2015 Digital Future Project

Surveying the Digital Future

Year Thirteen

Center for the Digital Future

The 2015 Digital Future Report

Surveying The Digital Future

Year Thirteen

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The 2015 Digital Future Report

Surveying The Digital Future

Year Thirteen

Welcome to "Surveying the Digital Future," the thirteenth study conducted by the Center for the Digital Future on the impact of the Internet on Americans.

The Center for the Digital Future was among the earliest research organizations to devote its primary efforts to exploring the views and behavior of Internet users and non-users in the United States, and was the first to develop a longitudinal panel study of these issues. The annual report we produce is the longest continuing study of its kind.

The Center initiated its work in 1999, and we published our first study in 2000. This project has become the comprehensive, year-to-year examination of the impact of online technology in the United States.

The objective of our thirteenth report is the same as the first: to explore actions and opinions related to the use – or non-use – of online technology, as well as to chronicle the emergence of changes as they occur.

The ongoing evolution in digital technology and how Americans adapt to these developments are a primary focus of our research. Through our 13 studies, we have found that online behavior changes constantly, and the views and behavior of both users and non-users adjust as technology emerges, and then thrives, fades away, or morphs in new directions. This report, the 12 studies that preceded it, and those that will follow, represent our commitment to chronicle this fascinating relationship between technology and behavior.

This work is part of the World Internet Project, which is organized and coordinated by the Center for the Digital Future in the USC Annenberg School for Communication and Journalism. Included in the World Internet Project are the Center's work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, Australasia, and Africa.

The USC Annenberg School Center for the Digital Future: Exploring the Internet's impact

We created this project because the Internet represents the most important technological development of our generation; its effects may surpass those of television and could someday rival those of the printing press. If similar research had been conducted as television evolved in the late 1940s, the information would have provided policy-makers, the media, and ultimately historians with insights about how broadcasting changed the world.

Our objective is to ensure that the Digital Future Project studies online technology and capitalizes on the opportunity that was missed as television developed. By beginning our study of the Internet early in its evolution as a worldwide communication and information-gathering tool, we are able to understand the effects of the Internet as it grows, and not as a postscript after it has matured.

To achieve this objective, the Digital Future Project surveys individuals in more than 2,000 households across the United States, compiling the responses of Internet users and non-users. Each year we contact the same households to explore how online technology affects the lives of those who continue to use the Internet, those who remain non-users, and those who move from being non-users to users, and vice versa. (Those households that drop out of the survey sample are replaced with new ones.) We are also noting changes in behavior and views as users shift their Internet access from traditional desktop computers to other devices, starting with laptops several years ago, then tablets, and now smartphones.

The Digital Future Project is not restricted to investigating a particular method of accessing the Internet. The project also explores many aspects of change on the Internet and its evolving applications; such as social networking, unwanted attention online, bullying, the cloud, and online dating. We will continue to monitor online technology as it transforms in unexpected ways.

Why an ongoing study of the Internet?

The Digital Future Project differs from most other studies of the Internet in five principal areas:

- **The Digital Future Project looks at the social impact of the Internet –** Most Internet studies gather data about who is online, how long they are online, and what they do online. The Digital Future Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.
- **The project focuses on Internet non-users as well as users –** The Digital Future Project follows how the behavior and views of Internet users differ from those of non-users. Especially important is noting changes in the behavior and views of individuals who are initially non-users and later become users.
- **The project looks at the same group of people year after year –** The Digital Future Project comprehensively examines the effects of the Internet over the course of years on the same group of people. The research team maintains a core sample of respondents, and tracks short-term and long-term changes in their behavior, lifestyle, attitudes, and Internet use.
- **A worldwide effort –** The USC Annenberg School Center for the Digital Future created and organizes the World Internet Project, which includes the Digital Future Project and similar studies in countries worldwide (for contacts of the worldwide partners, see page 170). Through this team of international partners, the World Internet Project studies and compares changes associated with the Internet in different countries and regions, creating an international picture of change in online technology, use, and impact.
- **A principal goal of the Digital Future Project is to engage government and private industry decision-makers who can create policy based on our findings –** For this project to be truly effective, we involve public and private organizations that are committed to using our results. We have been allied with an unprecedented array of corporations – several of which are direct competitors – and foundations, all of whom are engaged with us in an ongoing dialogue about the issues we explore in our studies.

The Digital Future Project: Key Areas

The current Digital Future Report includes findings that explore the views and behavior of users, and compare Internet users to non-users.

The survey is organized into five general subject areas:

- **Internet Users And Non-Users: Who Is Online? Who Is Not? What Are Users Doing Online?**
- **Media Use And Trust**
- **Consumer Behavior**
- **Communication Patterns**
- **Social Effects**

The 2015 Digital Future Report includes a broad sampling of more than 100 major issues from this year's survey.

We hope you will be enlightened by our thirteenth study of the views and behavior of Americans, as we continue to develop our understanding of how the Internet is transforming our world.

Jeffrey I. Cole, Ph.D.
Director, USC Annenberg School Center for the Digital Future
Founder and Organizer, World Internet Project

The 2015 Digital Future Report

Surveying The Digital Future

Year Thirteen

Each Digital Future Project explores more than 100 major issues in broad categories involving the impact of online technology in the United States.

This report explores only a sampling of the findings from the survey. For more detailed data, contact the Center for the Digital Future at info@digitalcenter.org.

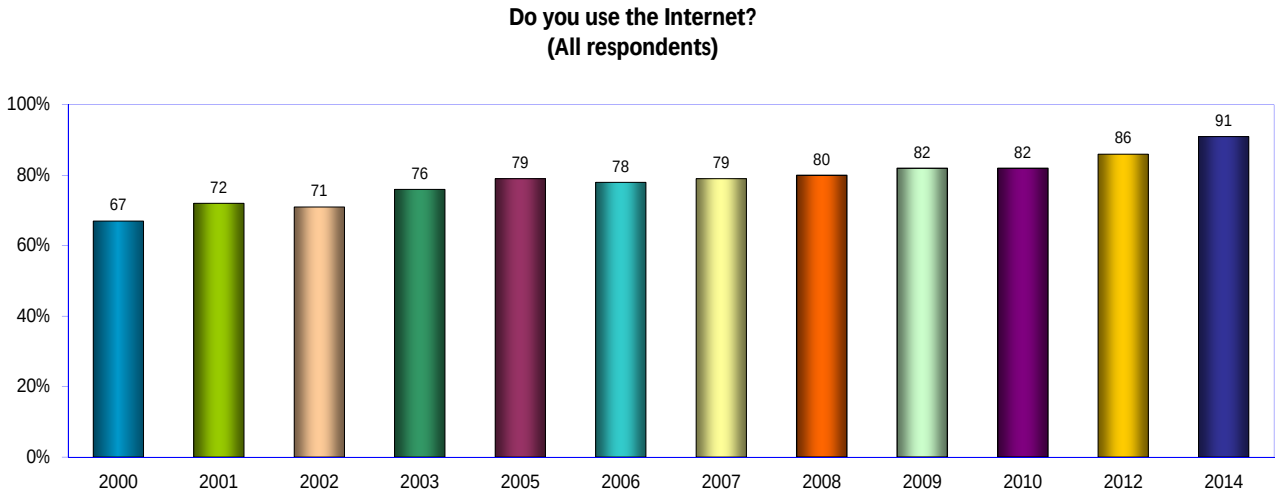
For trends and issues in this year's findings, see page 161.

America on the Internet

Percentage of American Internet users	91%
Average hours per week online	21.5
Average hours per week online at home	16.1
Internet users who go online on a mobile phone	79%
Hours online at work (weekly)	12
Hours actively using the Internet at work (weekly)	10

1. Do you use the Internet?

Very large percentages of respondents in all of the Digital Future studies have reported being Internet users – more than two-thirds (67 percent) in 2000, and 80 percent or more since 2008. In the current study, Internet use was reported by more than 90 percent of respondents for the first time – now 91 percent.

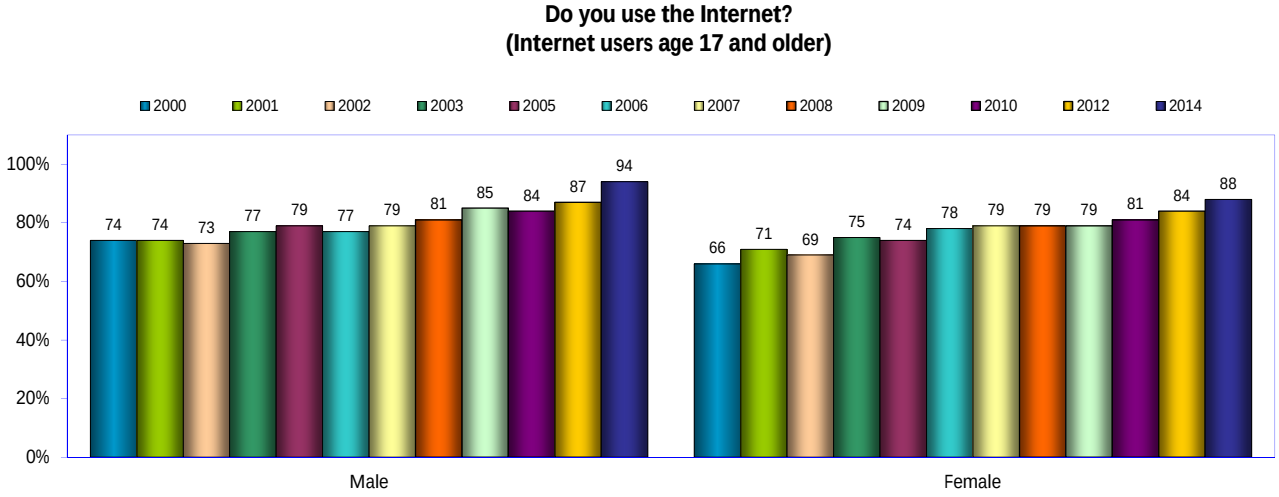


(Q200 K-1)

2. Do you use the Internet? (men and women)

In most years of the Digital Future Study, a modestly higher percentage of men than women report that they are Internet users. However, in 2006 the percentage of female Internet users exceeded males, and in 2007 the percentages were equal.

In the current study the disparity between male and female Internet users is the highest since 2009 – 94 percent of men compared to 88 percent of women – and is exceeded only by the eight percentage point difference reported in 2000.

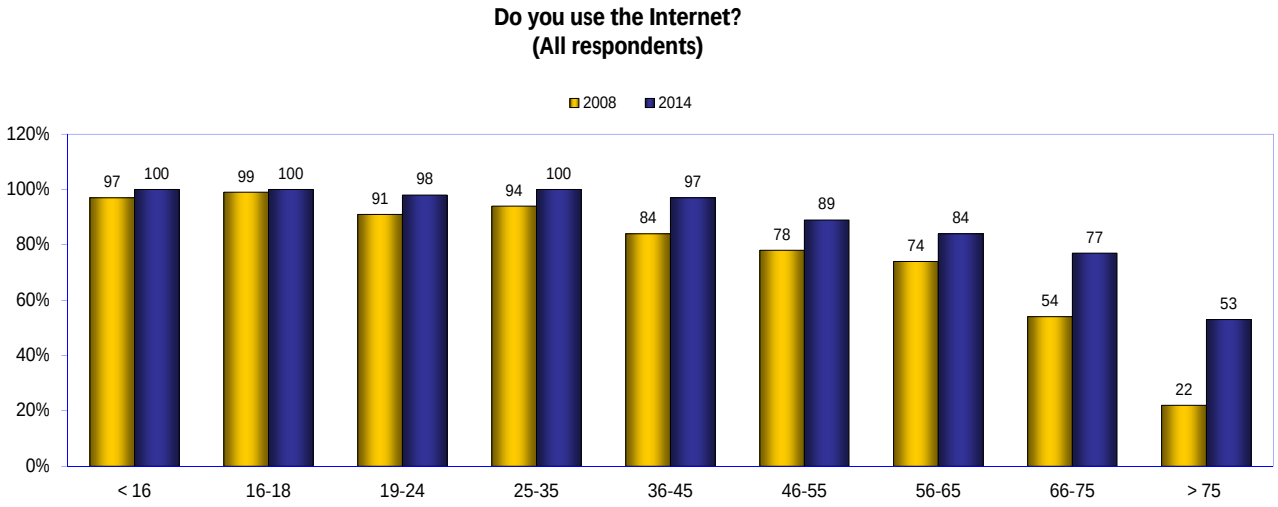


(Q200 K-1)

3. Do you use the Internet? (by age – seven -year comparison)

Comparing Internet use by age since 2008 shows that the largest growth occurs as age increases, including major growth among Americans over 65.

For example, while Internet use among those age 25 to 35 increased by six percentage points in seven years, use among those age 36 to 45 increased by 13 percentage points, age 46-55 by 11 percentage points , age 56-65 by 10 percentage points, age 66-75 by 23 percentage points, and over age 75 by 31 percentage points.



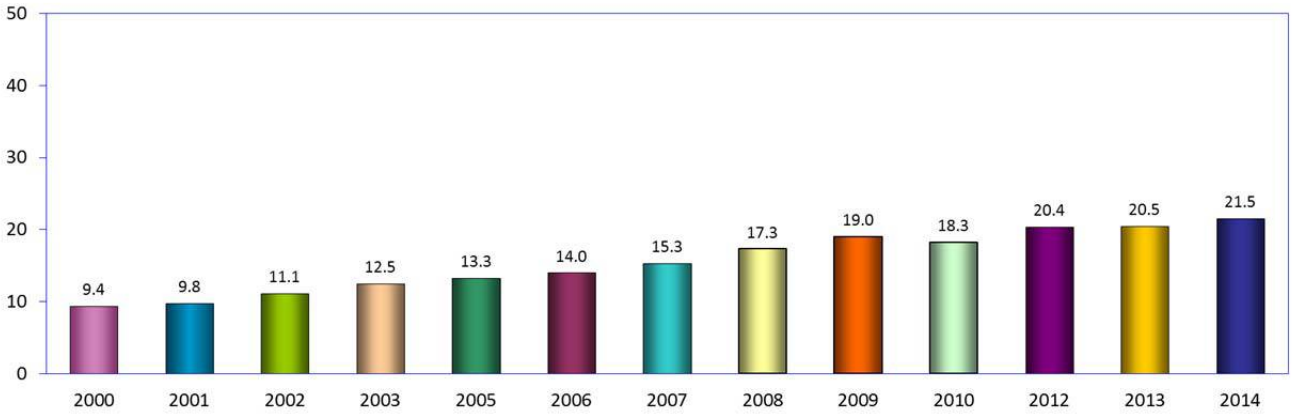
(Q200 MD-1)

4. Hours per week online

After reporting a stable average number of hours per week online in 2012 and 2013, respondents in the current Digital Future study reported an increase of one hour per week spent online, resuming a growth trend that began in 2000 and continued in every year until 2009.

The average number of hours online has reached a new high level: an average of 21.5 hours per week.

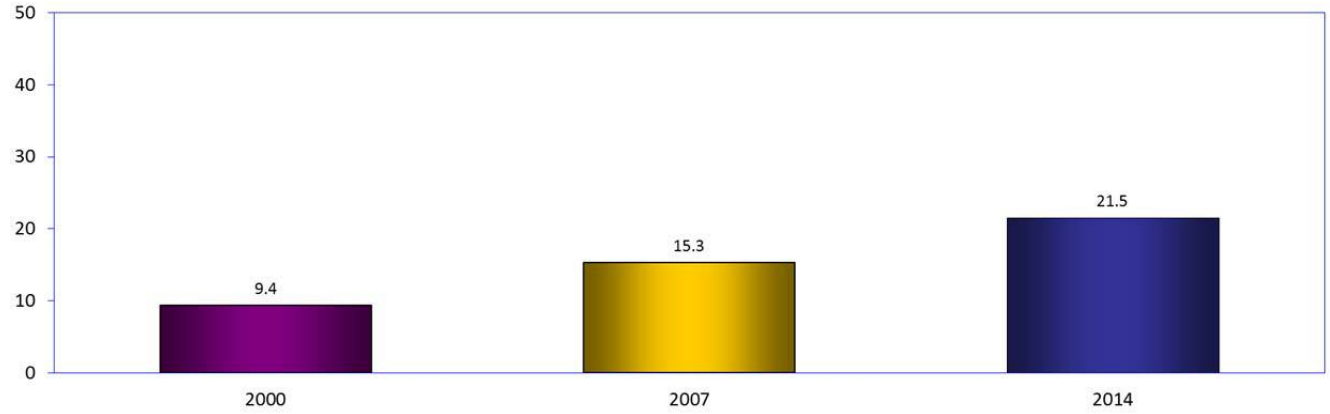
Weekly hours online
(Internet users)



(Weekly hours K-1)

The average number of hours spent online each week has more than doubled since the first Digital Future study was conducted in 2000. The average number of hours spent online each week has continued to increase since 2007 – long after regular Internet use was the norm.

Weekly hours online
(Internet users)

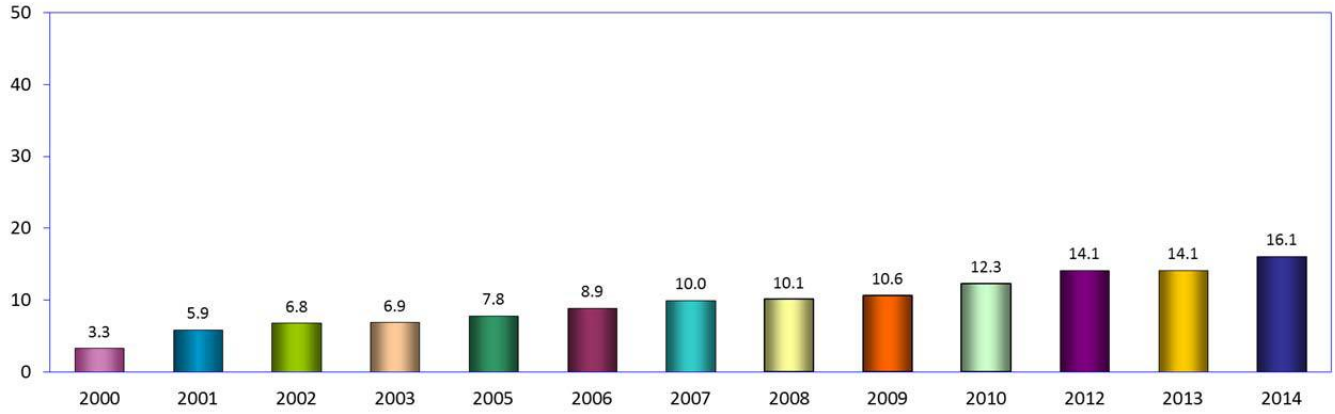


(Weekly hours MD-1)

5. Using the Internet at home: hours per week

As with total number of hours online per week (see the previous page), the average hours per week online from home had stabilized in 2012 and 2013, but has jumped by two hours per week in the current survey to 16.1 hours – a new high for the study.

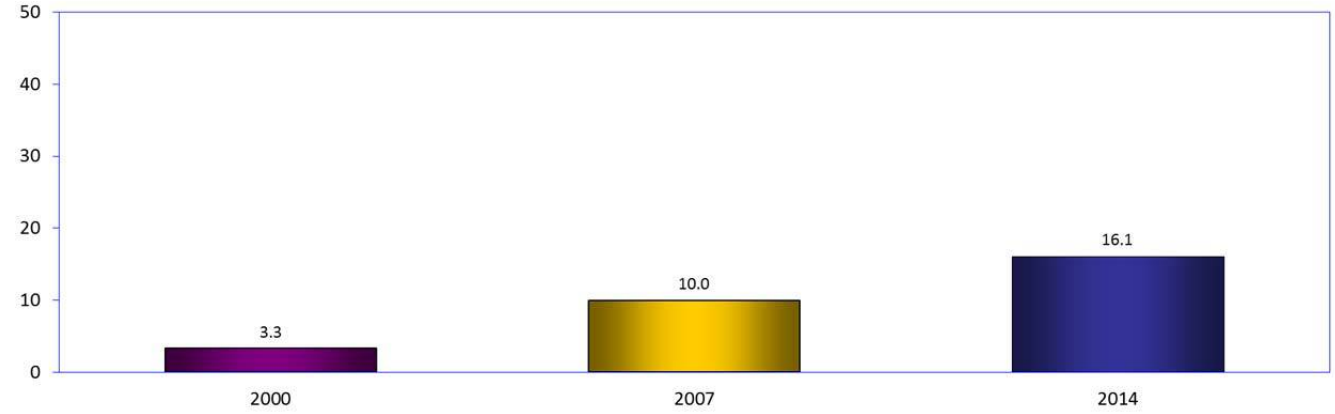
Internet use at home: hours per week
(Internet users)



(Q350 K-1)

Internet use at home has increased by about 500 percent since the first study in 2000.

Internet use at home: hours per week
(Internet users)

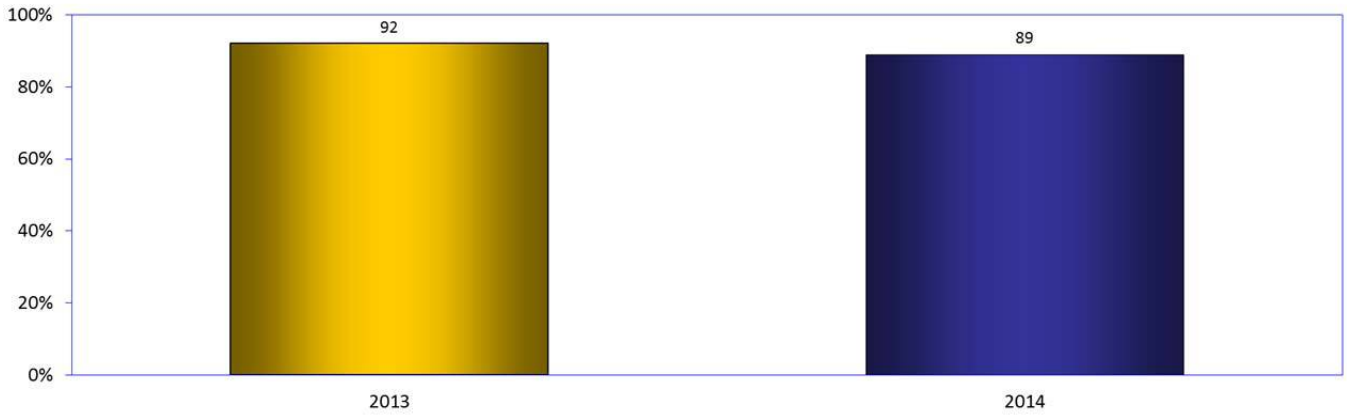


(Q350 MD-1)

6. Internet connection at home

Perhaps reflecting an increased reliance on mobile devices for online access, the percentage of respondents reporting a home Internet connection declined slightly in the current study – now 89 percent, down from 92 percent in 2013.

Do you have a home Internet connection, excluding a connection through a mobile phone?
(Internet users)

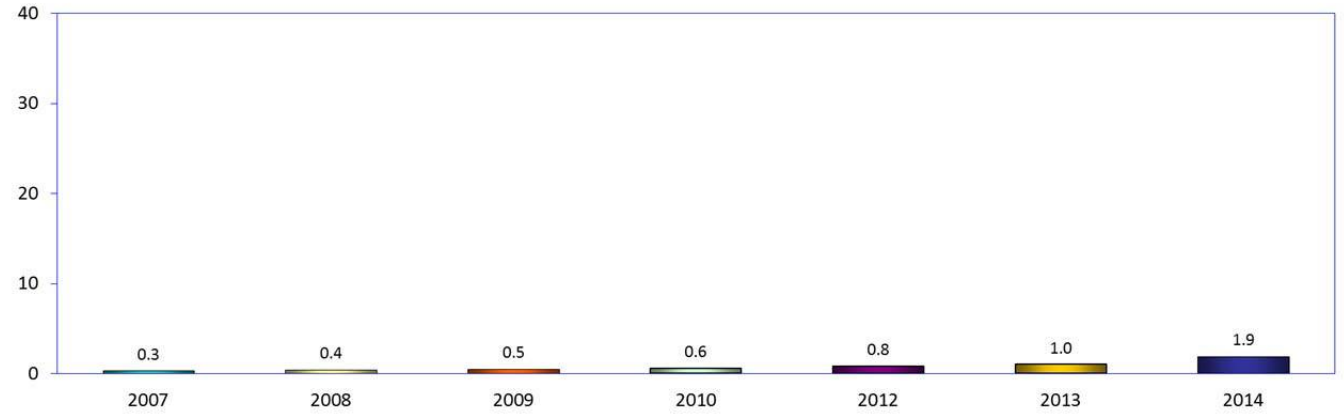


(Q205 M-1)

7. Using the Internet away from home, work, or school

The average hours per week spent online away from work, home, or school continued to grow in the current Digital Future study; although a relatively small amount of Internet use – 1.9 hours per week – the average is nevertheless the largest year-to-year increase reported thus far in the surveys – almost double the 1.0 hour average reported in 2013.

How many hours per week do you use the Internet from anywhere else,
such as Internet cafes, other people's homes, libraries, etc.?
(Internet users)



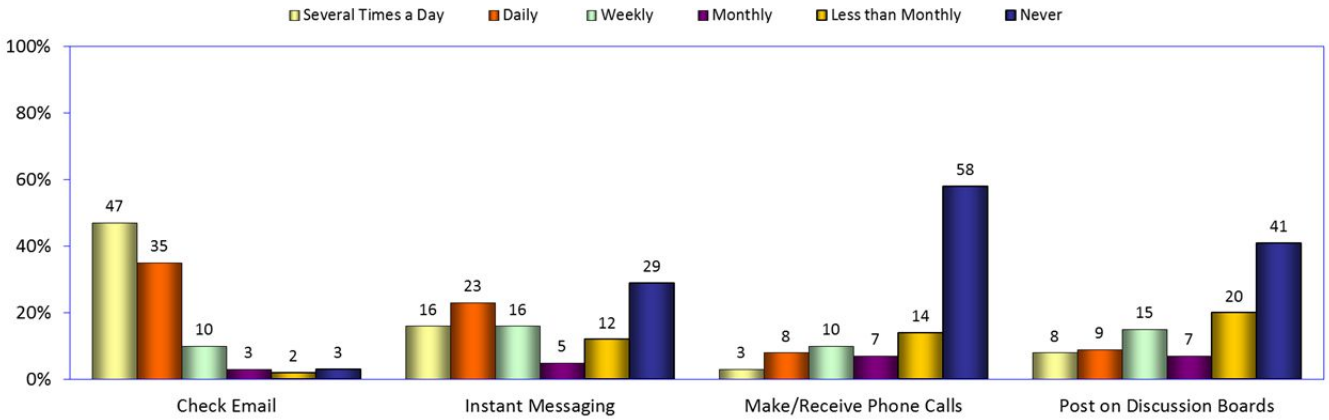
(Q412 K-1)

8. Activities on the Internet: communications

Large percentages of users frequently go online to send or receive email, but much smaller percentages go online at least daily for other communication-related activities, such as posting on social networking sites, instant messaging, and reposting content created by others.

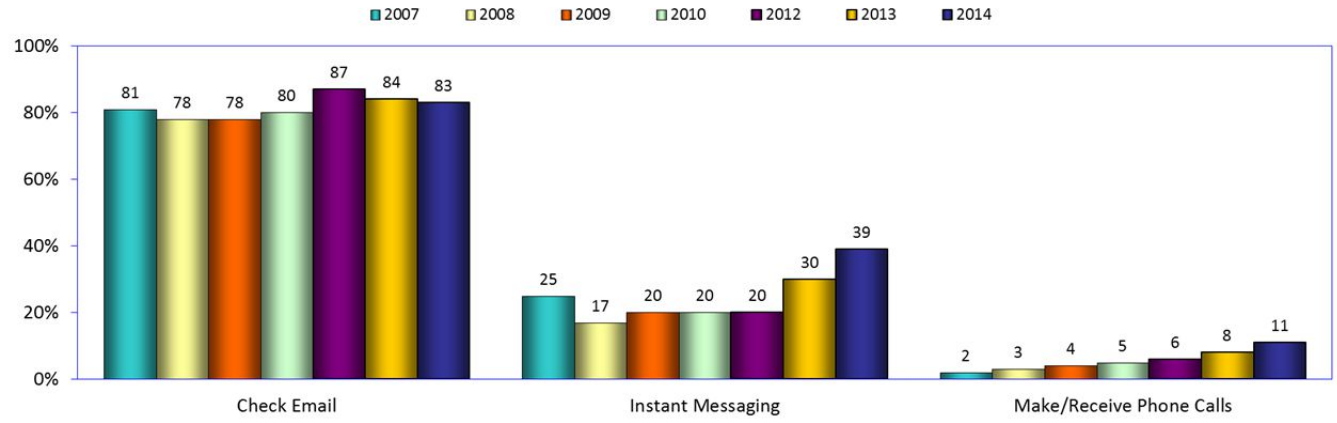
The current Digital Future study found that 82 percent of Internet users said they check their email at least daily (defined as once a day or several times a day). Thirty-nine percent said they send instant messages at least daily, while 17 percent post on discussion boards and 11 percent make or receive phone calls online that often.

Internet activities: communication services
(Internet users)



(Q708A K-1)

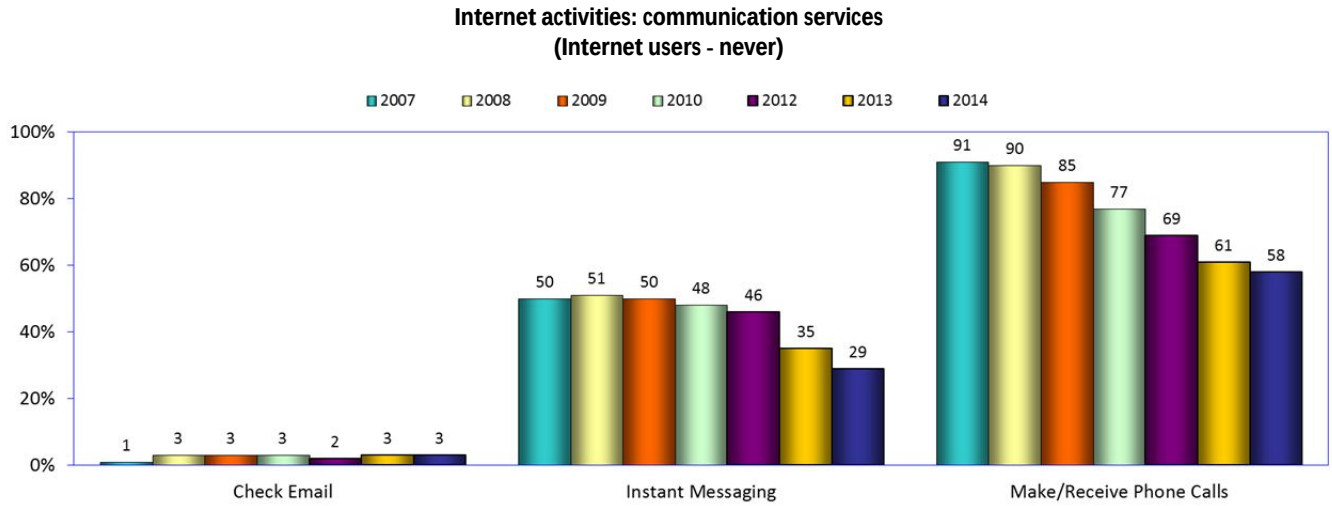
Internet activities: communication services
(Internet users – several times a day and daily)



(Q708A MD-1)

9. Activities on the Internet: communications never used

Conversely, the current study also found a large percentage of Internet users never make or receive online phone calls (58 percent), while 29 percent never send instant messages. Only three percent never send email messages.

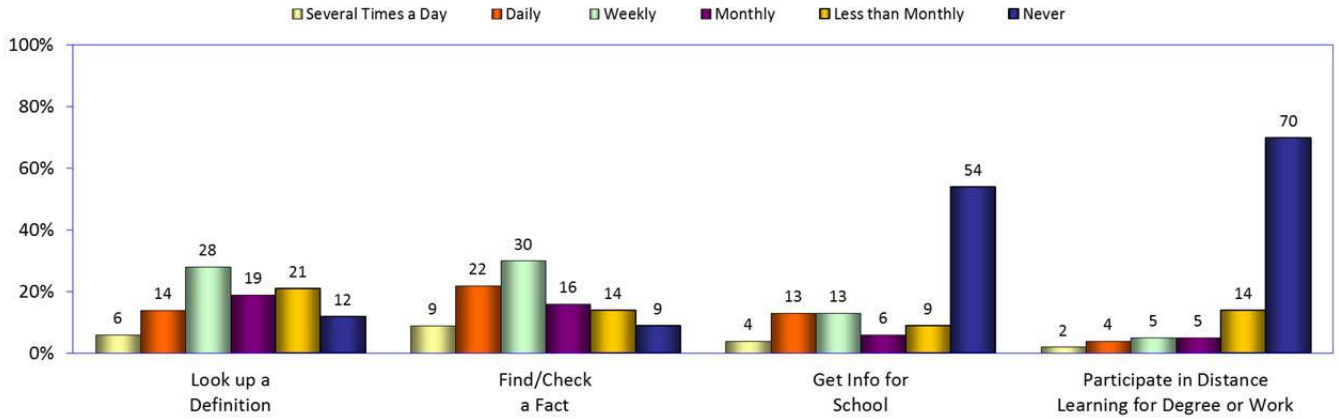


(Q708A K-1f)

10. Activities on the Internet: fact-finding, information sources, and education

Large percentages of Internet users go online at least weekly for basic information: 61 percent go online for fact-finding, and 48 percent for looking up the definition of a word.

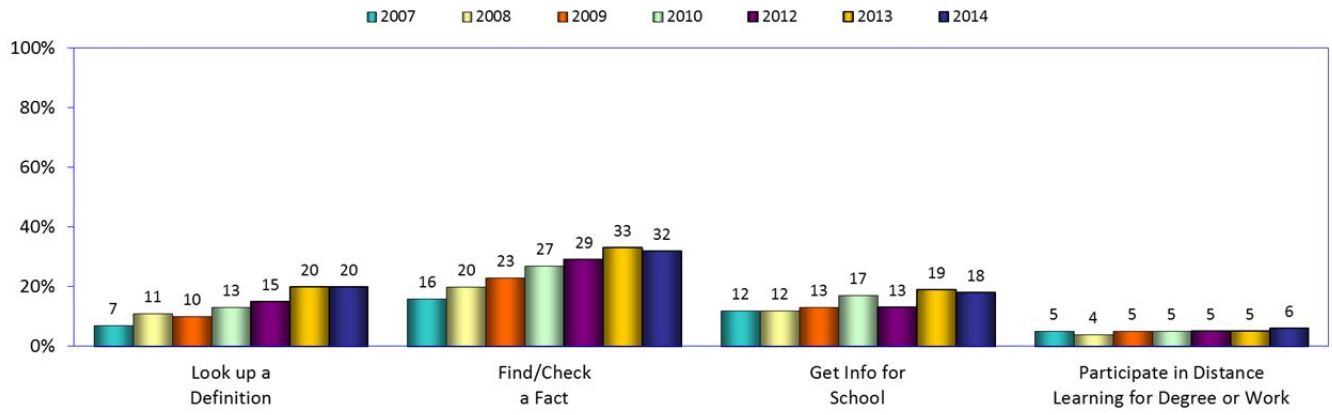
Internet activities: fact-finding, information sources, distance learning (Internet users)



(Q708E K-1)

The percentages of Internet users who go online at least once daily to look up a definition, fact-check, or get information for school remain at or near peak levels in the Digital Future study.

Internet activities: fact-finding, information sources, distance learning (Internet users – several times a day and daily)



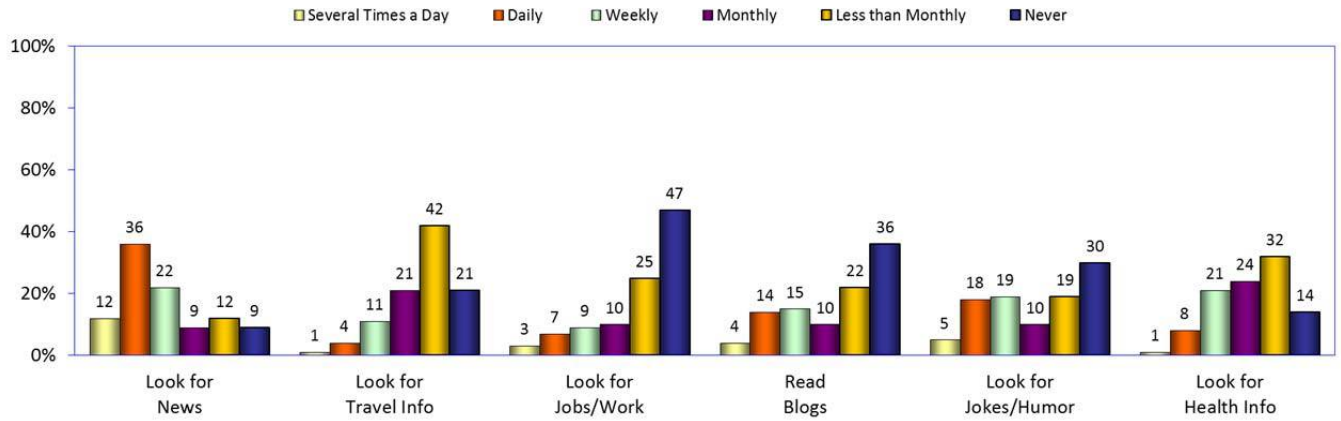
(Q708E MD-1)

11. Activities on the Internet: information gathering

Large percentages of Internet users go online regularly for news, as well as health and travel information, but smaller percentages seek job information, read blogs, or look for humorous content.

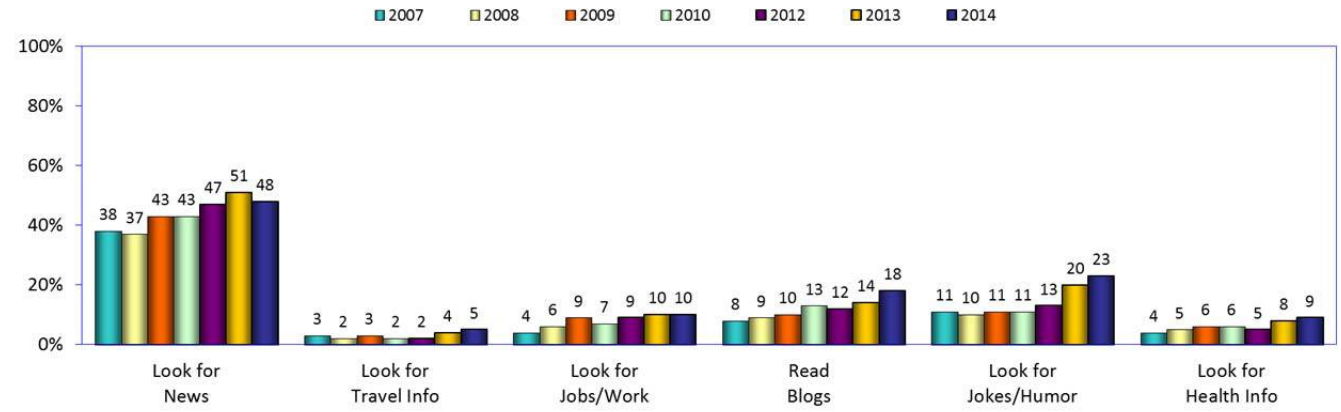
Forty-eight percent of users go online to look for news at least daily, and 70 percent of users go online for news at least weekly. Forty-two percent go online at least weekly to look for jokes or humorous content, 33 percent to read blogs, and 30 percent to look for health information.

Internet activities: information gathering
(Internet users)



(Q708B K-1)

Internet activities: information gathering
(Internet users – several times a day and daily)



(Q708B MD-1)

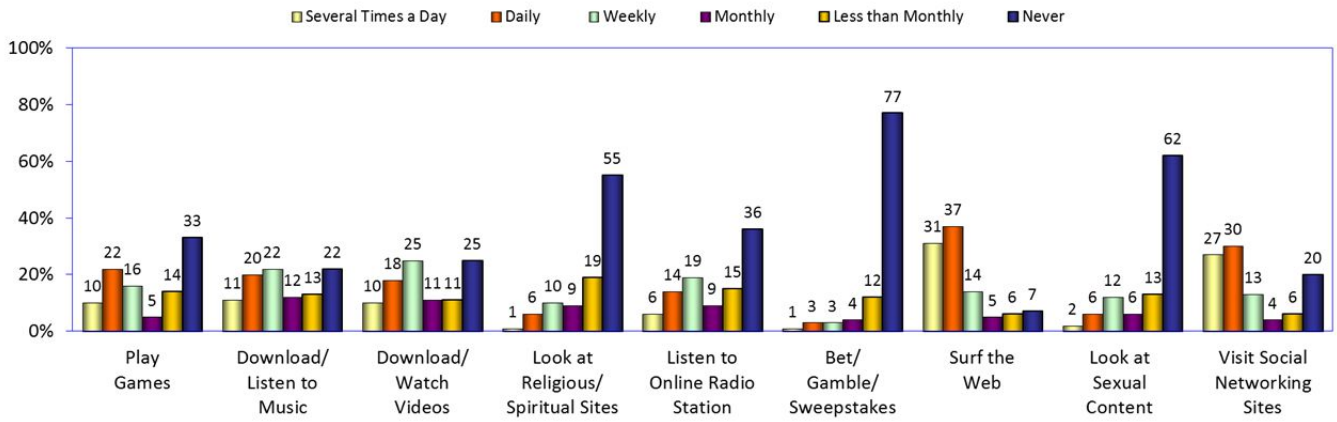
12. Activities on the Internet: general use

Eighty-two percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to generally browse the Web, and 70 percent do so to visit social networking sites

The next highest percentages were reported for those who download or listen to music (53 percent), download or watch videos (53 percent) or play games (48 percent).

Internet users have reported the highest percentages thus far for daily use of many of the general online activities in the Digital Future studies (see the second chart below).

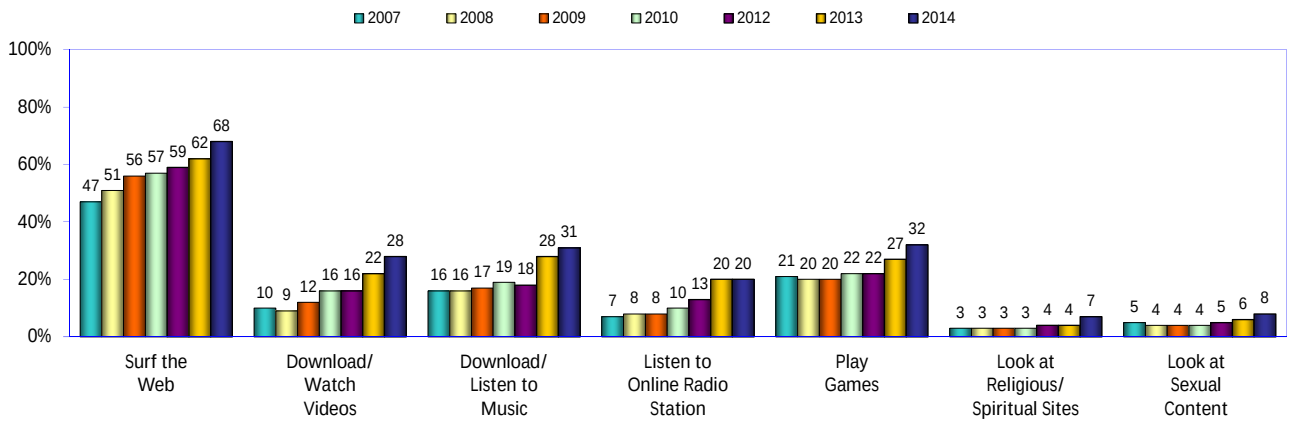
General Internet activities
(Internet users)



(Q708C K-1)

(Questions about sexual content asked only of users age 18 and older)

General Internet activities
(Internet users – several times a day and daily)



(Q708C MD-1)

(Questions about sexual content asked only of users age 18 and older)

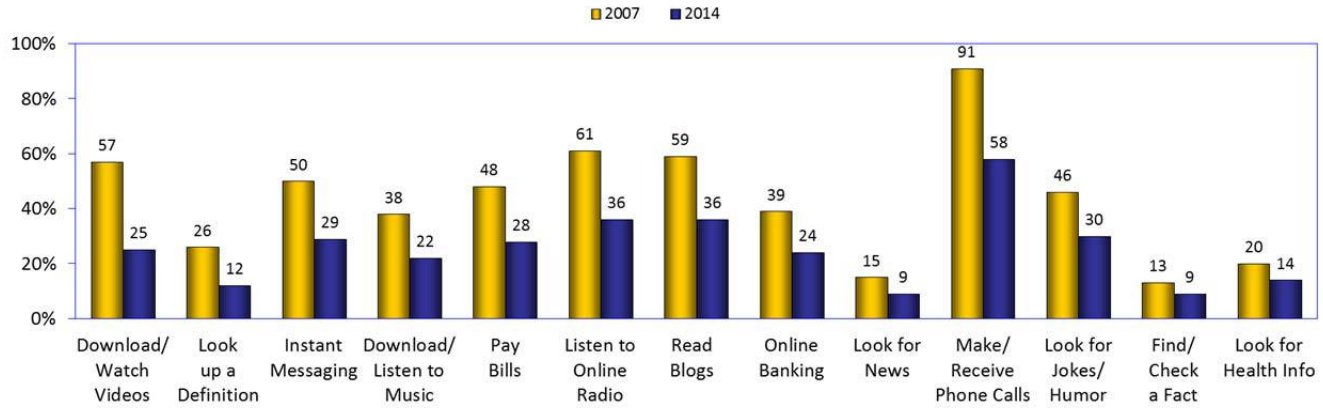
13. Online activities never done by some Internet users: eight-year trends

What do some Internet users never do online? Comparing current findings about what some users never do on the Internet shows large drops in the percentage of those who don't go online for all of the major online activities, such as watching videos, looking up a definition, downloading music, paying bills, and online banking.

For example, the number of Internet users who said they never go online to watch videos declined by 32 percentage points between 2007 and the current study (25 percent vs. 57 percent). In 2007, almost all Internet users (91 percent) did not go online to make or receive phone calls; that number has declined by 33 percentage points – now 58 percent.

For more about popular Internet activities, see the Trends section on page 161.

General Internet activities
(Internet users – never)



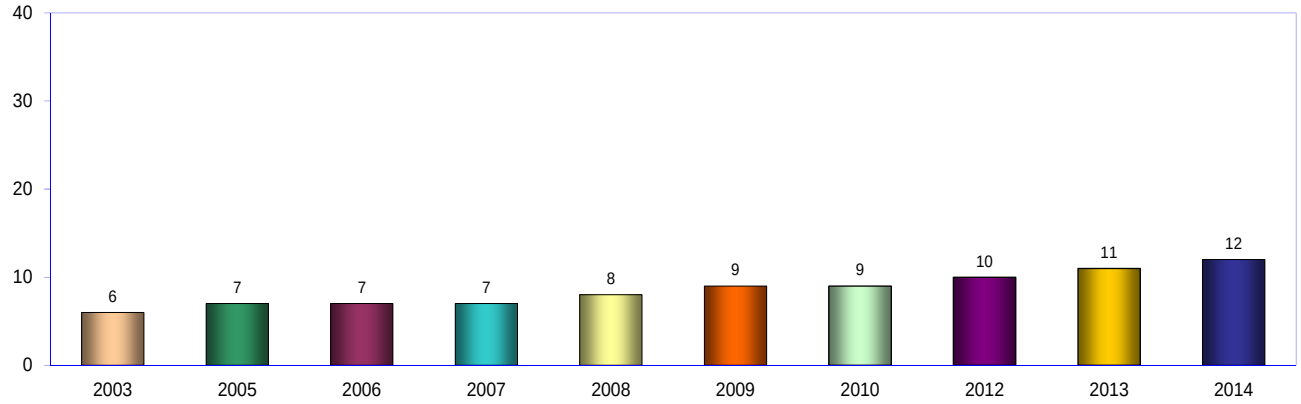
(Q708A-E MD-1)

14. The Internet at work

The number of hours employed Internet users go online at work has continued to increase in the current Digital Future study.

The average number of hours online at work has grown or remained stable in every study since this question was first asked in 2003, and has now reached an average of 12 hours per week – the highest level reported to date.

How many hours per week do you use the Internet at work, not in the home?
(Users who are employed)

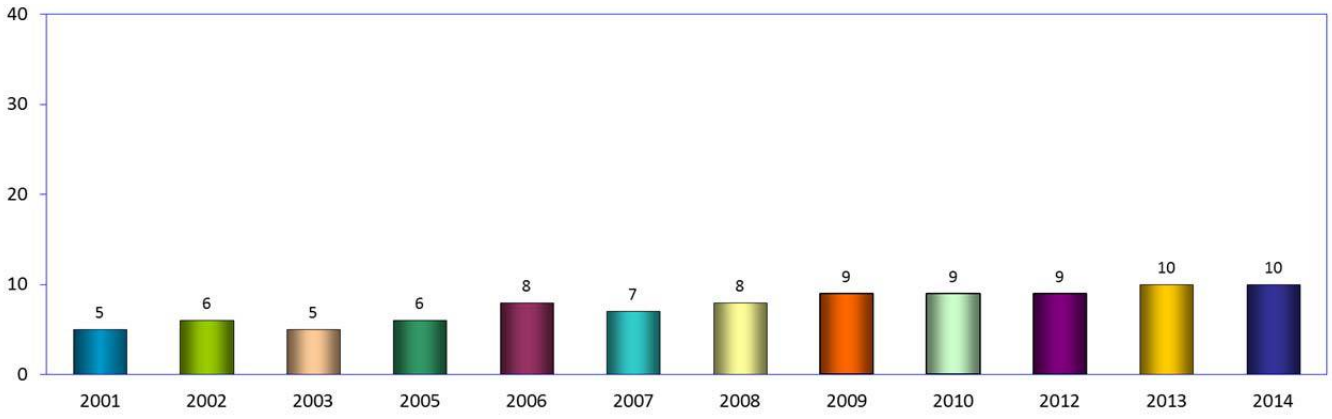


(Q370 K-1)

15. The Internet at work: active use

Each Digital Future study except 2003 and 2007 found that the amount of time that Internet users go online while at work has either remained stable or increased compared to the previous year. In the current study, the amount of time that users said they are actively using the Internet at work has remained stable at 10 hours per week – continuing the high level reported in 2013.

Internet use at work: average hours per week of active online use
(Internet users who access the Internet at work)



(Q400 K-1)

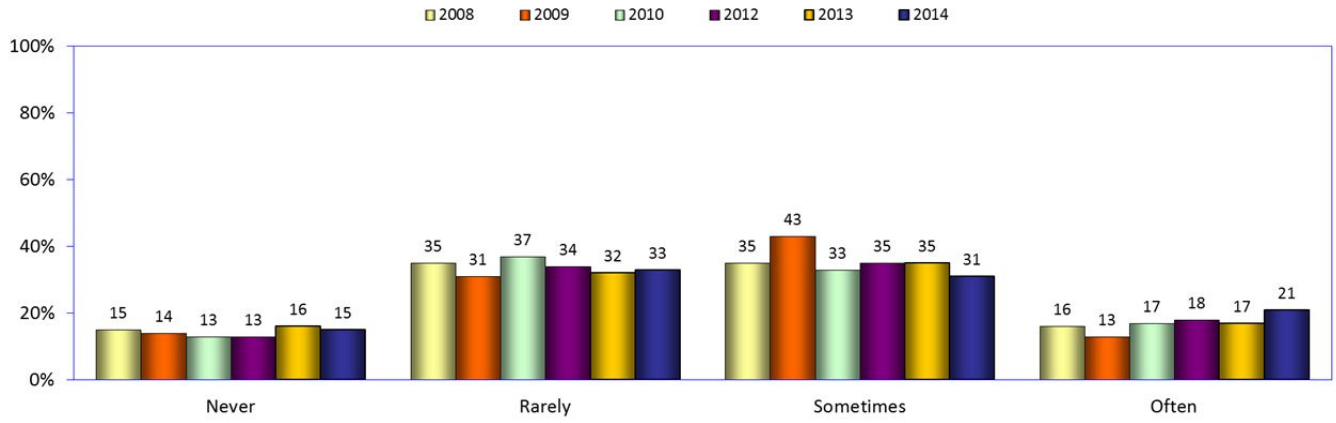
16. The Internet at work: non-work activities

Compared to 2013, a slightly larger percentage of users in the current study who go online at work said they use the Internet for non-work related reasons, such as chatting, Web surfing, instant messaging, and reading and writing personal emails.

