803].

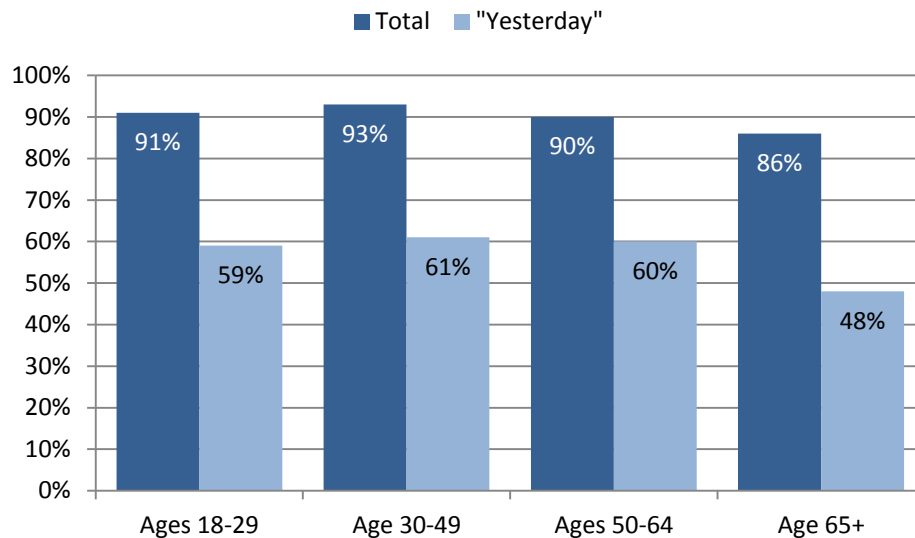
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Meanwhile, email use continues to be the bedrock of online communications for seniors. As of August 2011, 86% of internet users age 65 and older use email, with 48% doing so on a typical day. Among all adult internet users, 91% use email, with 59% doing so on a typical day.

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## Email use by age group

*% of adult internet users in each age group who use email*



**Source:** Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.7 percentage points for results based on internet users [n=1,803].

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## A closer look at seniors and social networking sites

[Previous research](#) from the Pew Internet Project has shown that young adults are the most likely age group to use social networking sites, but the ranks of older users using social media grew significantly from 2009 to 2011. From April 2009 to May 2011, for instance, social networking site use among internet users age 65 and older grew 150%, from 13% in 2009 to 33% in 2011. Over the last year, the number of online seniors using social media remained stable; 34% of online seniors said they use social networking sites in the February 2012 survey.<sup>9</sup>

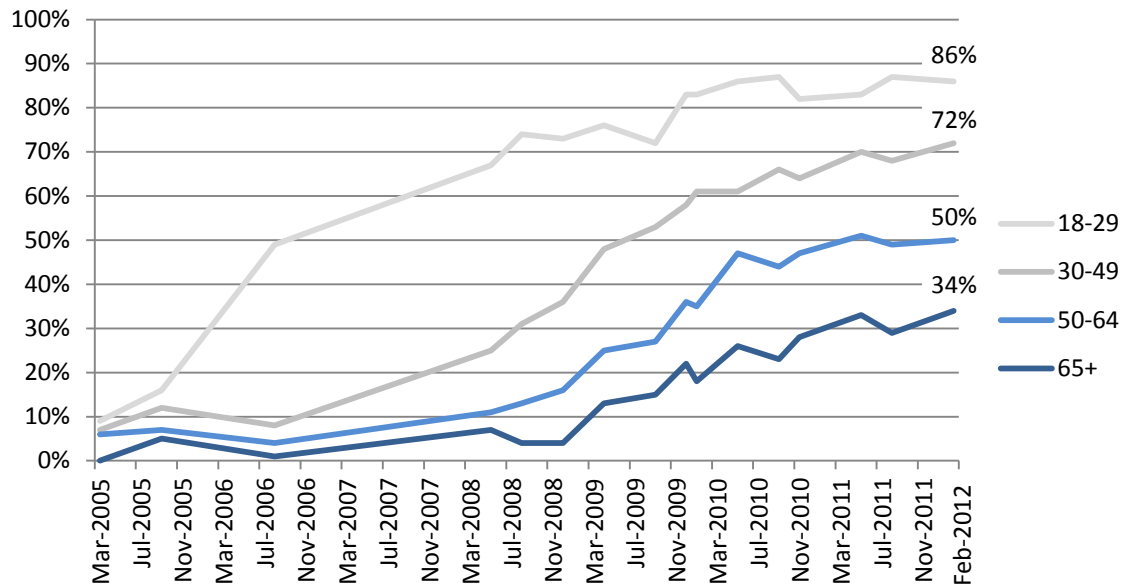
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<sup>9</sup> Mary Madden and Kathryn Zickuhr, "65% of online adults use social networking sites." Pew Internet, 2011. <http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>

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## Social networking site use by age group, 2005-2012

*% of adult internet users age 18+ who use social networking sites*



**Source:** Pew Internet & American Life Project Surveys, March 2005-February 2012.

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Older adults' motivations for using social media sites differ from those of younger adults. For instance, for adults over the age of 50, staying in touch with family is the number one reason they use social networking sites. For adults under age 50, staying in touch with friends is a bigger motivation.