Eight-five percent of users who go online at work said they sometimes or often go online for non-work related reasons, compared to 84 percent in 2013, but less than the peak of 87 percent reported in 2009.

However, the highest percentage of users thus far in the Digital Future study said they often go online at work for non-work activities – now 21 percent, up from 17 percent in 2013.

Do you go online at work for non-work activities?
(Internet users age 16 and older who use the Internet at work)



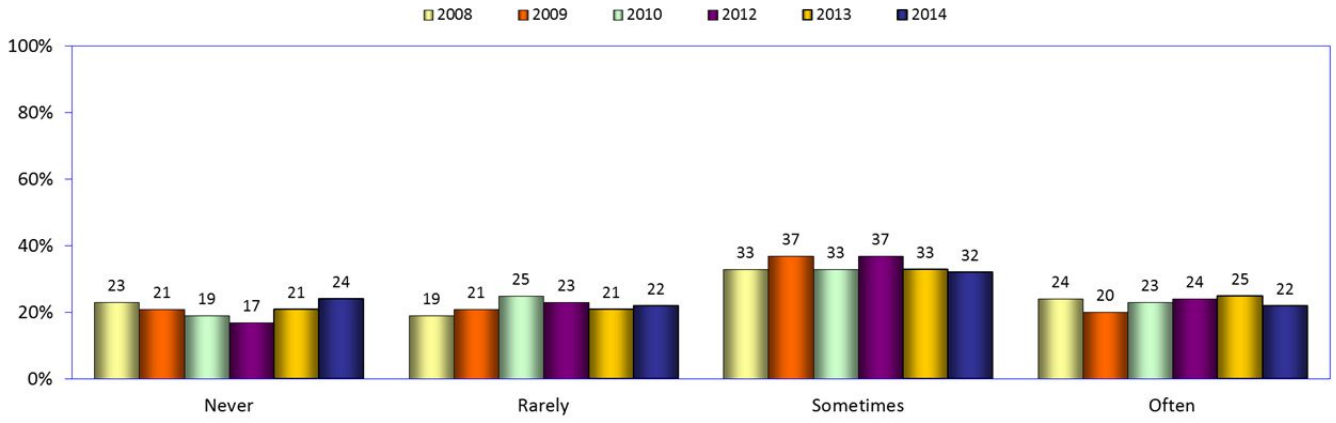
(Q493 K)

17. Using the Internet at home for work

Using the Internet at home for work continues to decline in the current Digital Future study. Seventy-six percent of respondents in the current study who use the Internet at work said they go online at home for their jobs, down from 79 percent in 2013, and the peak of 84 percent in 2012.

The number of users who do not go online at home for their jobs has increased to 24 percent, up from 21 percent in 2013 and the low of 17 percent in 2012.

How often do you use the Internet at home for your job?
(Internet users age 16 and older who use the Internet at work)



(Q494 K-1)

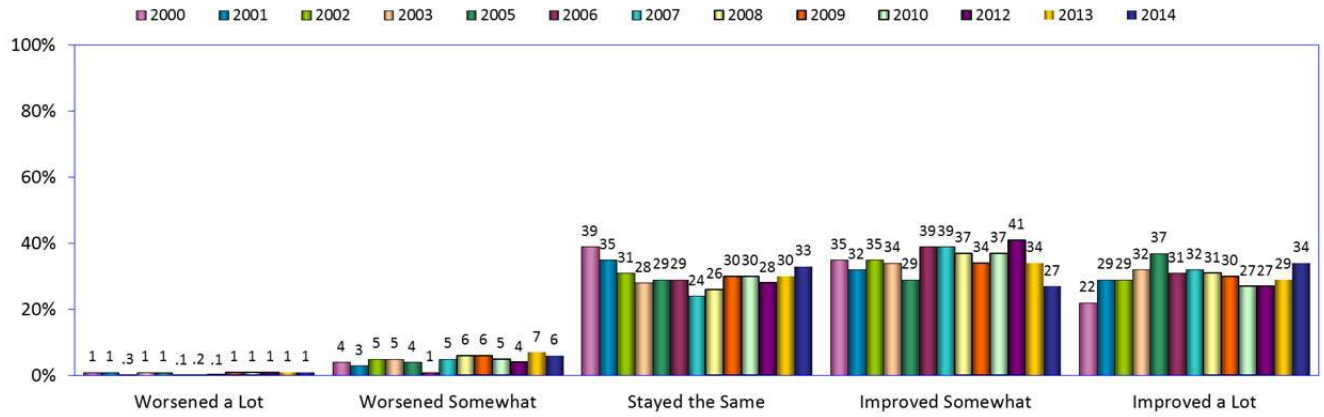
18. Productivity and the Internet at work

Does the Internet make users more productive at work? In the current Digital Future study, the number who said yes has continued to decline.

Sixty-one percent of users said their productivity has improved somewhat or a lot because of the Internet, down from 63 percent in 2013, and well below the peak of 71 percent in 2007.

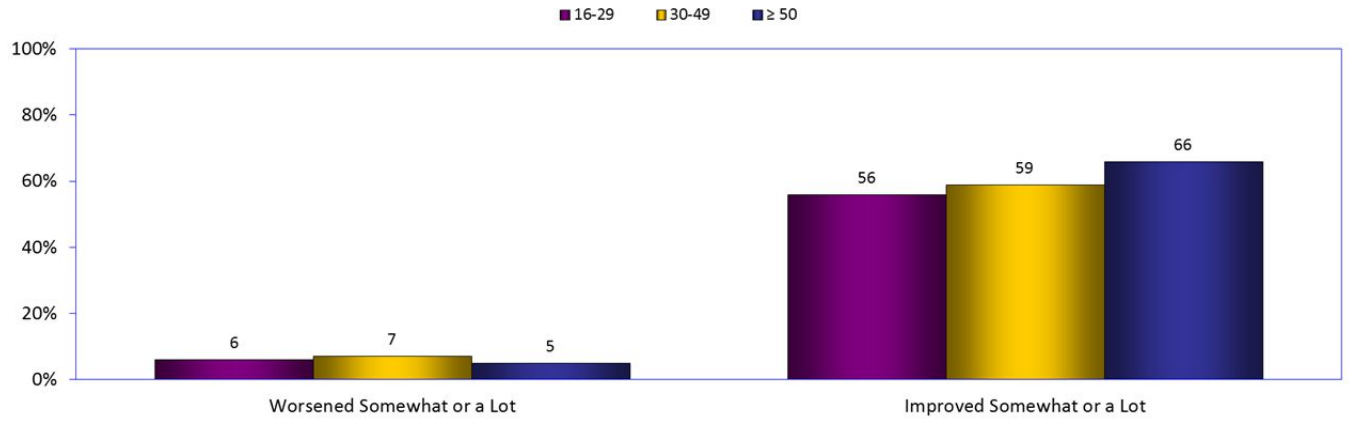
The small percentage of users who said that Internet access at work has worsened their productivity somewhat or a lot decreased to seven percent – down marginally from eight percent in 2013.

Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the Internet at work)



(Q491 K-1)

Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the Internet at work)



(Q491 MD-1)

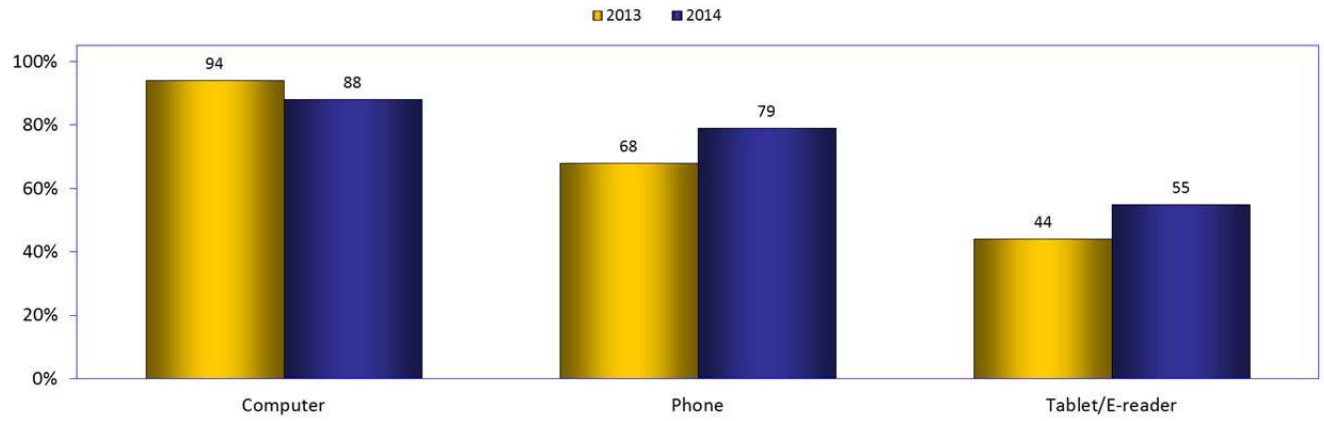
19. Connecting to the Internet: types of devices

While large percentages of Internet users go online with different types of devices, the percentage who use a computer to do so has declined and use of other devices has increased in the current study.

Fewer users connect to the Internet with a computer – 88 percent in the current study, down from 94 percent in 2013. However, larger percentages go online through a mobile phone (79 percent vs. 68 percent in 2013), and with a tablet or e-reader (55 percent vs. 44 percent in 2013).

For more on this issue, see the Trends section on page 161.

Tell us which devices you use to connect to the Internet (Internet users)

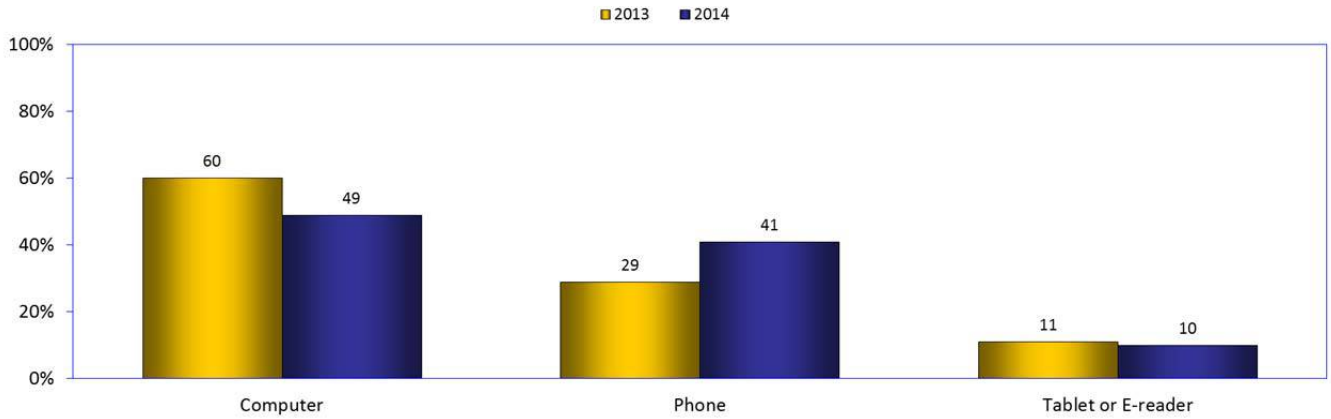


(Q426 K-1) (Multiple responses possible)

20. Connecting to the Internet: favorite connection devices (two or more devices)

A large percentage of users go online with a variety of devices. However, even though the percentage of those who use multiple devices and go online with a computer has declined considerably – now 49 percent of users who connect through two or more devices, down from 60 percent in 2013 – the percentage of these users who go online with a phone has increased (now 41 percent, compared to 29 percent).

Which one of those do you use most often?
(Internet users who connect through two or more devices)

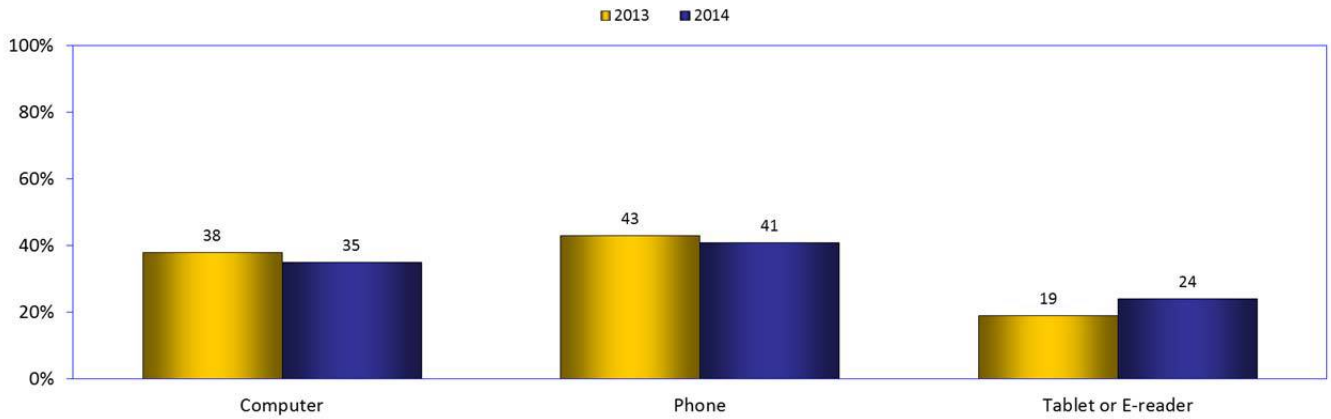


(Q427 K-1)

21. Connecting to the Internet (three or more devices)

For users who go online with three or more devices, the percentage of those who use their computers or phones most often to access the Internet has declined slightly, while use of tablets or e-readers most often for Internet access has increased – now 24 percent, up from 19 percent in 2013.

Which one of those do you use most often?
(Internet users who connect through three or more devices)



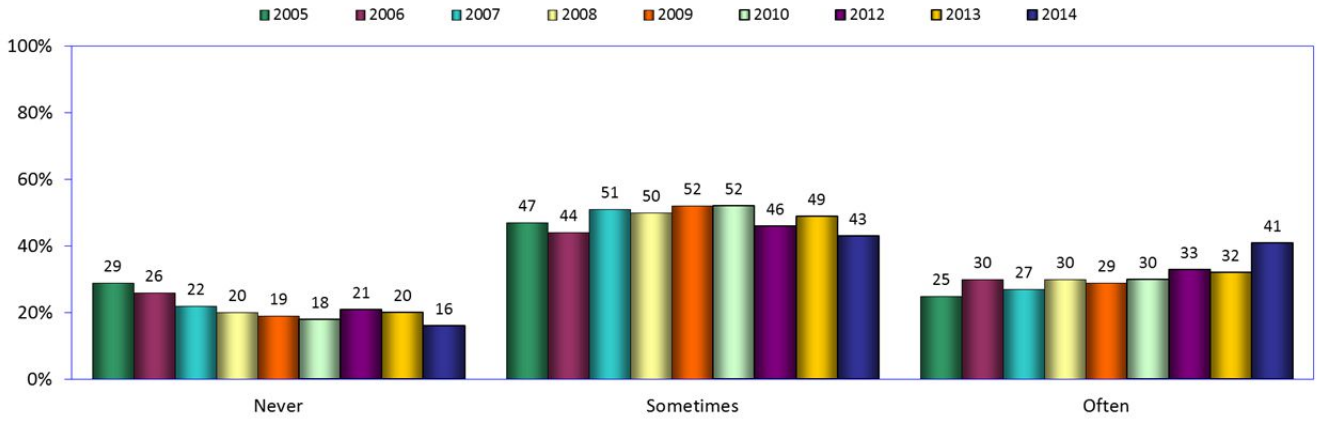
(Q427 K-2)

22. Surfing the Web

The Digital Future study continues to find that going online without a specific destination is reported as one of the most popular Internet activities. That percentage of users continues to increase to a new peak for the study – now 84 percent of respondents, up from 81 percent in 2013.

Additionally, the percentage of users who go online often to surf the Web has also reached its highest level thus far, increasing to 41 percent, and up considerably from the 32 percent reported in 2013.

How often do you go online without a specific destination?
(Internet users)



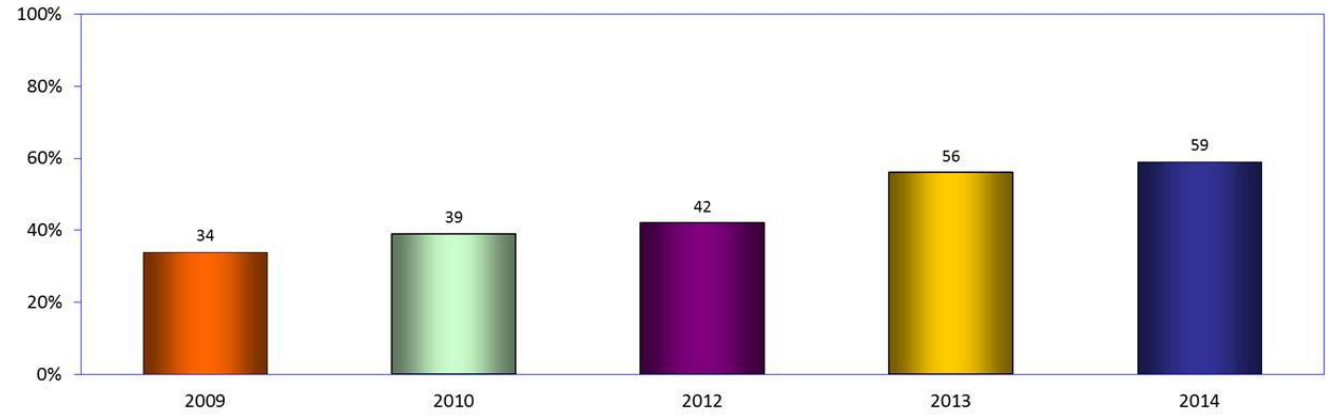
(Q292 K-1)

23. Watching Internet video on television

Internet users who report going online to watch video on their televisions has increased to 59 percent of users, up from 56 percent in 2013 and a peak level for the study.

In the five years this question has been asked, those who report watching video from the Internet on television has increased by 25 percentage points.

Have you ever watched video from the Internet on your television?
(Internet users)



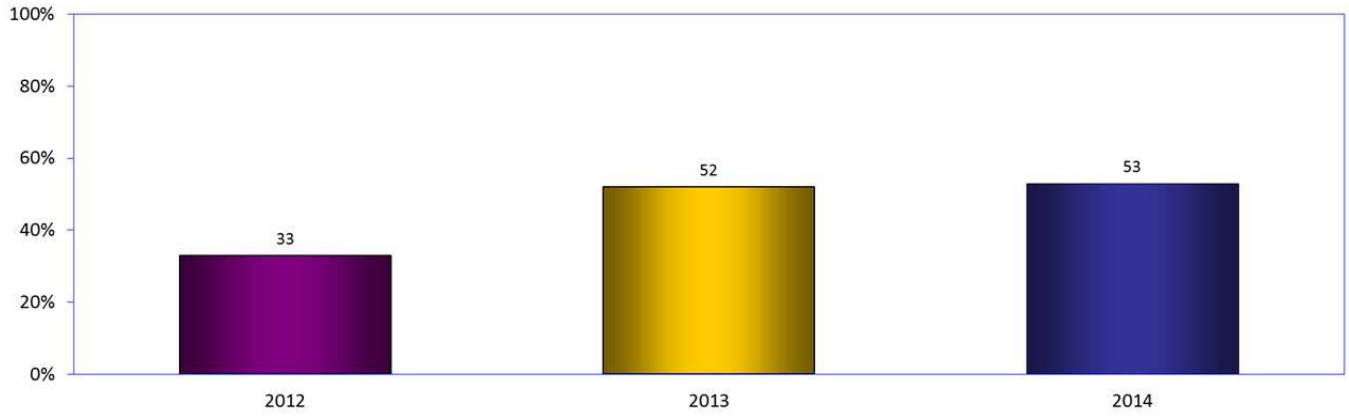
(Q534 K-9)

Internet use and the cloud

24. Internet users and the cloud

The percentage of users who go online for specific cloud services such as Dropbox or iCloud for storage or file exchange increased marginally in the current study – now 53 percent.

Do you use the cloud (e.g. Dropbox, Box.net, iCloud, SkyDrive, and Google Docs)?
(Internet users)



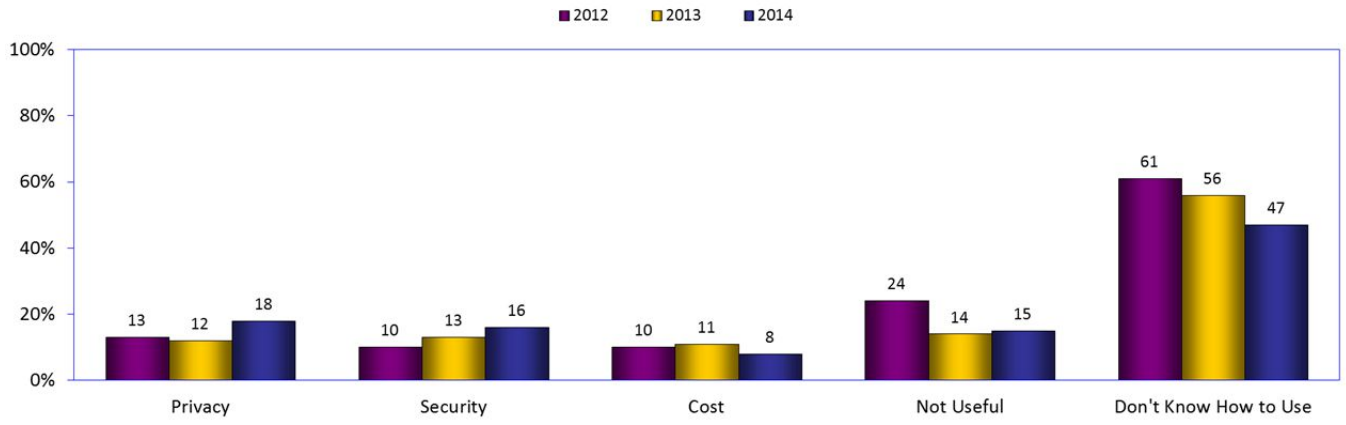
(Q537 K-1)

25. Why don't you use the cloud?

Internet users report a variety of reasons for not using the cloud; not knowing how to use the cloud was reported by a much larger percentage – but declining – than any other reason: now 47 percent, down from 56 percent in 2013 and a peak of 61 percent in 2012.

Notably, other than lack of knowledge, the two other most-reported reasons for not using the cloud are concerns about privacy (now 18 percent of those who do not use the cloud) and concerns about security (now 16 percent).

Why don't you use the cloud?
(Internet users who do not use the cloud)



(Q537 K-2)

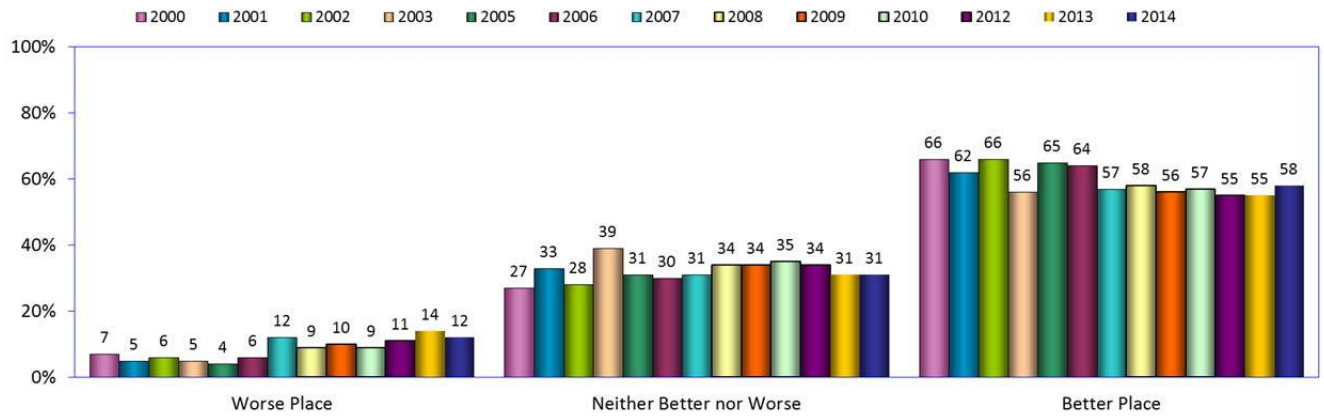
Communication technology: impact on the world

26. Communication technology: how does it affect the world? (Internet users)

Does communication technology make the world a better or worse place? After the percentage of Internet users who said communication technology makes the world a better place declined to its lowest level thus far in the Digital Future studies in 2013 and 2012, the percentage in the current study who responded positively about the benefits of communication technology increased slightly – now 58 percent, up from 55 percent in 2013.

Also, the percentage of users who said that communication technology makes the world a worse place declined to 12 percent, down from the peak of 14 percent in 2013.

Has communication technology made the world a better place or a worse place?
(Internet users age 16 and older)



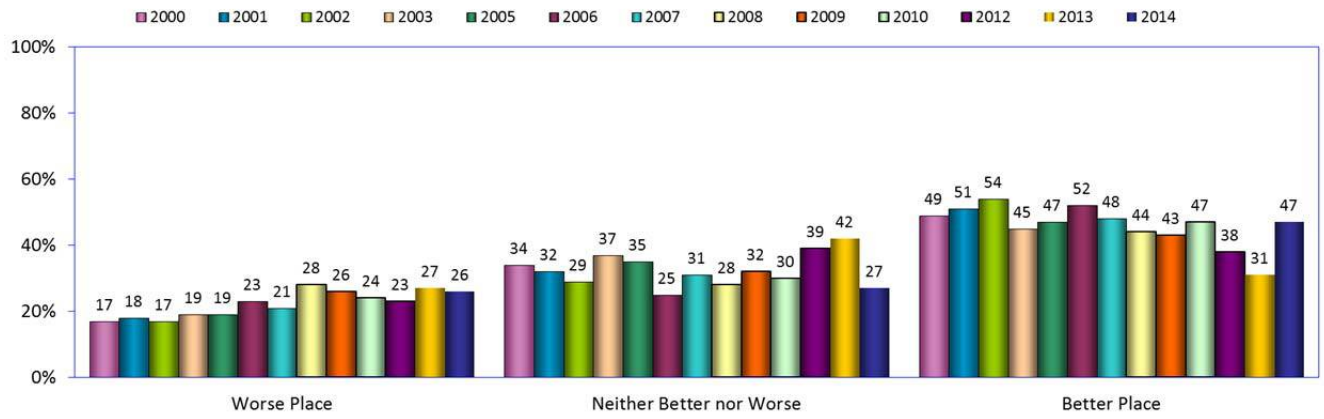
(Q180 K-3)

27. Communication technology: how does it affect the world? (Internet non-users)

The percentage of non-users age 16 and older who said that communication technology made the world a better place increased sharply in the current study to 47 percent, up from 31 percent in 2013 that was the lowest level thus far in the Digital Future studies.

The percentage of non-users who said communication technology made the world a worse place, which had reached 27 percent in 2013, decreased marginally to 26 percent.

Has communication technology made the world a better place, or a worse place?
(Internet non-users age 16 and older)



(Q180 K-2)

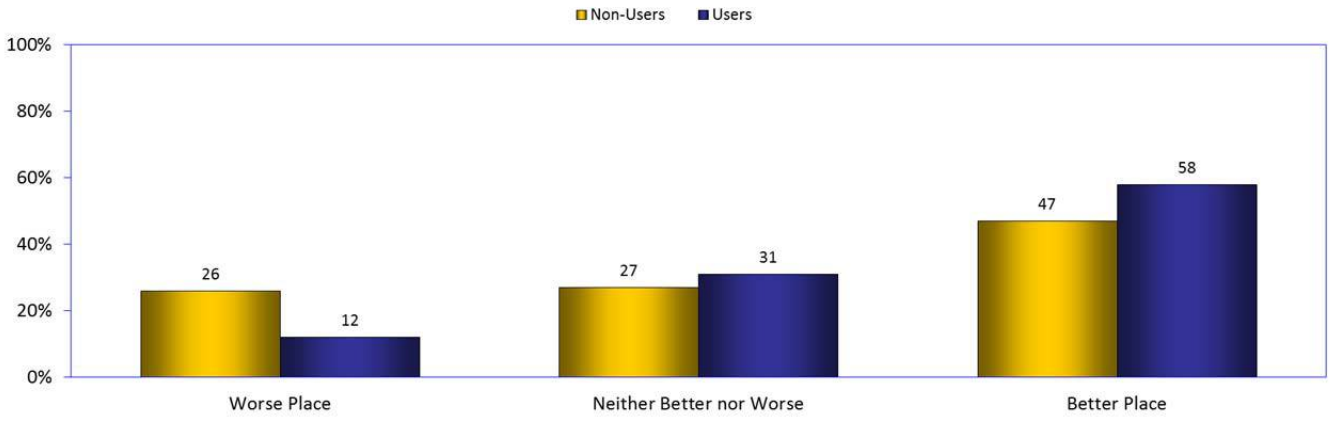
28. Communication technology: how does it affect the world? (Internet users vs. non-users)

As in other years of the survey, Internet users and non-users age 16 and older continued to express divergent views about how communication technology (the Internet, mobile phones, tablets, and other devices) affects the world.

Comparing users to non-users, 58 percent of Internet users age 16 and older said that communication technology makes the world a better place, while 47 percent of non-users express the same view.

More than twice the percentage of non-users (26 percent) compared to users (12 percent) said communication technology makes the world a worse place.

Has communication technology made the world a better place, or a worse place?
(Respondents age 16 and older)



(Q180 K-1)

Internet Non-Users

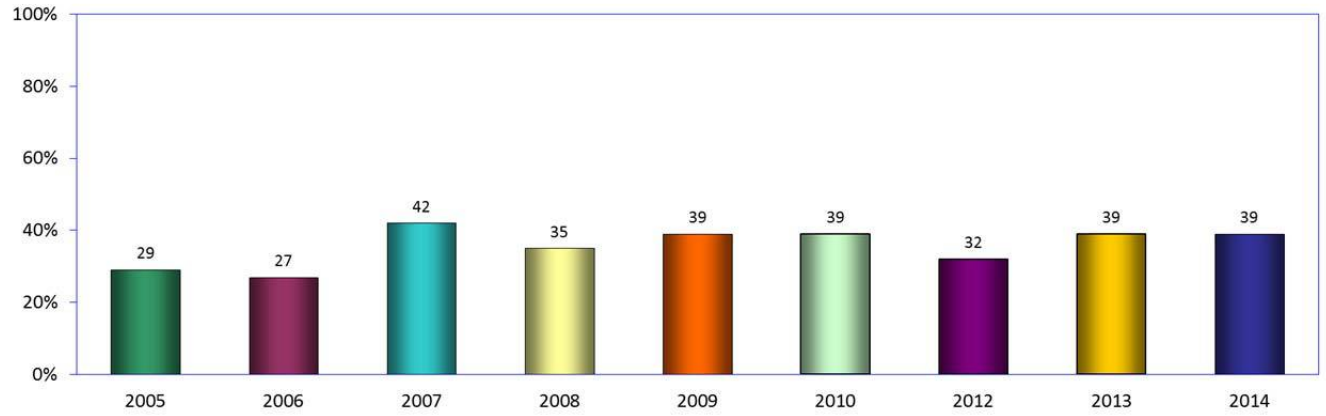
Internet “dropouts” (percentage of non-users who previously went online)	39%
How many years on average did dropouts use the Internet before they stopped?	2.6
Will non-users go online in the next year? (not likely at all)	47%
Will Internet dropouts go back online? (answered yes)	41%

Internet non-users: views about not going online

29. Internet non-users: were they ever online?

Have non-users ever gone online? Of respondents in the current study who are not currently using the Internet, 39 percent had previously gone online – the same percentage as in 2013.

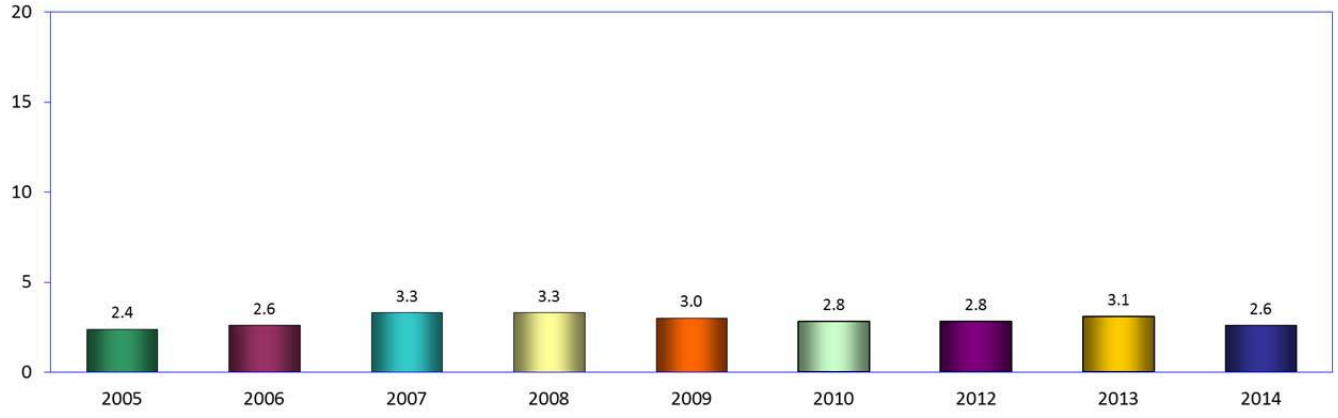
Did you ever use the Internet?
(Internet non-users - yes)



(Q540 K-1)

These non-users in the current study reported being online for an average of 2.6 years before stopping – down from 3.1 years in 2013.

How long did you use the Internet before stopping: years of use
(Former Internet users)



(Q570 K-1)

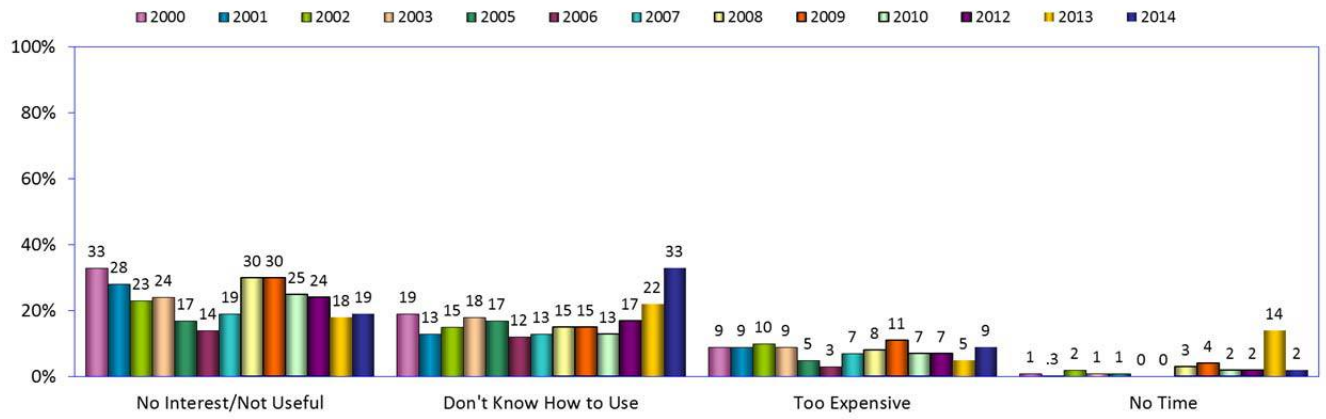
30. Internet non-users: reasons for not being online

Why are Internet non-users not online? In the current study, the most-cited reason for not using the Internet was lack of knowledge, reported by 33 percent of non-users, a substantial increase over the 22 percent reported in 2013 and the highest level thus far in the Digital Future studies.

The second most-cited reason for not being online was that the Internet was of no interest or not useful, reported by 19 percent of non-users – a slight increase from 18 percent reported in 2013 after declining for three years in a row.

The percentage of non-users who believe the Internet was "too expensive" or said they cannot afford the fees increased to nine percent in the current study, up from five percent in 2013.

Reasons for not going online
(Internet non-users)



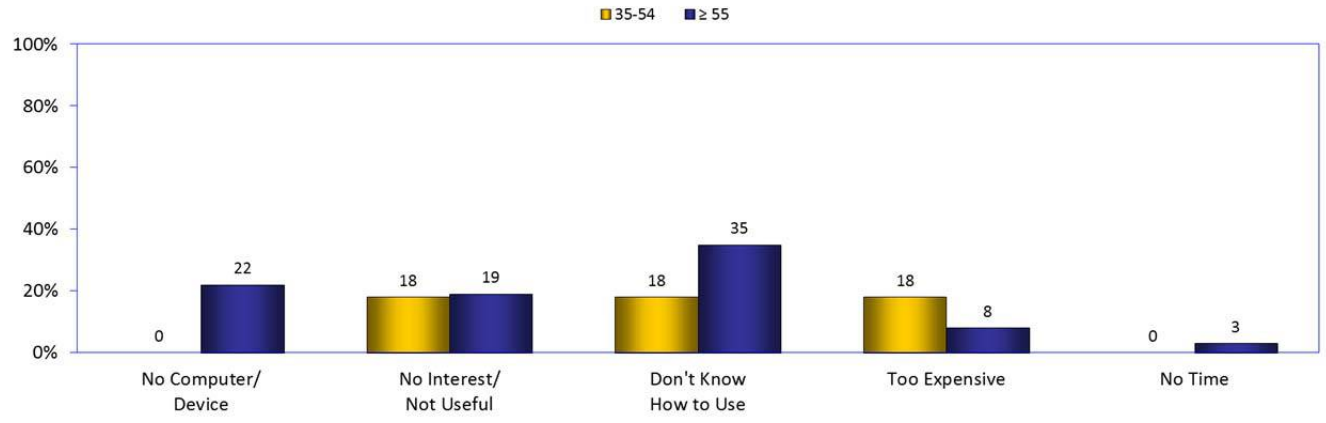
(Q591 K-2)

31. Why do you not use the Internet? (non-users 35 and older)

Comparing Internet non-users ages 35 to 54 and those 55 and older shows that a much larger percentage of the older group reported lack of knowledge as the primary reason they are not online – 35 percent of non-users age 55 and older compared to 18 percent of those age 35 to 54.

Almost equal percentages of non-users in both age groups reported that they are not interested in going online, or the Internet wasn't useful to them (19 percent of non-users age 55 or older, and 18 percent of non-users age 35-54).

What is the main reason you do not use the Internet?
(Internet non-users)



(Q591 K-3)

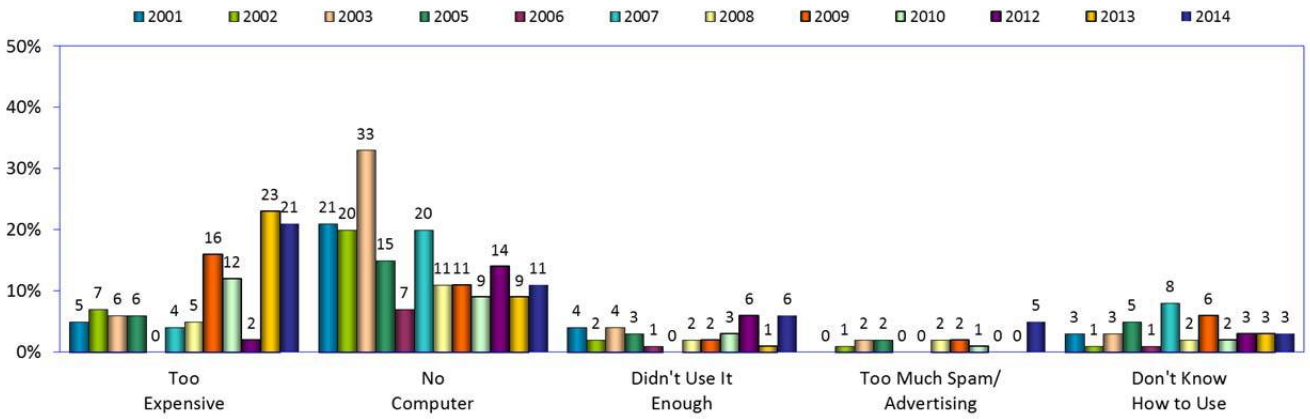
32. "Internet dropouts": why do users stop going online?

While only a small percentage of Internet non-users overall said that the expense of technology kept them from going online (see page 37), a much larger percentage of non-users who previously went online continues to feel strongly about the cost of the Internet.

The expense of going online was the most-cited reason of non-users for why they stopped using the Internet – now 21 percent, down from 23 percent in 2013, but much higher than the next-highest reported reason: the lack of a computer, reported by 11 percent of Internet dropouts.

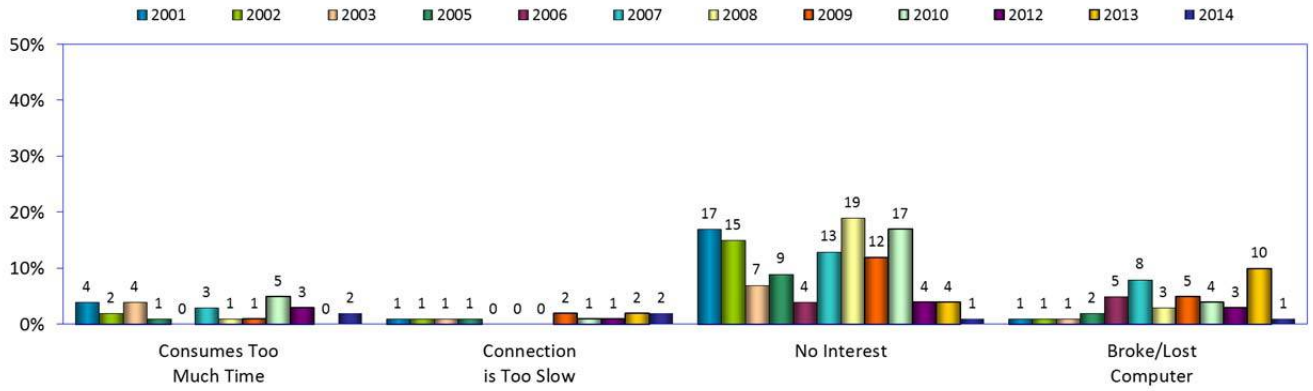
Also of note is the jump in the percentage of dropouts who cite too much spam or advertising as the reason they are no longer online – now five percent, up from zero in 2013 and 2012.

Internet dropouts: reasons why former Internet users no longer go online
(Former Internet users)



(Q580 K-2a)

Internet dropouts: reasons why former Internet users no longer go online
(Former Internet users)



(Q580 K-2b)

33. Internet non-users: problems and views about not being online

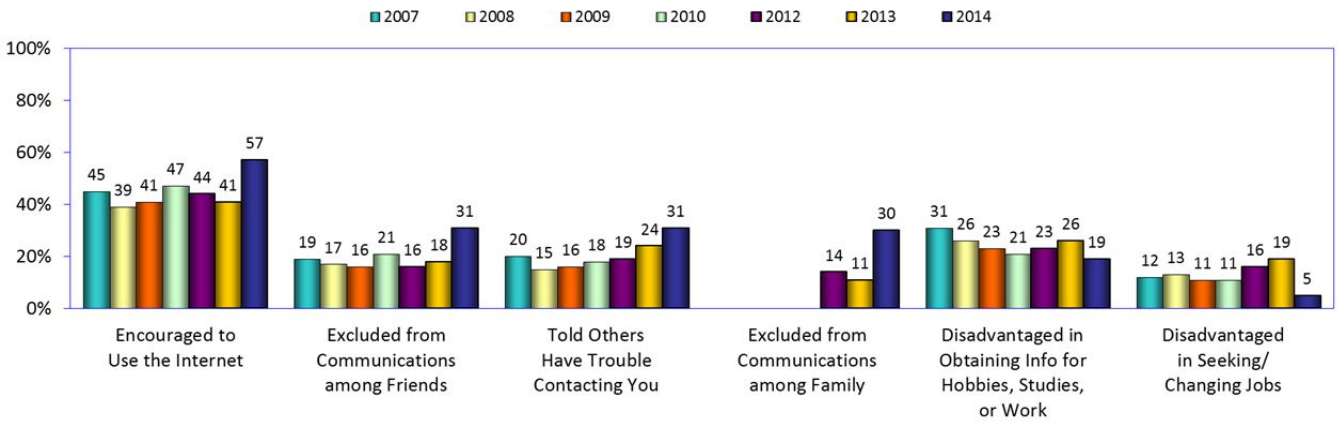
Growing percentages of Internet non-users report negative experiences related to not being online – especially involving communication issues. The current study found large increases in the percentages of Internet non-users who said not being online excludes them from communications with family and friends, and those who are told that others find it difficult to contact them.

At least thirty percent of Internet non-users said that not being online excludes them from communications among friends (now 31 percent, an increase from 18 percent in 2013), are told that others have trouble contacting them (31 percent, up from 24 percent in 2013), or excludes them from communications among family (30 percent in the current study, up from 11 percent in 2013).

Fifty-seven percent of non-users said they were being encouraged to use the Internet, up substantially from the 41 percent reported in 2013, and now by far the largest number reported in the Digital Future studies.

For more on this issue, see the Trends section on page 161.

Have you had the following experiences because you are not an Internet user? (Internet non-users)



(Q600 K-1) (Multiple responses possible; questions about jobs asked only of respondents age 16 and older)

34. Internet non-users: will they go online?

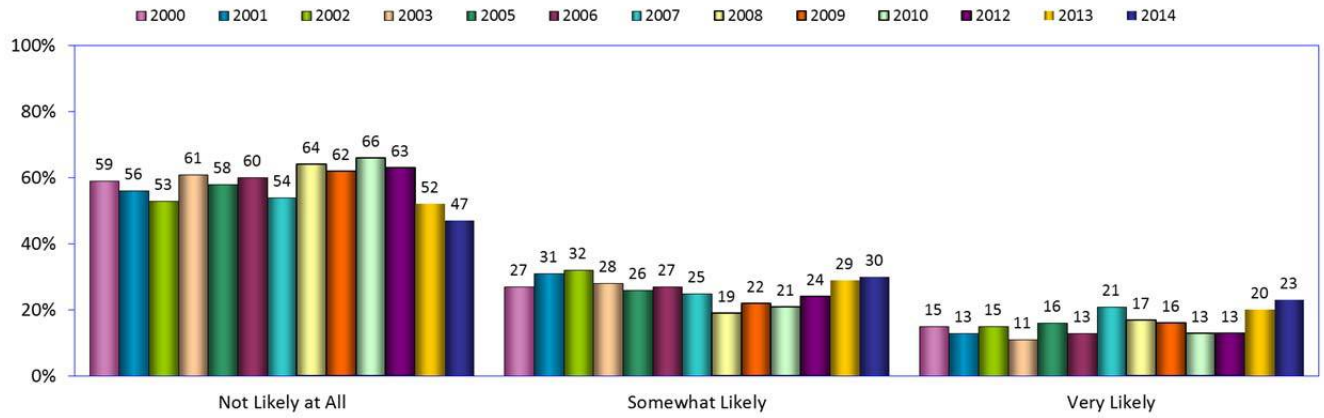
More than half of Internet non-users in the current survey said they are likely to go online in the next year – the largest percentage thus far in the Digital Future studies.

Fifty-three percent of non-users said they are somewhat likely or very likely to go online in the next year, up from 49 percent in 2013, and an increase for the fourth year in a row.

Correspondingly, the percentage of users who said they are not likely to go online in the next year decreased to below half of non-users for the first time in the Digital Future studies – now 47 percent, down from 52 percent in 2013 and a decrease for three straight years.

For more about this issue, see the Trends section on page 161.

How likely will you be to use the Internet within the next year?
(Internet non-users)



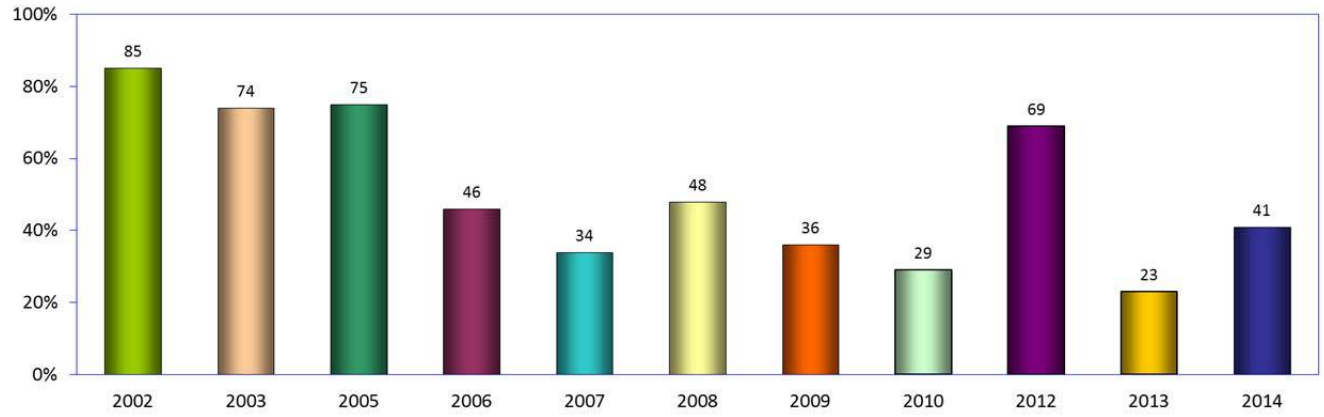
(Q610 K-1)

35. Internet dropouts: will they go back online?

While the percentage of non-users overall who are likely to go online in the next year is 53 percent (see the previous question), the percentage of Internet dropouts who may ever go online again is notably lower.

Among non-users who have been online before, 41 percent said they were likely to go back online.

Do you think you will ever go back online?
(Former Internet users – yes)



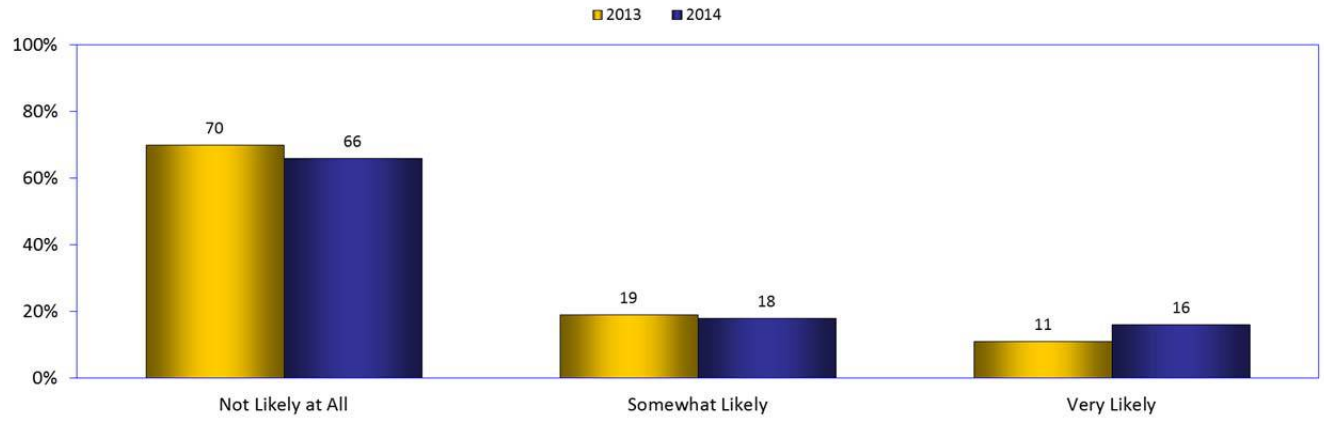
(Q620 K-1)

36. Internet non-users who have never been online: will they soon become users?

Most Internet non-users who have never gone online are likely to remain offline in the next year.

Sixty-six percent of Internet non-users who have never been online said they are not likely at all to use the Internet in the next year – a decrease from 70 percent in 2013. However, 16 percent said they are very likely to become users, an increase from 11 percent in 2013.

How likely will you be to use the Internet in the next year?
(Internet non-users who have never been online)



(Q610 K-2)

Media Use and Trust

Users who said the Internet is an important or very important source of information	84%
Internet users who said most or all information online is reliable	43%
Internet users who would not miss their printed newspaper if the offline version was no longer available	25%
Internet users who stopped a subscription to a newspaper or magazine because they get the same information online	32%
Internet users who read print newspapers who would read the online edition of their paper if the print edition ceased publication	52%

Views about sources of information and entertainment

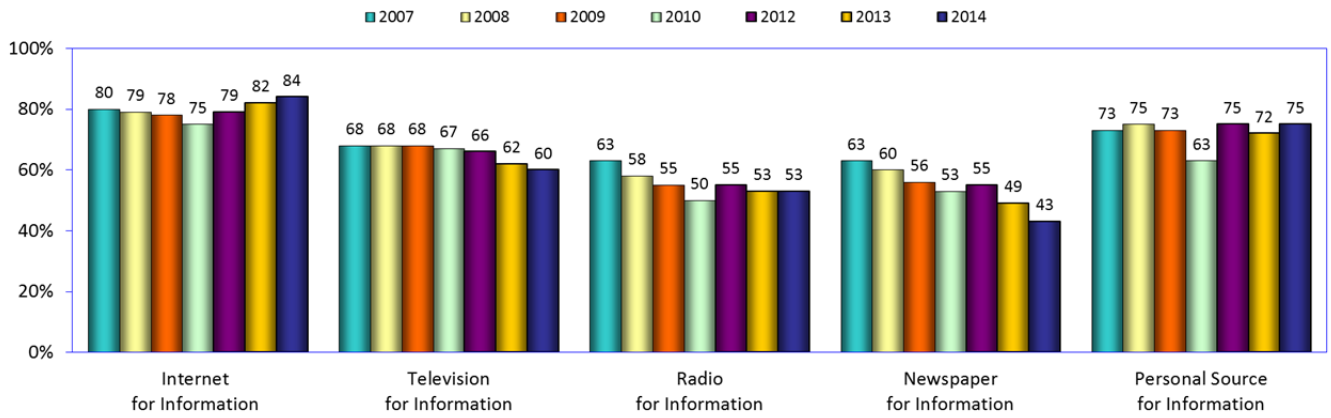
37. Views about sources of information

For the seventh year, a larger percentage of users said that the Internet was an important source of information for them, compared to the percentages reported for television, newspapers, or radio.

Eighty-four percent of Internet users age 17 and older said that the Internet was an important or very important source of information to them, higher than for television (60 percent), radio (53 percent), and newspapers (43 percent).

Most notably, the percentages of Internet users age 17 and older who said that television and newspapers are important or very important sources of information have declined to their lowest levels in the Digital Future studies. In particular, since 2007 the percentage of users who said that newspapers are important or very important sources of information for them has declined by 20 percentage points (63 percent in 2007 compared to 43 percent in the current study).

How important are the following as sources of information to you?
(Internet users age 17 and older – important or very important)



(Q530 K-2)

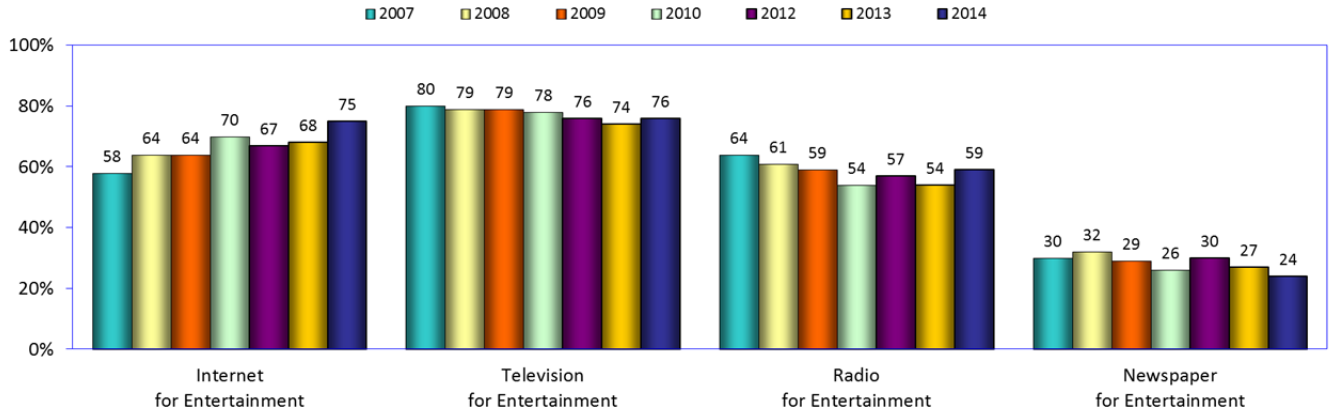
38. Views about sources of entertainment

The Internet is now being reported as an important source of entertainment by a percentage of users almost equal to that reported for television.

Television continues to be reported as an important or very important source of entertainment by the largest percentage of Internet users – now 76 percent, a slight increase from 74 percent in 2013 and three years of declines.

The percentage of users who said the Internet is an important or very important source of entertainment has increased to 75 percent, up from 68 percent in 2013, and a new high for the Digital Future studies.

How important are the following as sources of entertainment to you?
(Internet users age 17 and older – important or very important)



(Q530 K-4)

Information on the Internet: reliability and accuracy

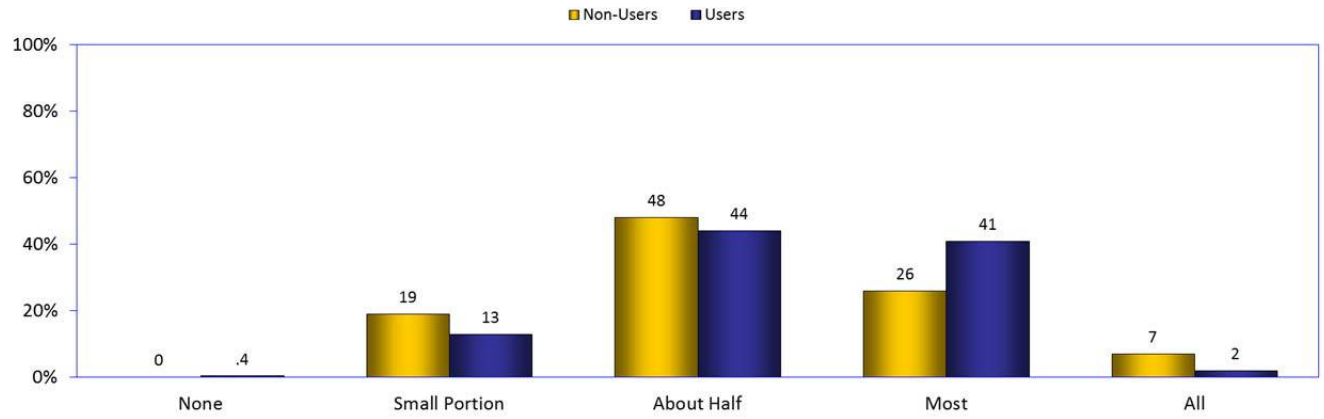
39. Information online: is it reliable?

Internet users and non-users alike believe that much of the information on the World Wide Web overall is unreliable, and users have much more faith than non-users in online information.

Forty-three percent of users said that most or all of the information online is reliable, compared to 33 percent of non-users who responded to the same question.

Conversely, 57.4 percent of users said that half or less of the information on the Internet is reliable, compared to 67 percent of non-users.

How much of the information on the World Wide Web overall do you think is reliable?
(All respondents)



(Q160 K-1)

40. Reliability of information online (Internet users)

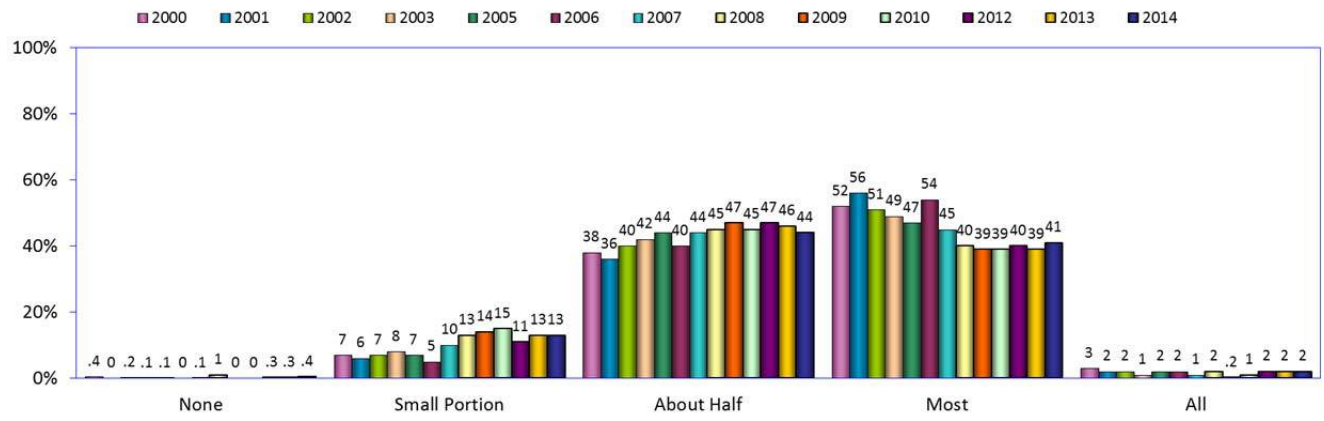
Views among Internet users about the perceived reliability of the information found online have been generally stable since 2008, with between 39 and 42 percent saying that most or all of the information on the World Wide Web is reliable. In the current study, however, the percentage increased marginally – now 43 percent of users think that most or all of the information found online is reliable.

By comparison, 55 percent of users in 2000 said most or all of the information online is reliable.

The percentage of users who said only about half of the information online is reliable decreased slightly in the current study to 44 percent of users, down from 46 percent in 2013.

For users' views about the reliability of frequently-used websites, see page 47.

How much of the Information on the World Wide Web overall do you think is reliable? (Internet users)



(Q160 K-3)

41. Online information: reliability and accuracy of information on frequently-visited websites

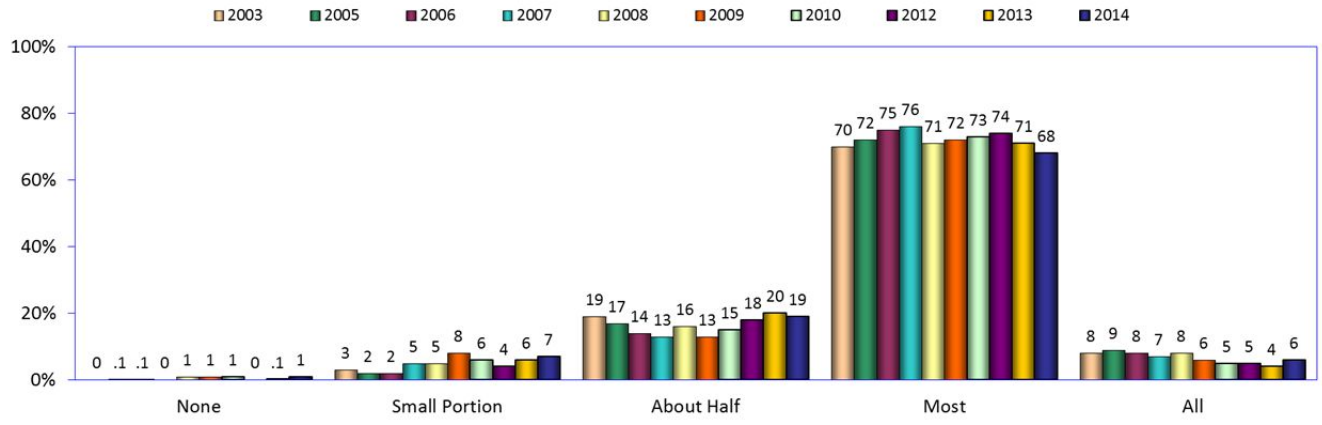
Compared to their views about online information overall, Internet users continued to report much more confidence in the reliability and accuracy of information on the websites they visit regularly.

However, the percentage of users who report that most or all of the information on websites they visit regularly is reliable and accurate has reached the lowest level thus far in the Digital Future studies.

Seventy-four percent of users in the current study said that most or all of the information on the websites they visit regularly is reliable and accurate, down marginally from the 75 percent reported in 2013 (the previous low) and the peak of 83 percent in 2007 and 2006.

The percentage of users who said that about half of the information on the sites they visit regularly is reliable and accurate declined to 19 percent after increasing for three years in a row.

How much of the information on the websites that you visit regularly do you think is reliable and accurate? (Internet users who regularly visit websites)



(Q170 K-1)

42. Information posted by media, government, and individuals: reliability and accuracy

Is the information posted by established media, the government, or individuals perceived by Internet users as being generally reliable and accurate?

The percentages of Internet users who said that most or all of the information posted by the established media is generally reliable and accurate remain at their lowest levels in the Digital Future studies. The percentages who said that most or all of the information posted by government and pages posted by individuals is generally reliable and accurate have increased.

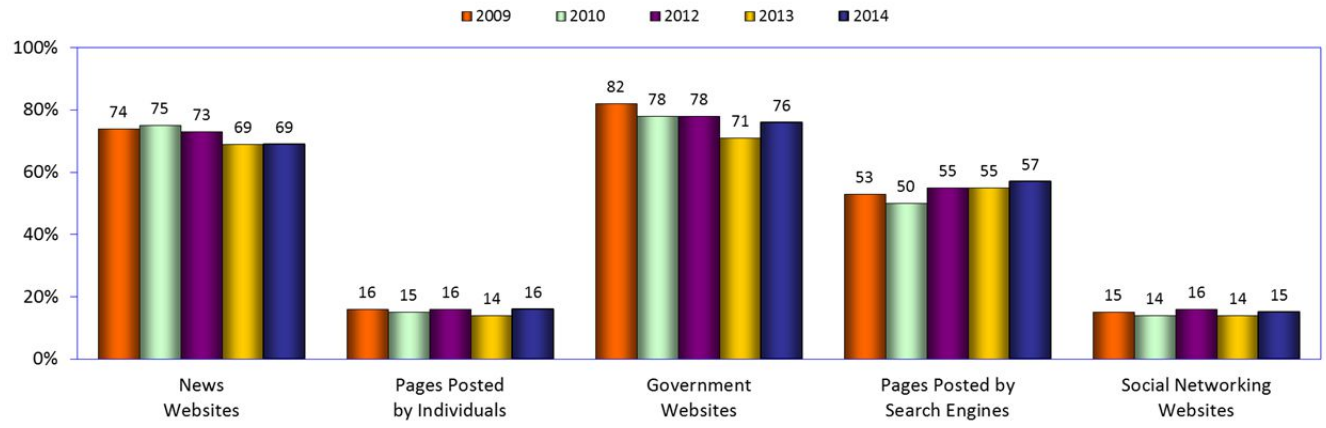
Seventy-six percent of users reported confidence in most or all of the information posted by the government, up from 71 percent in 2013 but still down from the peak level of 82 percent in 2009.

Sixteen percent of users said that most or all of the information posted by individuals is generally reliable and accurate, up marginally from the 14 percent reported in 2013.

Sixty-nine percent of Internet users said that most or all of the information posted by established media (such as cnn.com or nytimes.com) is generally reliable and accurate, the same as in 2013, and down from the peak level of 75 percent in 2010.

For specific findings on users' views about reliability and accuracy of information posted by the government, media, and individuals, see the next three pages.

How much information posted by these organizations and individuals do you think is generally reliable and accurate?
(Internet users who regularly visit websites – most or all)



(Q173 MD-1)

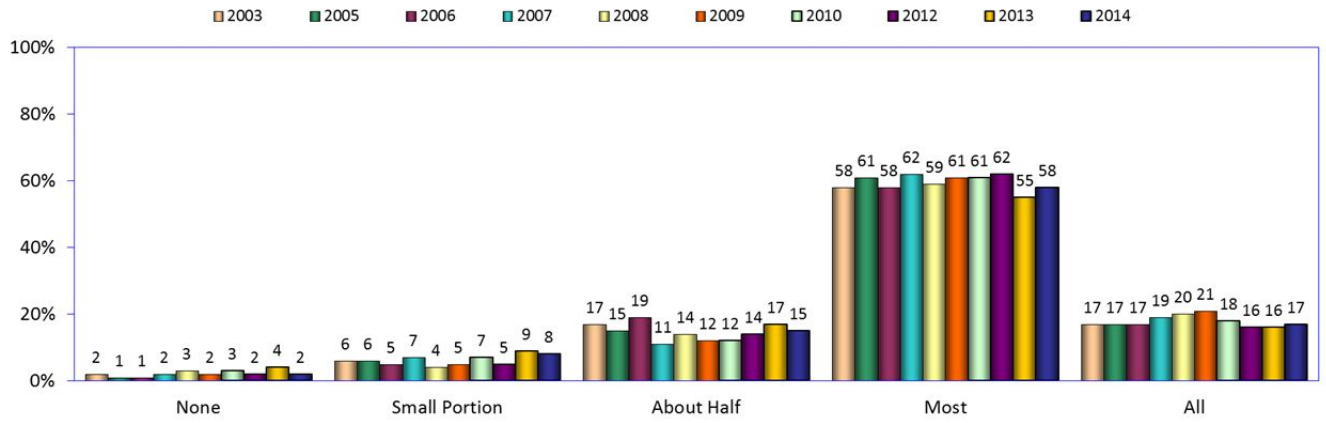
43. Government websites: reliability and accuracy

With the exception of 2013, Internet users' views about government websites have remained generally consistent through the 10 Digital Future studies in which this question has been asked, with 75-82 percent of users saying that most or all of the information posted by the government is reliable and accurate.

In the current study, 75 percent of Internet users who regularly visit websites said the most or all of the information on government websites is reliable and accurate, up from 71 percent in 2013 (the lowest level reported thus far in the Digital Future studies).

Conversely, 25 percent of users in the current study said that about half or less of the information on government websites is reliable and accurate, down from 30 percent in 2013 (the highest level reported thus far in the studies).

Reliability and accuracy of government websites
(Internet users who regularly visit websites)



(Q173 K-5)

44. Media web pages: reliability and accuracy

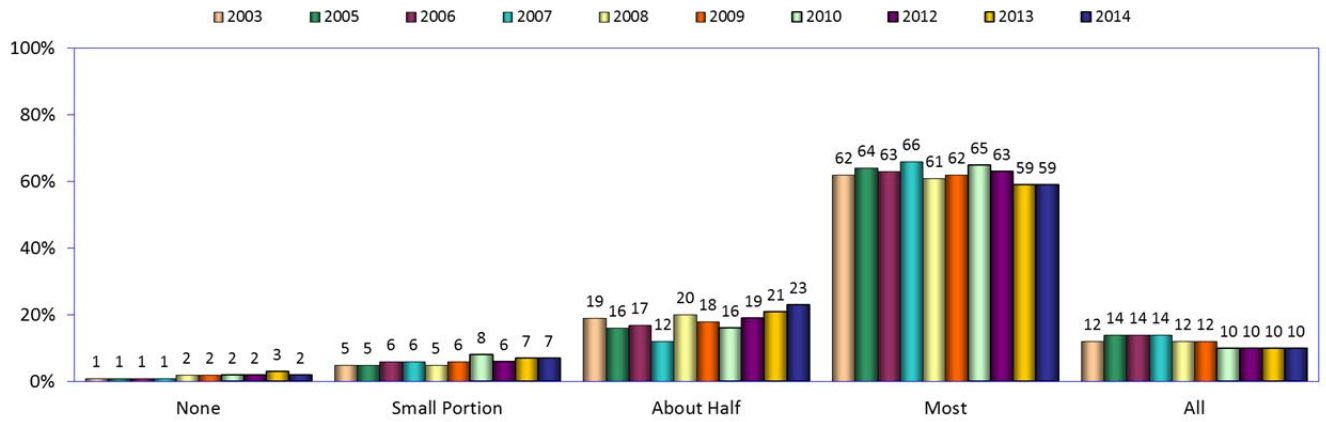
As with government websites, Internet users have reported consistently high levels of confidence with information posted by established media. In the eight years this question was asked before 2013, more than 70 percent of users have said that most or all of the information they find on websites hosted by established media is reliable and accurate.

In the current study, however, for the second year in a row less than 70 percent of users said that most or all of the information posted by established media is reliable and accurate – now 69 percent, the same as in 2013 and down from 73 percent in 2012.

Thirty-two percent of users said that half or less of information posted by established media is reliable and accurate, the highest percentage reported thus far in the 10 years this question has been asked.

For more on this issue, see the Trends section on page 161.

Reliability and accuracy of news pages posted by established media
(Internet users who regularly visit websites)



(Q173 K-1)

45. Information posted by individuals: reliability and accuracy

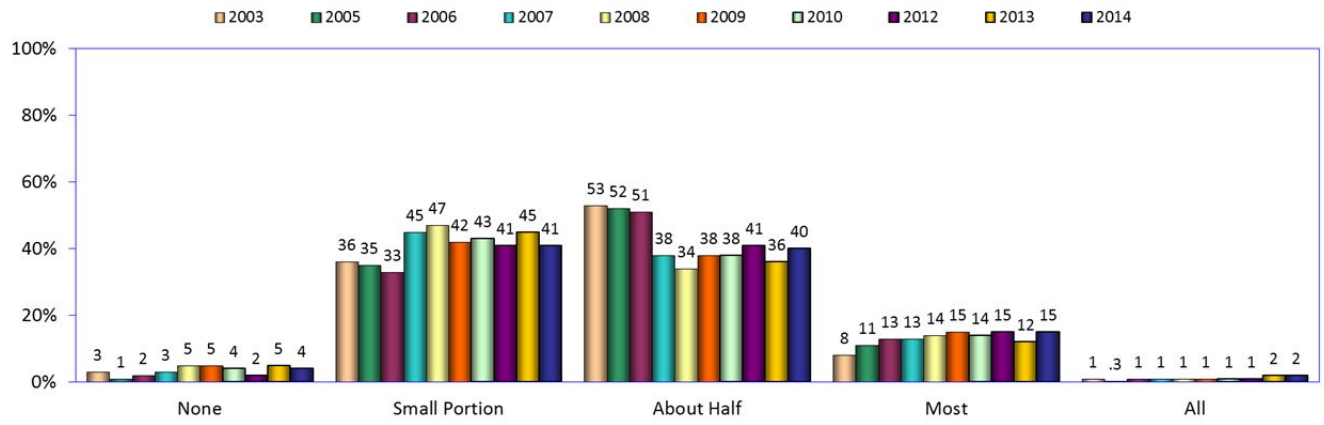
Very small percentages of Internet users believe that information posted by individuals is reliable and accurate; however, those percentages rose slightly in the current study.

Only 17 percent of users in the current Digital Future study said that most or all of the information on Web pages posted by individuals is reliable and accurate, up from 14 percent in 2013. This low percentage is the highest level reported thus far in the Digital Future studies.

And the percentage who said that only a small portion or none of the information on web pages posted by individuals is reliable and accurate decreased to 45 percent of Internet users – down from 50 percent in 2013.

The percentage of users who said that about half of the information on web pages posted by individuals is reliable and accurate increased to 40 percent – up from 36 percent in 2013.

Reliability and accuracy of information web pages posted by individuals
(Internet users who regularly visit websites)



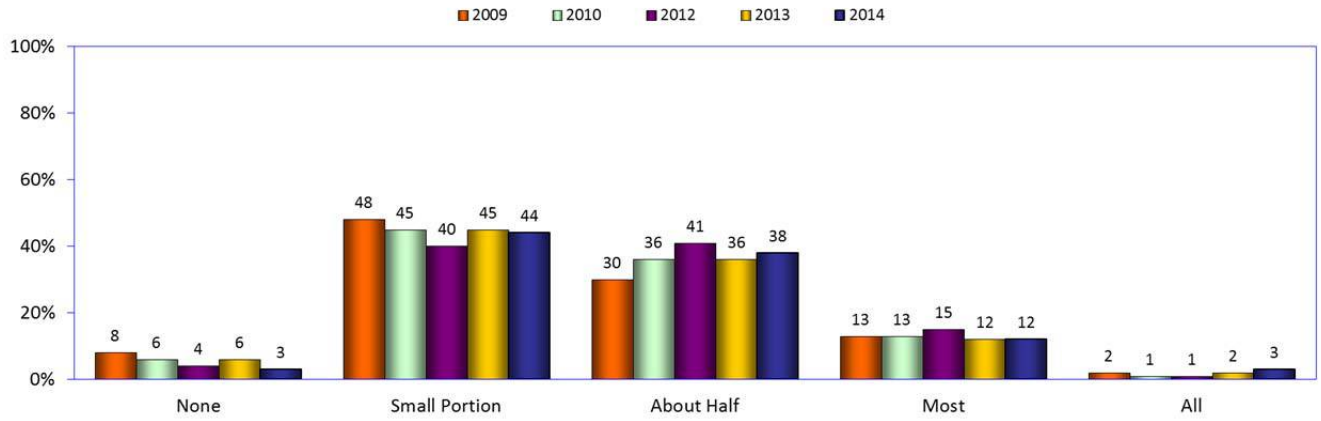
(Q173 K-3)

46. Information on social networking sites: reliability and accuracy

Reinforcing the views about the reliability and accuracy of information posted by individuals (see the previous page), Internet users report similar low levels of faith that the information they find on social networking sites such as Facebook is reliable and accurate.

Fifteen percent of Internet users said that most or all of the information on social networking sites is reliable and accurate, a marginal increase from 14 percent in 2013. However, users report somewhat more faith in these sites; the percentage of users who said only a small portion or none of the information on social networking sites is reliable and accurate decreased to 47 percent, down from 51 percent in 2013.

Reliability and accuracy of information on social networking sites such as Facebook (Internet users who regularly visit websites)



(Q173 K-9)

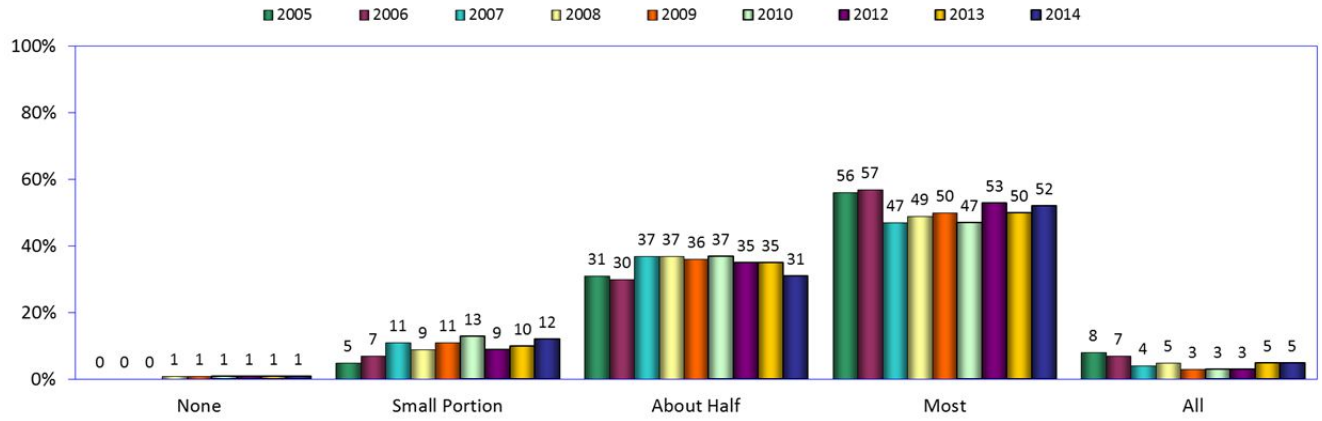
47. Information provided by search engines: reliability and accuracy

The percentage of Internet users who said that most or all of the information provided by search engines such as Google is reliable and accurate has increased to 57 percent of users, up marginally from 55 percent in 2013.

The current change, although modest, counters the general decline in views about reliability and accuracy of information provided by search engines since the first two years this question was asked, when 64 percent of users in 2005 and 2006 said most or all of the information provided by search engines is reliable and accurate.

However, in the current study the opposite view also increased: 13 percent of users said none or a small portion of information provided by search engines is reliable and accurate, up for the second year in a row, but still below the peak of 14 percent in 2010.

Reliability and accuracy of information provided by search engines
(Internet users who regularly visit websites)



(Q173 K-7)

Views about regulation and the Internet

48. The Internet and government regulation

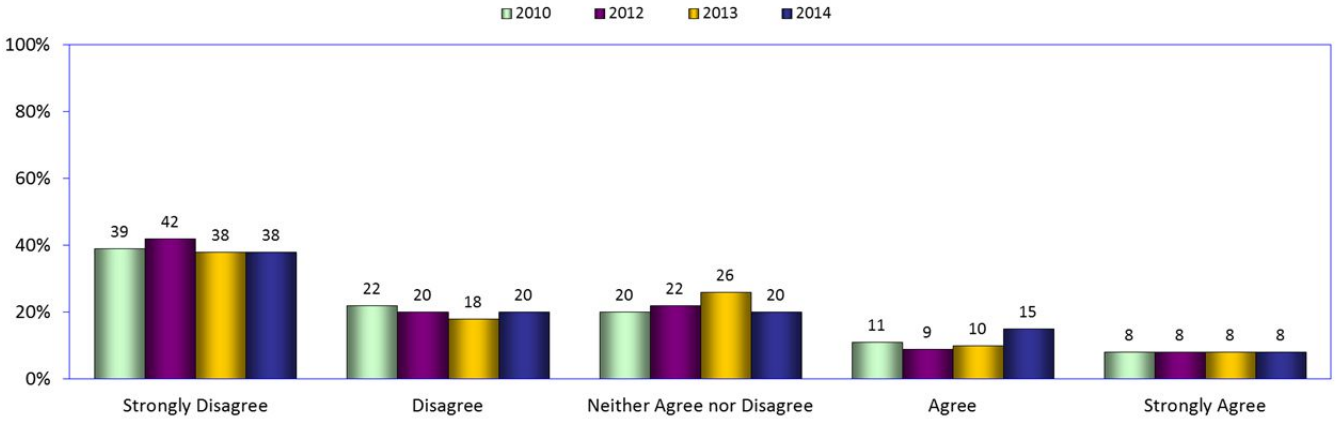
A consistently small percentage of respondents said that the government should regulate the Internet more than it does now – however, that percentage increased in the current study.

Twenty-three percent of all respondents agree that the government should regulate the Internet more, up from 18 percent in 2013 and an increase for the second year in a row.

However, the percentage of those who disagree with more government regulation also increased – now 58 percent of respondents, up from 56 percent in 2013.

For more about this issue, see the Trends section on page 161.

The government should regulate the Internet more than it does now
(Respondents age 16 and older)



(Q195E K-1)

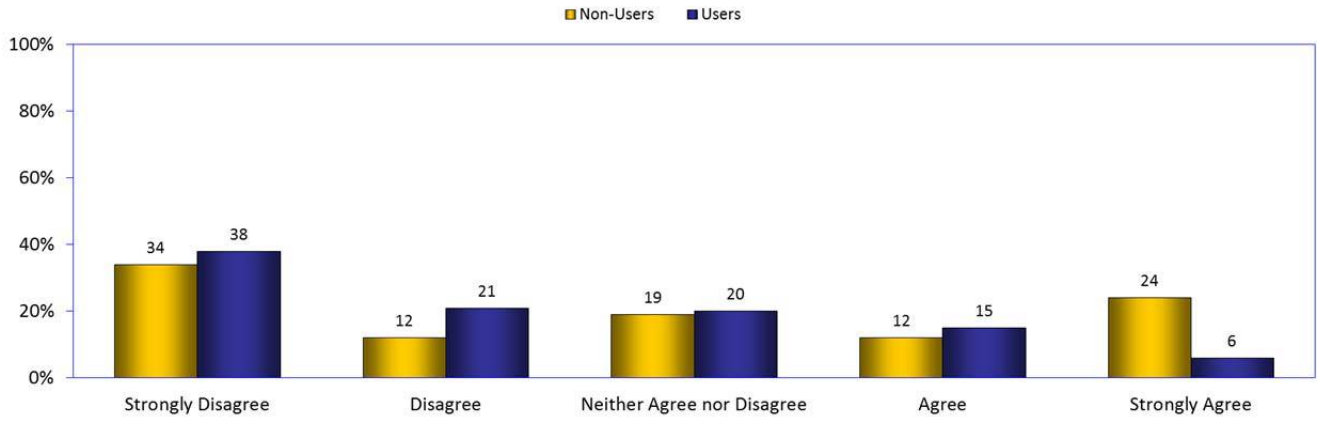
49. The Internet and government regulation (Internet users vs. non-users)

As in previous studies, users and non-users report notable differences in views about the Internet and government regulation.

Twenty-one percent of users agree or strongly agree that the government should regulate the Internet more than it does now, compared to much higher levels of non-users (36 percent) answering the same question.

Conversely, 59 percent of users disagree or strongly disagree with increasing government regulation of the Internet, compared to 46 percent of non-users.

The government should regulate the Internet more than it does now
(Respondents age 16 and older)



(Q195E K-2)

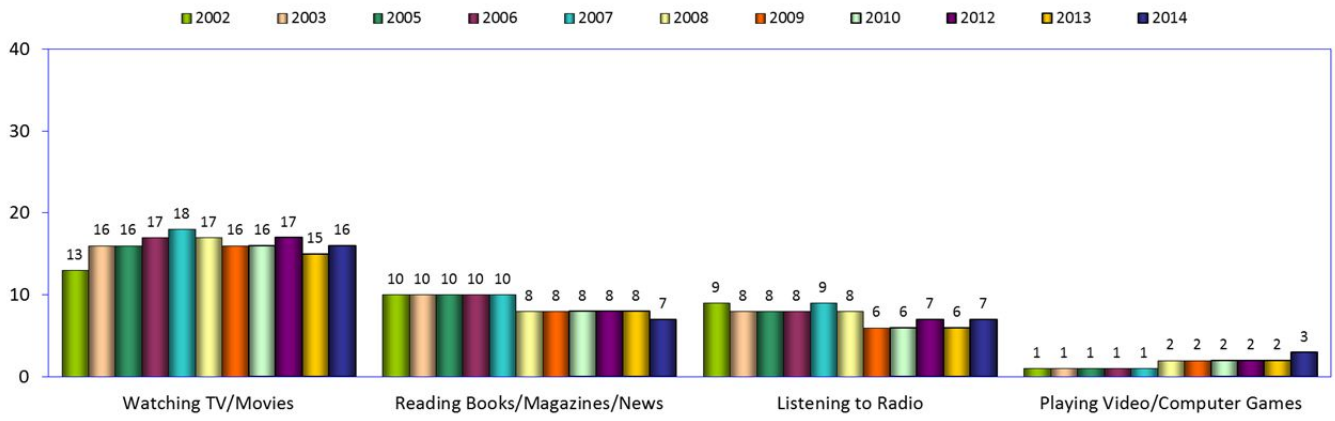
Using offline media

50. Offline media

Respondents spent more time watching offline television or movies than any other offline media activity.

Respondents spent an average of 16 hours per week watching television or movies, up from 15 hours in 2013. By contrast, respondents spent less than half that time – an average of seven hours a week – reading offline publications and the same amount of time listening to the radio.

Leisure hours spent weekly on offline media
(All respondents)



(Q690 MD-1)

Going online for media content – free or paid

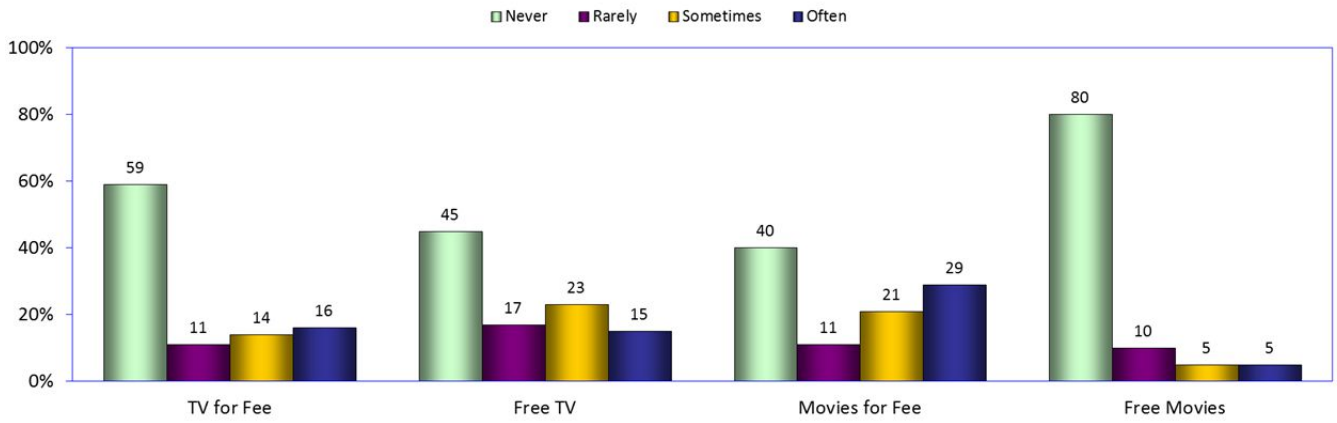
51. Online television and movies – paid and free sources

How does the availability of television and movie programming online through either paid or free sources affect what Internet users watch? Large percentages of Internet users never go online to watch television programs or movies for a subscription or fee, such as the programming available through Netflix, Hulu Plus, or Amazon. For example, 59 percent never watch television programs online for a subscription or fee, and 40 percent do not pay for web-based services to watch movies.

A much larger percentage (80 percent) never goes online to watch movies acquired through a peer-to-peer file sharing service, such as Bit Torrent or Pirate Bay. Fifty percent of users sometimes or often watch movies online for which they have paid a subscription or fee, while a lower percentage pays to watch television programs online (30 percent). Thirty-eight percent of users go online sometimes or often to watch television programs through free streaming services, such as the videos offered by television networks.

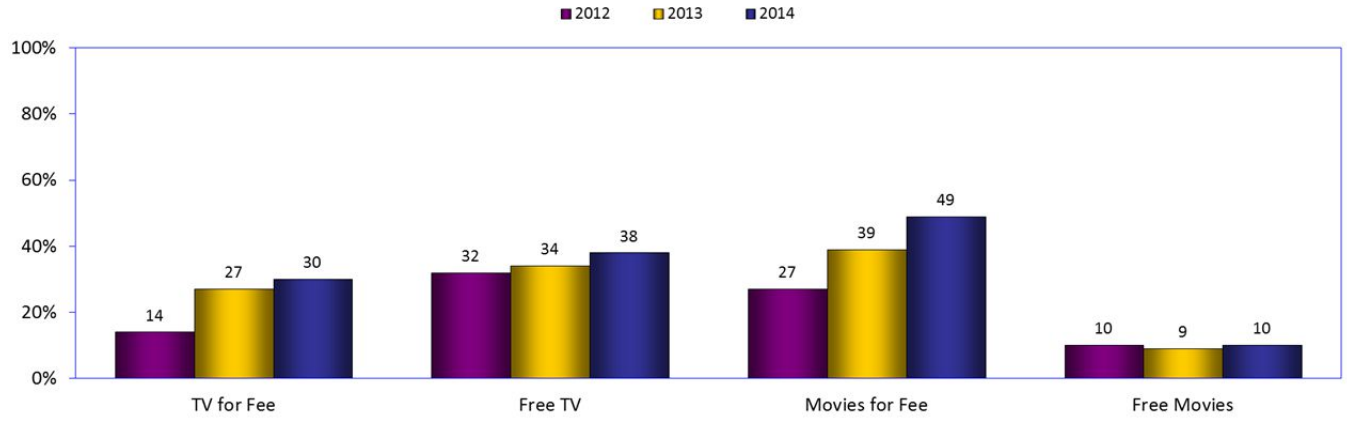
However, growing percentages of Internet users said they go online sometimes or often for television (either free or for a fee), as well as for movies for a fee (see the second chart below). For instance, almost half of Internet users go online sometimes or often for movies for a fee, up from 39 percent in 2013 and 27 percent in 2012. For more year-to-year comparisons, see the next five pages.

Watching television and movies online through paid or free sources
(Internet users)



(Q701B MD-1)

Watching television and movies online through paid or free sources
(Internet users answering sometimes or often)



(Q701B MD-2)

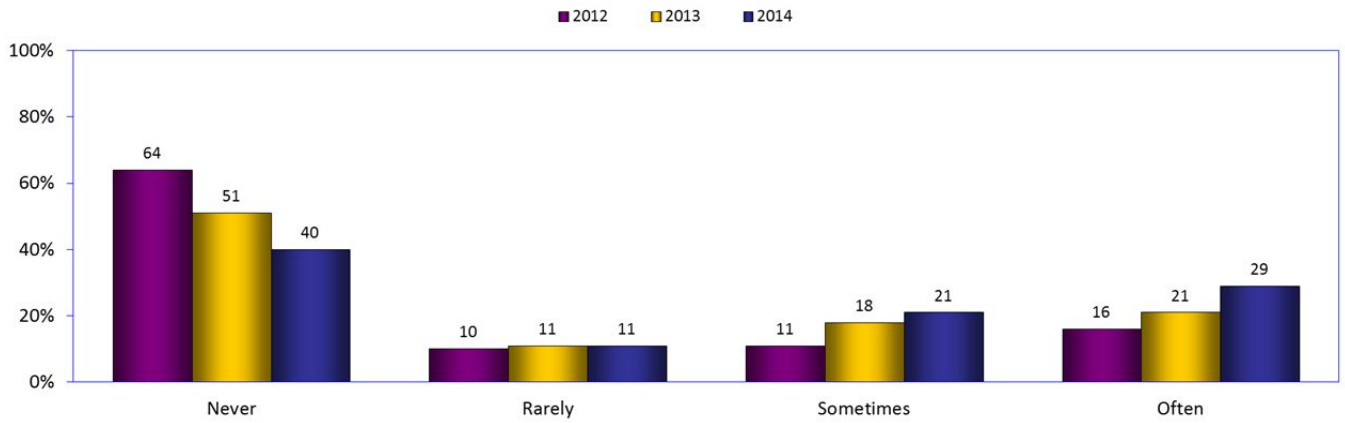
52. Subscription or fee-based movies

Paying to watch movies online is increasing at a significant rate.

Half of Internet users in the current Digital Future study sometimes or often pay to watch movies on the Internet, up from 39 percent in 2013 and 27 percent in 2012.

Notably, only 40 percent of Internet users said they never watch online movies for a fee, a significant decrease from 51 percent in 2013 and 64 percent in 2012.

Watch movies online for which you have paid a subscription or fee
(Internet users)



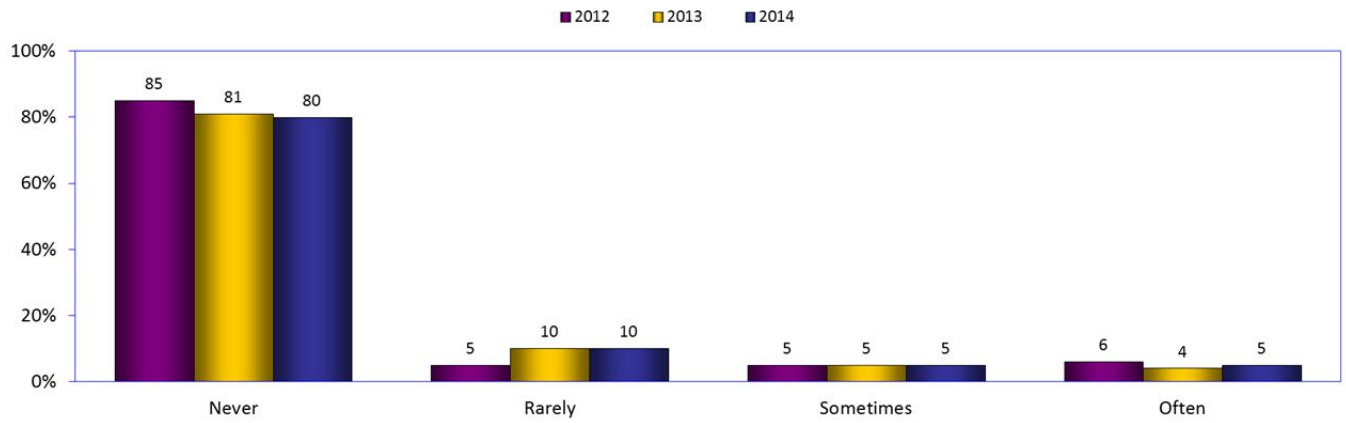
(Q701B K-4)

53. Watching movies from peer-to-peer file sharing services

While large percentages of Internet users pay for online movies, few users watch movies online that were acquired from a peer-to-peer file sharing service such as Bit Torrent or Pirate Bay.

Ten percent of users sometimes or often watch movies online from a peer-to-peer file sharing service, up marginally from nine percent in 2013.

Watch movies online acquired from a peer-to-peer file sharing service
(Internet users)

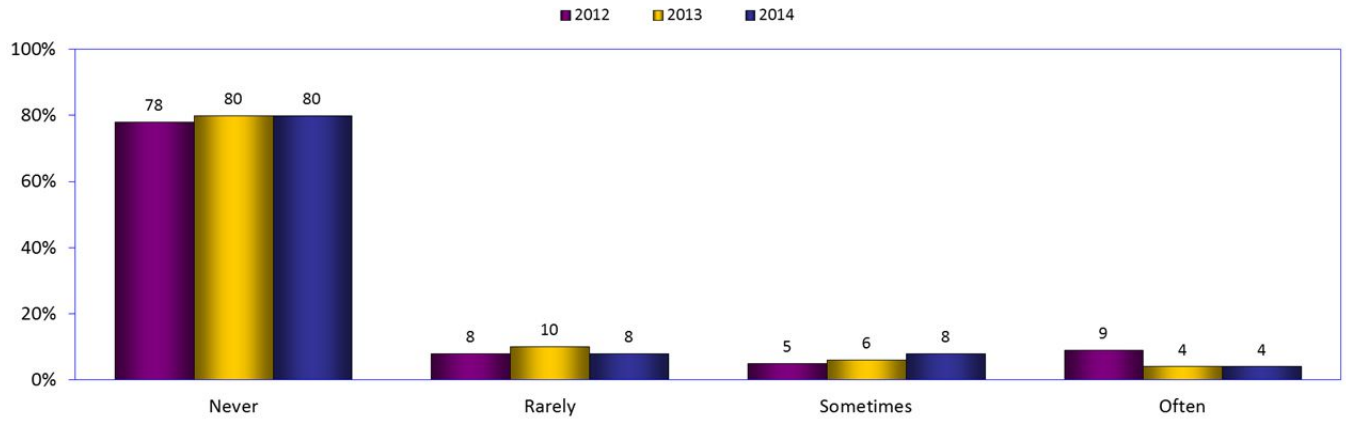


(Q701B K-5)

54. Subscription or fee-based online news

Very small percentages of Internet users report that they read subscription news online for a fee – now 12 percent, up marginally from 10 percent in 2013. Eighty percent never pay for online news, the same as in 2013.

Read news online for which you have paid a subscription or fee
(Internet users)



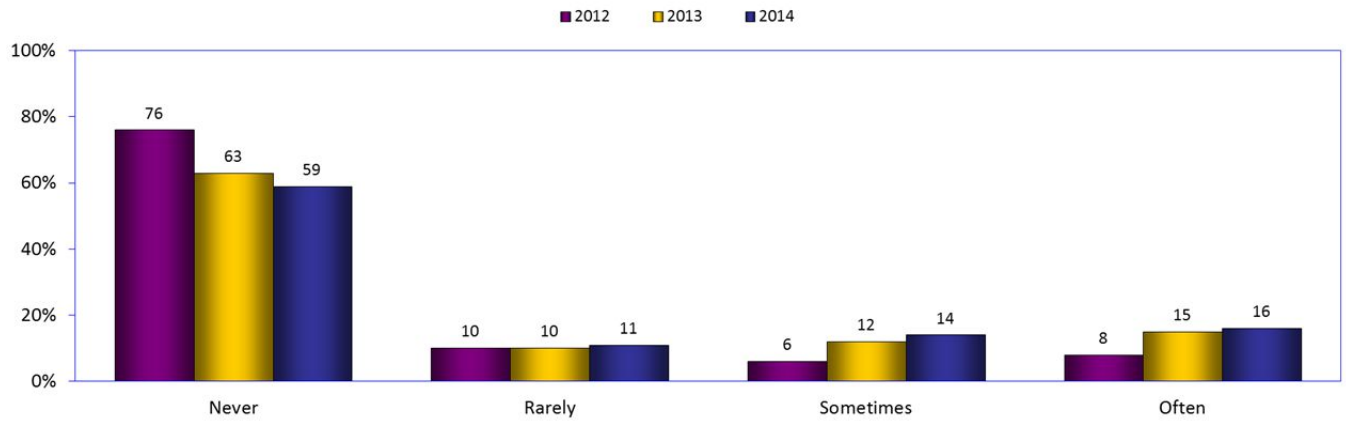
(Q701B K-1)

55. Subscription or fee-based television programs

A modest percentage of Internet users pay a subscription fee to watch television programs online on platforms such as Netflix or Hulu Plus.

Thirty percent of users said they sometimes or often watch paid television programs online, more than double from the 14 percent reported in 2012.

Watch television programs online for which you have paid a subscription or fee
(Internet users)



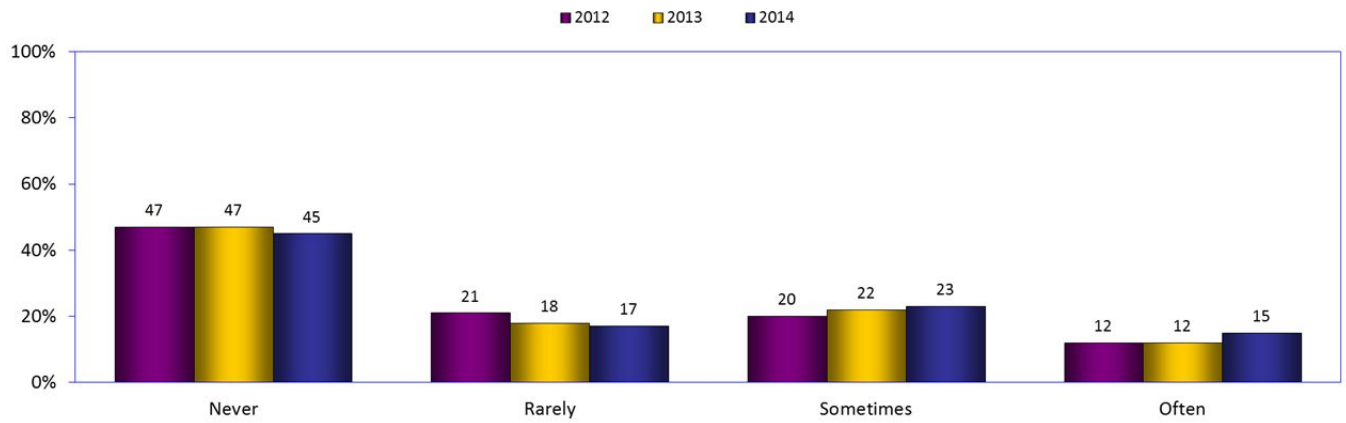
(Q701B K-2)

56. Watching television through a free streaming service

Thirty-eight percent of Internet users sometimes or often watch television programs online through a free streaming service, up from 34 percent in 2013 and 32 percent in 2012.