- For more on why people use social media, see: <http://pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>
- For a lengthier discussion of older adults and social media use, see: <http://pewinternet.org/Reports/2010/Older-Adults-and-Social-Media.aspx>

# Methodology

This report is based on the findings of a survey on Americans' use of the internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from March 15 to April 3, 2012, among a sample of 2,254 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,351) and cell phone (903, including 410 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based on internet users<sup>10</sup> (n=1,803), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls. A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

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

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.<sup>11</sup> This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out

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<sup>10</sup> Internet user definition includes those who access the internet on their cell phones or other mobile handheld device.

<sup>11</sup> i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.<sup>12</sup>

Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Landline	Cell	
33,738	22,143	Total Numbers Dialed
1,502	332	Non-residential
1,491	45	Computer/Fax
8	----	Cell phone
15,401	8,237	Other not working
2,746	404	Additional projected not working
12,590	13,126	Working numbers
37.3%	59.3%	Working Rate
915	135	No Answer / Busy
3,472	4,465	Voice Mail
66	5	Other Non-Contact
8,137	8,521	Contacted numbers
64.6%	64.9%	Contact Rate
523	1,382	Callback
6,161	5,654	Refusal
1,453	1,485	Cooperating numbers
17.9%	17.4%	Cooperation Rate
52	43	Language Barrier
----	498	Child's cell phone
1,401	944	Eligible numbers
96.4%	63.6%	Eligibility Rate
50	41	Break-off
1,351	903	Completes
96.4%	95.7%	Completion Rate
11.1%	10.8%	Response Rate

<sup>12</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

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

Thus the response rate for both the landline and cell samples were 11 percent.

# Survey Questions

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## Spring Tracking Survey 2012

Final Topline 04/10/2012

Data for March 15–April 3, 2012  
Princeton Survey Research Associates International for  
the Pew Research Center's Internet & American Life Project

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews  
Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2.4 percentage points for results based on Total [n=2,254]  
Margin of error is plus or minus 2.7 percentage points for results based on internet users [n=1,803]  
Margin of error is plus or minus 2.6 percentage points for results based on cell phone owners [n=1,954]

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

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

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?<sup>13</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	82	18
February 2012	80	20
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 <sup>i</sup>	79	21
December 2010 <sup>ii</sup>	77	23
November 2010 <sup>iii</sup>	74	26
September 2010	74	26
May 2010	79	21
January 2010 <sup>iv</sup>	75	25
December 2009 <sup>v</sup>	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 <sup>vi</sup>	74	26
August 2008 <sup>vii</sup>	75	25

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<sup>13</sup> The definition of an internet user varies from survey to survey. From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording “Do you use the internet, at least occasionally?” OR “Do you send or receive email, at least occasionally?”). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording “Do you ever go online to access the Internet or World Wide Web or to send and receive email?”).

July 2008 <sup>viii</sup>	77	23
May 2008 <sup>ix</sup>	73	27
April 2008 <sup>x</sup>	73	27
January 2008 <sup>xi</sup>	70	30
December 2007 <sup>xii</sup>	75	25
September 2007 <sup>xiii</sup>	73	27
February 2007 <sup>xiv</sup>	71	29
December 2006 <sup>xv</sup>	70	30
November 2006 <sup>xvi</sup>	68	32
August 2006 <sup>xvii</sup>	70	30
April 2006 <sup>xviii</sup>	73	27
February 2006 <sup>xix</sup>	73	27
December 2005 <sup>xx</sup>	66	34
September 2005 <sup>xxi</sup>	72	28
June 2005 <sup>xxii</sup>	68	32
February 2005 <sup>xxiii</sup>	67	33
January 2005 <sup>xxiv</sup>	66	34
Nov 23-30, 2004 <sup>xxv</sup>	59	41
November 2004 <sup>xxvi</sup>	61	39
June 2004 <sup>xxvii</sup>	63	37
February 2004 <sup>xxviii</sup>	63	37
November 2003 <sup>xxix</sup>	64	36
August 2003 <sup>xxx</sup>	63	37
June 2003 <sup>xxxi</sup>	62	38
May 2003 <sup>xxxii</sup>	63	37
March 3-11, 2003 <sup>xxxiii</sup>	62	38
February 2003 <sup>xxxiv</sup>	64	36
December 2002 <sup>xxxv</sup>	57	43
November 2002 <sup>xxxvi</sup>	61	39
October 2002 <sup>xxxvii</sup>	59	41
September 2002 <sup>xxxviii</sup>	61	39
July 2002 <sup>xxxix</sup>	59	41
March/May 2002 <sup>xl</sup>	58	42
January 2002 <sup>xli</sup>	61	39
December 2001 <sup>xlii</sup>	58	42
November 2001 <sup>xliii</sup>	58	42
October 2001 <sup>xliv</sup>	56	44
September 2001 <sup>xlv</sup>	55	45
August 2001 <sup>xlvi</sup>	59	41
February 2001 <sup>xlvi</sup>	53	47
December 2000 <sup>xlvi</sup>	59	41
November 2000 <sup>xlix</sup>	53	47
October 2000 <sup>l</sup>	52	48
September 2000 <sup>li</sup>	50	50
August 2000 <sup>lii</sup>	49	51
June 2000 <sup>liii</sup>	47	53
May 2000 <sup>liv</sup>	48	52