Forty-five percent of users in the current study never watch free online television programs, down from the 47 percent reported in 2012 and 2013.

Watch television programs online through a free streaming service
(Internet users)

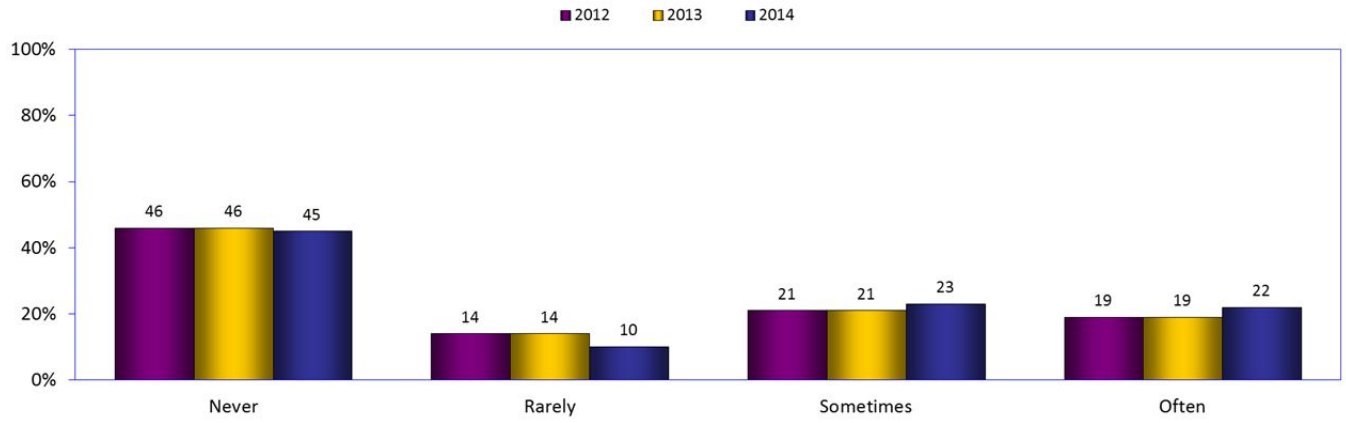


(Q701B K-3)

57. Online music programming

A growing percentage of Internet users – 45 percent – sometimes or often paid for music online from a source such as iTunes, compared to 40 percent in 2013 and 2012.

How often do you listen to or acquire music online for which you have paid a subscription or fee
(such as through iTunes, Rhapsody, or Pandora)
(Internet users)



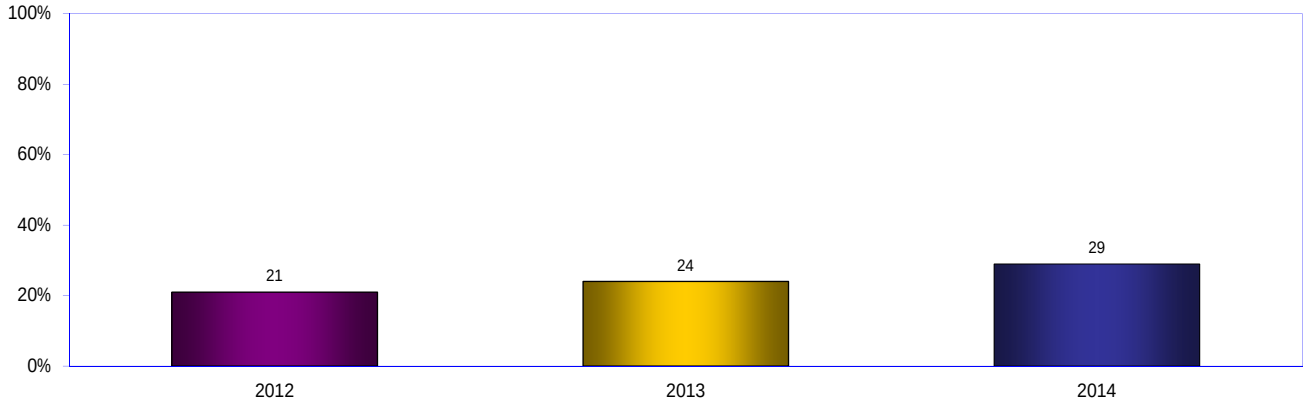
(Q701B K-6)

58. Will viewers give up cable television and watch online programming instead?

The percentage of Internet users who said they are likely or very likely to cut back or give up their cable or satellite service and watch online television instead continued to increase in the current study – now 29 percent, up from 24 percent in 2013 and 21 percent in 2012.

For more on this issue, see the Trends section on page 161.

How likely are you to cut back on or even give up your cable or satellite service and watch television only online?
(Internet users who have cable or satellite service – likely or very likely)



(Q706A K-2)

59. Will viewers give up cable television and watch online programming instead? (reasons)

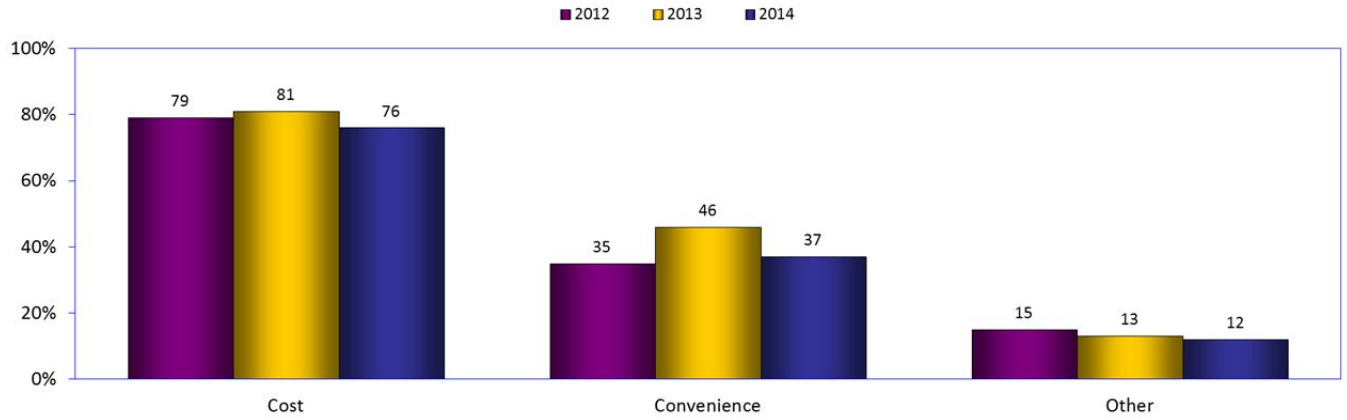
Why would viewers consider giving up cable or satellite television to watch television online instead?

Cost continues to be the primary reason why respondents would switch to online programming, but the percentage of respondents agreeing with that reason declined since 2013.

With multiple responses possible, 76 percent of those who are likely or very likely to give up cable or satellite cited cost as the reason, down from the high of 81 percent in 2013 and 79 percent in 2012.

The convenience of watching television online was reported by a much smaller group – 37 percent, down from 46 percent in 2013.

Why would you be likely to give up (or why have you already given up) your cable or satellite service and watch television only online? (All respondents - likely or very likely)



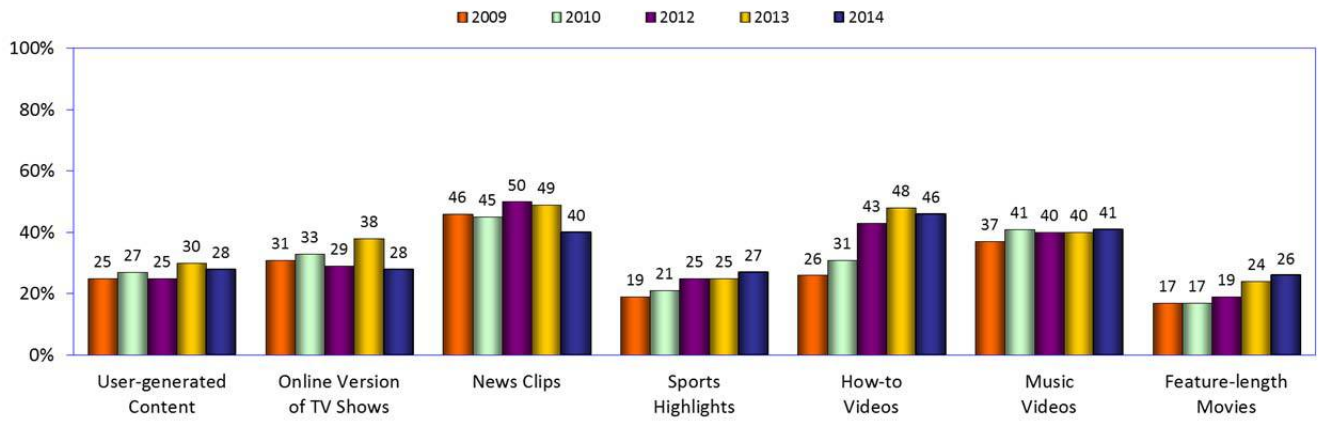
(Q706B K-1) (Multiple responses possible)

Watching video content on PCs and smartphones

60. Watching video content on PCs

Large percentages of Internet users who watch video content on PCs report watching a wide range of programming, the most popular being how-to videos (46 percent), music videos (41 percent), and news clips (40 percent).

Video content watched on Internet-connected PC
(Internet users)

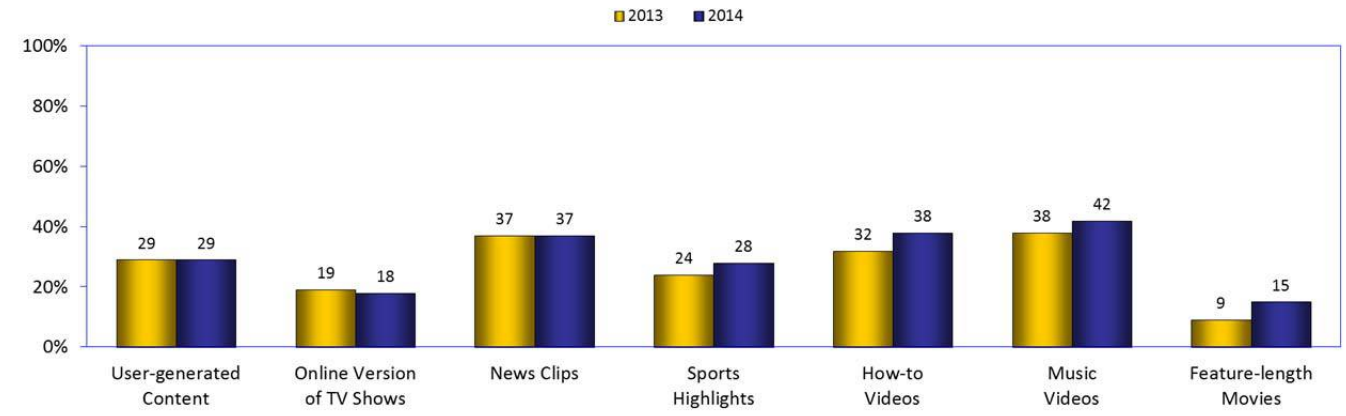


(Q1215A K-1) (Multiple responses possible)

61. Watching video content on smartphones

Significant percentages of Internet users with smartphones in the household watch music videos (42 percent), how-to videos (38 percent), and news clips (37 percent) on their phones, along with smaller percentages watching user-generated content, sports highlights, televisions programs, and full-length movies (a jump to 15 percent, up from nine percent in 2013).

Video content watched on smartphone
(Internet users with smartphones in the household)



(Q1215C K-1) (Multiple responses possible)

Newspapers: print and online

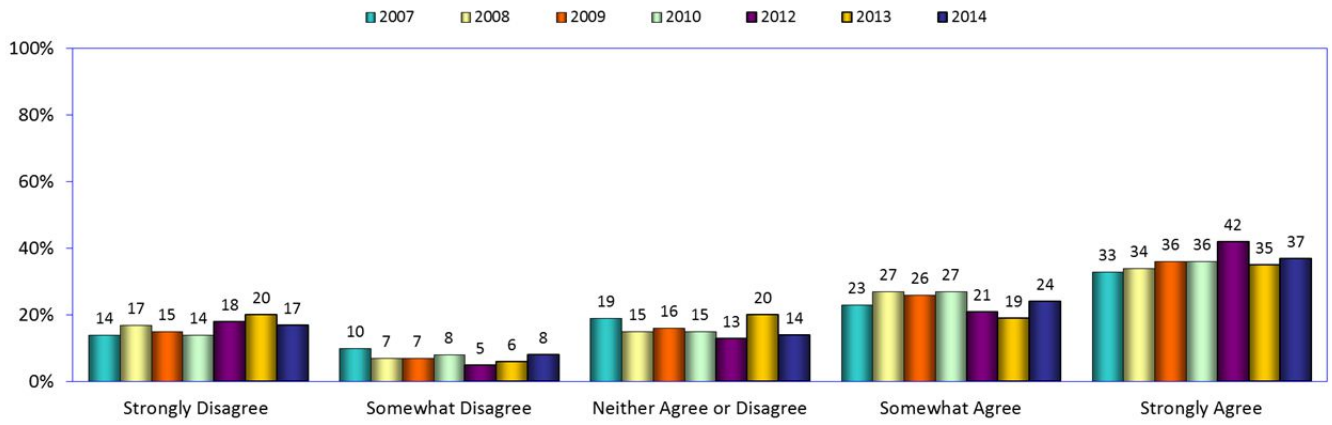
62. Would you miss the print edition of your newspaper?

Large percentages of Internet users who continued to read print editions remain loyal to their newspapers, and the percentage who would miss the print edition of their paper increased in the current study – possibly because the remaining print readership has declined to the point where loyalty is the strongest.

Sixty-one percent of Internet users who read a print newspaper reported that they would miss the paper if it ceased to exist, up from 54 percent in 2013, but still below the 63 percent reported in 2012 and 2010.

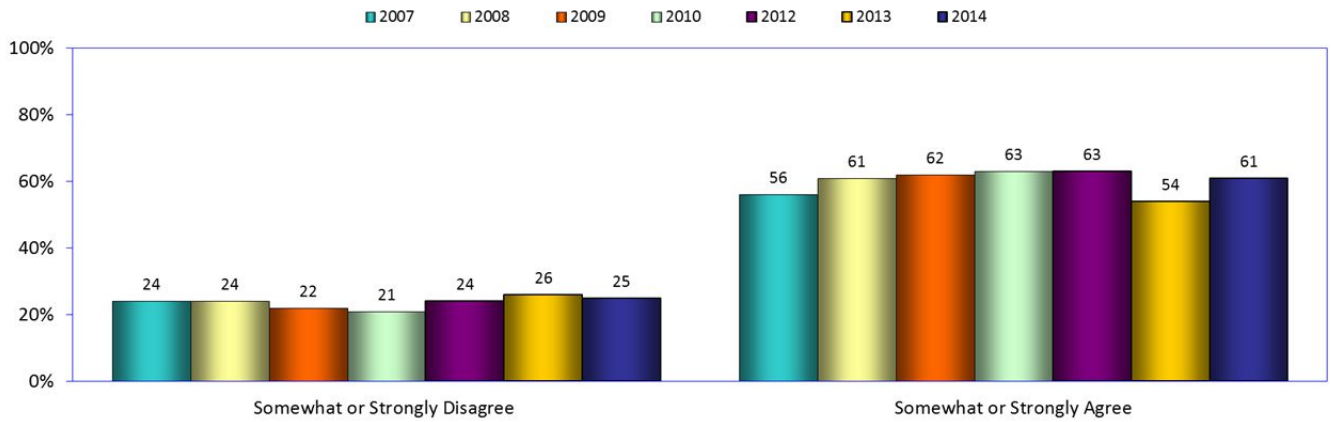
At the other extreme, the percentage who would not miss their print paper is generally stable – now 25 percent, down marginally from 26 percent in 2013, which was the highest level reported thus far in the Digital Future studies.

I would miss the print edition of my newspaper if it was no longer available
(Internet users who read newspapers offline)



(Q703 K-1)

I would miss the print edition of my newspaper if it was no longer available
(Internet users who read newspapers offline)

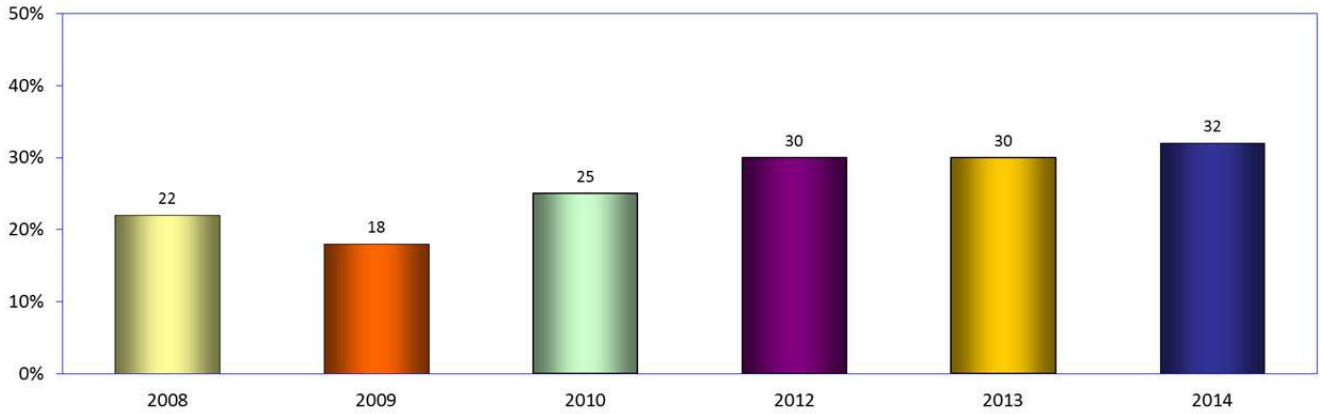


(Q703 MD-1)

63. Does online content lead to cancelled print subscriptions?

Although more than 60 percent of Internet users who read newspapers said they would miss the print edition of the publication if it was no longer available (see the previous question), the percentage of newspaper readers who stopped reading a print publication because they found online content instead has increased. Thirty-two percent of Internet users stopped a subscription to a print newspaper, up from 30 percent in 2013 and 2012, and now the highest level thus far in the Digital Future studies.

Have you stopped a subscription to a newspaper or magazine because you got the same or related content online? (Internet users – yes)



(Q534 K-4)

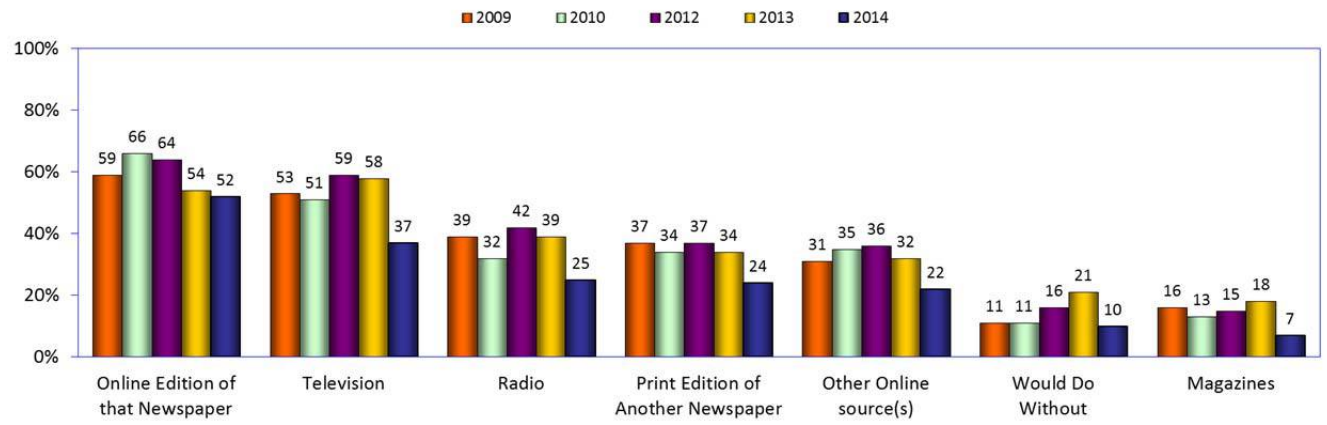
64. Alternatives to print newspapers

Will readers of print newspapers turn to their publication's online edition if the print edition was no longer published? A majority of respondents – 52 percent – said they would, however, this is down from 54 percent in 2013, and is the lowest thus far in the Digital Future studies.

Nevertheless, more respondents said they would use the online edition of their newspaper than any other source. The next highest percentage was the 37 percent who would turn to television for information if their print newspaper ceased publication, down considerably from 58 percent reported in 2013.

With multiple responses possible, 25 percent said they would use radio as an alternative to their print newspaper, well below the 39 percent reported in 2013. Those who would do without an alternative news source decreased to 10 percent of print newspaper readers, down by more than half from 2013.

If your newspaper were to stop publishing its print edition, where would you go to get that information? (Respondents who read newspapers offline)



(Q704 K-1) (Multiple responses possible)

Mobile phone functions

65. Use of mobile phone functions

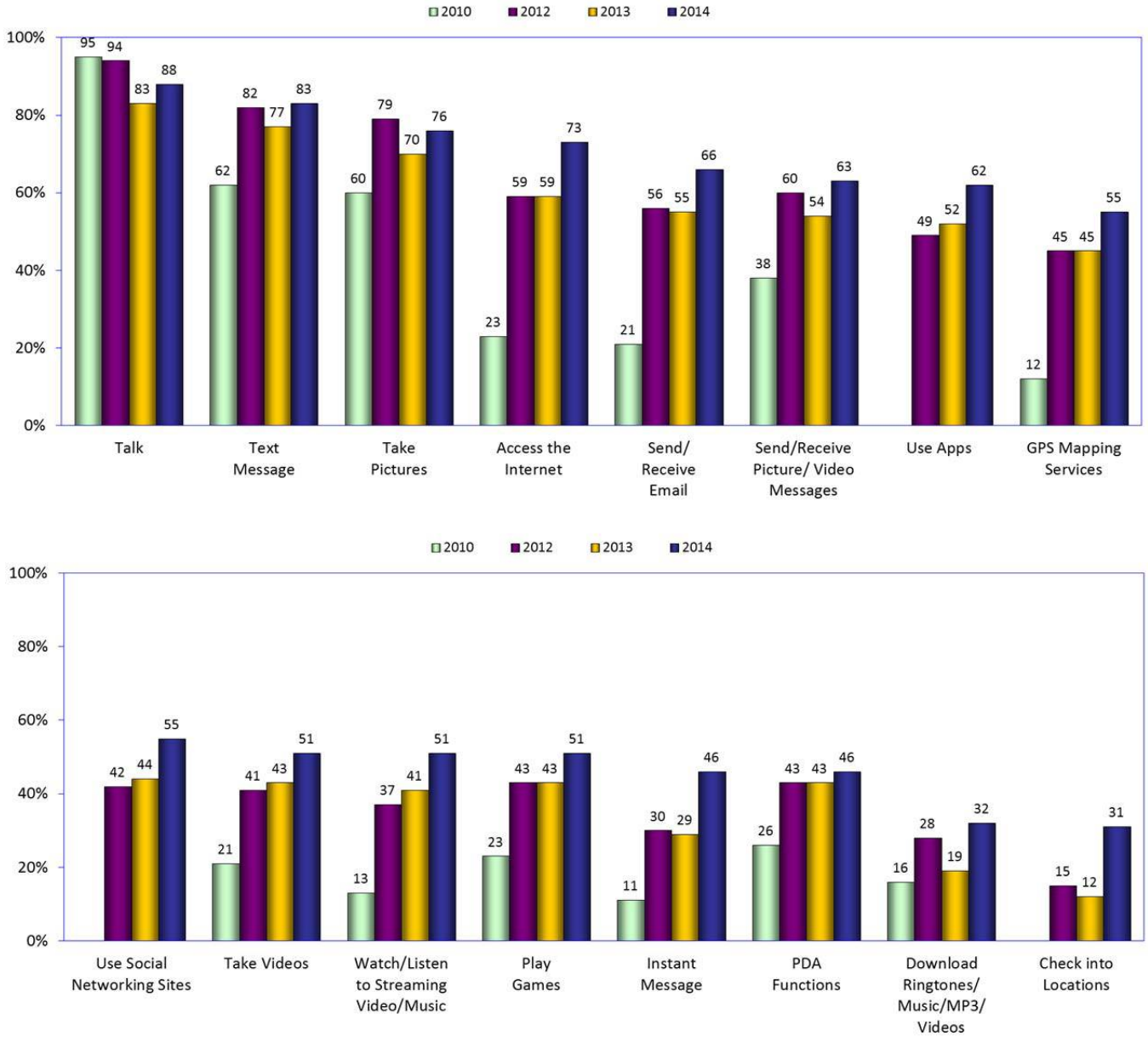
Using mobile phones for functions other than talking has increased for every major category.

Although more mobile phone users report using their phones for conversations than any other function (88 percent), large percentages also report using their mobile phones for texting (83 percent, up from 77 percent in 2013), taking pictures (76 percent, up from 70 percent in 2013), accessing the Internet (73 percent, up from 59 percent), and sending and receiving email (66 percent, up from 55 percent in 2013).

Use of all of the other principal smartphone functions also increased, including email, video messaging, use of apps, , and GPS mapping.

For more on this issue, see the Trends section on page 161.

Use of mobile phone functions
(Mobile phone users)



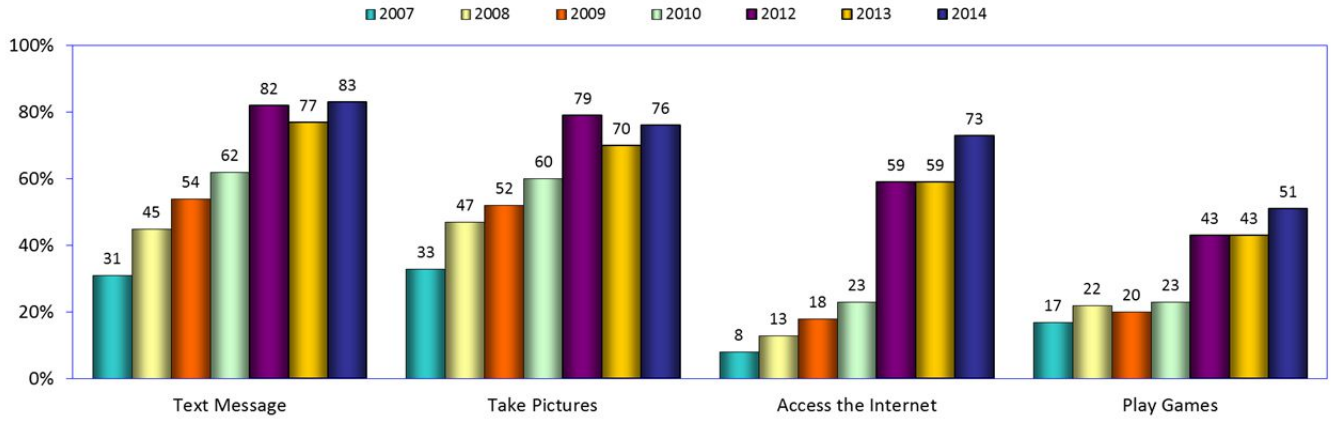
(Q149 K-1a and K1b)

66. Use of mobile phone functions: 2007-2014

Looking at mobile phone use since 2007 shows continuing large increases in the use of functions other than talking.

Since 2007, the percentage of users who send and receive texts has increased from 31 percent in 2007 to 83 percent in the current study; taking pictures from 33 percent to 76 percent; going online from eight percent to 73 percent; and playing games from 17 percent to 51 percent.

Use of mobile phone functions
(Smartphone and mobile phone users)



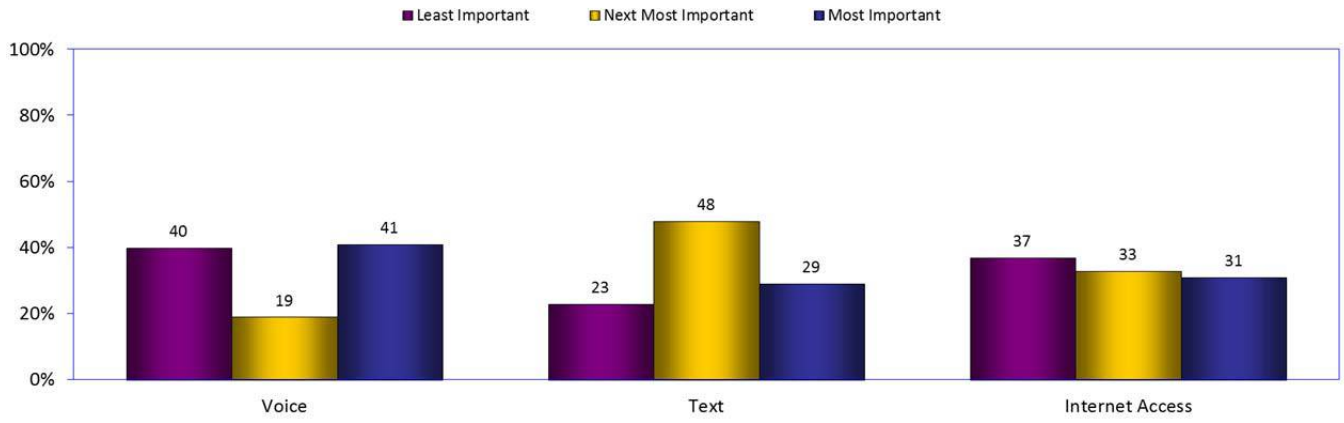
(Q149 K-3)

67. Views about smartphone features

What do smartphone owners consider to be the most important functions of their mobile devices?

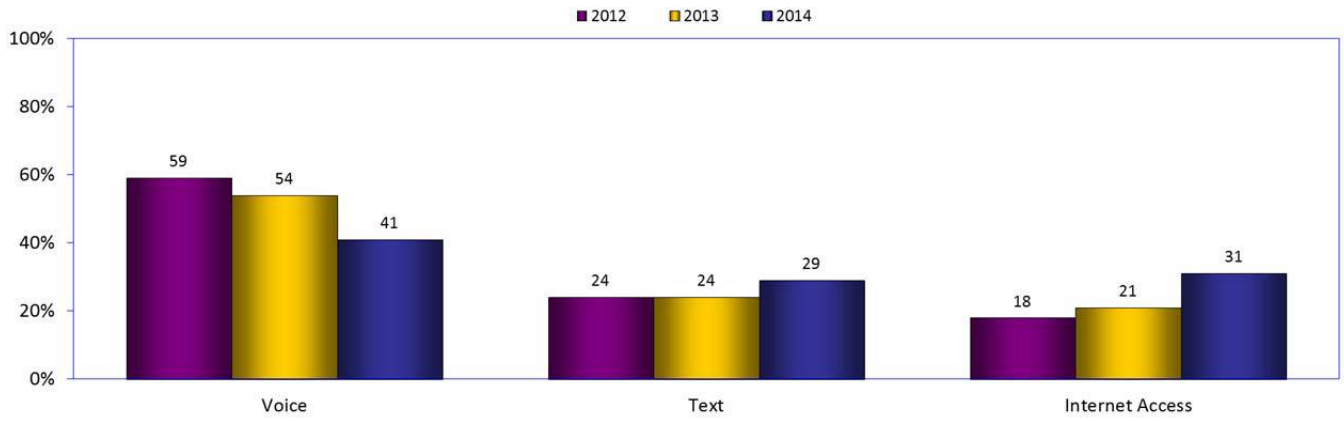
Even though texting by smartphone continues to increase (see the previous question), a large but declining percentage of smartphone owners (41 percent) still consider voice communication as the most important function of their device, compared to 31 percent who said Internet access was most important, and 29 percent who said texting was most important.

For your smartphone, please rank the importance of each of the following functions (Smartphone users)



(Q150 MD-1)

For your smartphone, please rank the importance of each of the following functions (Smartphone users – most important)



(Q150 MD-2)

Sending and receiving messages online

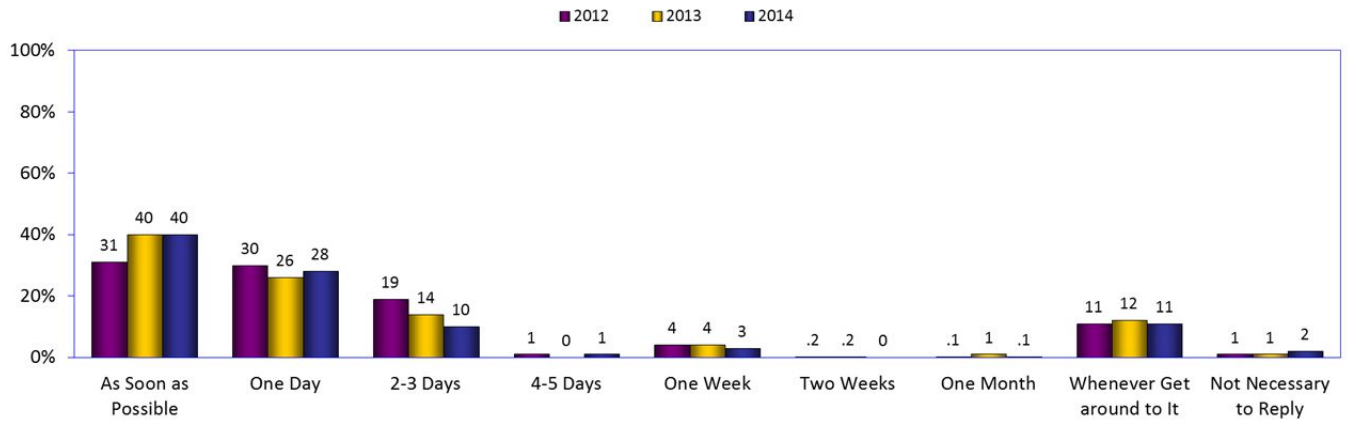
68. Online messages: how quickly should one reply?

Large and growing percentages of Internet users believe that a quick response to personal messages received online is appropriate.

Sixty-eight percent of users said that one should reply in one day or as soon as possible, up from 66 percent in 2013 and 61 percent in 2012.

At the other extreme, 13 percent said a reply should be sent “whenever one can get around to it” or that replying is not necessary, the same percentage as in 2013.

How quickly should one reply to a personal message received online?
What do you feel is the appropriate length of time?
(Internet users)



(Q264 K-1)

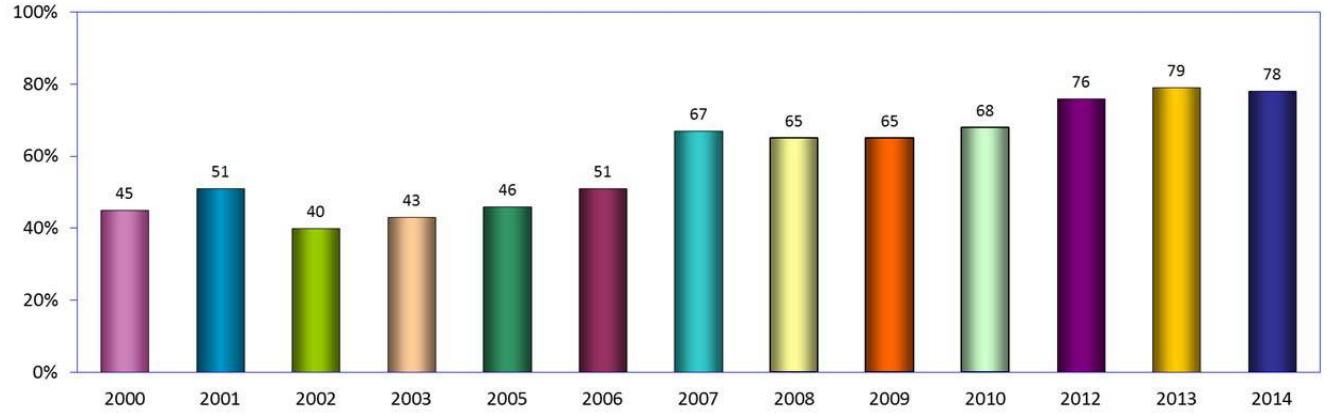
Consumer Behavior

Adult Internet users who buy online		78%
Internet users who said that online purchasing has reduced their buying in traditional retail stores		64%
Internet users who are very concerned or extremely concerned about the privacy of personal information when or if buying online	(2001)	66%
	(2014)	55%
Internet users who are very concerned or extremely concerned about the security of credit card information when or if buying online	(2001)	71%
	(2014)	52%

69. How many Americans are buying online?

In the current study, 78 percent of Internet users age 18 and older said they buy online, down marginally from 79 percent in 2013 (the peak year for the studies).

Users who purchase online
(Internet users age 18 and older)



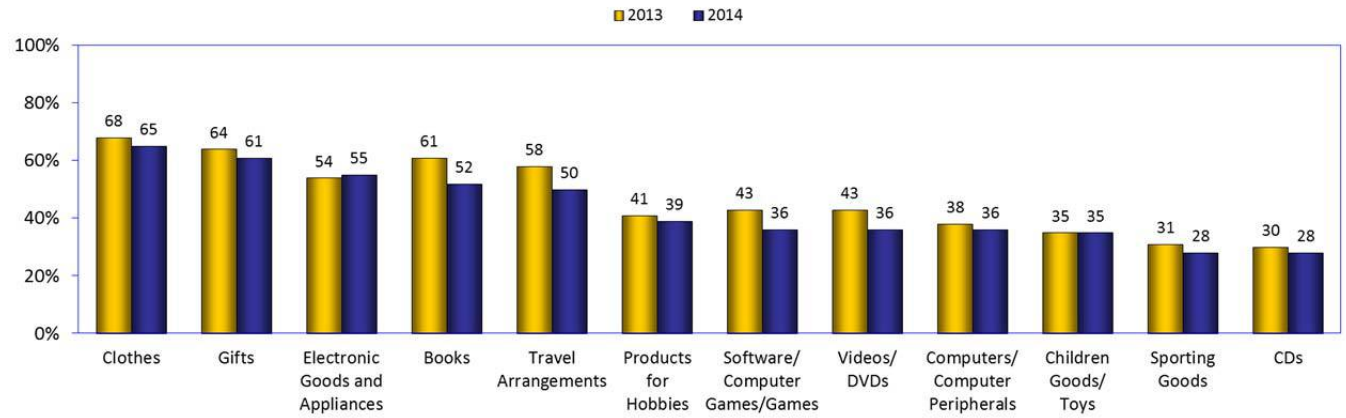
(Q770 K-4)

70. Types of online purchases

The most popular Internet purchase continues to be clothes, reported by 65 percent of online buyers – a decline from 68 percent in 2013.

More than a majority of Internet buyers also reported buying gifts (61 percent), electronic goods (55 percent), books (52 percent), and travel arrangements (50 percent).

What kind of products or services have you purchased on the Internet?
(Internet purchasers)

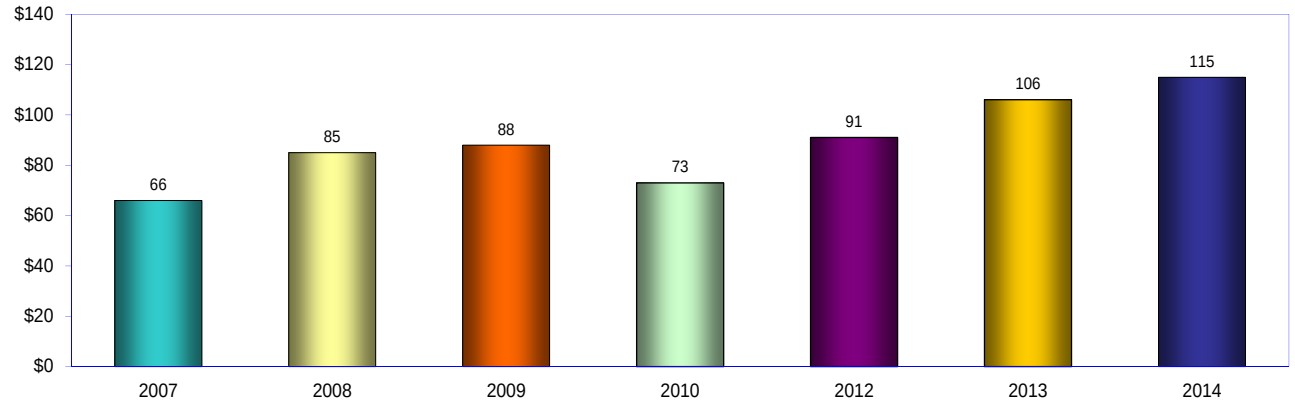


(Q810 K-1)

71. Online spending

Internet purchasers in the current study report a modest increase in monthly spending online – now $115 per month, up from $106 in 2013.

In an average month, how much do you personally spend on products or services purchased over the Internet? (Internet purchasers age 18 and older)



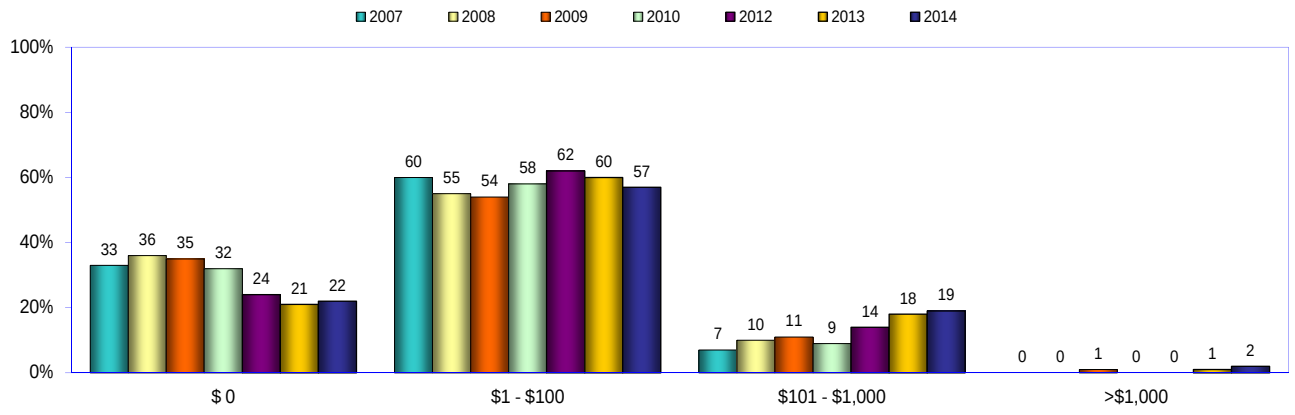
(Q770 K-2)

72. How much are online purchasers spending?

Fewer online purchasers in the current study reported online spending of $100 per month or less, but those spending from $101 to $1,000 increased slightly.

The percentage of users who spent $100 or less declined to 57 percent, down from 60 percent in 2013. Those spending from $101 to $1000 per month increased to 19 percent of buyers, up from 18 percent in 2013 – the highest yet in the Digital Future studies.

In an average month, how much do you personally spend on products or services purchased over the Internet? (Internet purchasers age 18 and older)

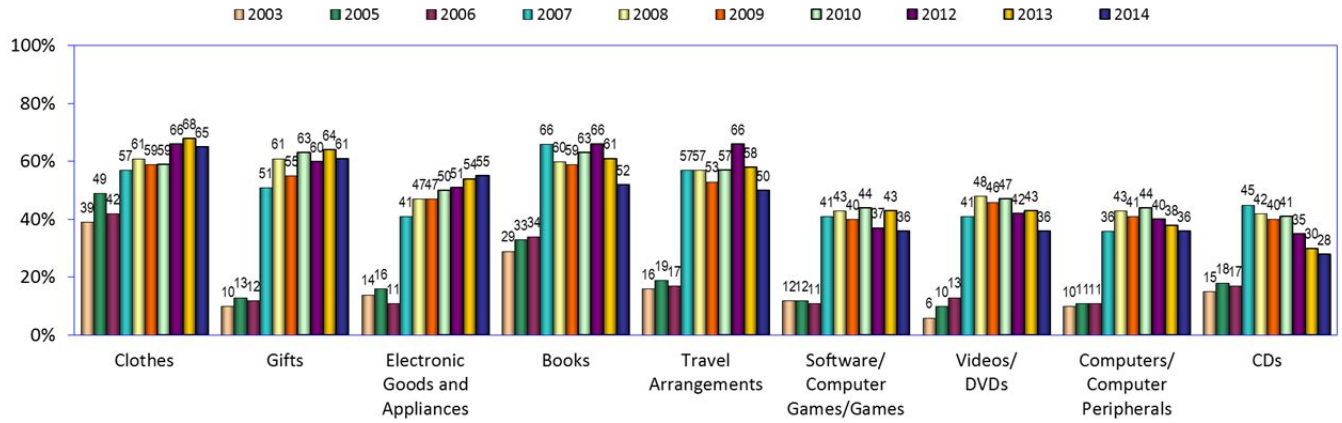


(Q770 K-3)

73. Types of online purchases: 2007-2014

Compared to earlier years, smaller percentages of Internet buyers reported decreases in buying in every major category in the Digital Future study except electronic goods, which increased to 55 percent of purchasers.

What kind of products or services have you purchased on the Internet?
(Internet purchasers)



(Q810 K-2)

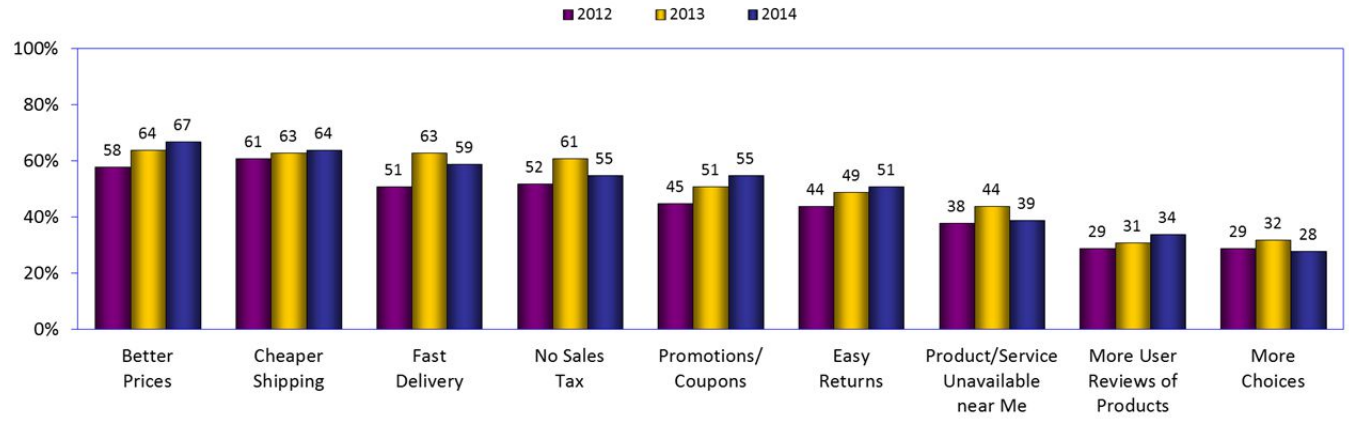
74. What would lead buyers to make more online purchases?

Better prices, cheaper shipping, and fast delivery continued to be the most important features that could lead Internet purchasers to buy more online.

More than two-thirds of Internet purchasers said that better prices would lead them to purchase more online, up from 64 percent and an increase for the second year in a row. Those citing cheaper shipping also increased – now 64 percent, up marginally from 63 percent in 2013. And 59 percent of Internet purchasers said that faster delivery could lead to more online buying, down from 63 percent in the previous study but still above the 51 percent reported in 2012.

Notably, even though the trend is for more states to charge sales tax for online purchases, more than half of Internet buyers (55 percent) continued to cite "no sales tax" as a factor that could lead to purchasing more online, down from 61 percent in 2013. Also gaining steadily as a reason for buying online are promotions and coupons – now 51 percent, up from 45 percent in 2012.

What could lead you to purchase more online?
(Internet purchasers)



(Q811 K-1)

75. What would lead buyers to make more online purchases: men vs. women

Looking at the views among men and women about factors that lead to more online purchasing, more than half of women cited better prices, cheaper shipping, fast delivery, no sales tax, promotions or coupons, and easy returns. More than half of men reported better prices, cheaper shipping, faster delivery, and no sales tax as factors that could lead them to purchase more online.

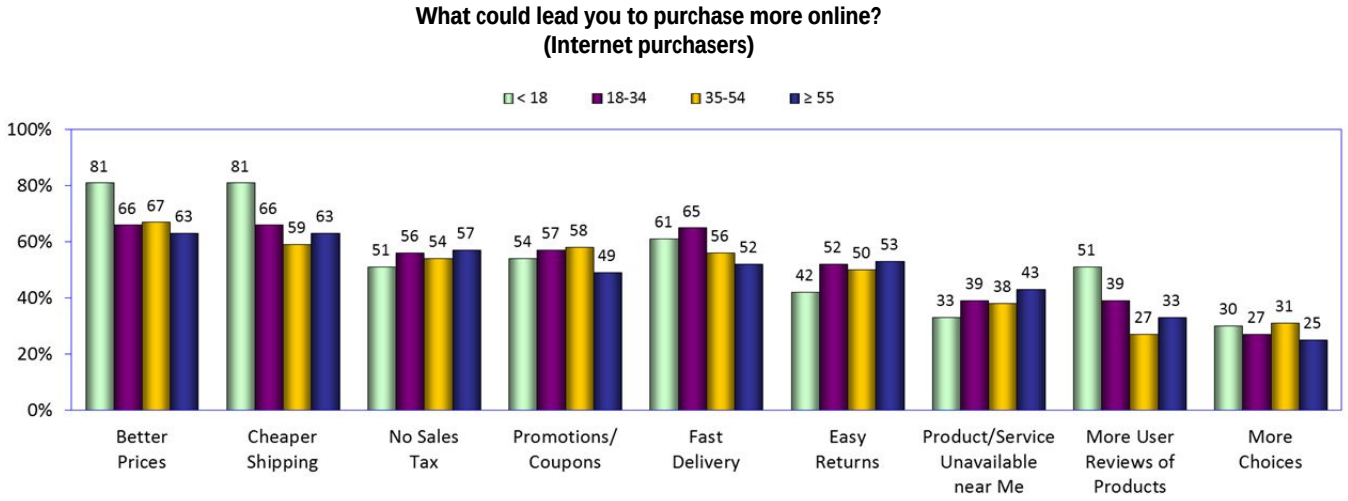
What could lead you to purchase more online?
(Internet purchasers)

(Q811 K-2)

76. What would lead buyers to make more online purchases: by age

Across different age groups, responses in the current study show that with most features, there are generally similar percentages of purchasers reporting reasons that could lead to more purchasing.

However, much higher percentages of Internet purchasers under 18 compared to other age ranges cited better prices, cheaper shipping, and more user reviews as reasons that could lead to increased online buying.



(Q811 K-3)

Buying online: privacy concerns and credit card security

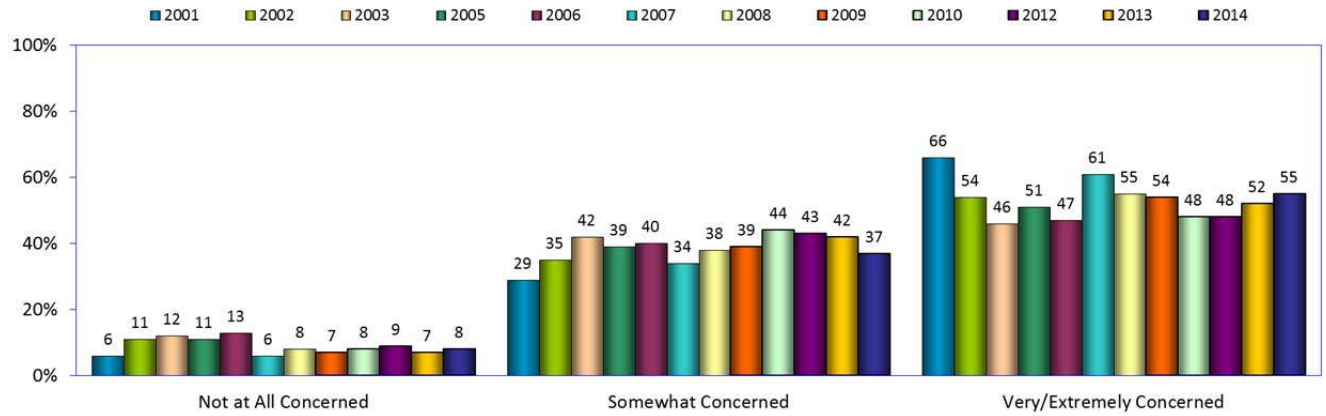
77. Privacy concerns when buying online

The percentage of Americans who reported some level of concern about the privacy of personal information when or if they buy online has declined marginally in the current Digital Future study.

Ninety-two percent of respondents age 16 and older expressed some level of concern (somewhat concerned, very concerned, or extremely concerned) about the privacy of their personal information when or if buying online, down from 94 percent in 2013.

However, respondents reporting the highest levels of concern (very or extremely concerned) increased to 55 percent, up from 52 percent in 2013 and the highest level since 2008.

Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)



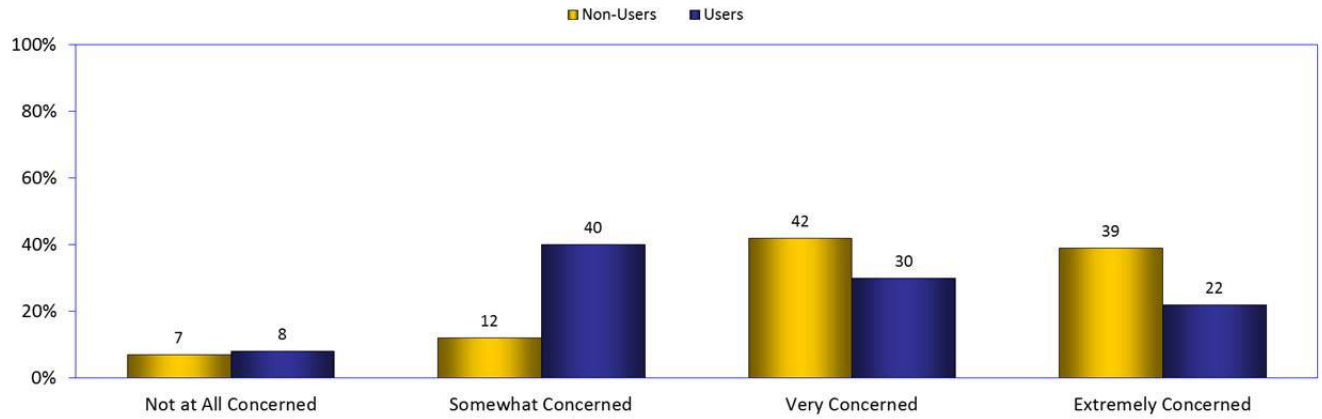
(Q840 K-1)

78. Privacy: comparing concerns among Internet users vs. non-users

Comparing the concerns of users and about the privacy of personal information when or if buying online shows that much larger percentages of non-users express the highest levels of concern.

Fifty-two percent of Internet users report the highest levels of concern (very concerned or extremely concerned), compared to 81 percent of non-users. And 40 percent of users are only somewhat concerned, compared to 12 percent of non-users.

Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)

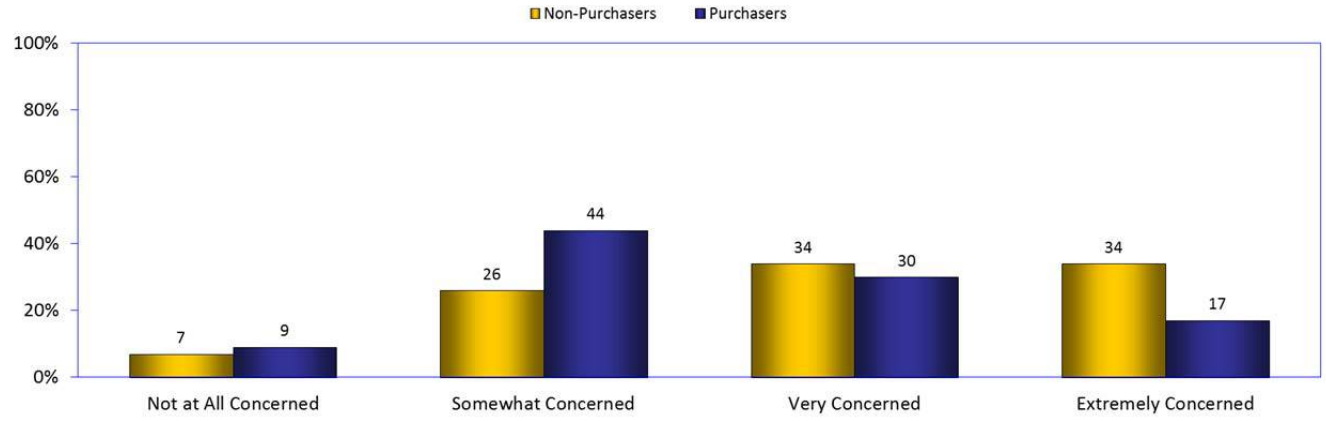


(Q840 K-2)

79. Privacy concerns (Internet non-purchasers vs. purchasers)

Are Internet users who buy online less concerned about the privacy of personal information than users who do not buy online? Although almost all Internet users express some level of concern about the privacy of personal information when or if buying online, the current study found much lower percentages of purchasers who are very or extremely concerned (47 percent) compared to non-purchasers (68 percent).

Concerns about privacy of personal information when or if buying online
(Internet users age 16 and older)



(Q840 K-4)

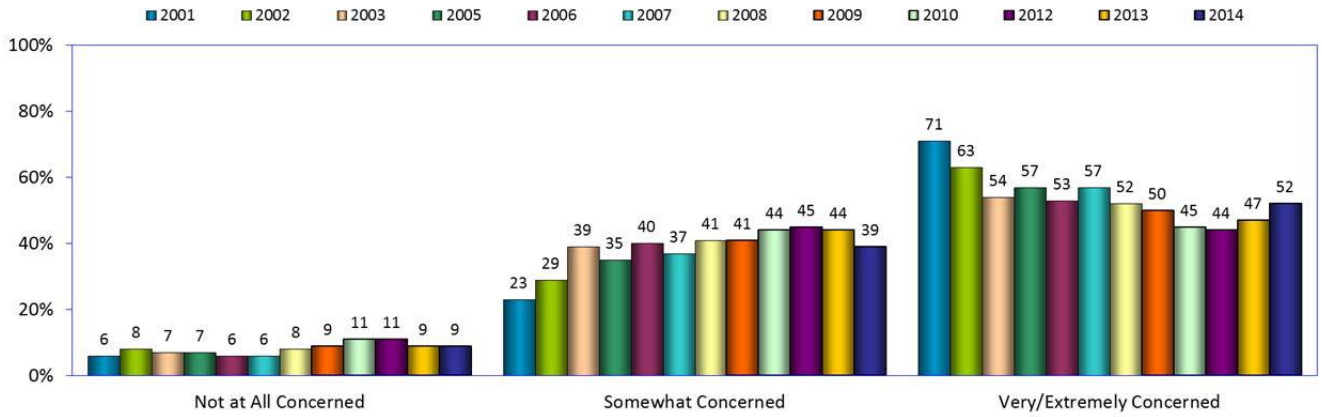
80. Credit card information: concerns about security

Almost all respondents continued to report some concerns about credit card security when or if they buy online, and the current Digital Future study found that the percentage of respondents expressing the highest levels of concern has increased for the second year in a row.

The current study found that 52 percent of respondents age 18 and older who have a credit card are very concerned or extremely concerned about credit card security when or if buying online, up from 47 percent in 2013 and 44 percent reported in 2012.

However, the total respondents who express some level of concern has remained generally stable since 2009: 91 percent in the current study and 2013, 89 percent in 2012 and 2010, and 91 percent in 2009.

How concerned would you be about the security of your credit card or bank card information when or if you ever bought something online? Would you be...?
(Respondents age 18 and older who have a credit card)

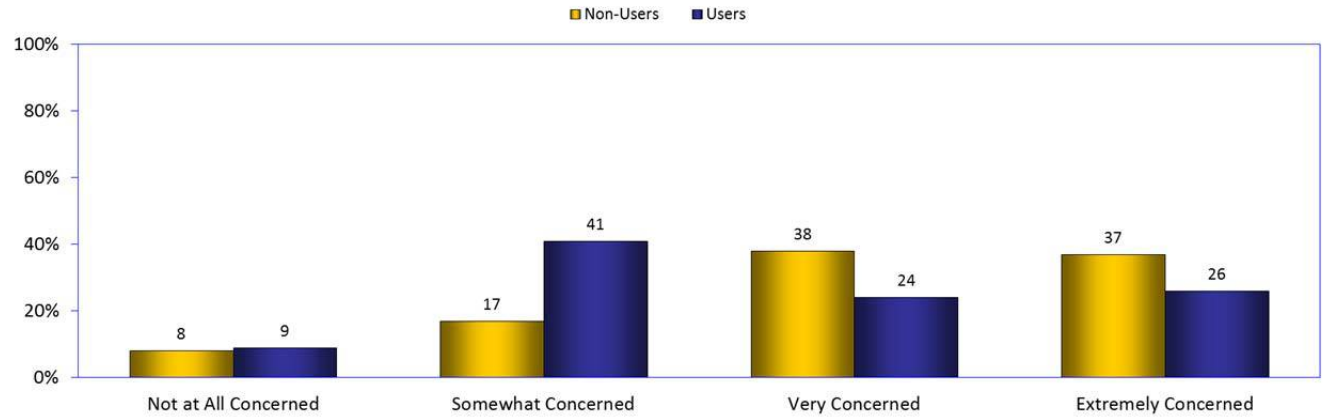


(Q830 K-1)

81. Credit card security concerns (Internet users vs. non-users)

Non-users express much more concern than users about the security of their credit card information when or if they would ever buy online. Fifty percent of users with a credit card compared to 75 percent of non-users said they would be very concerned or extremely concerned about their card security when or if buying online.

How concerned would you be about the security of your credit card or bank card information when or if you ever bought something online? Would you be...?
(Respondents age 18 and older who have a credit card)



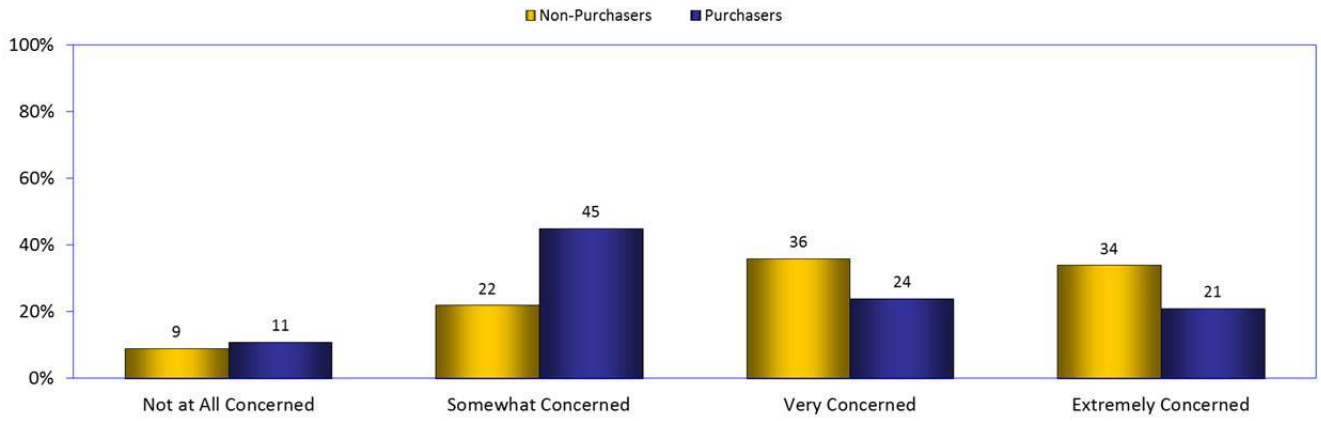
(Q830 K-2)

82. Credit card information concerns (Internet non-purchasers vs. purchasers)

Internet purchasers and non-purchasers report broad differences in the highest levels of concern about their credit card security, with non-purchasers still more concerned.

Forty-five percent of purchasers compared to 70 percent of non-purchasers age 18 and older who have a credit card said they would be very concerned or extremely concerned about credit card security when or if buying online.

How concerned would you be about the security of your credit card or bank card information when or if you ever bought something online? Would you be...?
(Internet users age 18 and older who have a credit card)



(Q830 K-4)

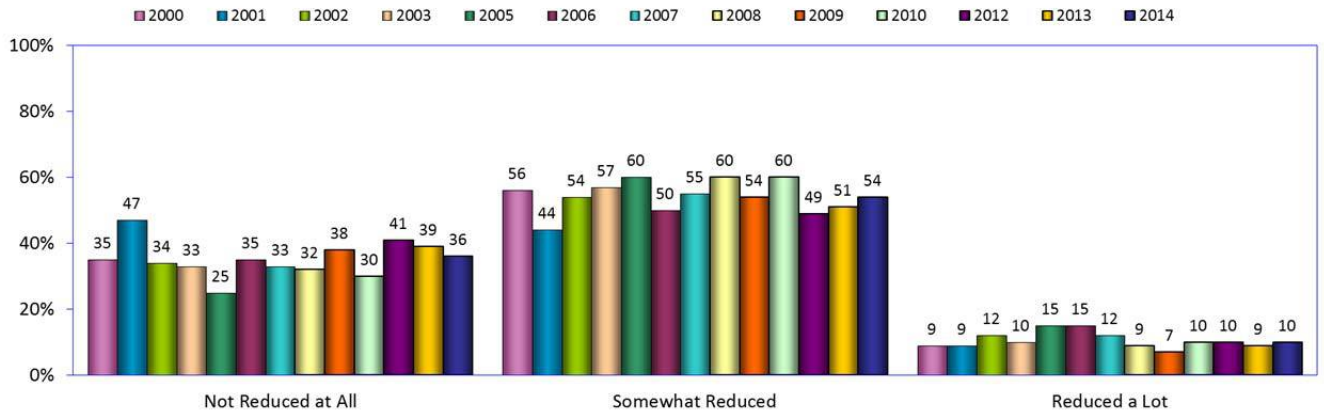
Buying: online vs. traditional retail stores

83. Buying online: effects on traditional retail purchasing

How does buying online affect buying in retail stores? Sixty-four percent of Internet users who buy online said that their Internet purchasing reduces their retail purchasing somewhat or a lot, up from 60 percent in 2013 and 59 percent in 2012.

Thirty-six percent of Internet buyers said their online buying has had no effect on their traditional in-store retail purchasing, a decrease for the second year in a row.

Does buying online affect purchasing in traditional retail stores?
(Internet users who buy online)



(Q860 K-1)

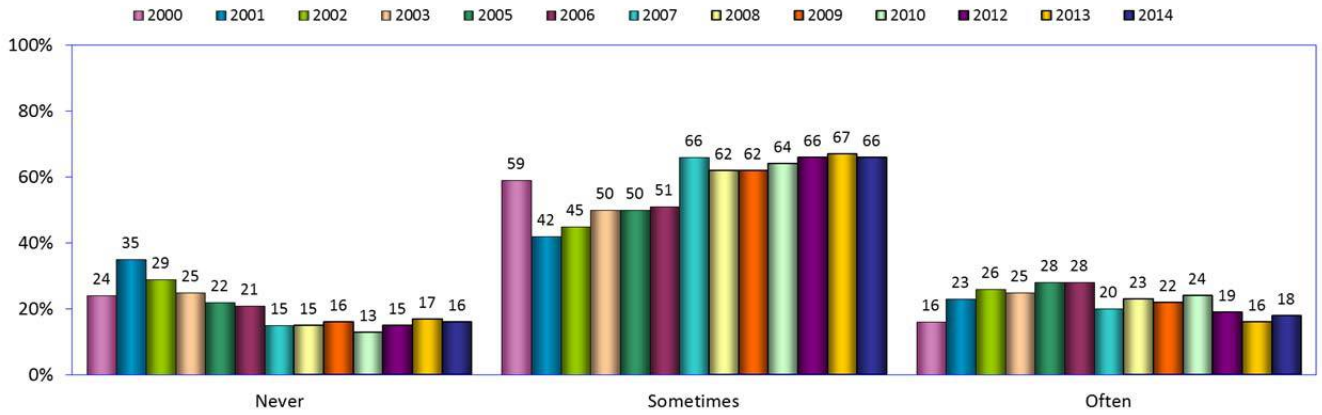
84. Browsing and buying products: retail stores vs. the Internet

Large percentages of Internet users browse in stores and then buy online, while even larger percentages browse online and then buy in local retail stores.

Eighty-four percent of Internet buyers said they browse online and then buy in traditional retail stores, up marginally from 83 percent who reported that response in 2013.

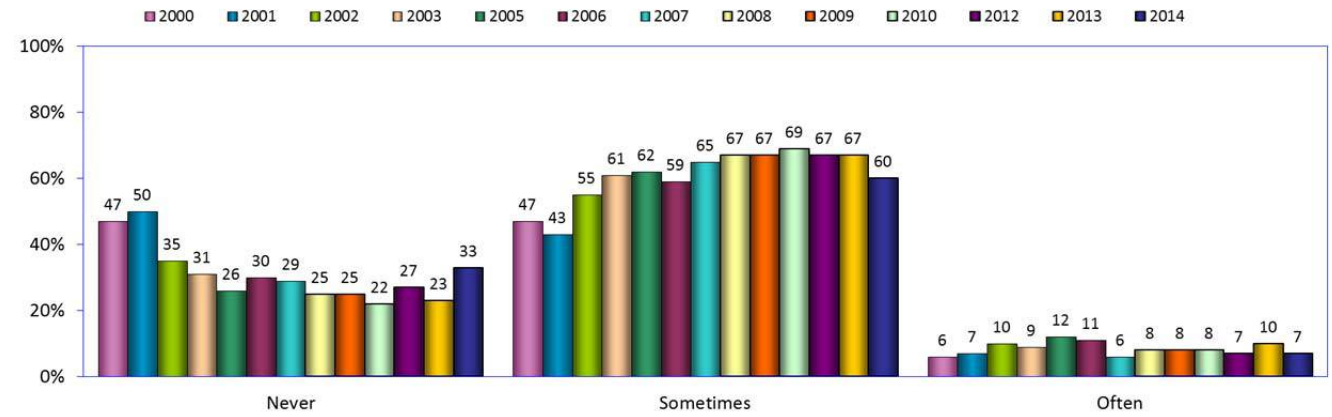
Sixty-seven percent of users said they browse in stores and then buy online, down from the 77 percent reported in 2013.

Internet buyers who browse online, then buy in stores
(Internet users)



(Q910 K-1)

Internet buyers who browse in stores, then buy online
(Internet users who buy online)



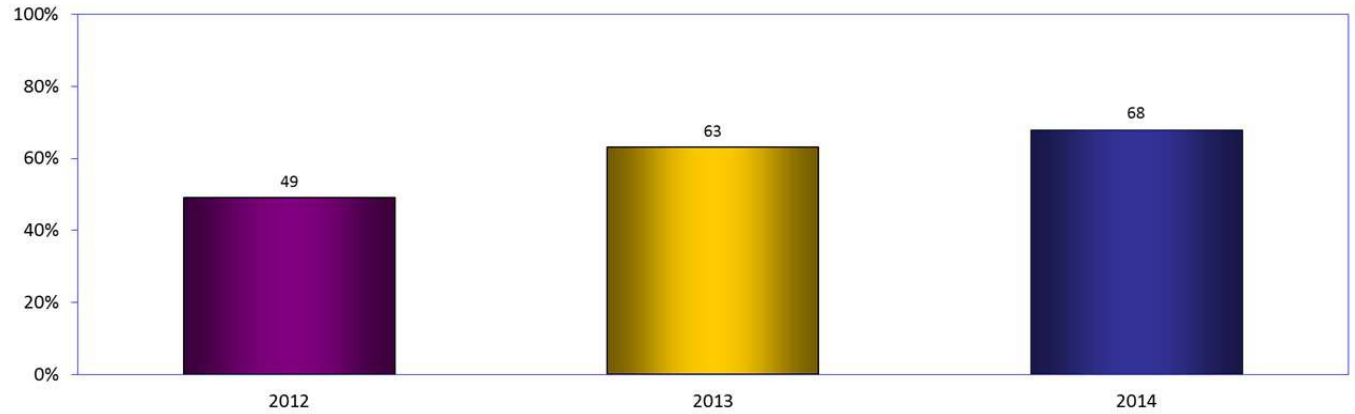
(Q900 K-1)

85. Browsing and price-comparing in stores and online with a mobile device

Growing numbers of respondents are going online with a mobile device while in a store to conduct on-the-spot price comparisons.

In the current study, 68 percent of online purchasers who browse locally but buy online said they have compared prices on a mobile device while in a store to see if there is a better deal available on the Internet, up from 63 percent in 2013, and much higher than the 49 percent who reported the same response in 2012.

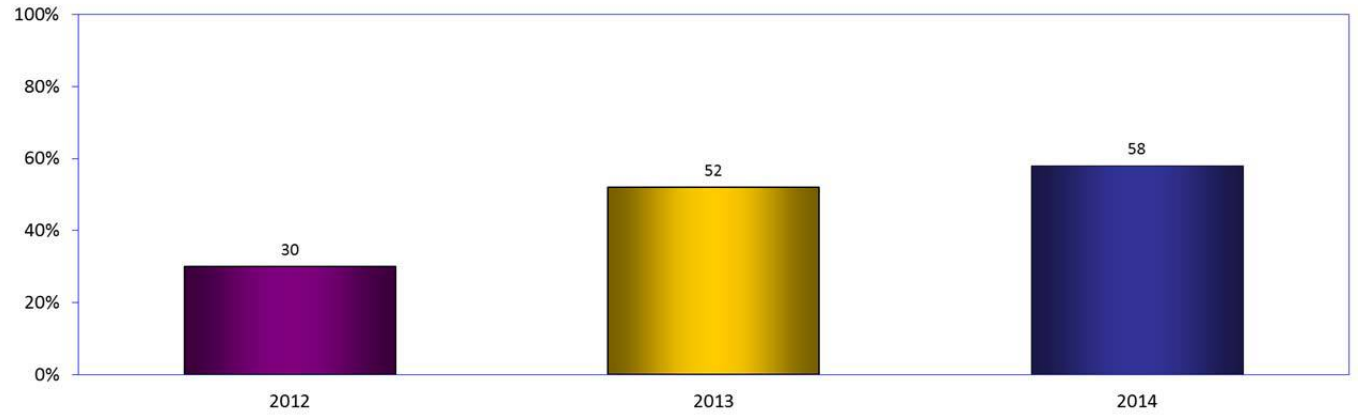
Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available online?
(Online purchasers who browse for products in local stores but purchase online)



(Q901 K-1)

Fifty-eight percent said they have used a mobile device while in a store to determine if a better deal was available at another store nearby – up from 52 percent in 2013 and almost twice the 30 percent reported in 2012.

Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available at some store nearby?
(Internet users)



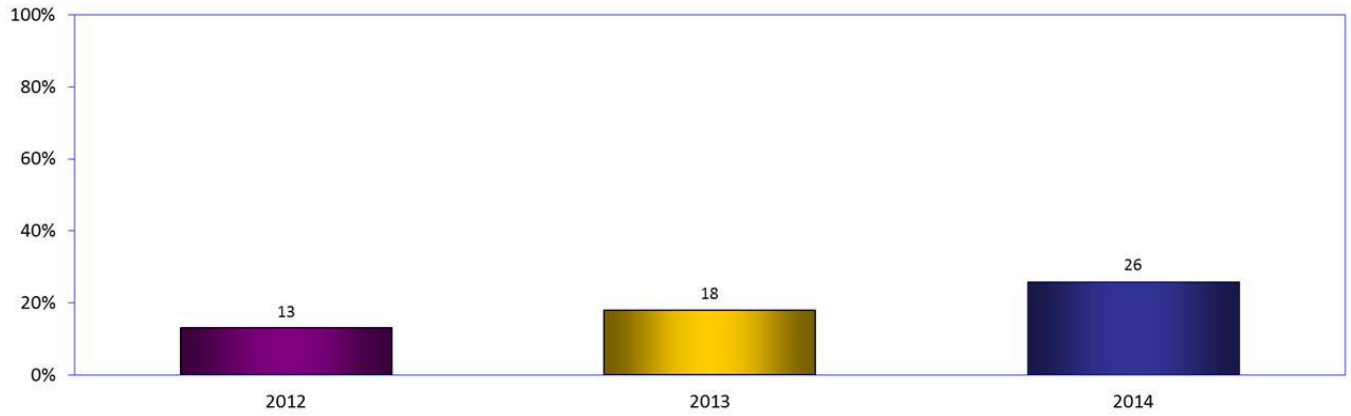
(Q902 K-1)

86. Browsing in stores and buying online on-the-spot with a mobile device

Do online purchasers who browse in local stores buy products online while in a traditional retail store?

Twenty-six percent of online purchasers who browse locally but purchase online said they have purchased a product online with a mobile device while in a store – up from 18 percent in 2013 and double the 13 percent reported in 2012.

Have you ever purchased a product online on your mobile device while in the store?
(Online purchasers who browse for products in local stores but purchase online)

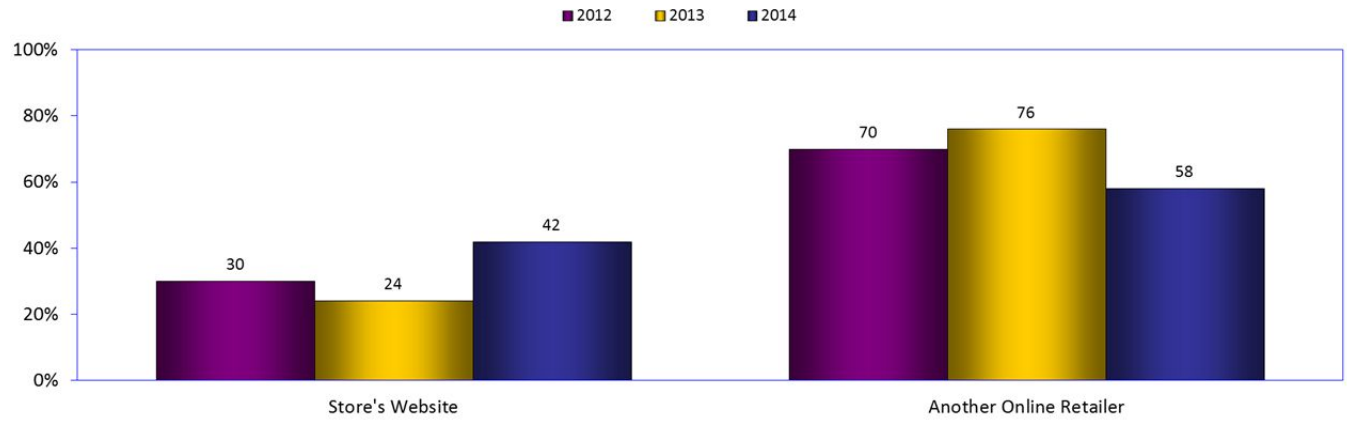


(Q901 K-2)

For forty-two percent of these purchases, the buyers use the store's website, up substantially from the 24 percent reported in 2013. Fifty-eight percent bought from another online retailer, down from 76 percent in 2013.

For more about these issues, see the Trends section on page 161.

Was the purchase from the store's web site or from another online retailer?
(Online purchasers who have purchased a product online on a mobile device while in the store)

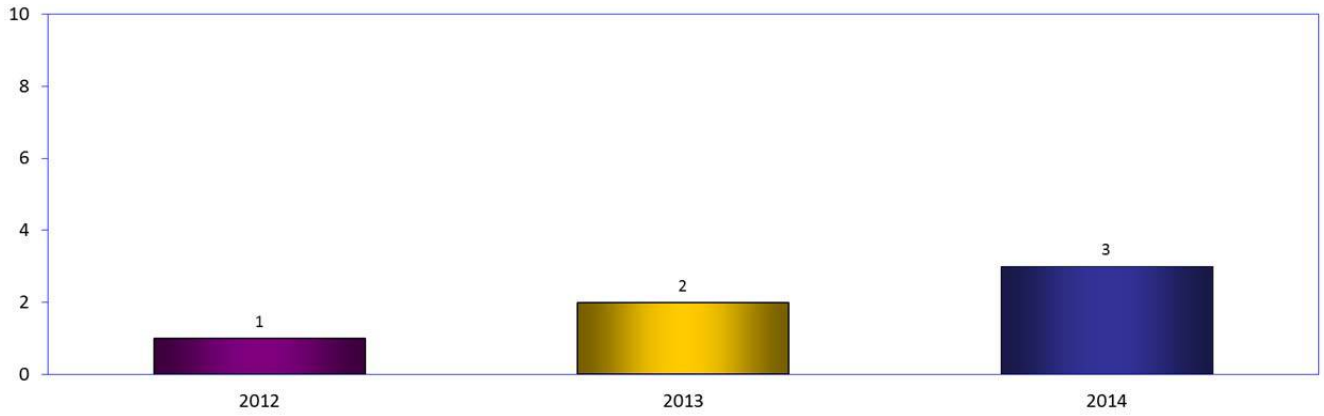


(Q901 K-3)

87. Using smartphones to buy products

How often do smartphone owners use their phone for purchasing? In the current study, smartphone users buy products with their phones an average of three times per month, up from twice a month in 2013 and once a month in 2012.

How many times per month on average do you use your smartphone to buy products?
(Smartphone users)

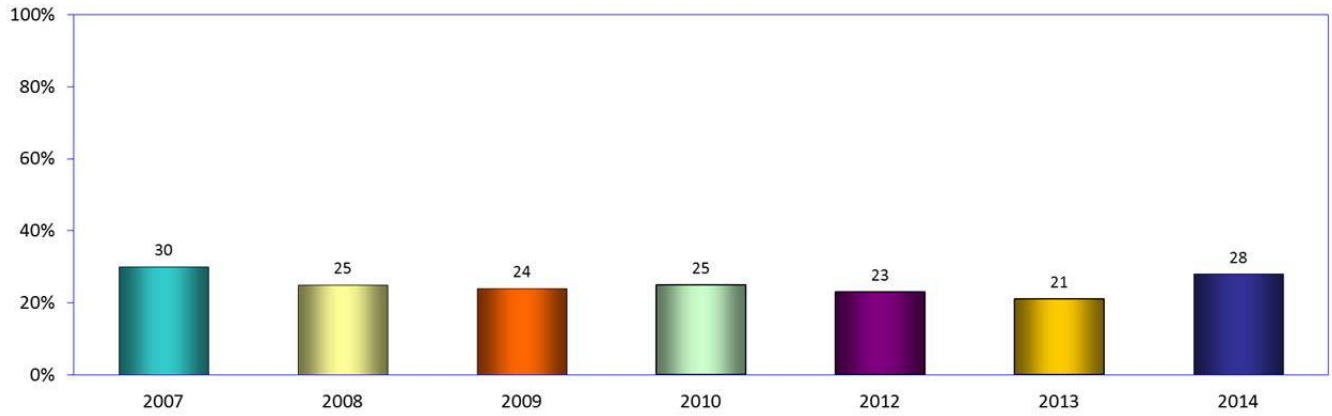


(Q152 K-1)

88. Views about buying online

Twenty-eight percent of Internet users agree or strongly agree that they are uncomfortable with the lack of face-to-face contact when ordering online, the highest percentage since 2008.

I am uncomfortable with the lack of face-to-face contact when ordering on the Internet
(Internet users – agree or strongly agree)

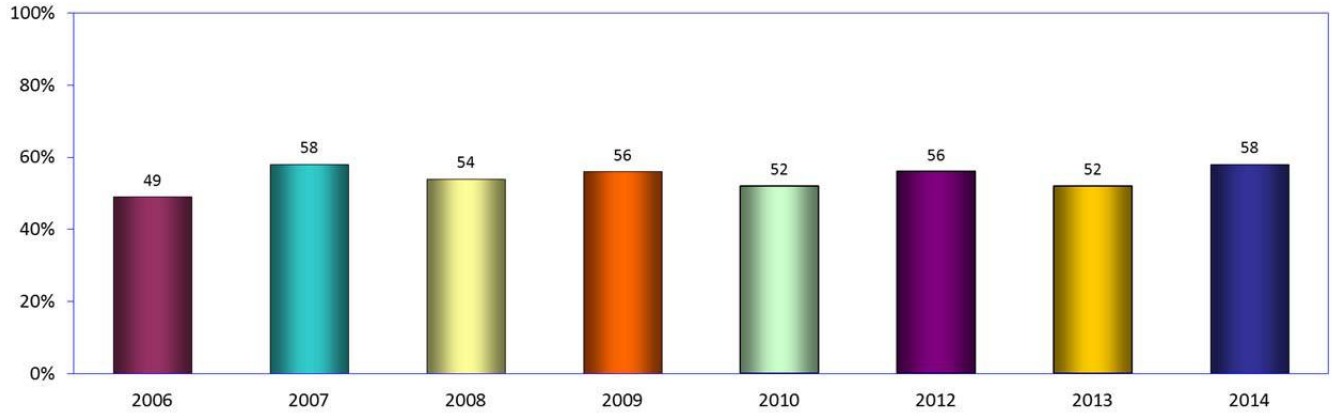


(Q850 K-2)

89. Views about shopping online (product quality)

A growing percentage of Internet users agree that judging product quality or the product descriptions is difficult when shopping online – 58 percent, up from 52 percent in 2013 and now at the high level reported in 2007.

It is difficult to assess product quality or accuracy of product descriptions when shopping online
(Internet users – agree or strongly agree)



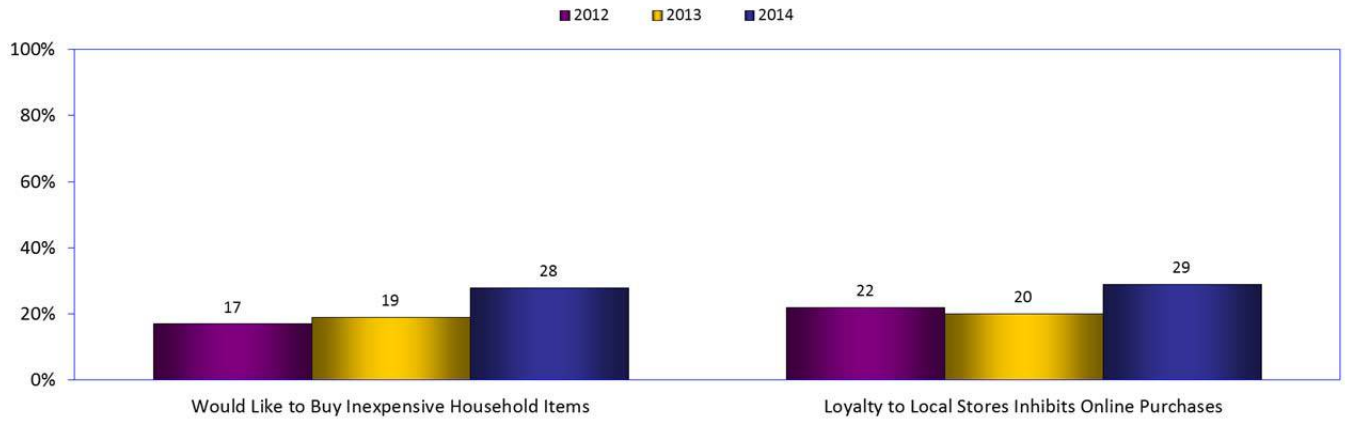
(Q850 K-3)

90. Views about shopping online

A growing percentage of Internet users said they would like to buy inexpensive household items online – now 28 percent, up from 19 percent in 2013.

However, an increased percentage of Internet users – 29 percent – also agree or strongly agree that loyalty to local stores inhibits online purchases, up from 20 percent in 2013.

Views about online purchasing and local stores
(Internet users – agree or strongly agree)



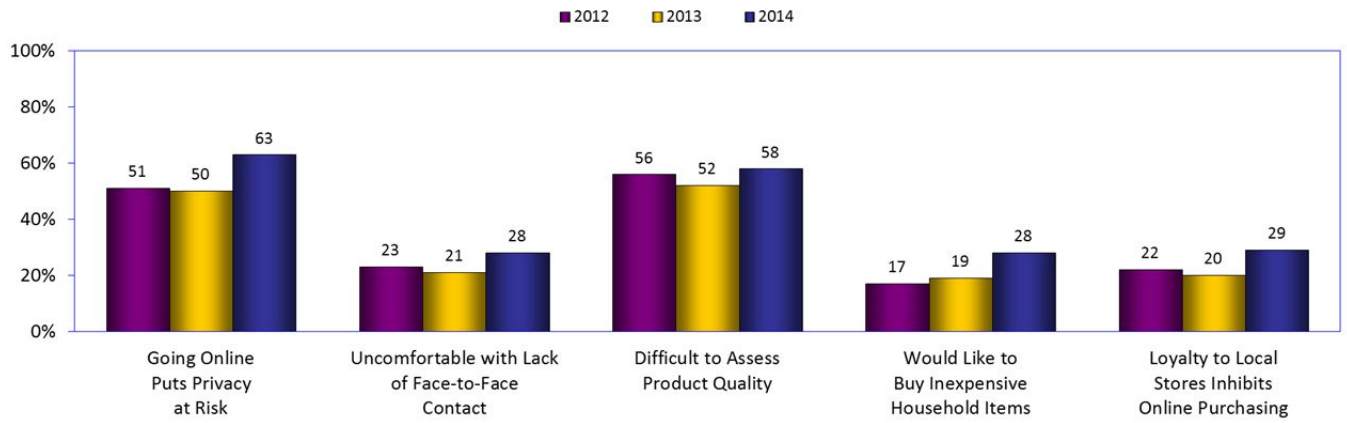
(Q850 K-5)

91. At-a-glance: attitudes about Internet purchasing

Privacy risks are not the only issues that concern Internet users about buying online. In addition to the 63 percent of users who said that going online puts one's privacy at risk, the current Digital Future study found new high levels of concern about three other issues regarding Internet purchasing: including discomfort with lack of face-to-face contact (28 percent), difficulty assessing product quality (58 percent), and loyalty to local brick-and-mortar stores inhibiting online buying (29 percent).

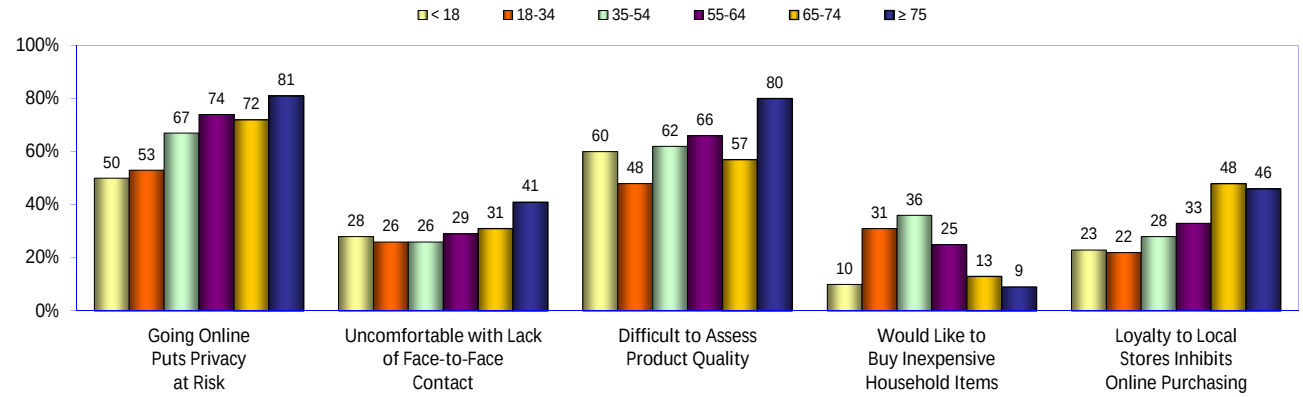
In addition, a new high level of users said they want to buy inexpensive household items online (28 percent).

Attitudes towards Internet purchasing
(Internet users)



(Q850 MD-1)

Looking at these questions by age shows that in general, concerns about buying online increased as age increased.



(Q850 MD-2)

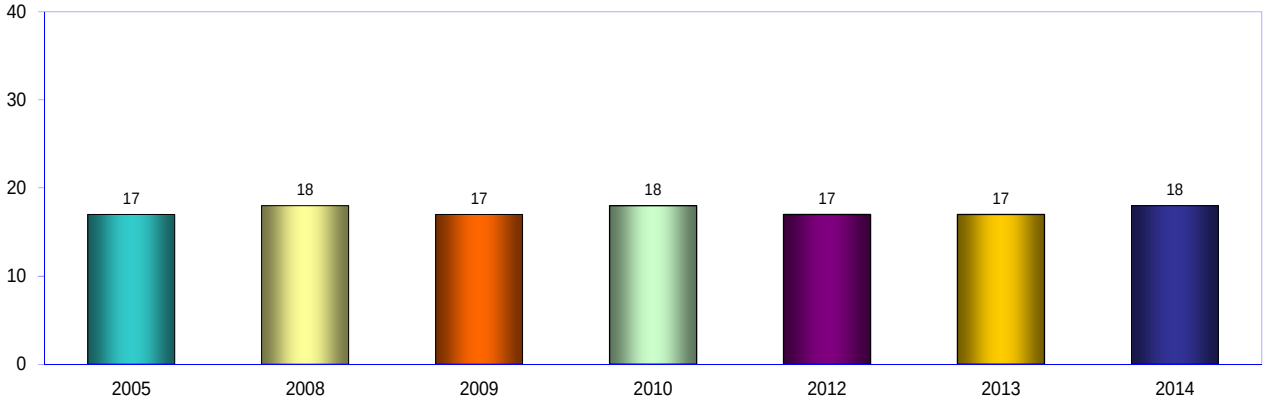
Communication Patterns

Users who said the Internet is important or very important for maintaining social relationships	58%
Mobile phone users who said texting is important or very important for maintaining social relationships	62%
Average number of friends met in person whom they originally met online	5
Internet users who have been bullied or harassed online	11%
Users who have received unwanted sexual attention online	21%

92. Time spent socializing face-to-face with family

The amount of time that respondents spend socializing face-to-face with their families has remained generally stable since 2005, averaging about 17 hours per week. In the current Digital Future study, respondents report a larger amount of time socializing face-to-face with their family – now 18 hours per week, up from 17 hours in 2013.

During a typical week, how many hours do you spend socializing face-to-face with your family?
(All respondents)

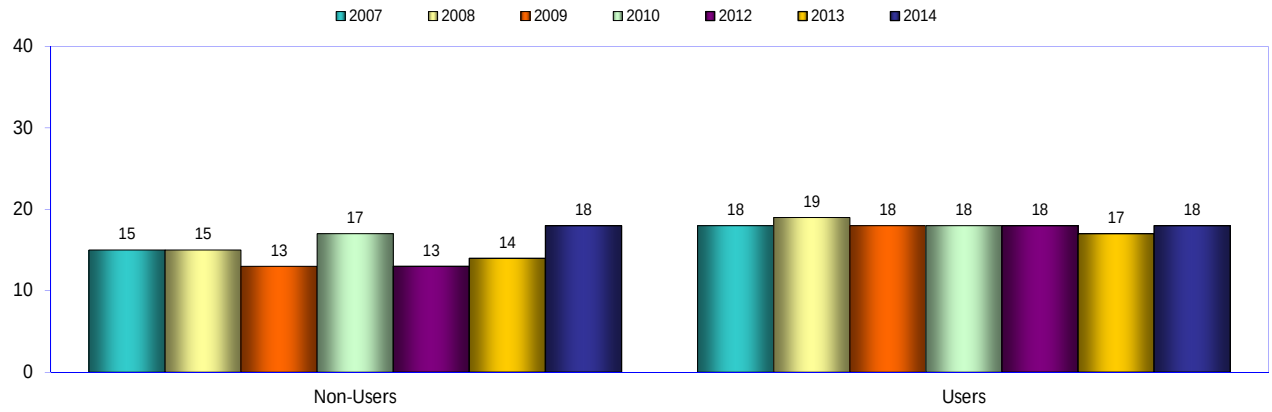


(Q1140 K-1)

93. Time spent socializing with family: comparing Internet users vs. non-users

Internet users in the Digital Future studies generally report spending more time than non-users socializing face-to-face with their families. In the current study, however, Internet users and non-users report the same amount of time socializing face-to-face with their families – now 18 hours a week.

During a typical week, how many hours do you spend socializing face-to-face with your family?
(All respondents)



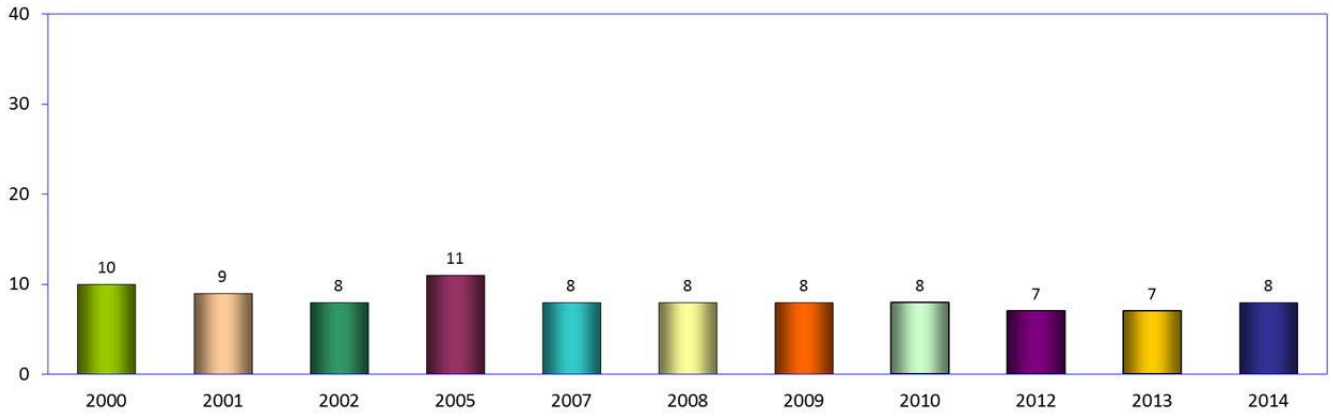
(Q1140 K-2)

94. Time spent socializing face-to-face with friends

As with time spent socializing with family (see page 90), respondents have reported generally consistent amounts of time spent socializing face-to-face with friends outside of school or the office in most years in the Digital Future studies.

In the current study, respondents said they spend an average of eight hours each week socializing face-to-face with friends, up from seven hours reported in 2013.

During a typical week, how many hours do you spend socializing face-to-face with your friends (outside school/outside office hours)?
(All respondents)



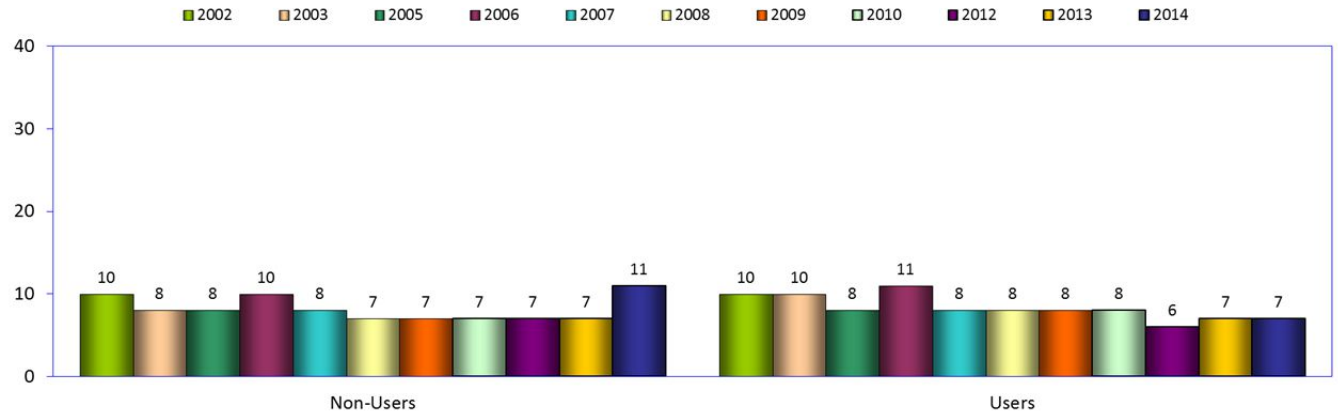
(Q1160 K-1)

95. Time spent socializing face-to-face with friends: Internet users vs. non-users

Users and non-users in most years of the Digital Future studies report socializing face-to-face about the same amount of time with friends, with the exception of the current survey.

In the current study, non-users report socializing face-to-face with friends an average of 11 hours weekly, compared to users who report seven hours weekly.

During a typical week, how many hours do you spend socializing face-to-face with your friends (outside school/outside office hours)?
(All respondents)



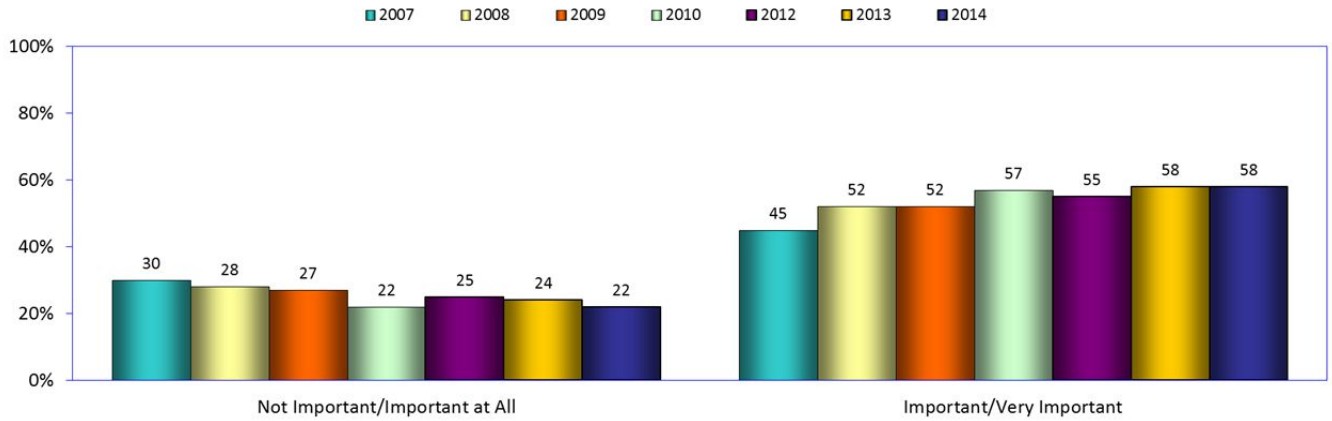
(Q1160 K-2)

96. The Internet and social relationships

A large percentage of Internet users said that going online helps them maintain social relationships. That number – 58 percent in the current study – remained the same from 2013, and continues to be the highest level reported in the studies.