**YEST1NW** Did you happen to use the internet YESTERDAY?<sup>14</sup>

Based on all internet users [N=1,803]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	82	18	*	0
February 2012	82	18	*	0
August 2011	76	23	*	0
May 2011	77	22	*	0
November 2010	76	24	*	*
September 2010	76	24	*	0
May 2010	78	22	*	0
January 2010	72	27	*	0
December 2009	71	28	1	*
September 2009	73	27	*	*
April 2009	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--
July 2008	71	28	1	--
May 2008	70	30	1	--
April 2008	72	28	*	--
December 2007	72	27	*	--
September 2007	68	32	*	--
February 2007	69	31	*	--
December 2006	65	34	*	--
November 2006	64	36	*	--
August 2006	66	34	*	--
April 2006	66	33	*	--
December 2005	63	36	*	--
September 2005	65	34	*	--
February 2005	60	40	*	--
January 2005	58	42	*	--
November 2004	61	39	*	--
June 2004	53	46	1	--
February 2004	55	44	*	--
November 2003	54	45	*	--
July 2003	52	47	1	--
June 2003	55	44	*	--
May 2003	58	42	*	--
March 3-11, 2003	60	40	0	--
February 2003	60	40	*	--
December 2002	56	44	*	--
November 2002	57	43	*	--
October 2002	57	43	0	--
September 2002	58	42	*	--

<sup>14</sup> Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

July 2002	53	47	*	--
March/May 2002	57	43	*	--
January 2002 <sup>15</sup>	59	41	*	--
Dec. 17-23, 2001	58	42	*	--
Nov. 19-Dec. 16 2001	60	40	*	--
Oct. 19-Nov. 18 2001	61	39	*	--
Oct. 8-18 2001	51	49	1	--
October 2-7 2001	56	43	1	--
Sept 20-Oct 1 2001	57	42	1	--
Sept 12-19 2001	51	49	*	--
August 2001	56	44	*	--
February 2001 <sup>16</sup>	59	41	*	--
Fall 2000 <sup>iv</sup>	56	44	*	--
August 2000	50	50	*	--
June 2000	52	48	*	--
May 2000	55	45	0	--
March 2000 <sup>vi</sup>	60	40	*	--

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<sup>15</sup> Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

<sup>16</sup> Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

**Q10** Please tell me if you happen to have each of the following items, or not. Do you have...  
[INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	58	41	*	*
August 2011	55	45	*	*
May 2011	57	42	*	*
November 2010	61	39	0	*
September 2010	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
A laptop computer <sup>17</sup>				
Current	61	39	*	*
August 2011	57	43	*	*
May 2011	56	44	*	*
January 2011	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--

<sup>17</sup> From May 2010 through August 2011, item wording was "A laptop computer or netbook." Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

	YES	NO	DON'T KNOW	REFUSED
b. A cell phone or a Blackberry or iPhone or other device that is also a cell phone <sup>18</sup>				
Current	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	*	--
November 23-30, 2004	65	35	*	--

<sup>18</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader<sup>19</sup>

	YES	NO	DON'T KNOW	REFUSED
Current	18	81	1	*
February 2012	14	86	*	*
December 2011	10	89	1	*
August 2011	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*

d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire<sup>20</sup>

	YES	NO	DON'T KNOW	REFUSED
Current	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>i</sup> January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

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

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

<sup>iv</sup> January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

<sup>v</sup> December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

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

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

<sup>19</sup> In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

<sup>20</sup> In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." Through January 2011, item wording was "A tablet computer like an iPad"

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- viii July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews]
- ix May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- x April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].
- xi January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- xii December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- xiii September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- xiv February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- xv December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- xvi November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- xvii August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- xviii April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- xix February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- xx December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- xxi September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- xxii June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xxiii February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxiv January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- xxv November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxvi November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxvii June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxviii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxix November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxx August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxi June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxiii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxiv February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xxxv December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xxxvi November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- xxxvii October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xxxviii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xxxix July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xl March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xli January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- xliv December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- xlvi November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 - November 18, 2001 and November 19 - December 16, 2001.
- xlvii October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 - October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 - November 18, 2001.

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<sup>xlv</sup> September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

<sup>xlvi</sup> August 2001 trends represent a total tracking period of August 12-31, 2001 <sup>[N=1,505]</sup>. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

<sup>xlvi</sup> February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

<sup>xlvi</sup> December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

<sup>xlvi</sup> November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

<sup>l</sup> October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

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

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

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

<sup>liii</sup> May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].

<sup>lv</sup> Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].

<sup>lvi</sup> March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].