Twenty-two percent said that the Internet has no importance in maintaining their social relationships – down from 24 percent in 2012 and the lowest level so far (tied with 2010) in the Digital Future studies.

How important is the Internet for helping you maintain social relationships (Internet users)



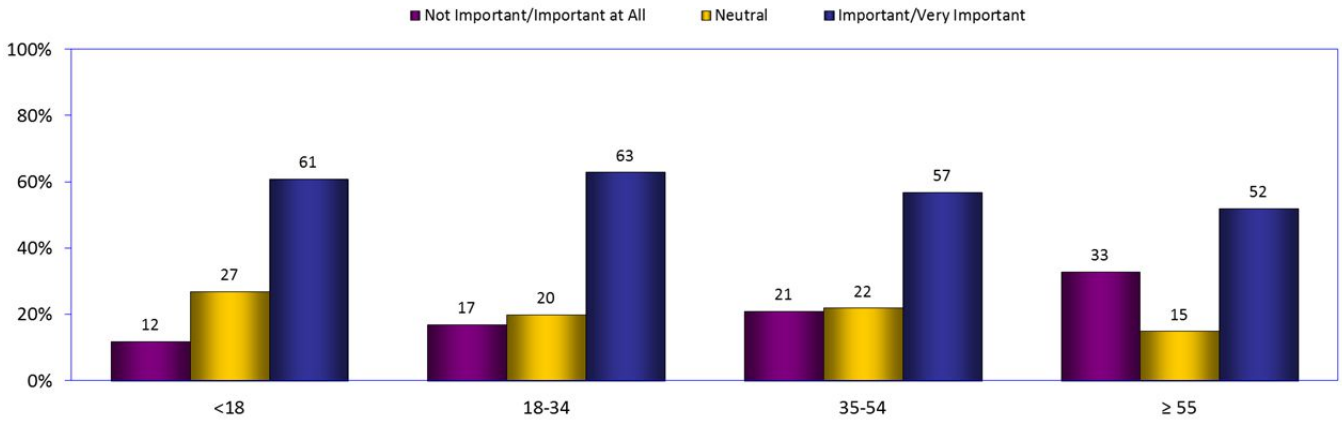
(Q218 MD-1A)

97. The Internet and social relationships (by age)

The Internet is considered important for maintaining social relationships by Internet users of all ages, but that view becomes somewhat more pronounced as age decreases.

The percentage of those who consider the Internet important or very important for social relationships is highest among users who are in the 18-34 range (63 percent) and less than 18 (61 percent). Somewhat smaller percentages of users ages 35-54 (57 percent) and age 55 and older (52 percent) said the Internet was important or very important for social relationships.

How important is the Internet for helping you maintain social relationships (Internet users by age)



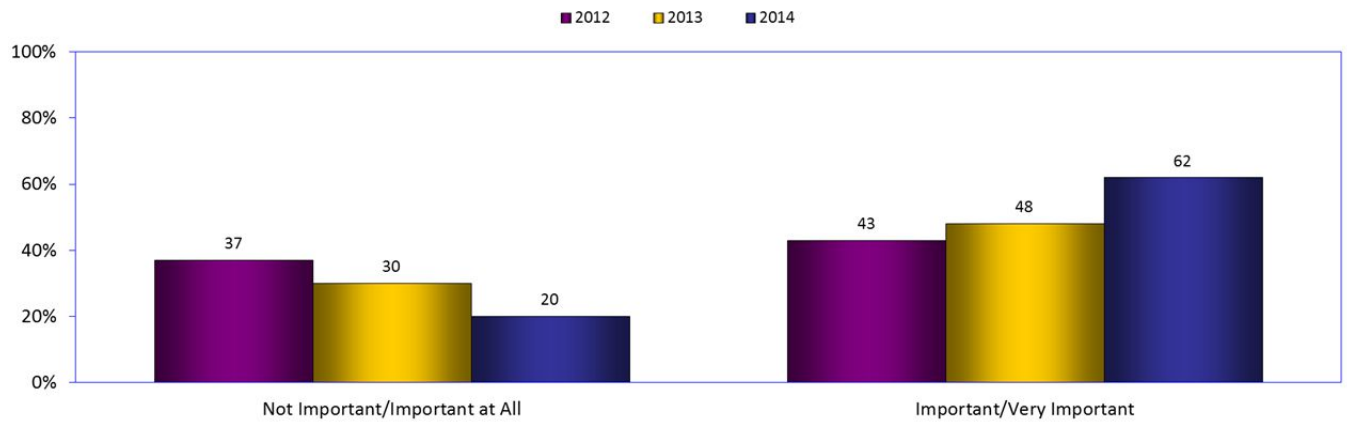
(Q218 K-1B)

98. Texting and social relationships

A large and growing percentage of mobile phone users – 62 percent in the current study – said that texting is important or very important for them in maintaining social relationships, an increase from 48 percent in 2013.

Only 20 percent of mobile phone users said texting is not important for maintaining their social relationships – a drop from 30 percent in 2013 and 37 percent in 2012.

How important is texting for helping you maintain social relationships?
(Mobile phone users)



(Q218 MD-3A)

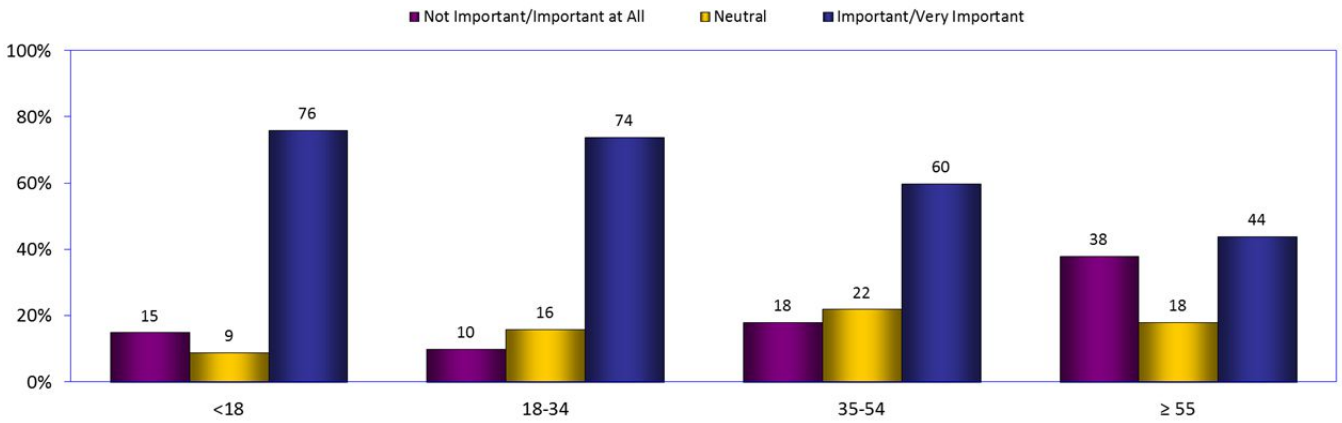
99. Importance of texting to maintain social relationships (by age)

As with views about the importance of the Internet for maintaining social relationships (see page 94), larger percentages of younger users compared to older users consider texting important to maintaining social relationships.

More than three-quarters of smartphone users under 18 (76 percent) and 74 percent of users age 18-34 said that texting is important or very important in maintaining social relationships.

Much lower but still notable percentages of smartphone users age 35-54 (60 percent) and age 55 and older (44 percent) said that texting is important for their social relationships.

How important is texting for helping you maintain social relationships?
(Mobile/smartphone users)

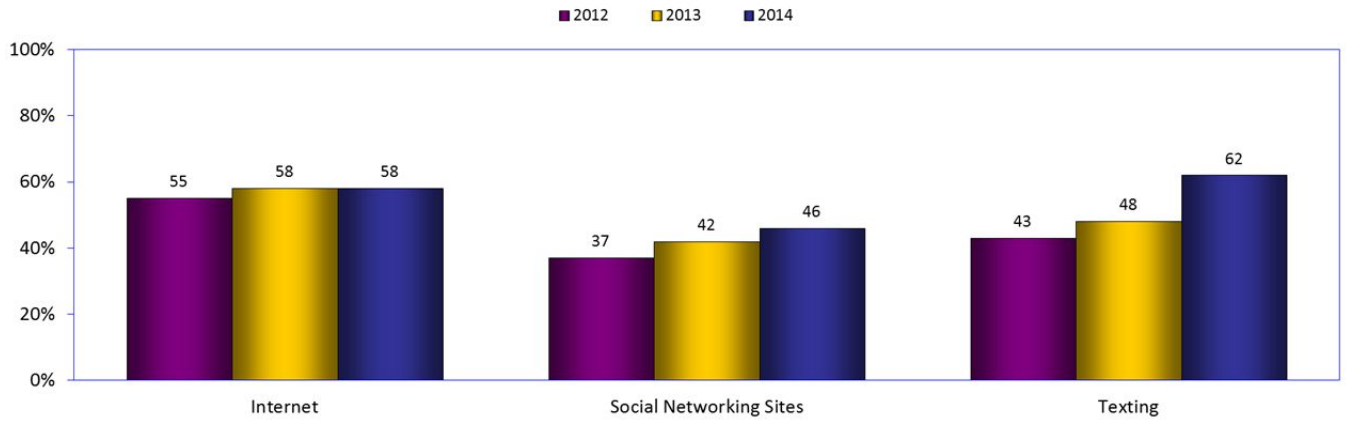


(Q218 K-3B)

100. The Internet, social networking sites, and texting in maintaining social relationships (at-a-glance)

For details about this summary, see the previous seven pages.

How important are these for helping you maintain social relationships?
(Users or Mobile phone users – very important and important)



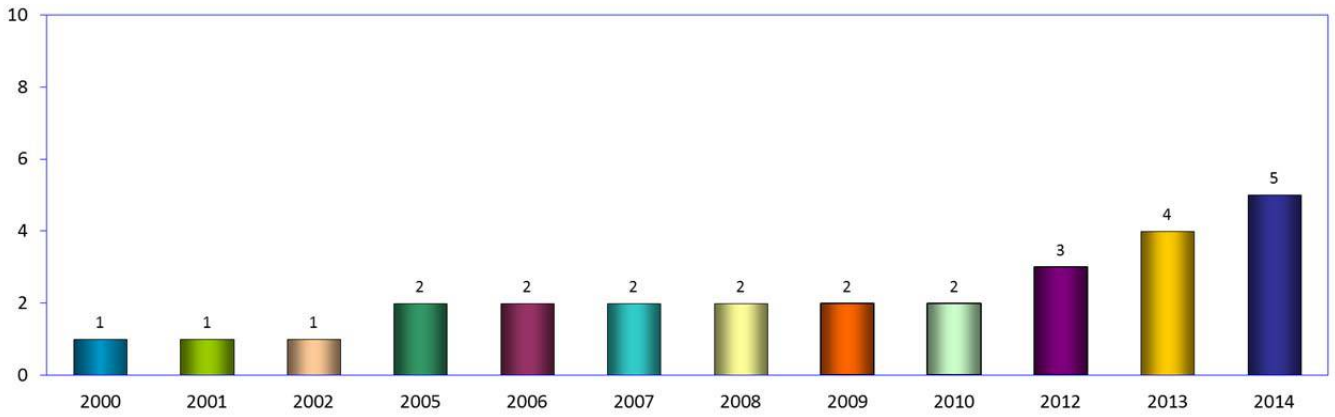
(Q218 MD-4)

101. Friends met online, then met in person

The average number of online friends met in person reached a new peak in the current Digital Future study – now an average of five, up from four in 2013 and three in 2012.

For more on this issue, see the Trends section on page 161.

Online friends met in person
(Internet users)



(Q320 K-1)

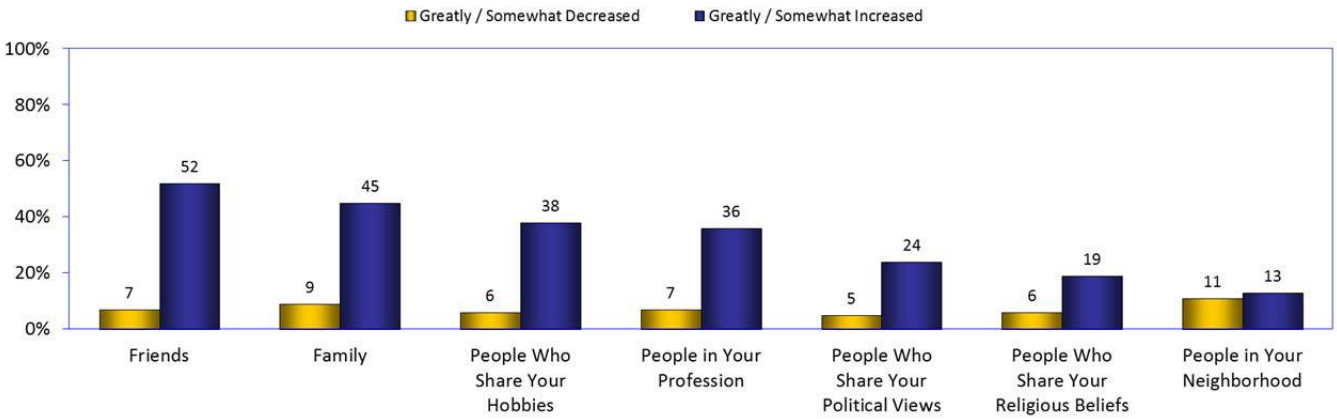
102. The Internet's effects on social contact

In most instances, much higher percentages of Internet users said that going online has increased their contact with family, friends, and key social groups, compared to those who said that contact decreased.

The largest percentages of increased contact were reported by users who said the Internet somewhat or greatly increased their contact with friends (52 percent) and family (45 percent). Other large percentages were reported by users who said the Internet increased their contact with people who share their hobbies (38 percent), and people in their profession (36 percent).

Less than 10 percent of users in six of the seven categories said that the Internet decreased their contact with family, friends, and key social groups; the only exception was decreased contact with people in the users' neighborhoods – reported by 11 percent.

Does your use of the Internet increase or decrease your contact with the following groups?
(Internet users)

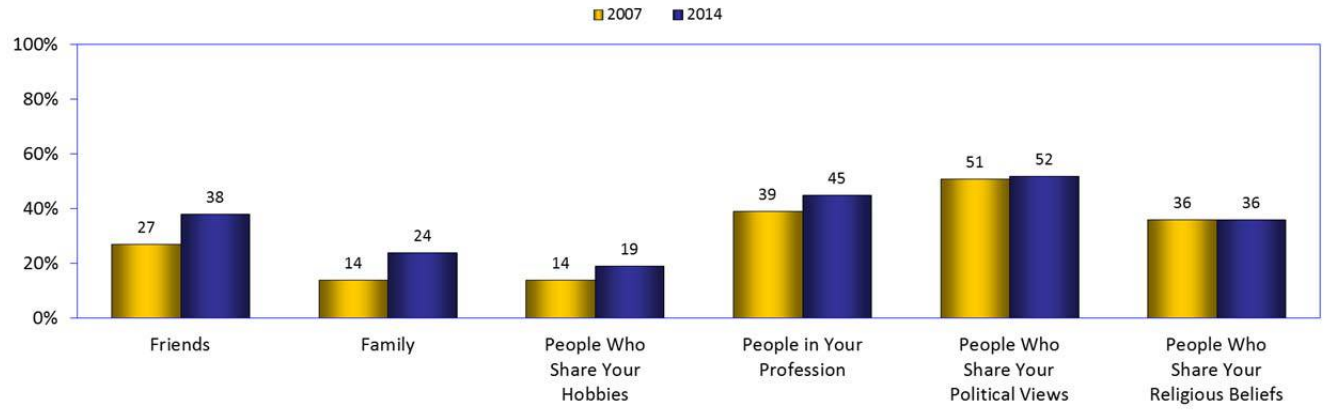


(Q950 MD-1)

103. The Internet's effects on social contact: 2007-2014

Comparing the effects of Internet use on social contact since 2007 shows upward trends in contact with family and all categories of friends (except people who share the respondents' religious beliefs, which was unchanged).

How does your use of the Internet increase your contact with the following groups?
(Internet users – somewhat/greatly increased)



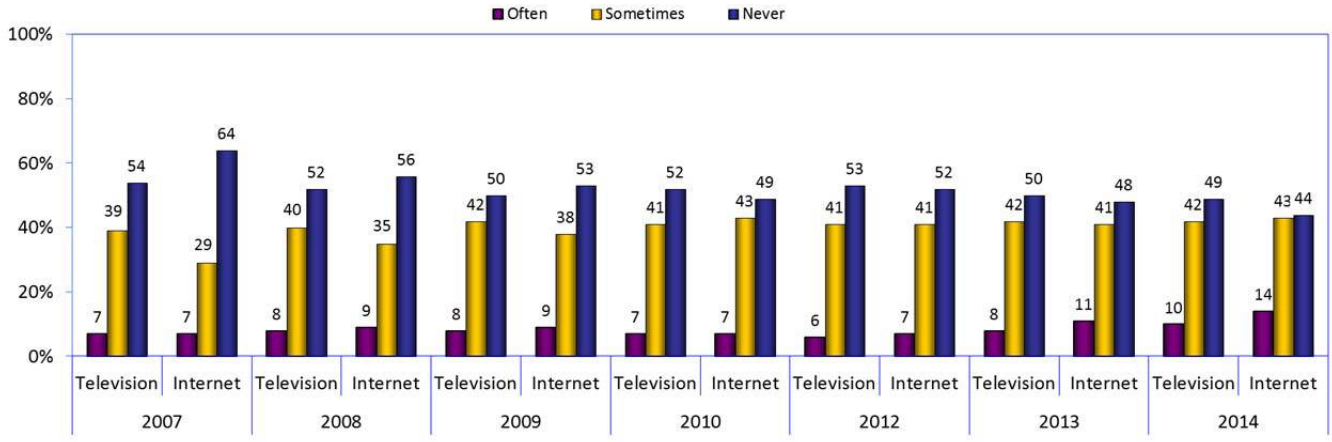
(Q950 MD-4)

104. Are you ignored because of television or the Internet?

Fifty-seven percent of Internet users said they are sometimes or often ignored because another member of the household spends too much time online – up from 52 percent in 2013, and now the peak level in the Digital Future studies.

The percentage of users who said they were ignored by a household member who spends too much time watching television increased to 52 percent, up from 50 percent in 2013 and also a high level for the studies.

Do you feel that you are ignored because a household member spends too much time watching television or using the Internet?
(Users with multiple people in household)



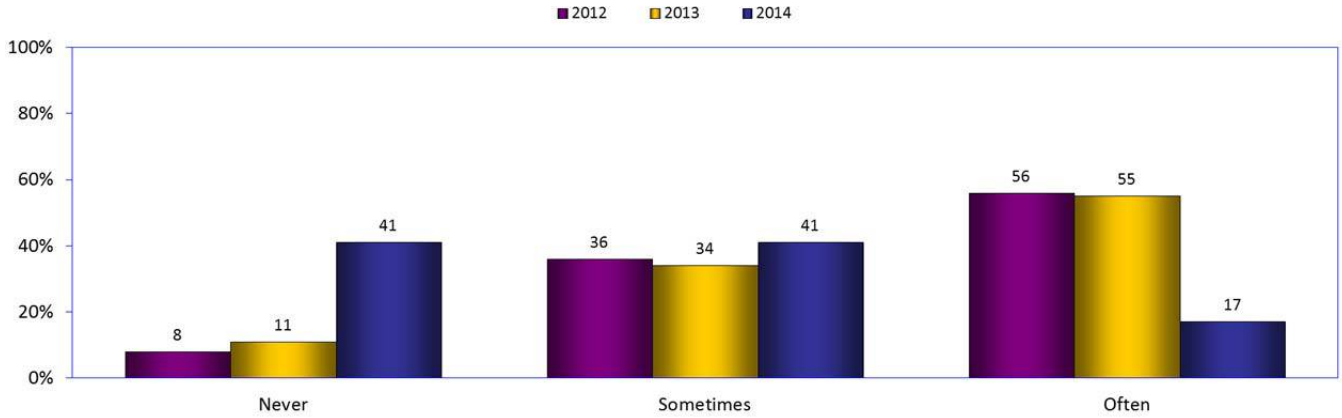
(Q1010 x Q1020 K-1)

105. Are you ignored because of mobile devices?

Compared to respondents who said they are ignored because a member of the household spends too much time online or watching television (see the previous question), a higher percentage of mobile phone users (58 percent) said they were ignored because a household member spends too much time on a mobile device – either talking, texting, or Web browsing.

However, this percentage was down substantially from the 89 percent in 2013 and 92 percent in 2012 who reported being ignored because a household member spends too much time on a mobile device.

Do you feel that you are ignored because a household member spends too much time on a mobile device (talking, texting, web browsing, etc.)? (Mobile phone users with multiple people in household)



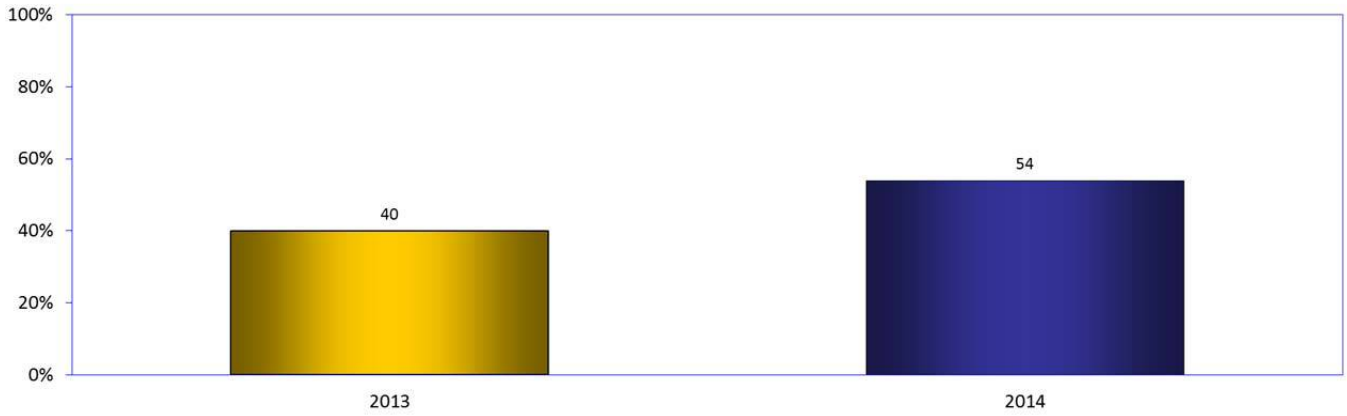
(Q1022 K-1)

106. Using the Internet on the move

More than half of Internet users – now 54 percent – said they go online while on the move, such as through a mobile device while walking or in transportation, up from 40 percent in 2013.

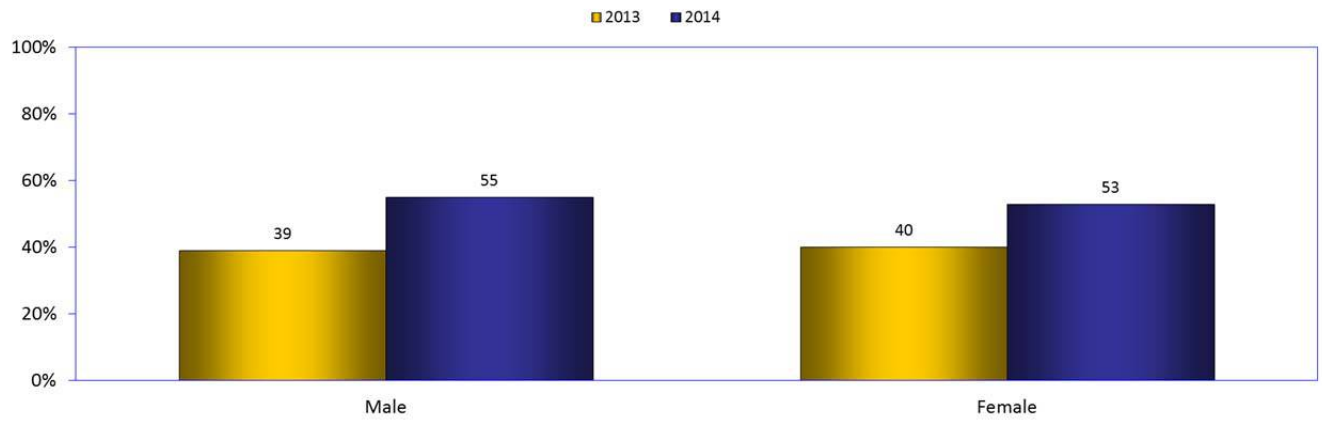
A marginally higher percentage of men than women use the Internet on the move: 55 percent of men, and 53 percent of women.

On an average day, do you use the Internet on the move, in such places as cars, buses, and on the street? (Internet Users)



(Q414 K-1)

On an average day, do you use the Internet on the move, in such places as cars, buses, and on the street? (Internet Users)

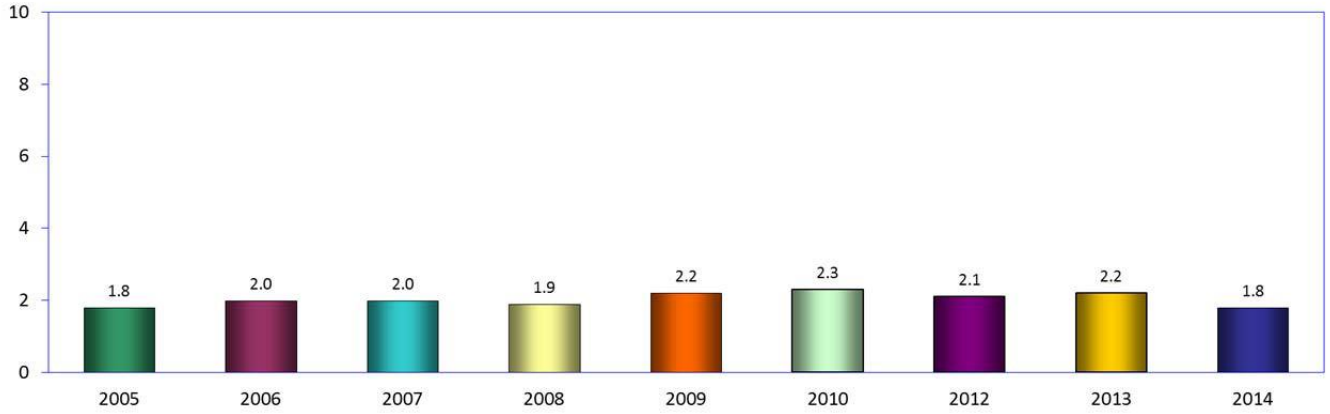


(Q414 K-2)

107. Time spent with clubs and volunteer organizations

Respondents in the current study said they spend an average of 1.8 hours per week participating in clubs or voluntary organizations, down from 2.2 hours in 2013, and now again at the low level for the Digital Future studies that was first reported in 2005.

How many hours per week do you spend participating in clubs or voluntary organizations?
(All respondents)

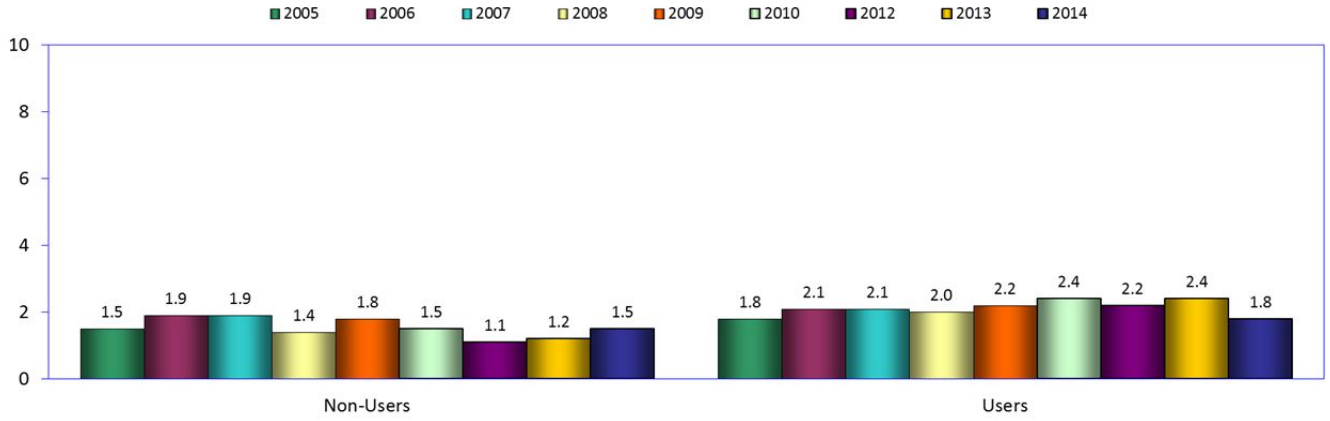


(Q1200 K-1)

108. Time spent with clubs and volunteer organizations: users vs. non-users

Internet users in every Digital Future study since 2005 have reported spending more time than non-users participating in clubs or voluntary organizations. In the current study, users report spending an average of 1.8 hours per week participating with clubs and volunteer organizations, a decline from the 2.4 hours reported in 2013 but still higher than the 1.5 hours reported by non-users.

How many hours per week do you spend participating in clubs or voluntary organizations?
(All respondents)



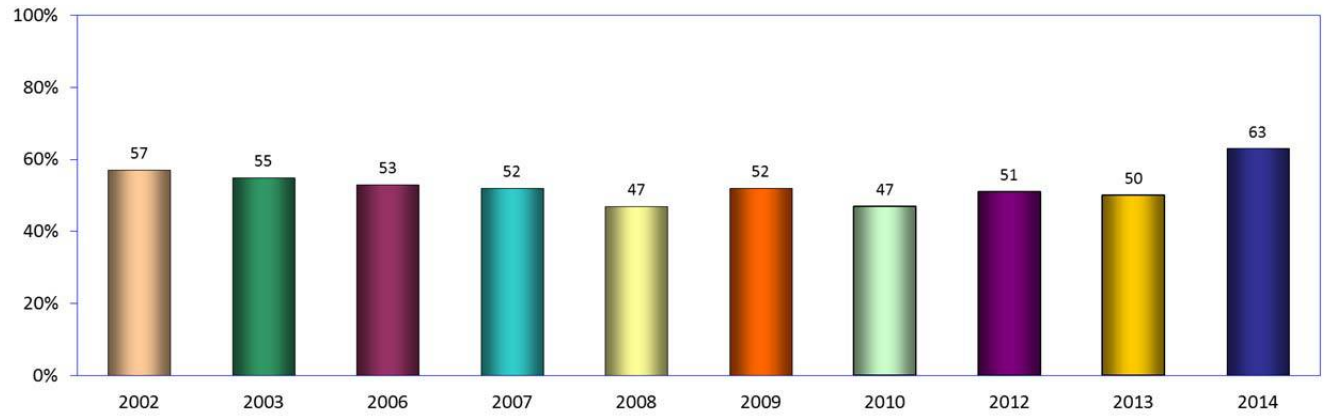
(Q1200 K-2)

Views about privacy while online

109. Views about risking privacy by going online

In findings involving concerns about the security of personal information when or if buying online (see pages 88), 63 percent of Internet users said that people who go online put their privacy at risk – a large increase from the 50 percent reported in 2012 and the highest level reported thus far in the studies.

People who go online put their privacy at risk
(Internet users - agree or strongly agree)



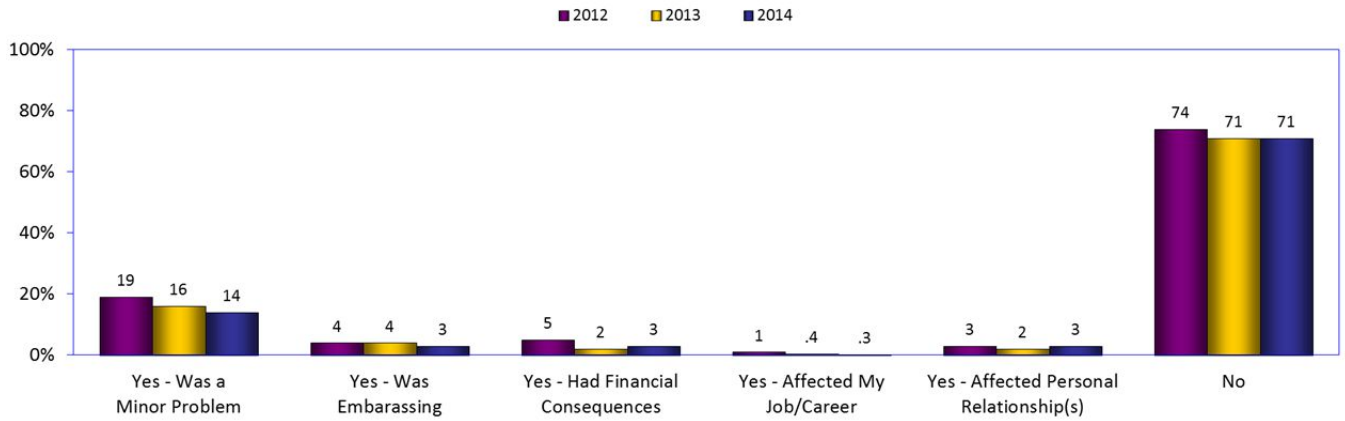
(Q850 K-1)

110. Online violation of privacy

Have Internet users ever had their privacy violated online? Seventy-one percent of Internet users said no – the same as in 2013.

Of the 23.3 percent of Internet users who have had their privacy violated, the largest percentage (14 percent) said it resulted in a minor problem – down for the second year in a row. Three percent said the privacy violation resulted in embarrassment, or financial consequences, or effects on personal relationships.

Have you ever had your privacy violated online?
(Internet users)



(Q842 K-1)

111. Views about privacy

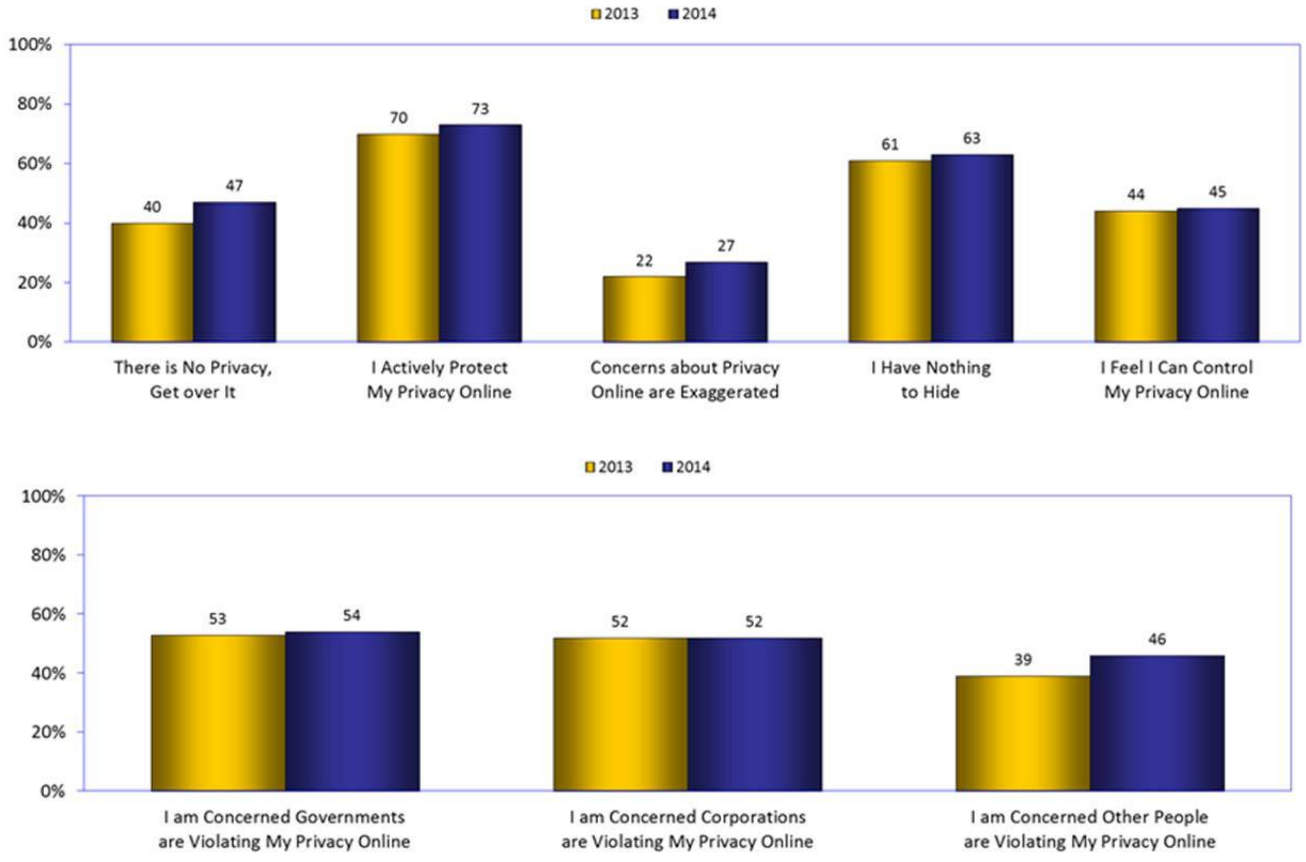
The Digital Future Project asks respondents about several statements concerning privacy.

1. "I actively protect my privacy online."
2. "I have nothing to hide."
3. "I feel I can control my privacy online."
4. "There is no privacy – get over it."
5. "Concerns about privacy online are exaggerated."
6. "I am concerned corporations are violating my privacy online."
7. "I am concerned governments are violating my privacy online."
8. "I am concerned other people are violating my privacy online."

The survey found increased or stable levels of agreement with all eight statements. For the first five statements, the largest percentage of users agreed or strongly agreed with the statement, "I actively protect my privacy online," reported by 73 percent of respondents, up from 70 percent in 2013. Sixty-three percent agreed that "I have nothing to hide" (an increase from 61 percent in 2013), while 47 percent said "There is no privacy, get over it."

Of respondents asked about concerns over who might be violating their personal privacy (see lower chart), the largest percentage (54 percent) was concerned about governments, followed closely by corporations (52 percent). A smaller percentage (46 percent) was concerned that "other people are violating my privacy online."

Views about privacy
(Internet users – agree & strongly agree)

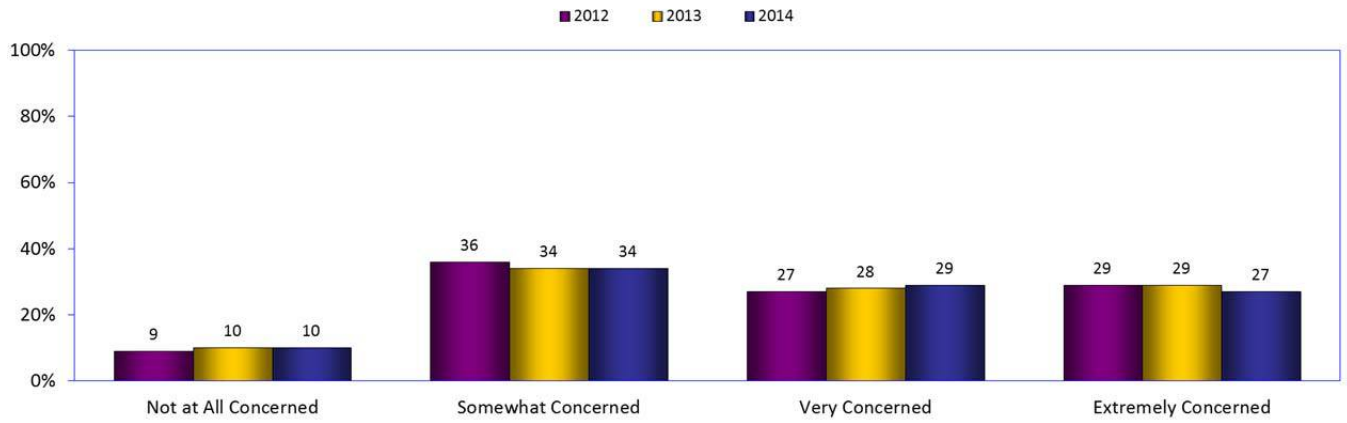


(Q844 MD-1 and MD-2)

112. Privacy of personal information and companies tracking online behavior

The vast majority of respondents age 16 and older – 90 percent – express some level of concern about their privacy because companies can track their online behavior, down marginally from 91 percent in 2013. Only ten percent are not concerned.

How concerned would you be about the privacy of your personal information because of the ability of companies to track your online behavior? (Respondents age 16 and older)



(Q843 K-1)

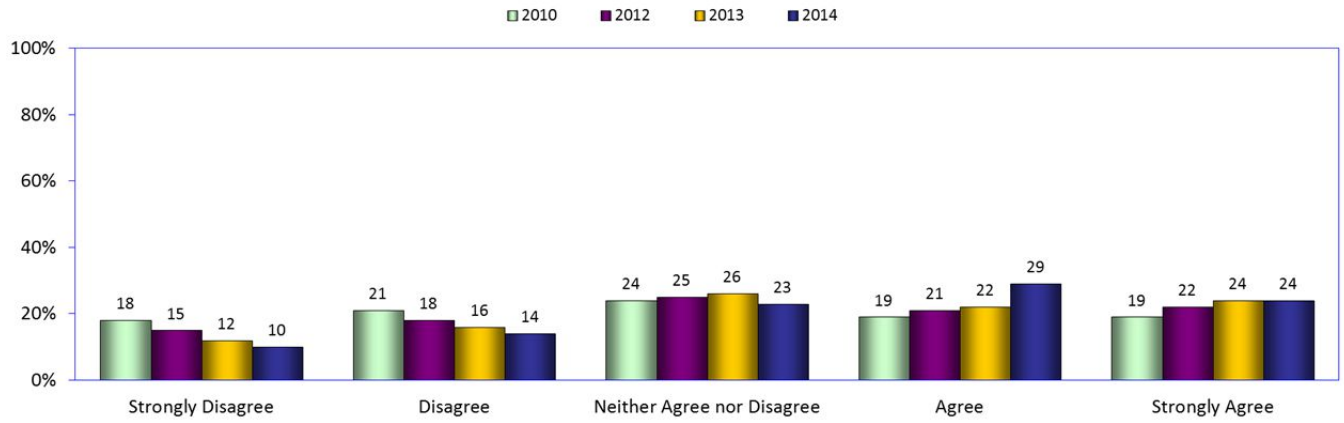
113. The Internet and personal privacy: government and companies

A growing percentage of Internet users are worried about the government checking what they do online. However, an even larger percentage of users continue to be concerned about companies checking what they do online.

Fifty-three percent of users age 16 and older said they are worried about the government checking what they do on the Internet, an increase from 46 percent in 2013 and the highest percentage thus far in the Digital Future studies.

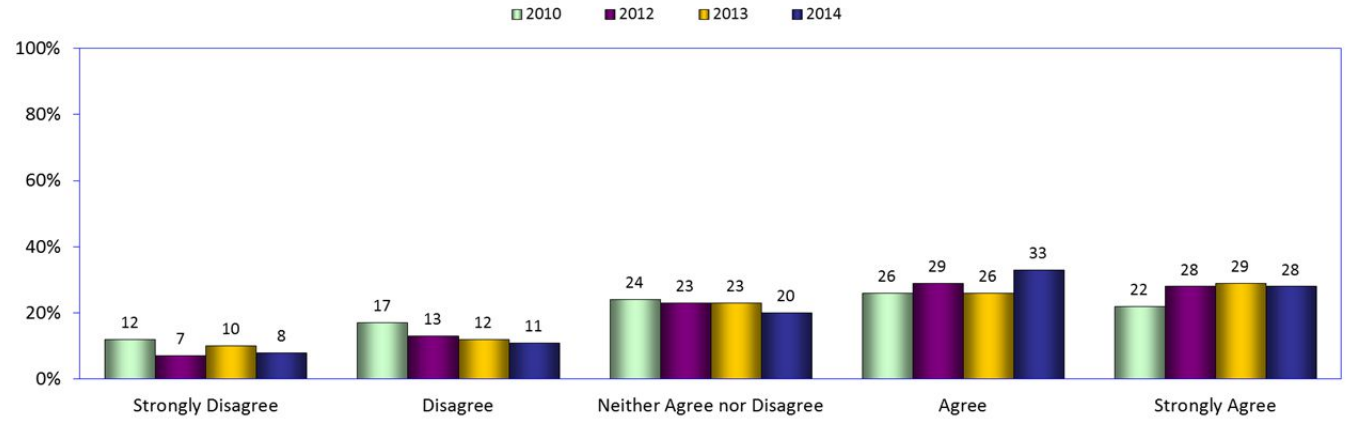
Sixty-one percent of users worry about companies checking what they do online, up from 55 percent in 2013 and also a new high level for the studies.

I am worried about the government checking what I do online
(Internet users age 16 and older)



(Q195F K-1)

I am worried about companies checking what I do online
(Internet users age 16 and older)

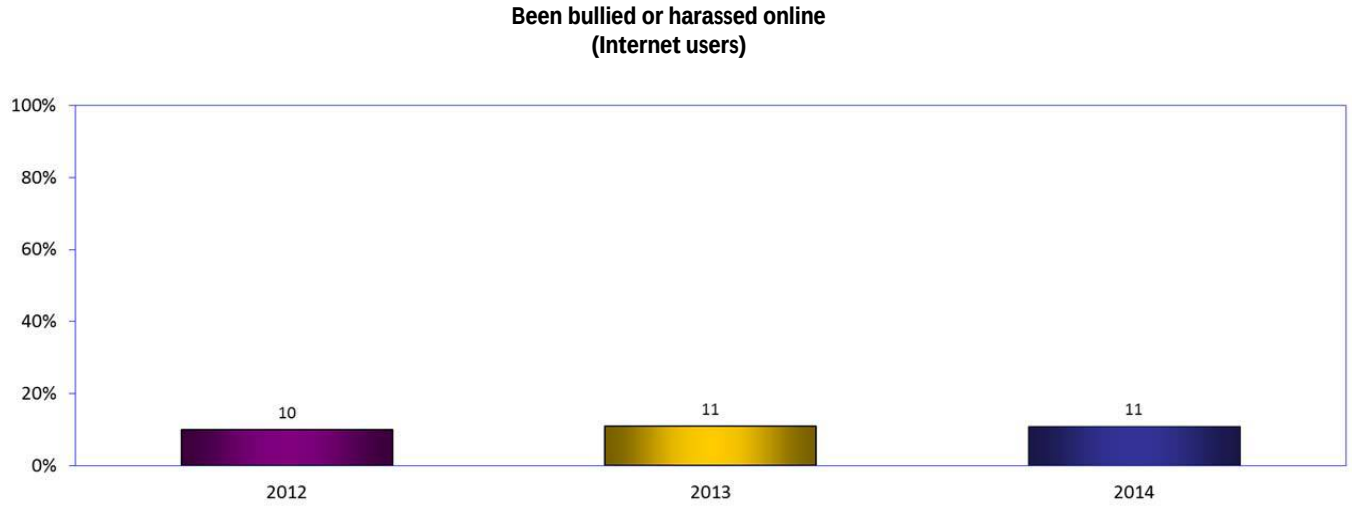


(Q195G K-1)

Online bullying and harassment

114. Have you been bullied or harassed online?

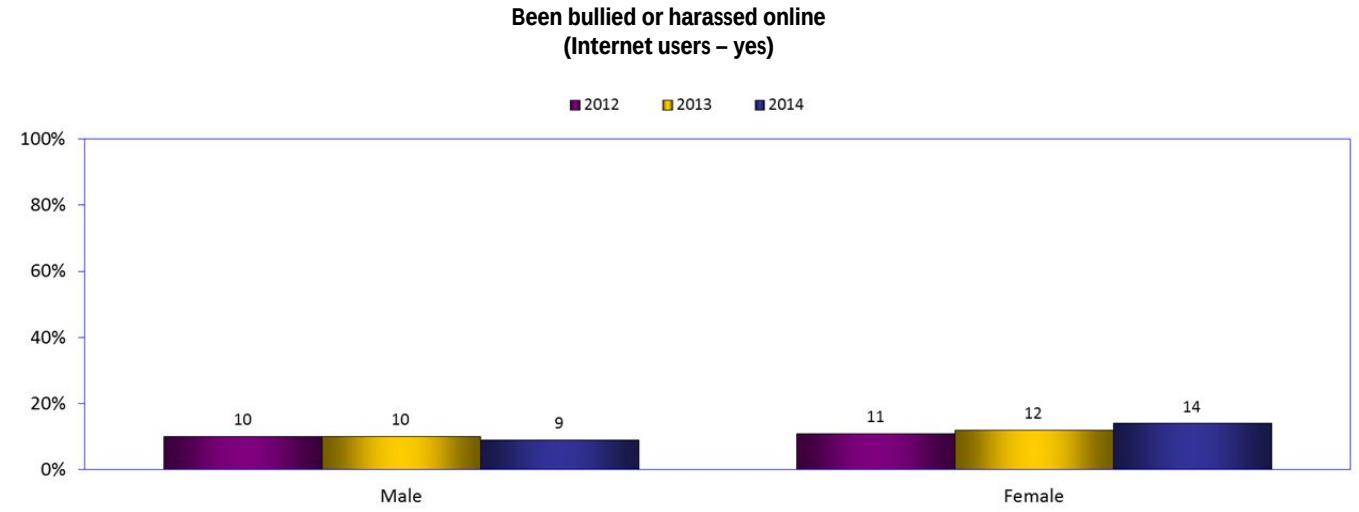
When all Internet users were asked if they had ever been bullied or harassed online, 11 percent responded yes – the same as in 2013.



(Q846 K-1)

115. Online bullying and harassment (men vs. women)

More women than men in the current study reported being bullied or harassed – 14 percent vs. nine percent.



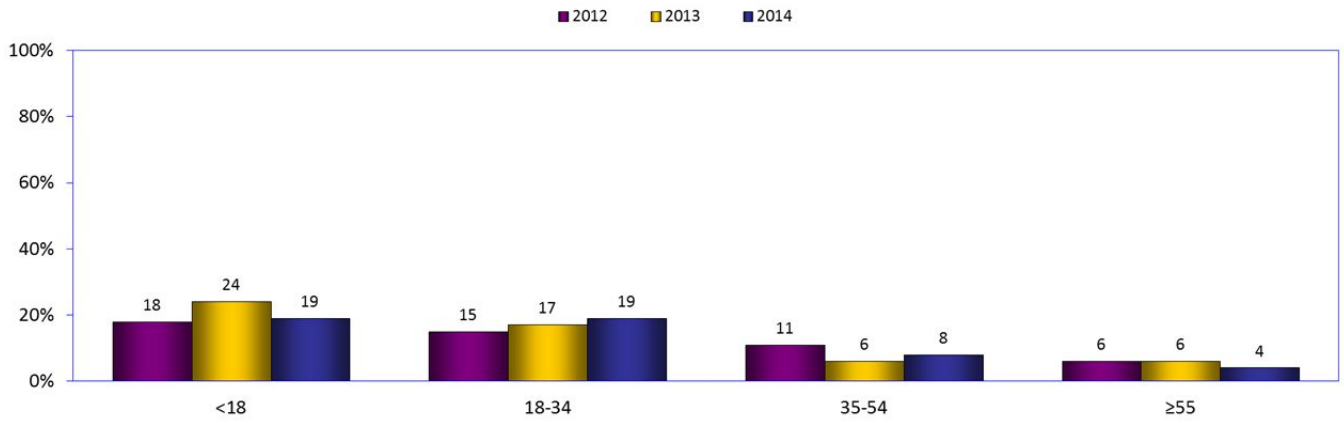
(Q846 K-2)

116. Online bullying and harassment (by age)

Although larger percentages of online bullying and harassment are reported by young users, these problems continued to be reported by users of all ages.

The largest percentage was reported by users under 18 and 18-34: for each age group, 19 percent.

Been bullied or harassed online
(Internet users – yes)



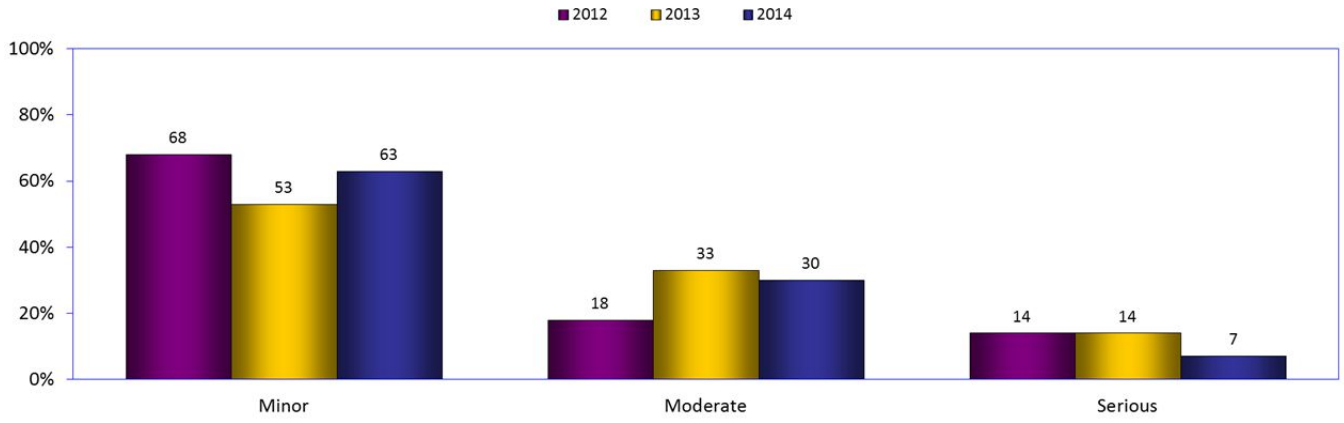
(Q846 K-3)

117. Online bullying and harassment: impact

Of those who have been bullied or harassed, 63 percent report that the impact was minor, up from 53 percent in 2013 but below the 68 percent reported in 2012.

Seven percent said that the impact of the bullying was serious, half of the 14 percent reported in 2013 and 2012.

How severe was the impact of the bullying
(Internet users who have been bullied or harassed online)



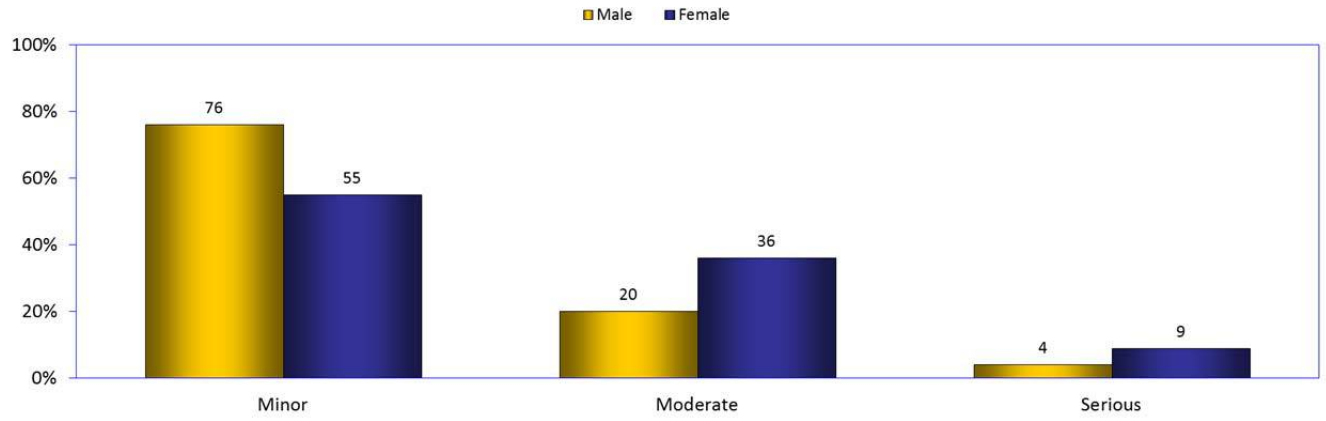
(Q847 K-1)

118. Online bullying and harassment: impact (men vs. women)

A much higher percentage of women than men reported that the impact of the bullying was moderate or serious: 45 percent of women compared to 24 percent of men.

Nine percent of women reported that the impact of the bullying was serious, more than twice the percentage of men with the same response.

How severe was the impact of the bullying
(Internet users who have been bullied or harassed online)

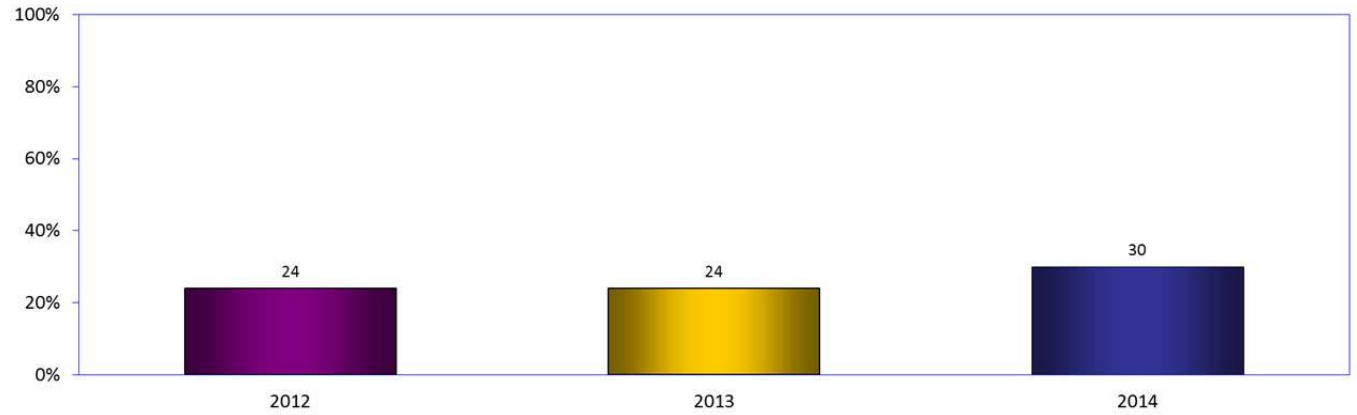


(Q847 K-2)

119. Do you know someone who has been bullied or harassed online?

Although 11 percent of users said they have been bullied or harassed on the Internet, almost triple the percentage of all respondents said they know someone else subjected to bullying or harassment online (30 percent), up from 24 percent in 2013.

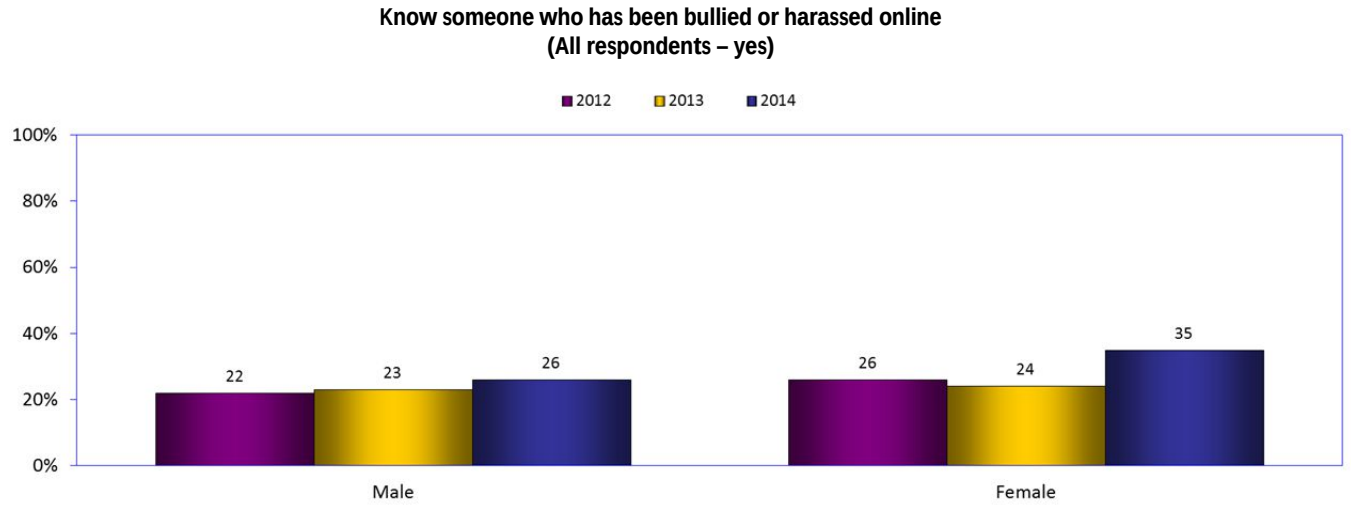
Know someone who has been bullied or harassed online
(All respondents)



(Q848 K-1)

120. Do you know someone who has been bullied or harassed online? (men vs. women)

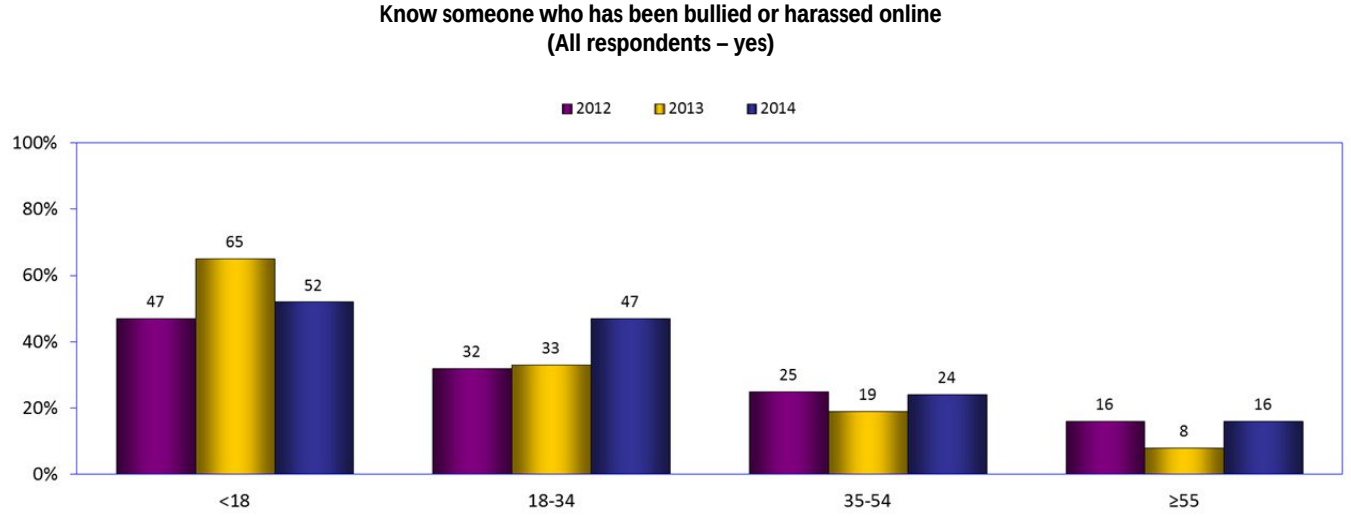
More than one-third of women (35 percent) compared to men (26 percent) said they know someone who has been bullied or harassed online.



(Q848 K-2)

121. Do you know someone who has been bullied or harassed online? (by age)

Knowledge of online bullying is related to age; more than half of respondents under 18 (52 percent) and 47 percent of those ages 18-34 said they know someone who has been bullied or harassed online, compared to much lower percentages of respondents age 35 and older.

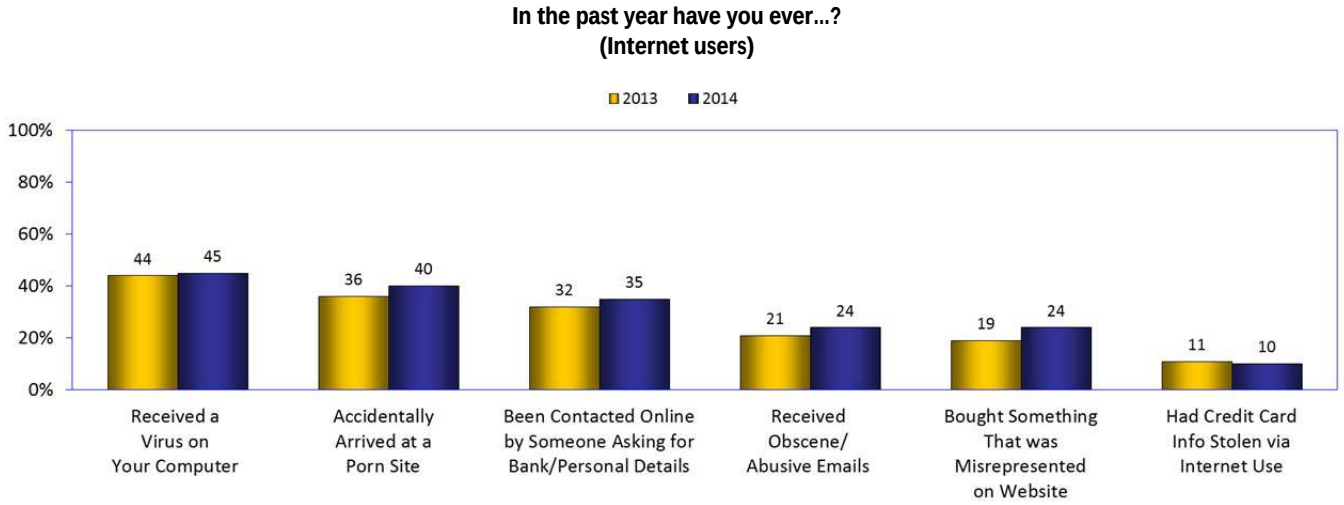


(Q848 K-3)

122. Negative online experience

Significant and growing percentages of users continued to report having a negative online experience, such as viruses (45 percent, up marginally from 44 percent in 2013), accidental arrival at a pornography site (40 percent, up from 36 percent), or a fraudulent request for banking or personal details (now 35 percent, an increase from 32 percent in the previous study).

A smaller but increased percentage reported receiving obscene or abusive emails or having bought something that was misrepresented online (24 percent for each). Ten percent of Internet users said their credit card number was stolen while on the Internet – down marginally from 11 percent in 2013.



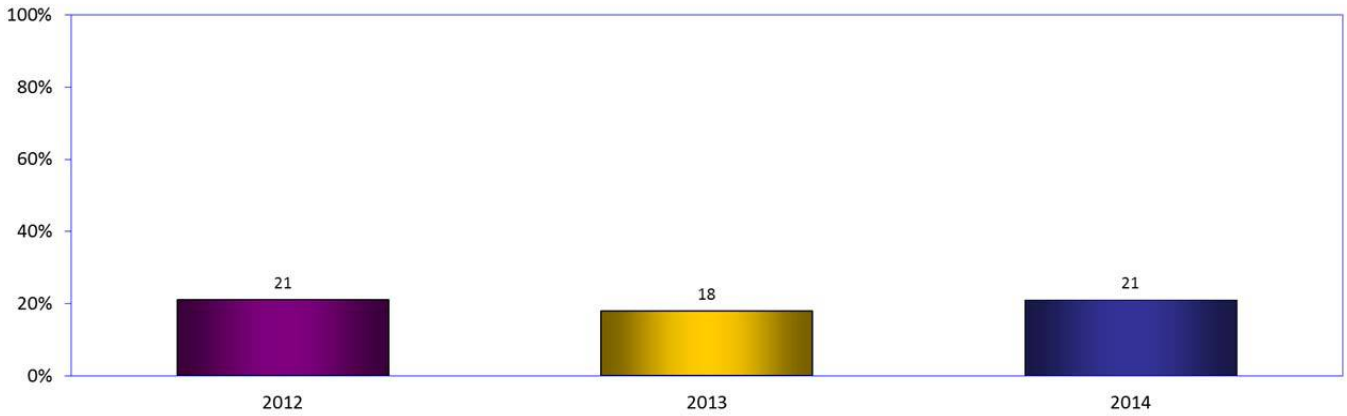
(Q828 K-1)

Unwanted sexual attention online

123. Have you received unwanted sexual attention online?

Unwanted sexual attention online continues to be a problem reported by a notable and higher percentage of users in the current Digital Future study – now 21 percent, up from 18 percent in 2013 and a return to the previous high level reported in 2012.

Received unwanted sexual attention online
(Internet users)

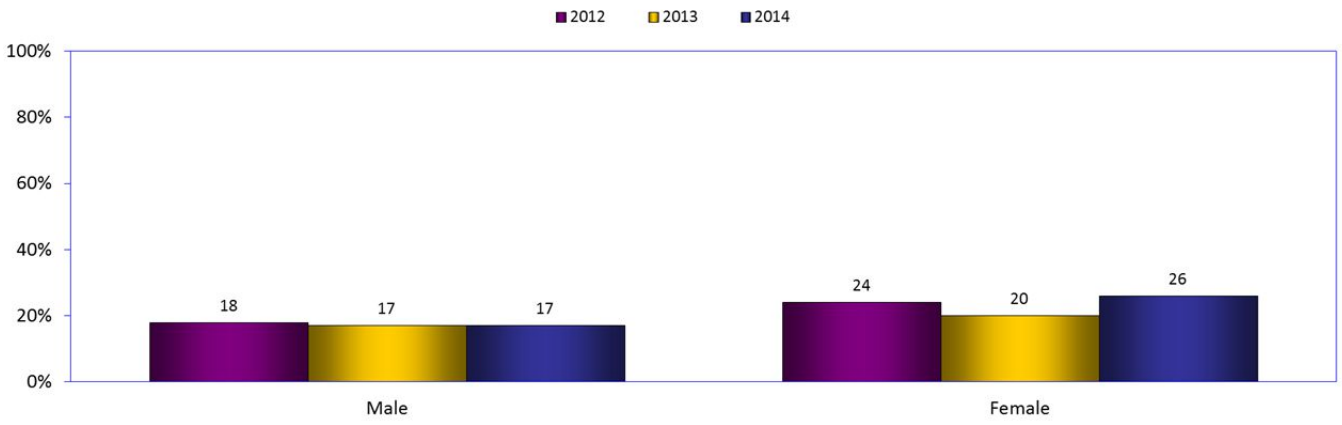


(Q849 K-2)

124. Unwanted sexual attention online (men vs. women)

A growing percentage of women reported unwanted sexual attention – 26 percent, up from 20 percent in 2013 and now the highest level in the Digital Future studies. Seventeen percent of men continued to report receiving unwanted sexual attention online, the same as in 2013 and down marginally from 18 percent in 2012.

Received unwanted sexual attention online
(Internet users – yes)



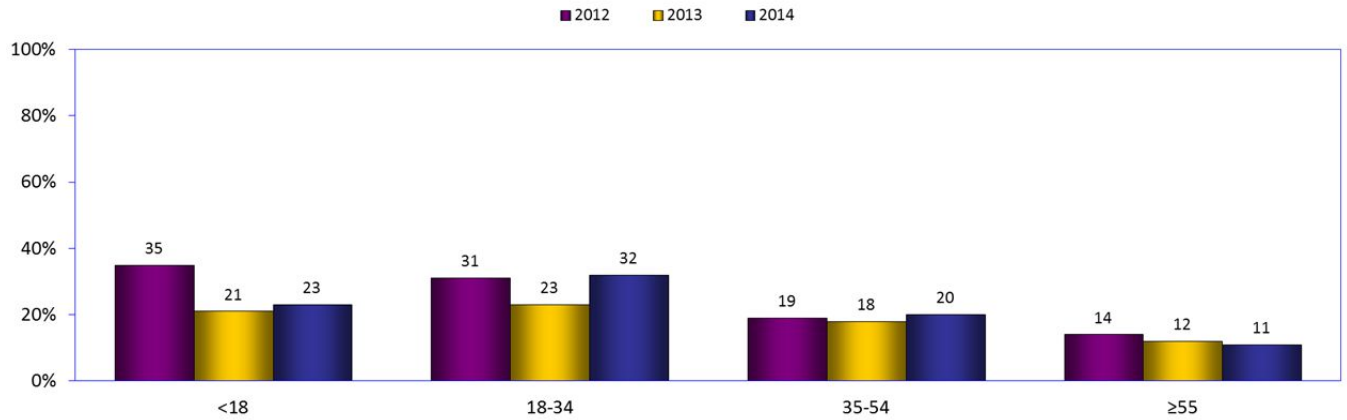
(Q849 K-3)

125. Unwanted sexual attention online (by age)

Internet users of all ages experience unwanted sexual attention online, and users in three of the four age ranges in the current study report higher percentages of online sexual attention. The largest percentage of users reporting unwanted sexual attention was users ages 18 to 34 (32 percent), a large increase over the 23 percent reported in 2013. Twenty-three percent of Internet users who reported unwanted sexual attention online were under 18 (23 percent, up from 21 percent in 2013).

Twenty percent of users who reported unwanted sexual attention online were age 35-54, an increase from 18 percent in 2013. Eleven percent of Internet users who reported unwanted sexual attention online were age 55 or older, a decrease for the second year in a row.

Received unwanted sexual attention online
(Internet users – yes)

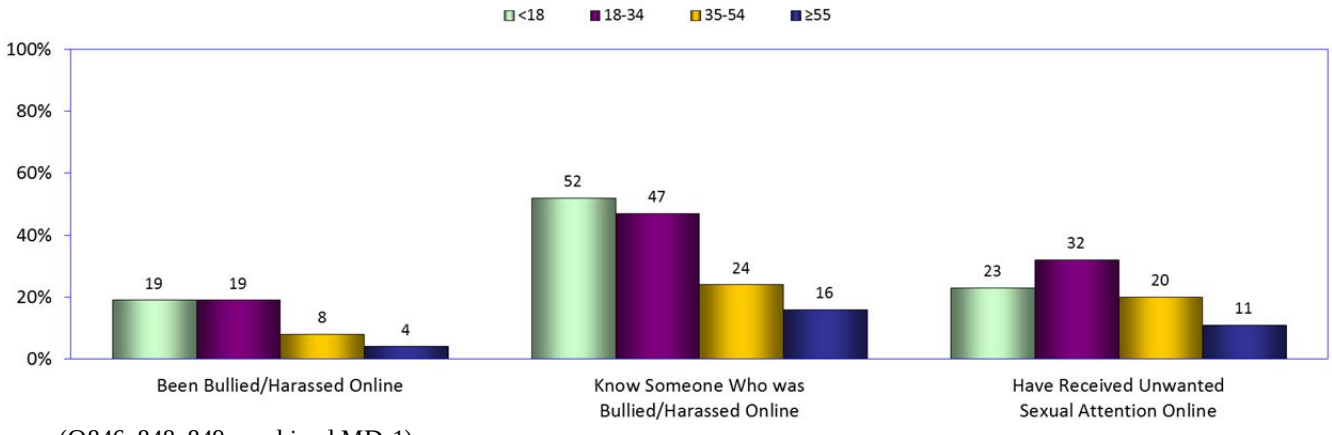


(Q849 K-4)

126. Receiving negative attention online: at a glance by age

Comparing responses by age in the current study to three questions about negative attention – reporting being bullied or harassed online, knowledge of someone else being bullied or harassed online, and receiving unwanted sexual attention online – shows that users age 34 or under reported the highest level of being bullied or harassed online (19 percent for those under 18 and those 18-34), those under 18 reported the highest percentages of knowing someone being bullied or harassed (52 percent), and users age 18-34 reported the highest level of receiving unwanted sexual attention online (32 percent).

Negative attention online
(Internet users or respondents – yes)



(Q846, 848, 849 combined MD-1)

Social networking and video sharing sites

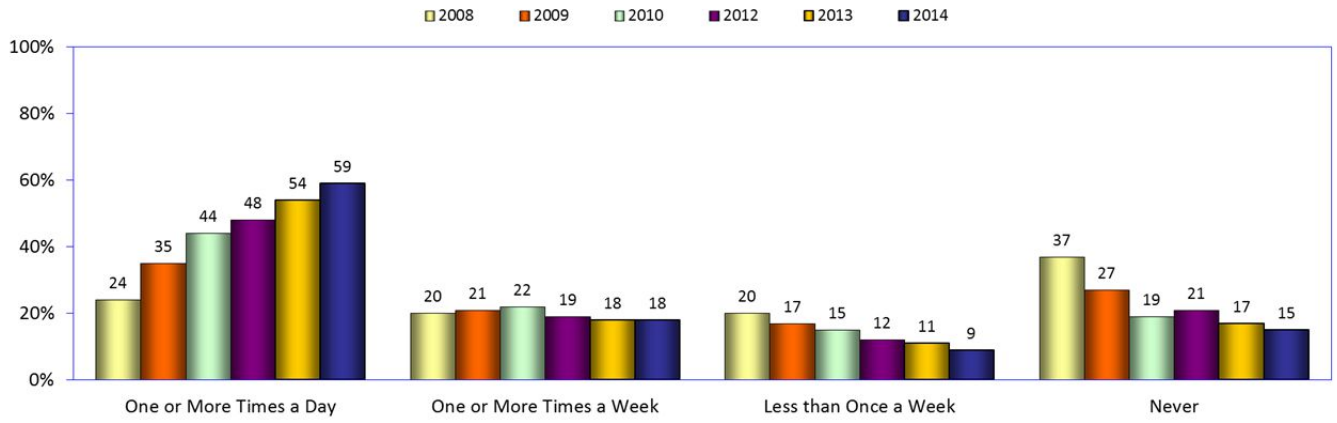
127. Websites for video sharing or social networking: how often do you visit?

The Digital Future studies reveal large growth in daily visits to video sharing or social networking sites, and significant declines in those who never use these sites.

Fifty-nine percent of Internet users visit websites for video sharing or social networking at least once a day, up from 54 percent in 2013 and an increase for the fifth year in a row. Correspondingly, the number of users visiting video sharing or social networking sites less than daily declined (those reported less than once a week)or remained stable at a low level (those reporting using social networking or video sharing sites one or more times a week).

Of particular note is the 15 percent of users in the current study who said they never visit sites for video sharing or social networking – less than half of the number reported in 2008.

How often do you visit websites for video sharing or social networking (Internet users)

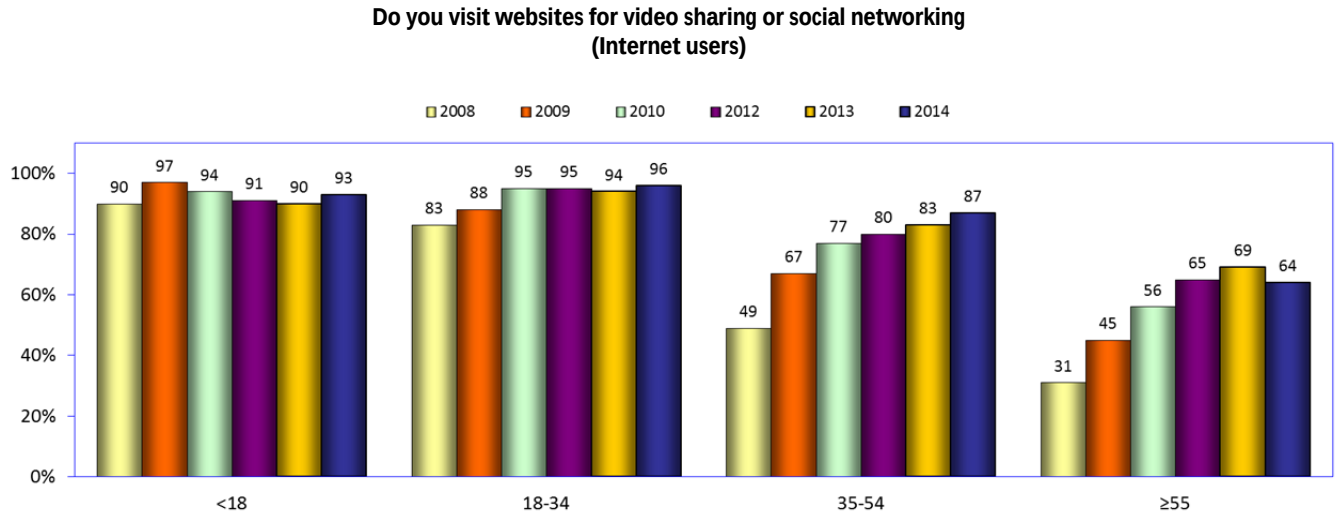


(Q1209H MD-1)

128. Websites for video sharing or social networking: visiting (by age)

Almost all users age 34 or under visit video sharing or social networking sites. Using these sites is almost universal among Internet users age 18-34 (96 percent).

However, the percentage of Internet users age 55 and older who visit video sharing or social networking sites declined in the current study – now 64 percent, down from 69 percent in 2013. Nevertheless, that percentage has more than doubled since 2008.



(Q1209H K-2)

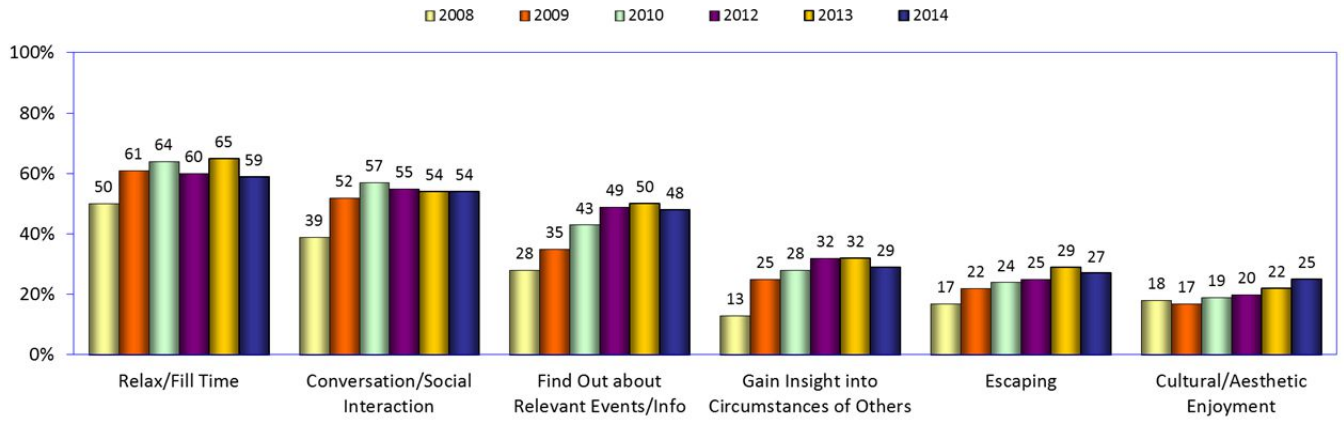
129. Why do users visit websites for video sharing and social networking?

Users who visit social networking or video sharing sites report a variety of reasons for using these sites, the most frequently-cited continues to be relaxation or to fill time – now 59 percent, down from 65 percent in 2013.

Other common responses include to be involved in conversation or social interaction (54 percent), or to find events and information (48 percent).

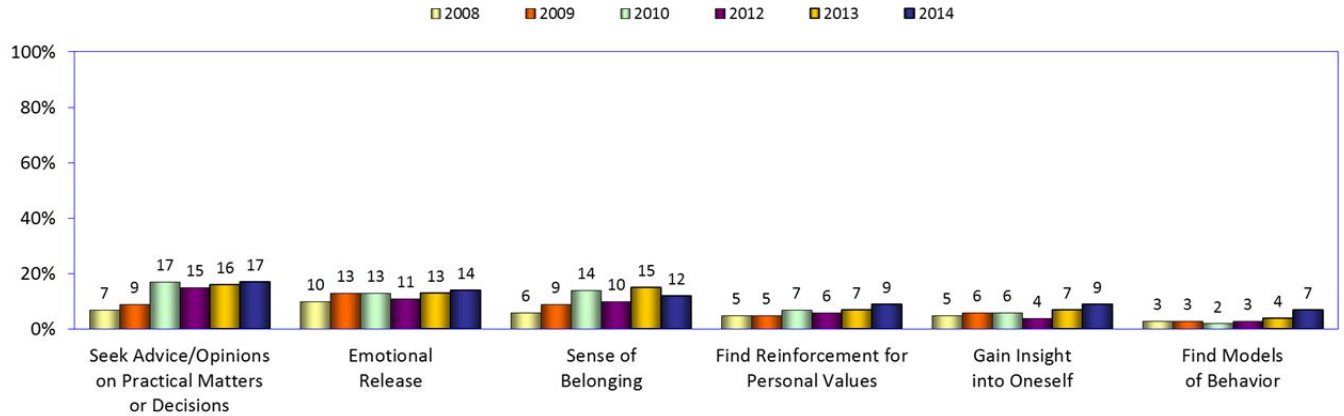
Much lower percentages visit video sharing or social networking sites to seek advice, emotional release, or a sense of belonging – under 20 percent in all categories.

Reasons for visiting video sharing and social networking websites such as YouTube and Facebook (Internet users who visit social networking sites)



(Q1209I K-1A) (Multiple responses possible)

Reasons for visiting video sharing and social networking websites such as YouTube and Facebook (Internet users who visit social networking sites)

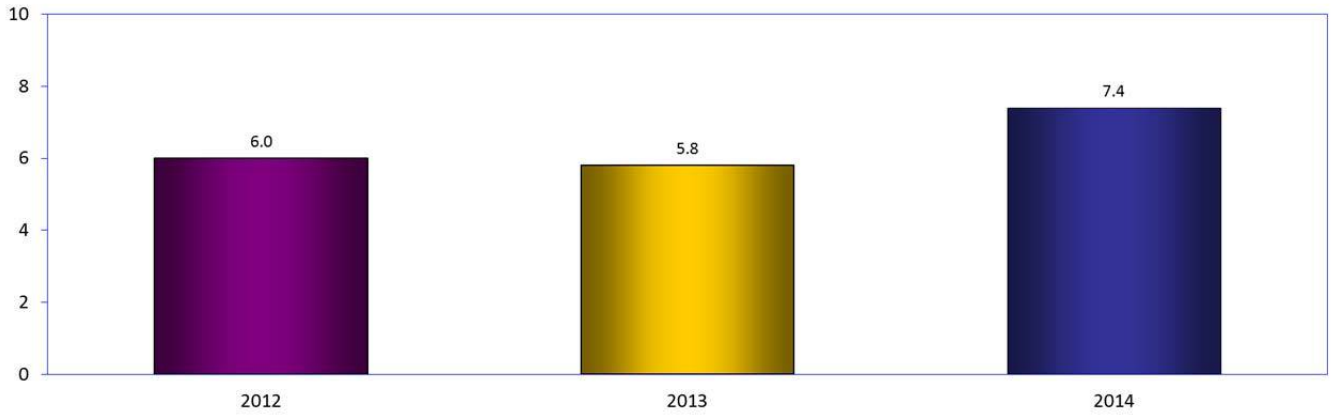


(Q1209I K-1B) (Multiple responses possible)

130. Regular personal contact through Facebook, Twitter, or Google Plus

Internet users in the current Digital Future study reported a higher average number of people with whom they maintain regular personal contact at least weekly through personal messages on sites such as Facebook, Twitter, or Google Plus – now an average of 7.4 people, up from 5.8 in 2013 and a new high level for the studies.

How many people do you maintain regular personal contact with on a weekly basis through individual messages (not posting on your entire network) on Facebook, Twitter, Google Plus?
(Internet Users)

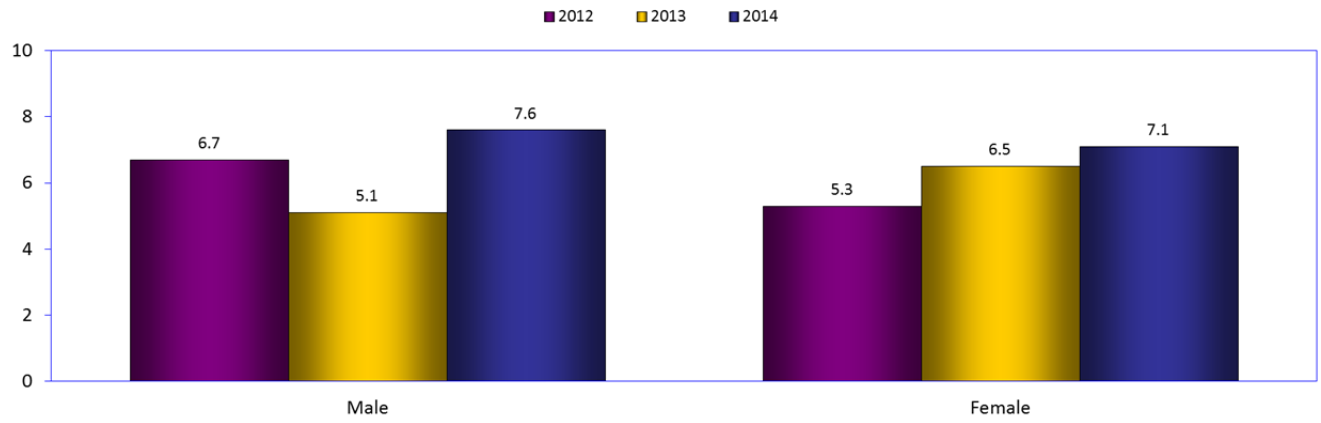


(Q290B K-1)

131. Maintaining contact with messages on social networking sites (men vs. women)

Men report maintaining more weekly contact than women through individual messages on social networking sites such as Facebook – an average of 7.6 people on a weekly basis, compared to 7.1 people reported by women.

How many people do you maintain regular personal contact with on a weekly basis through individual messages (not posting on your entire network) on Facebook, Twitter, Google Plus?
(Internet users)



(Q290B K-2)

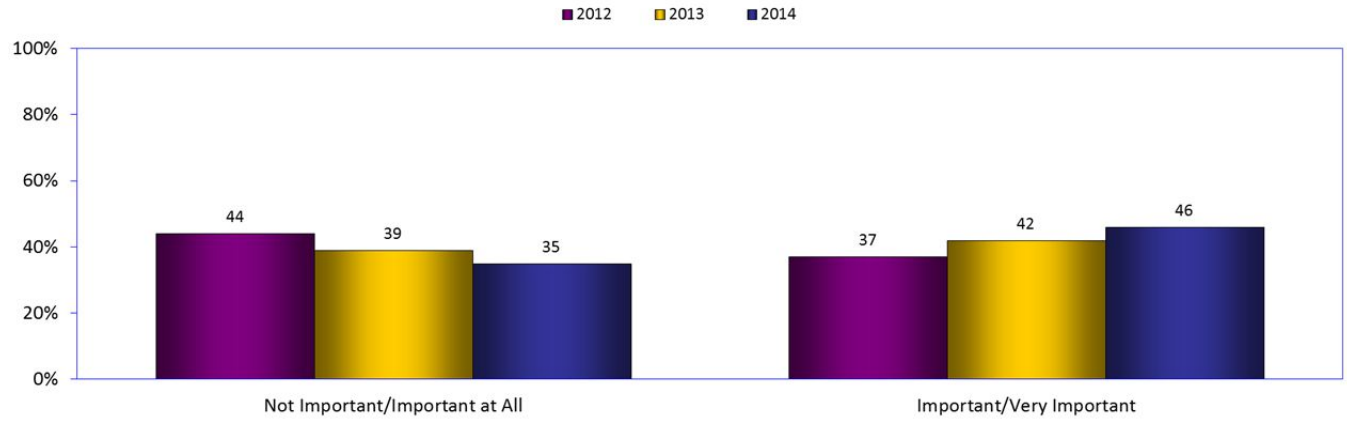
132. Importance of social networking websites for maintaining relationships

In spite of the study's findings that almost all Internet users age 34 and under visit social networking or video sharing sites (see previous page) and large majorities in the other age ranges do so as well, a smaller but increasing percentage of users say these social networking sites are important for helping them to maintain social relationships.

Forty-six percent of users in the current study said that social networking sites are important or very important to maintain social relationships, an increase from 42 percent in 2013 and now the highest level in the studies. Correspondingly, 35 percent of users said social networking sites are not important, down from 39 percent in 2013 and 44 percent in 2012.

These views change considerably when explored by age; see the next page.

How important are social networking sites (Facebook, Twitter, and Google Plus) for helping you maintain social relationships? (Internet users)



(Q218 MD-2A)

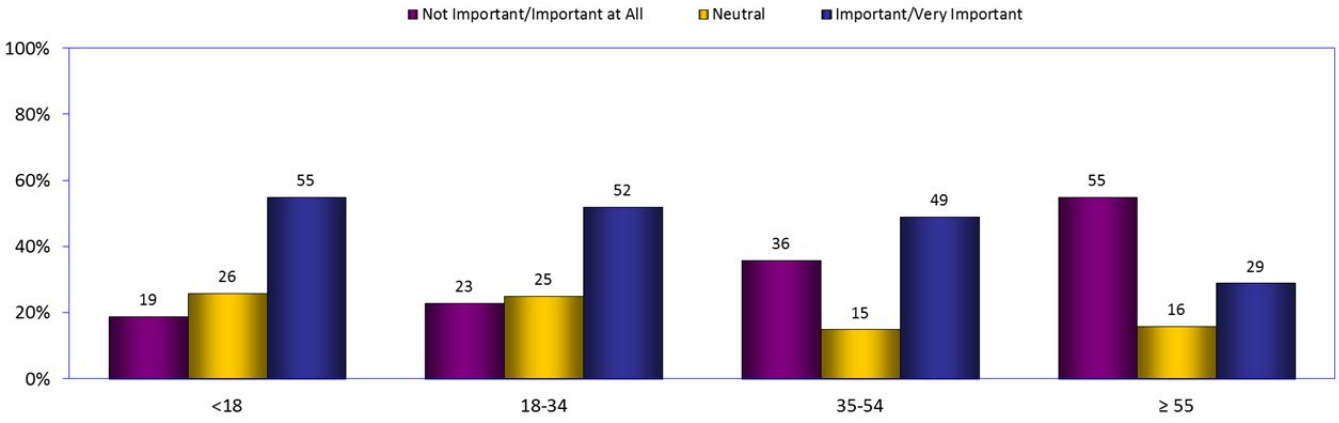
133. Importance of social networking sites for maintaining relationships (by age)

Compared to Internet users overall, large percentages of young users consider social networking to be important for maintaining their social relationships.

More than half of users age 34 and under said that social networking sites are important or very important for maintaining social relationships: 55 percent of users under 18, and 52 percent of users age 18 to 34. Modestly lower numbers of users age 35-54 said social networking sites are important for maintaining social relationships (49 percent), while 29 percent of users age 55 or older report the same response.

Perhaps more revealing are the numbers of Internet users who think social networking sites are not important for maintaining social relationships; only 19 percent of users under 18 said social networking sites are not important for helping maintain their social relationships – this compared to 23 percent of users age 18-34, 36 percent of those age 35-54, and 55 percent of those 55 and older.

How important are social networking sites (Facebook, Twitter, and Google Plus) for helping you maintain social relationships? (Internet users)



(Q218 K-2B)

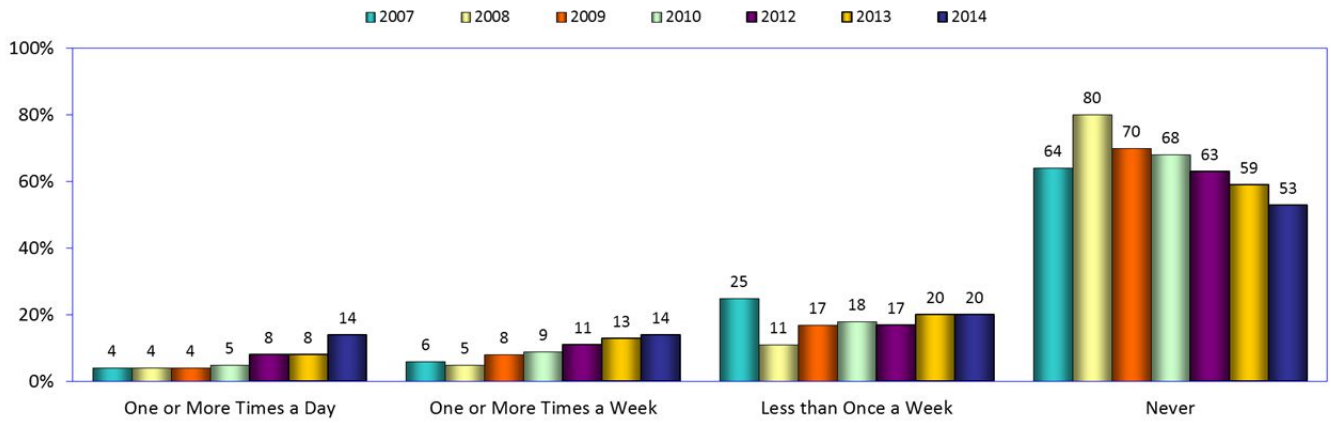
134. Creating content for video sharing or social networking sites

The number of Internet users who create content for video sharing or social networking sites continues to grow.

Forty-eight percent of Internet users in the current study create videos or other content to post on YouTube, Facebook, or other social networking sites, up from 41 percent in 2013, and a new high level for the Digital Future studies.

Of particular note is the increase of users who report that they create content one or more times a day – now 14 percent, up from eight percent in 2013 and 2012.

How often do you create videos or other content to post on websites such as YouTube and Facebook?
(Internet users)



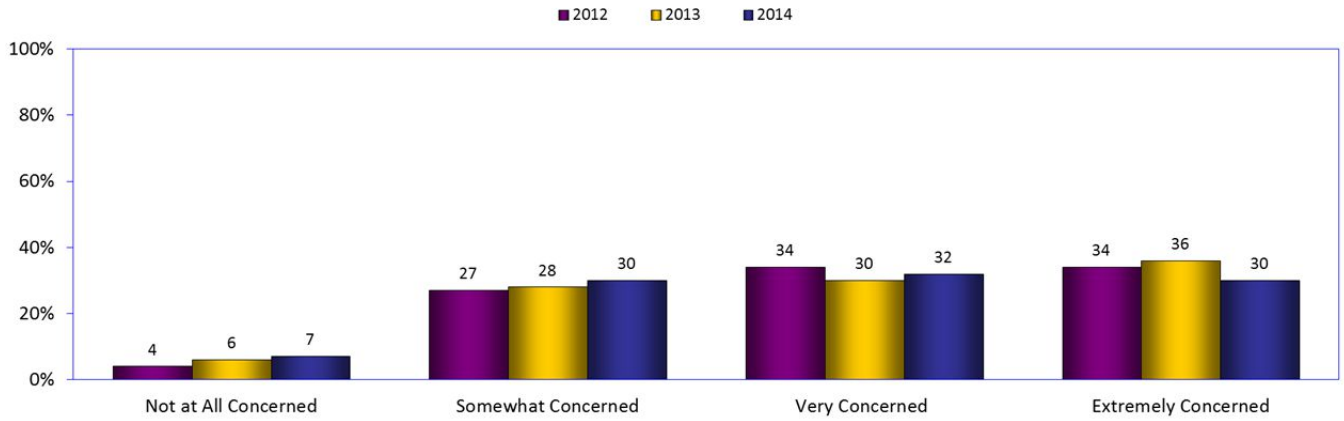
(Q1209J MD-1)

135. Social networking websites and concerns about privacy

Almost all respondents – 92 percent – express some concern about the privacy of their personal information on social networking sites. However, the percentage expressing the highest level of concern declined for the second year in a row.

Sixty-two percent of users in the current study said they were either very concerned or extremely concerned about the privacy of their personal information on social networking sites, down from 66 percent in 2013 and 68 percent in 2012.

How concerned would you be about the privacy of your personal information on social networking sites?
(Respondents age 16 and older)



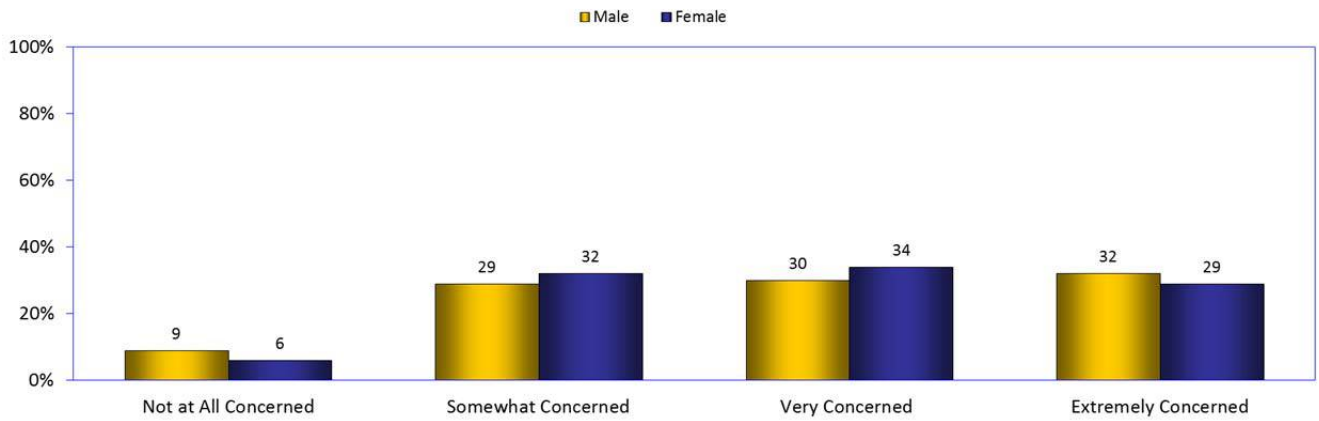
(Q841A K-1)

136. Concerns about the privacy of personal information on social networking sites: men vs. women

Large percentages of male and female respondents report high levels of concern about the privacy of their personal information on social networking sites.

Sixty-three percent of women and 62 percent of men said they were very concerned or extremely concerned about the privacy of their personal information on social networking sites.

How concerned would you be about the privacy of your personal information on social networking sites? (Respondents age 16 and older)



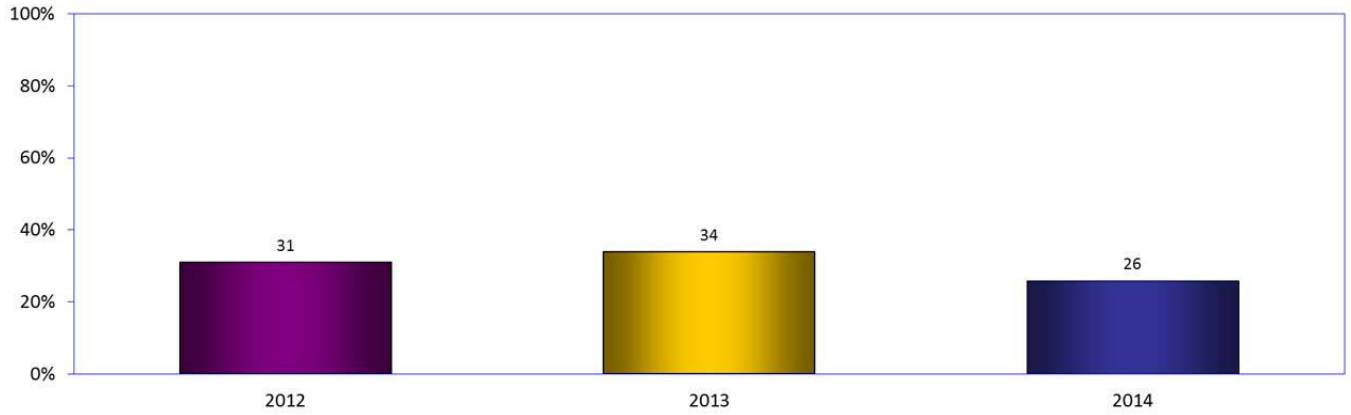
(Q841A K-2)

137. Altering a Facebook profile to avoid embarrassment

A notable – but declining – percentage of Internet users who have an online profile on a social network site such as Facebook said they have altered their profile because of concern over potential embarrassment.

In the current study, 26 percent of respondents who use social networking sites said they have altered their online profile to avoid embarrassment, down from the peak of 34 percent reported in 2013 and 31 percent in 2012.

Have you ever altered your Facebook/social network profile because of concern over potential embarrassment? (Internet users who said yes)



(Q841B K-2)

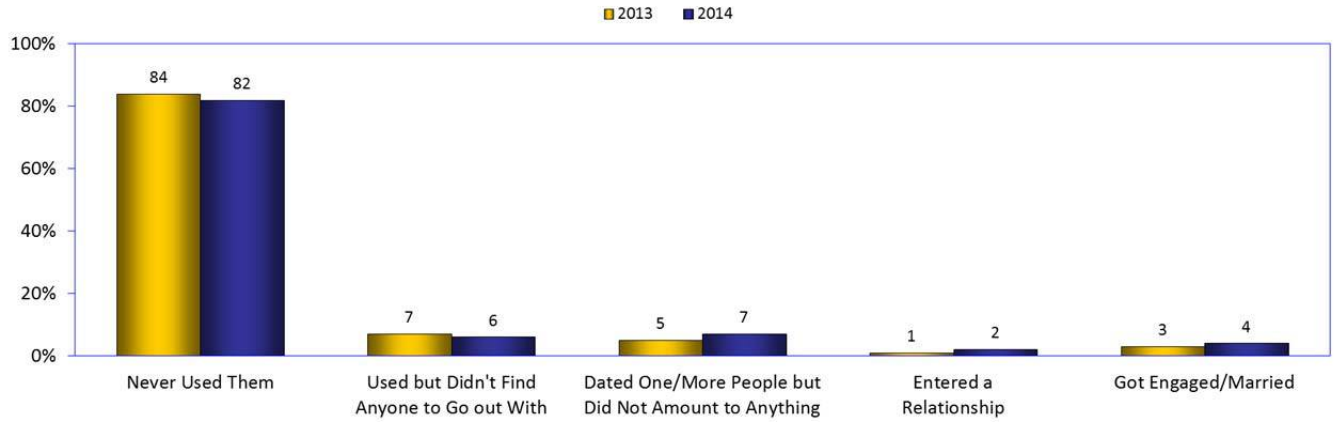
Online dating

138. Online dating sites

Most Internet users have never been on an online dating site such as Match.com or eHarmony. In the current study, an additional six percent have used online dating sites, but did not date anyone.

However, seven percent of Internet users have casually dated one or more people through an online dating site, and six percent entered a relationship, became engaged, or got married.

If you have ever used online dating sites like Match.com or eHarmony to meet someone, how did you find the experience?
(Internet users age 18 and older)



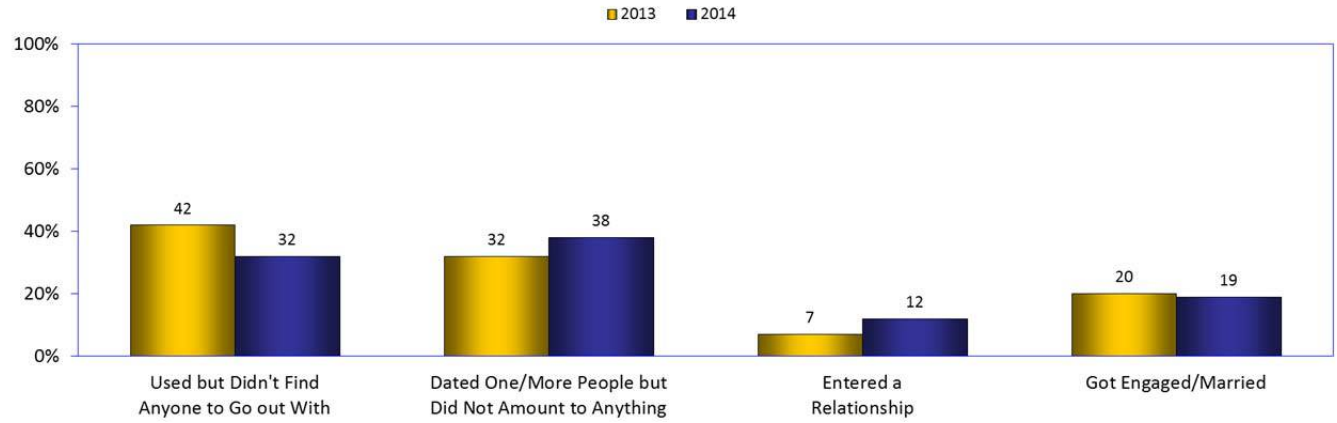
(Q960 K-1)

139. Online dating sites: reaction to the experience

Looking specifically at Internet users who have used online dating sites shows that 32 percent who used the site did not find anyone to go out with, down from 42 percent in 2013.

Increasing in the current study was the percentage of those who dated one or more people but the experience did not produce a relationship (now 38 percent, up from 32 percent in 2013), and those who entered a relationship as a result of their online dating experience (12 percent in the current study, an increase from seven percent in 2013).

If you have ever used online dating sites like Match.com or eHarmony to meet someone, how did you find the experience?
(Internet users age 18 and older who have used online dating sites)



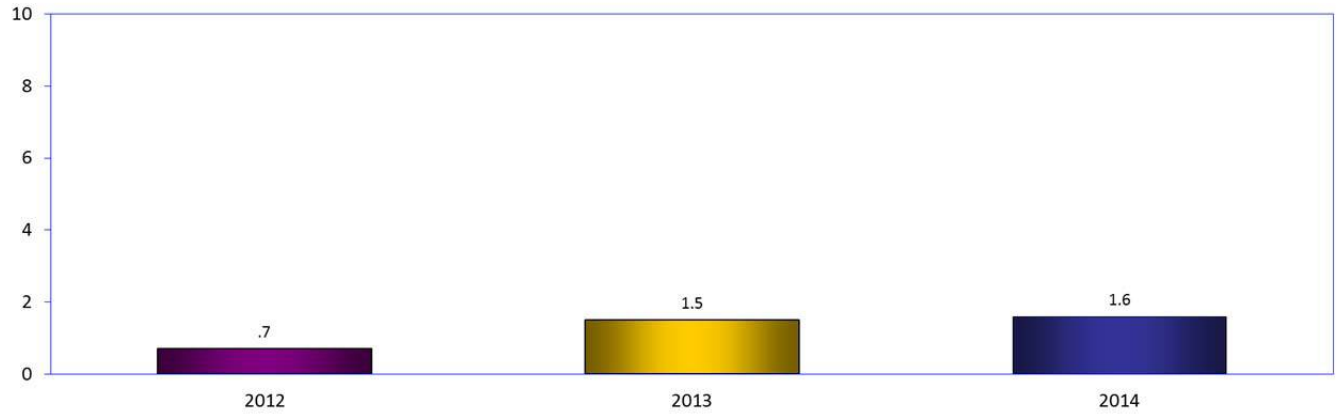
(Q960 K-2)

Online connection to companies: Twitter, Facebook, and group coupons

140. Companies followed on Twitter

Internet users continued to follow only a small and stable number of companies on Twitter – an average of 1.6 in the current Digital Future study, up marginally from 1.5 companies in 2013.

How many companies or brands have you followed on Twitter?
(Internet users)



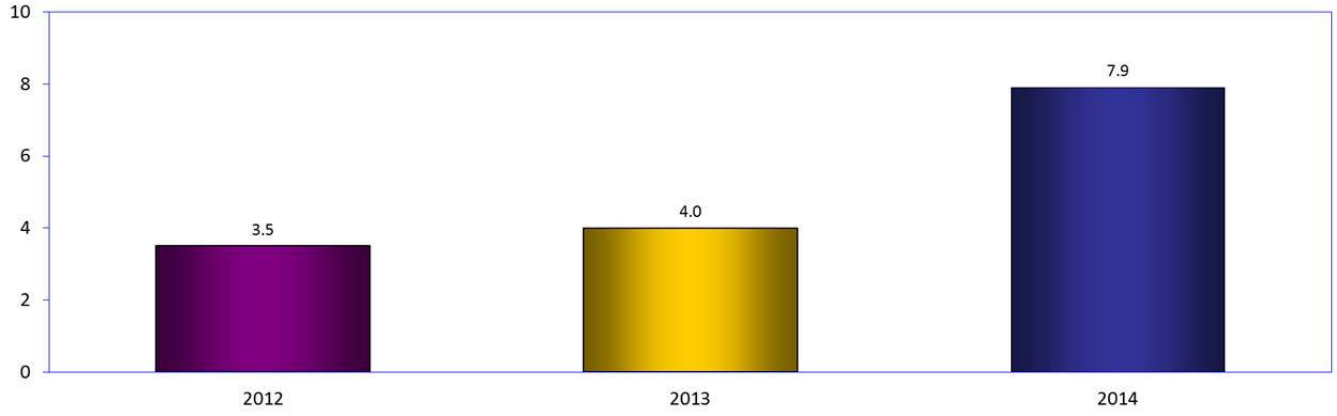
(Q820 K-1)

141. Companies friended on Facebook

Compared to the number of companies followed on Twitter (see the previous question), Internet users report a large increase in the number of companies or brands they friend on social networking sites such as Facebook.

In the current study, users report friending an average of 7.9 companies or brands on social networking sites, up from 4.0 in 2013.

How many companies or brands have you friended on social networking sites such as Facebook?
(Internet users)



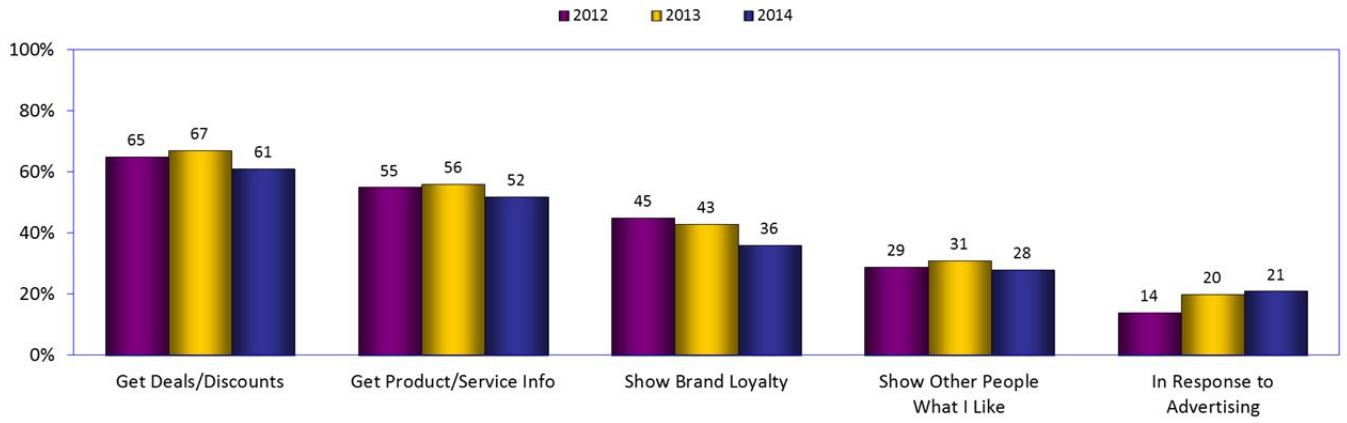
(Q821 K-1)

142. Following companies or brands on Facebook or Twitter: reasons why

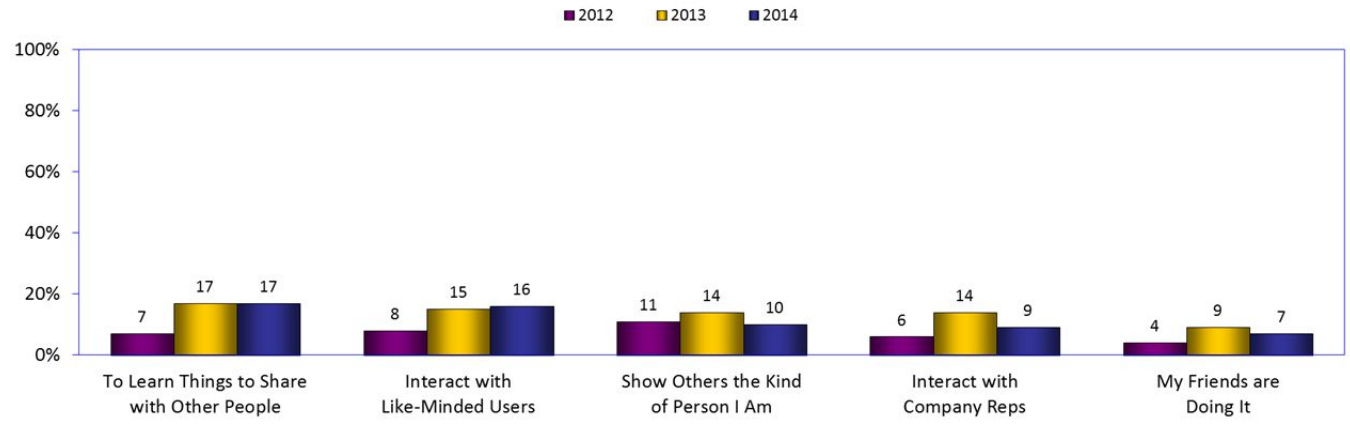
Why do Internet users follow or friend companies or brands on Twitter or Facebook? For the third year in a row, the reason reported by the largest percentage of users is the opportunity to obtain deals or discounts – now 61 percent, down from the peak of 67 percent in 2013 and 65 percent in 2012.

Other large percentages of users who friend companies or brands on social networking sites reported obtaining product or service information (52 percent, down from 56 percent in 2013), showing brand loyalty (now 36 percent, a decrease from 43 percent in 2013).

What would you say are the main reasons you have friended companies or brands on Twitter or Facebook?
(Users who friend companies/brands on social networking sites)



(Q822 K-1a)

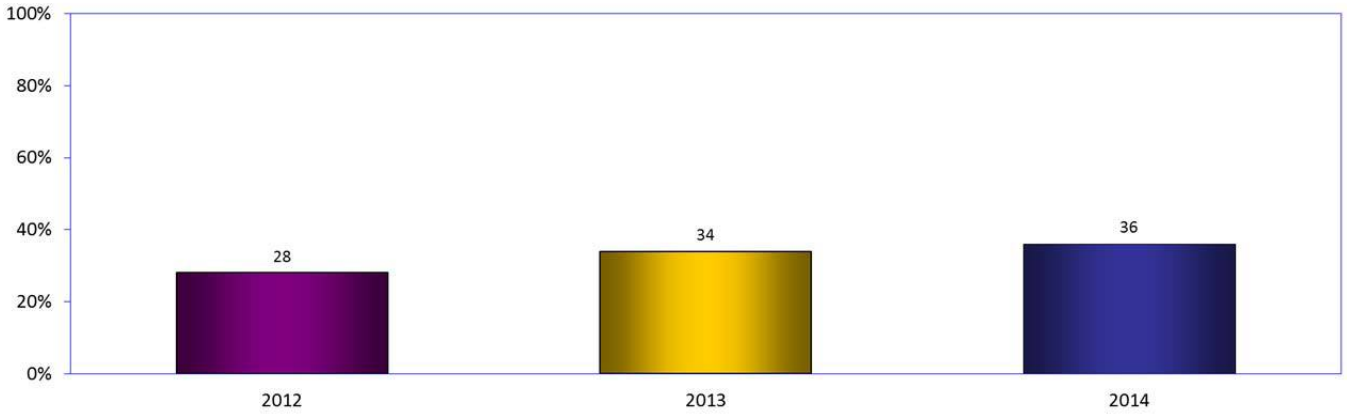


(Q822 K-1b)

143. Use of group coupons

More than one-third of Internet users – 36 percent – said they use group coupon sites, a slight increase from the 34 percent reported in 2013 and up eight percentage points over 2012.

Do you use group coupon sites such as Groupon, Amazon Local, or Living Social?
(Internet users)

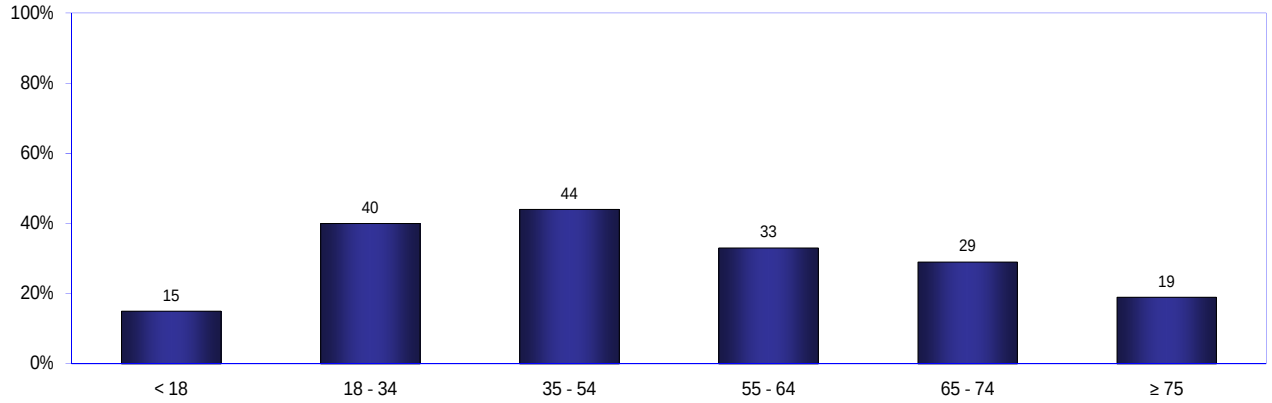


(Q825 K-1)

Looking at the age of those who use group coupon sites shows that the largest percentages of participants are between ages 18-54; 40 percent or more of users in these age ranges use group coupon sites.

The lowest percentages are reported by the youngest Internet users (less than 18) and the oldest (age 75 or older).

Do you use group coupon sites such as Groupon, Amazon Local, or Living Social?
(Internet users by age)



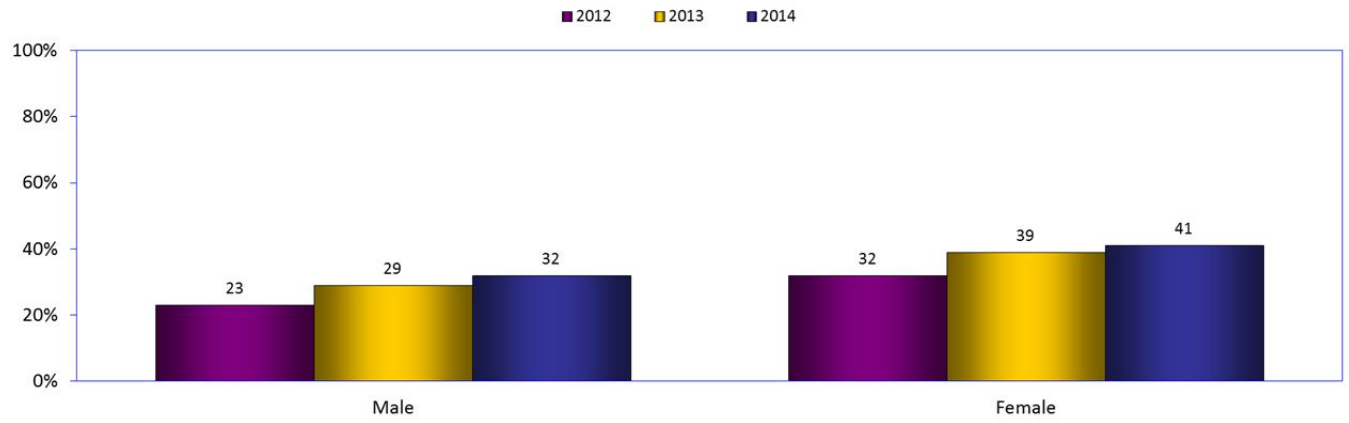
(Q825 K-1)

144. Use of group coupons: men vs. women

For the third year in a row, more women than men used group coupon sites such as Groupon, Amazon Local, or Living Social.

In the current study, 41 percent of women who go online use group coupon sites (up marginally from 39 percent in 2013), compared to 32 percent of men (an increase from 29 percent in 2013).

Do you use group coupon sites such as Groupon, Amazon Local, or Living Social?
(Internet users)



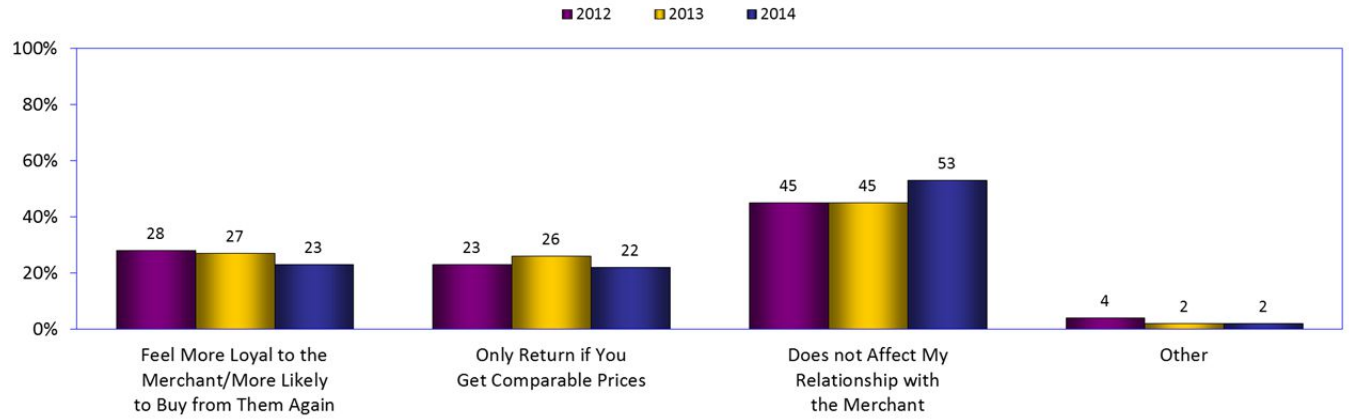
(Q825 K-2)

145. Attitudes about group coupons

A modest and declining percentage of group coupon users said they use the coupons to feel more loyal to the merchant or feel more likely to buy from them again – now 23 percent, down from 27 percent in 2013 and 28 percent in 2012. An almost identical percentage – 22 percent – said they would return to that merchant only if they would receive comparable prices again.

Interestingly, more than half of group coupon users – 53 percent – said their use of the coupons had no effect on their relationship with the merchant, an increase from the 45 percent reported in 2013 and 2012.

When you use a group coupon from a local merchant, do you...?
(Internet users who use group coupon sites)



(Q826 K-1)

Children and the Internet

Adults who said the children in their households. . .	
. . .spend too much time online	34%
. . .spend too much time watching television	37%
Children who said that going online is very important or extremely important to their schoolwork	73%
Adults who said that using the Internet has improved the grades of the children in their households	41%
Adults who deny Internet use as a punishment tool	46%

Children and the Internet

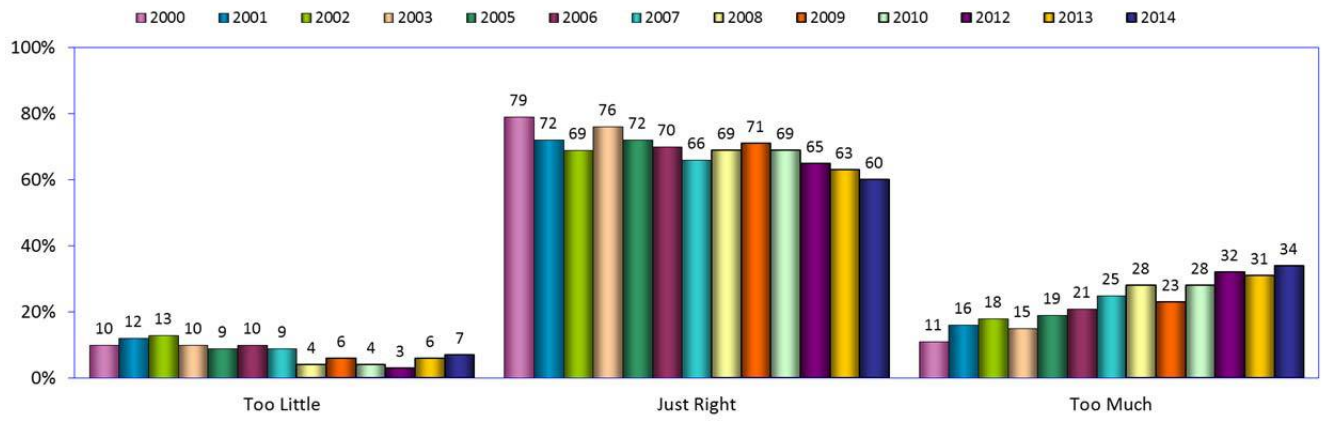
146. Internet use: the right amount of time for children?

A large majority of adults in all of the Digital Future studies have said that the time the children in their households spend online is just right. However, the percentage with that view is generally declining – now for the fourth year in a row – and has reached a new low level in the studies: 60 percent.

The percentage of adults who said the children in their household spend too much time online increased to 34 percent – another new high for the studies.

For more about the adult views about the amount of time that children in their households spend online, see the Trends section on page 161.

Children online - the right amount of time?
(Respondents age 18 and older with children in the household)



(Q1120 K-3)

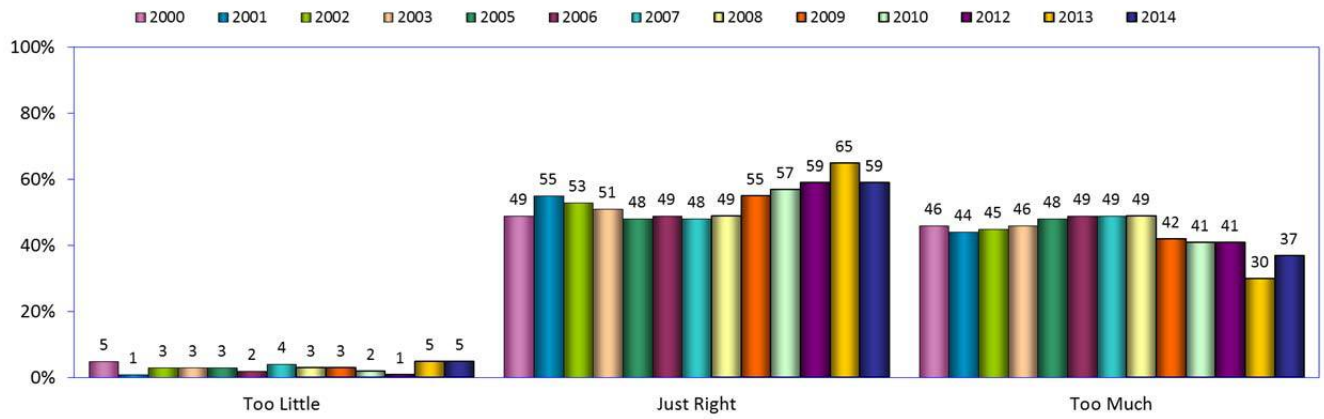
147. Television viewing: the right amount of time for children?

As with adults' views about the time children spend online (see page 131), the percentage of adults who said that the amount of time children in their households spend watching television is just right declined in the current study.

Fifty-nine percent of adults said that the amount of time children in their households watch television is just right, down from 65 percent in 2013.

The percentage of adults who said the children in their households spend too much time watching television increased to 37 percent – up from 30 percent in 2013.

Children watching television - the right amount of time?
(Respondents age 18 and older with children in the household)

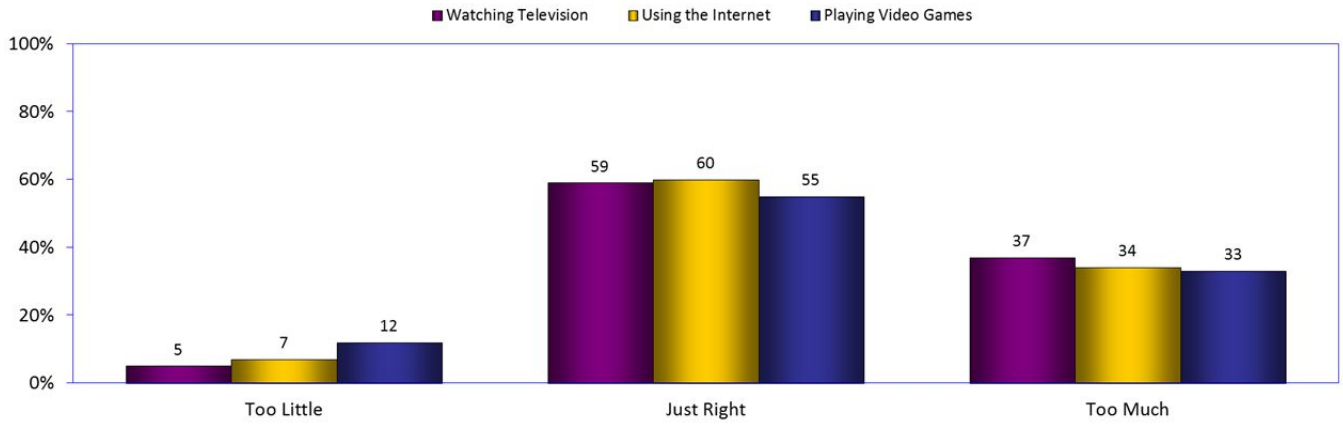


(Q1120 K-2)

148. Television and the Internet: the right amount of time for children? (at a glance)

For a comparison of adults' views about children's time watching television and going online, see the "at a glance" chart below.

Children online and watching television - the right amount of time?
(Respondents age 18 and older with children in the household)



(Q1120 K-1)

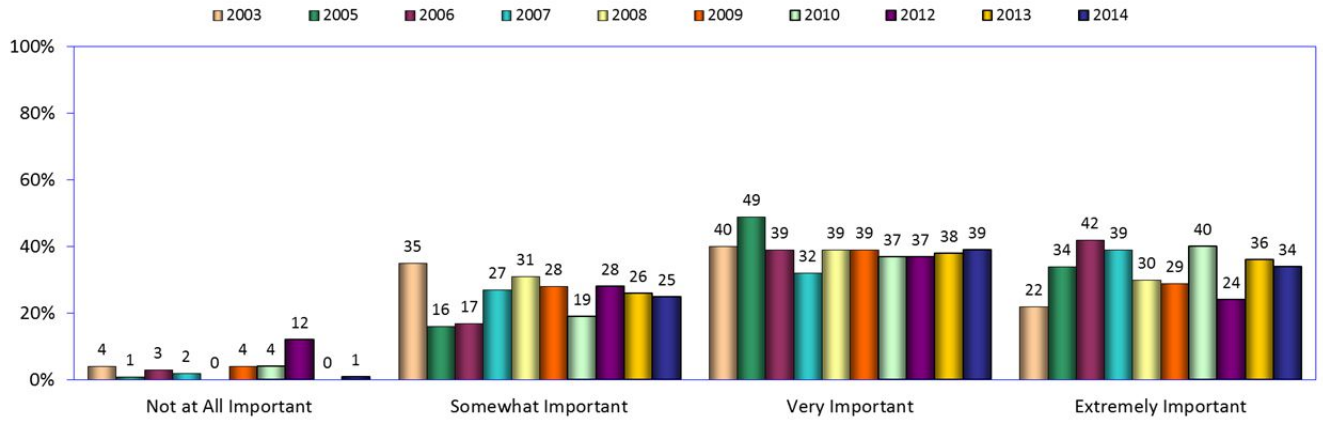
149. The Internet and schoolwork: children's views

As in all of the previous Digital Future studies, children and adults continued to report widely different views about the value of the Internet for schoolwork (also see page 134).

In the current study, 73 percent of Internet users age 18 and younger said that going online was very important or extremely important for their schoolwork, down marginally from 74 percent in 2013, and well below the peak of 91 percent reported in 2005.

The percentage of Internet users age 18 and younger who said the Internet is not at all important for schoolwork, which had reached a high of 12 percent in 2012 after ranging between one and four percent for all of the studies, continued near the zero that was reported in 2013 – now one percent.

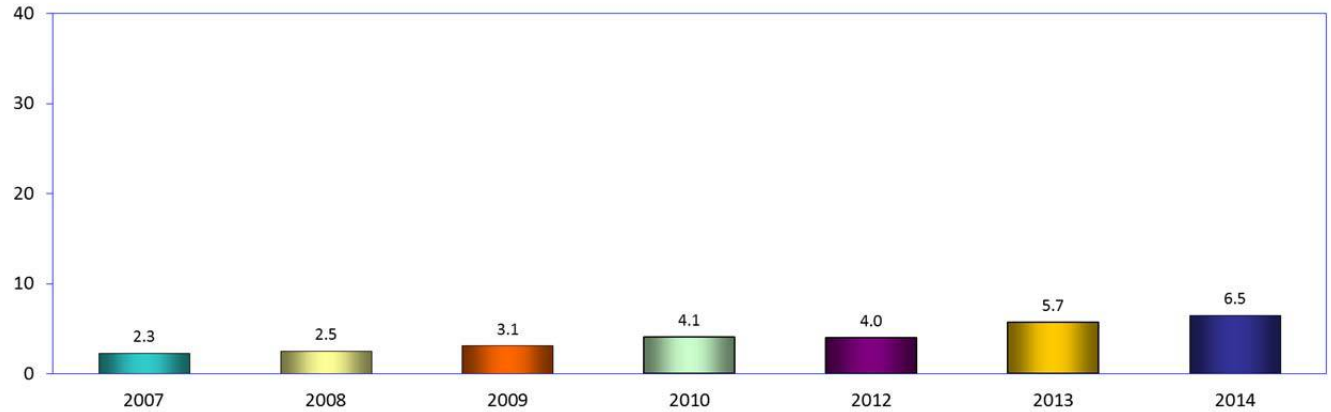
How important is the Internet for your schoolwork?
(Internet users age 18 and under)



(Q1135 K-1)

Additionally, the current study found that Internet users who are students continue to report increased time going online at school outside the home – now 6.5 hours, up from 5.7 hours in 2013 and a new high level for the Digital Future studies.

Internet access at school, outside the home, hours per week
(Internet users who are students)



(Q410 K-1) (Note: Not all respondents in this data are children)

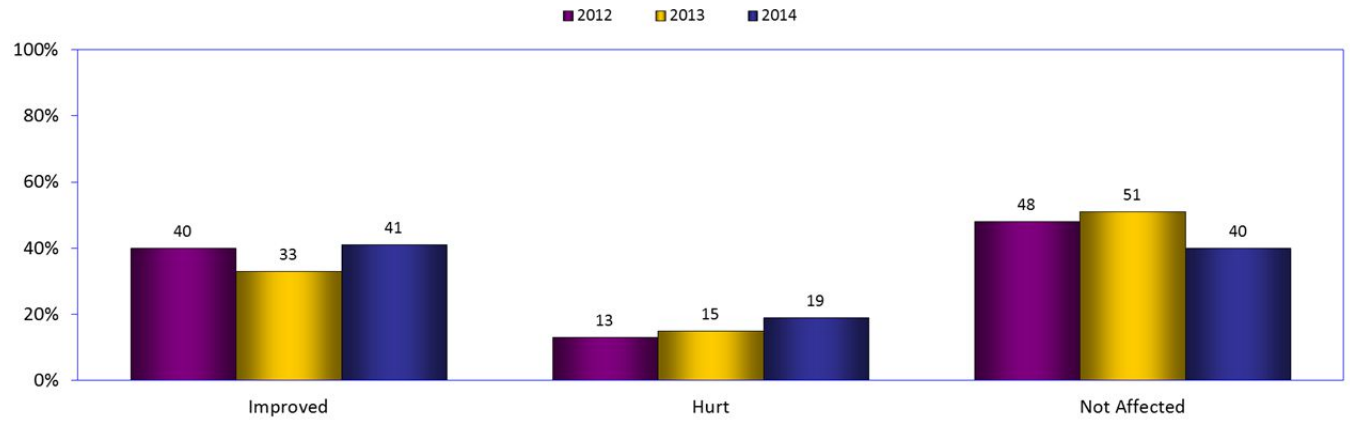
150. Internet use and school grades: the adults' view

While very large percentages of children said that the Internet is important or very important for their studies (see page 133), adults continued to report much different views about the effect of the Internet on grades. But those views are changing.

Forty-one percent of adults said the Internet has improved the grades of the children in their households – up from 33 percent in 2013, and higher than 2012 – a new peak in the study. And the percentage of adults who said that grades were not affected by the Internet dropped to 40 percent of adults with children in the household, down from 51 percent in 2013.

However, a small but growing percentage of adults – now 19 percent – said that the Internet hurt the grades of children in their household, up from 15 percent in 2013 and a new high for this response.

Do you think that the Internet has improved, hurt, or not affected the grades of the children in your household?
(Respondents age 18 and older with children in the household)



(Q1075 K-1)

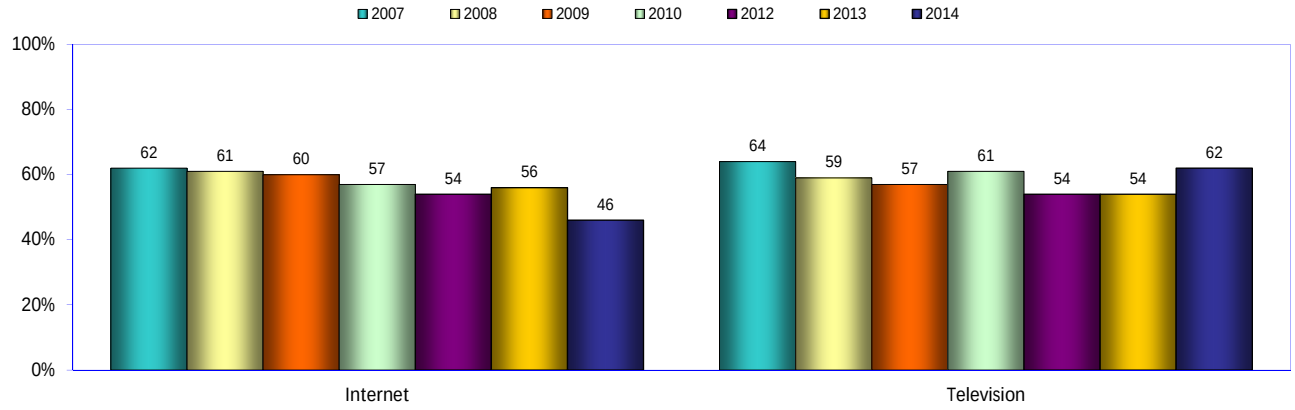
151. Internet use and television viewing: use as a punishment tool

The percentage of adults who said they use denial of Internet access to the children in their households as a punishment tool continued in a general decline, while the percentage that use denial of television as punishment grew in the current study.

Forty-six percent of adults with children in their households said they deny Internet access as a punishment tool, down from 56 percent in 2013.

Sixty-two percent of adults with children in their households deny television viewing as punishment, an increase from the 54 percent reported in 2013 and 2012, and near the peak of 64 percent reported in 2007.

Internet access and television viewing - use as a punishment tool
(Respondents age 18 and older with children in the household)



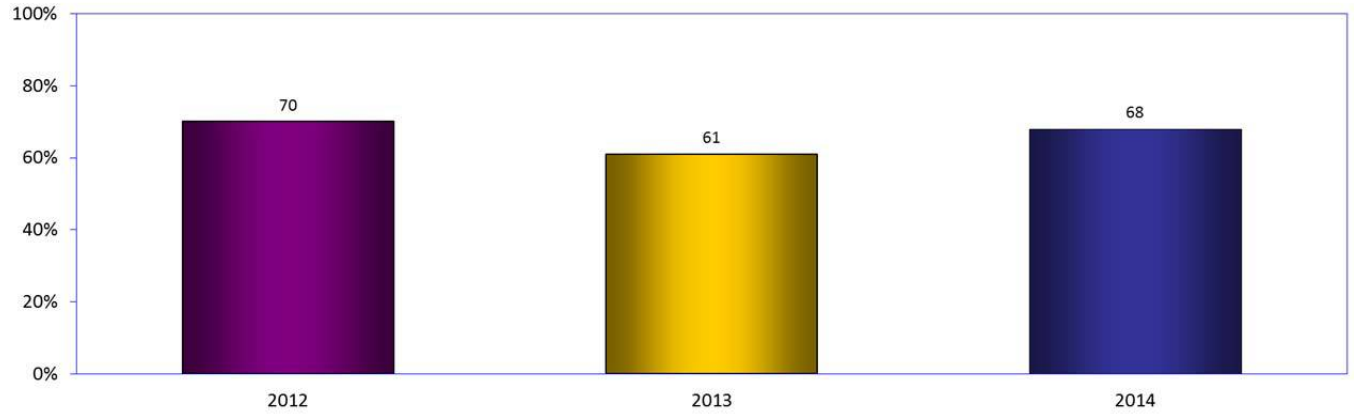
(Q1070 and Q1100 K-3)

Children, parents, and social networking

152. Do adults monitor children's behavior on social networking sites?

The percentage of adults in the current Digital Future study who said they monitor the activity of the children in their households when on social networking sites such as Facebook increased in the current study – now 68 percent, up from the 61 percent reported in 2013 but still below the 70 percent reported in 2012.

Do you monitor what your children do on social networking sites such as Facebook?
(Respondents age 18 and older with children in the household)

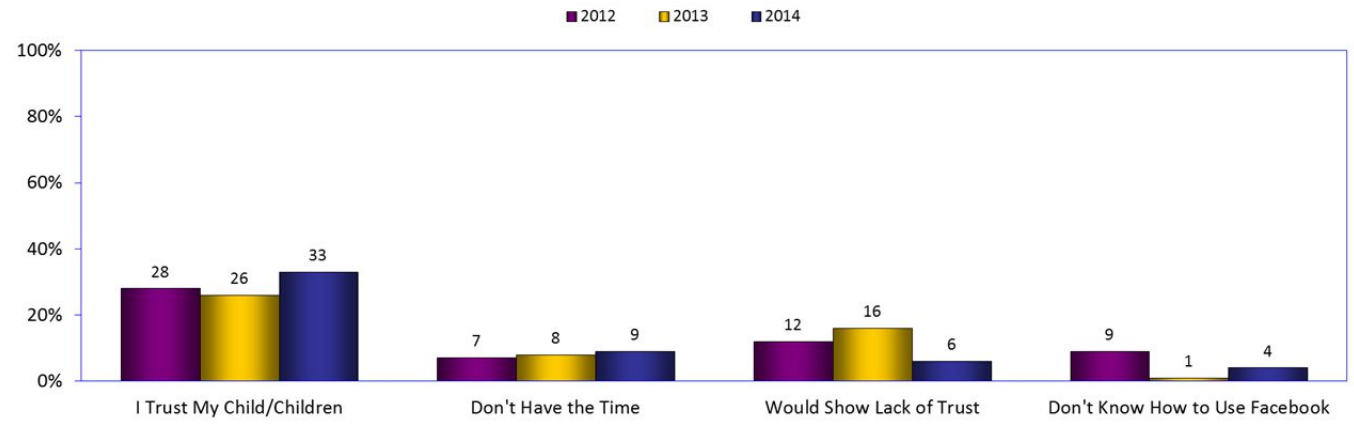


(Q1105 K-1)

153. Do adults monitor their children's behavior on social networking sites? (reasons why not)

Why do adults not monitor the social networking activity of the children in their households? Thirty-nine percent cite trust as the explanation: either they trust their children or they believe that monitoring online behavior would show lack of trust – down from the 42 percent reported in 2013.

Why do you not monitor what your children do on social networking sites such as Facebook?
(Respondents age 18 and older with children in the household who do not monitor what the children do on social networking sites)

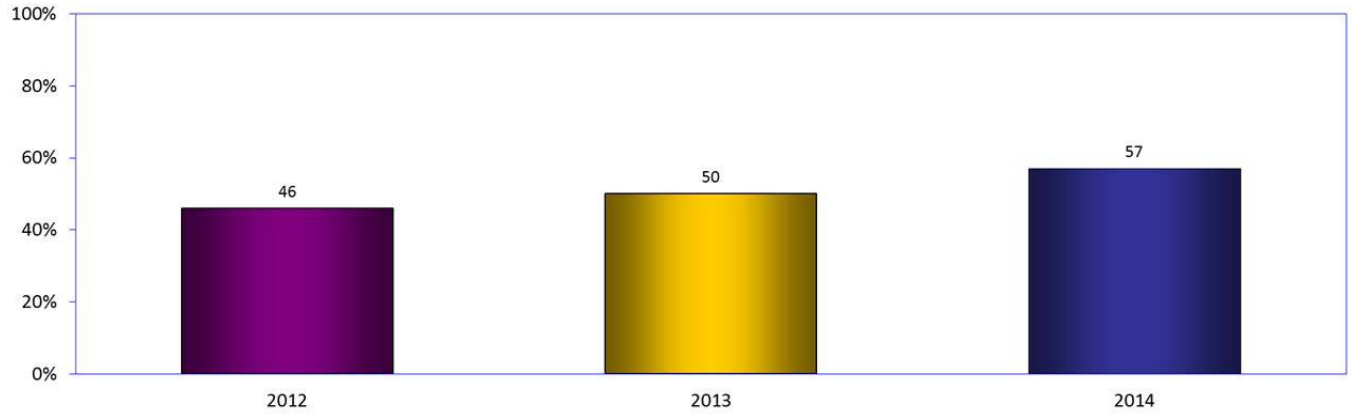


(Q1106 K-1)

154. Do you have your children's passwords for social networking sites?

Even though 68 percent of adults said they monitor the activity of the children in their households while on Facebook or social networking sites (see the previous page), a smaller number – 57 percent – said they have password access to the children's accounts.

Do you have password access to one or more of your children's accounts on social networking sites, such as Facebook?
(Respondents age 18 and older with children in the household)



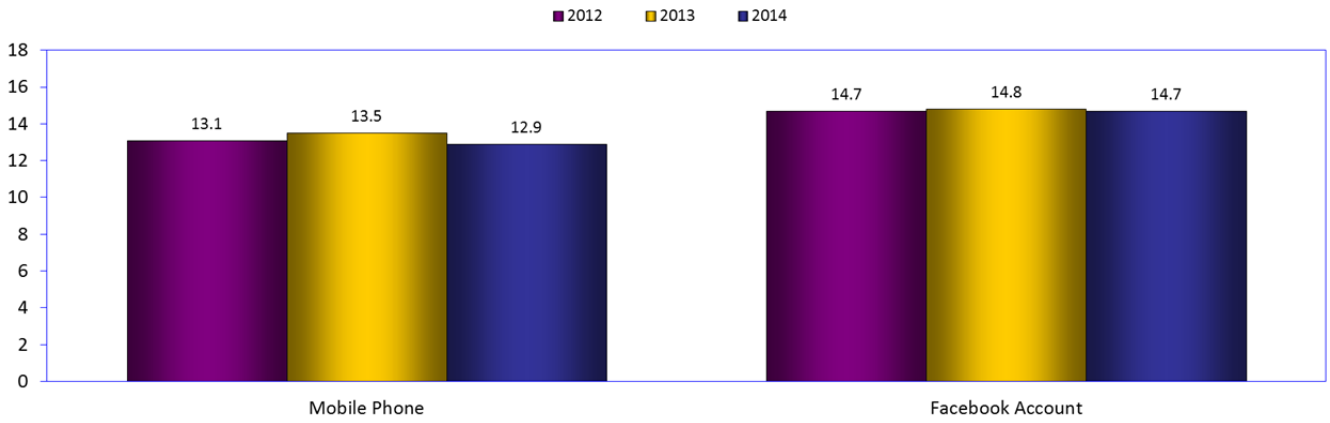
(Q1104 K-1)

155. Mobile phones and Facebook: what age is appropriate for children?

When should children be allowed to have their own mobile phone or Facebook account? Respondents reported an average age of 12.9 for mobile phones – down slightly from 13.5 reported in 2012, and the lowest age reported thus far in the Digital Future studies.

For Facebook accounts, respondents in the current study said children should wait until they are an average of 14.7 years old – almost the same as in 2013 and identical to 2012.

At what age is it appropriate for a child to have a mobile phone or a Facebook account?
(All respondents)

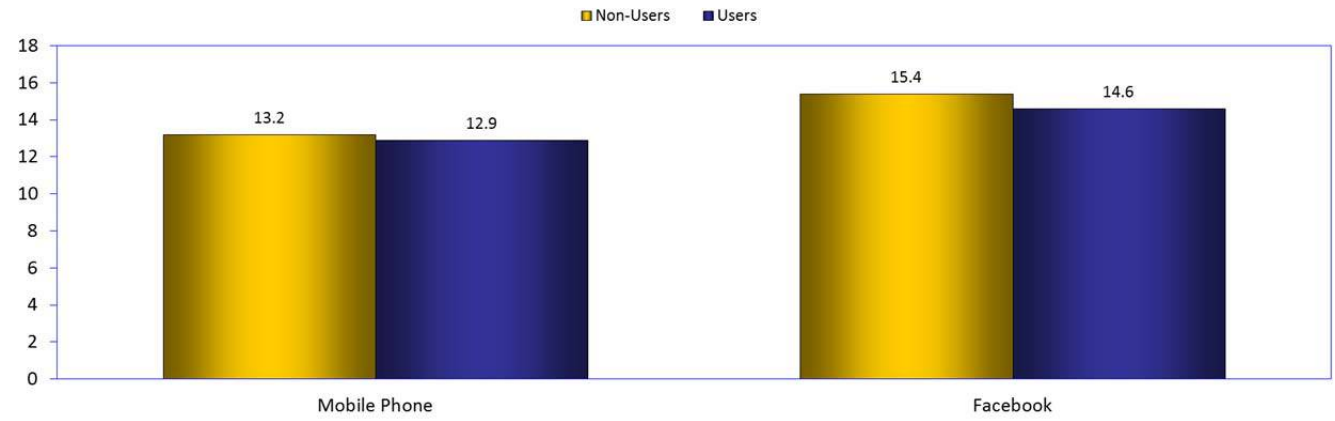


(Q1136 K-1)

156. Mobile phones and Facebook: what age is appropriate for children? (Internet users vs. non-users)

Internet users and non-users report generally similar views about the ages when it is appropriate for children to have either a mobile phone or a Facebook account. Users reported lower ages for having mobile phones (12.9 vs. 13.2 reported by non-users), as well as Facebook (14.6 compared to 15.4 reported by non-users).

At what age is it appropriate for a child to have a mobile phone or a Facebook account?
(All respondents)



(Q1136 MD-1)

Political power and influence

Users who said. . .

. . . the Internet has become important for political campaigns	74%
. . . by using the Internet public officials will care more about what people think	42%
. . . the Internet helps people to better understand politics	64%
. . . the Internet can give people more say in what government does	40%
. . . by using the Internet people like you can have more political power	42%

The Internet and the political process

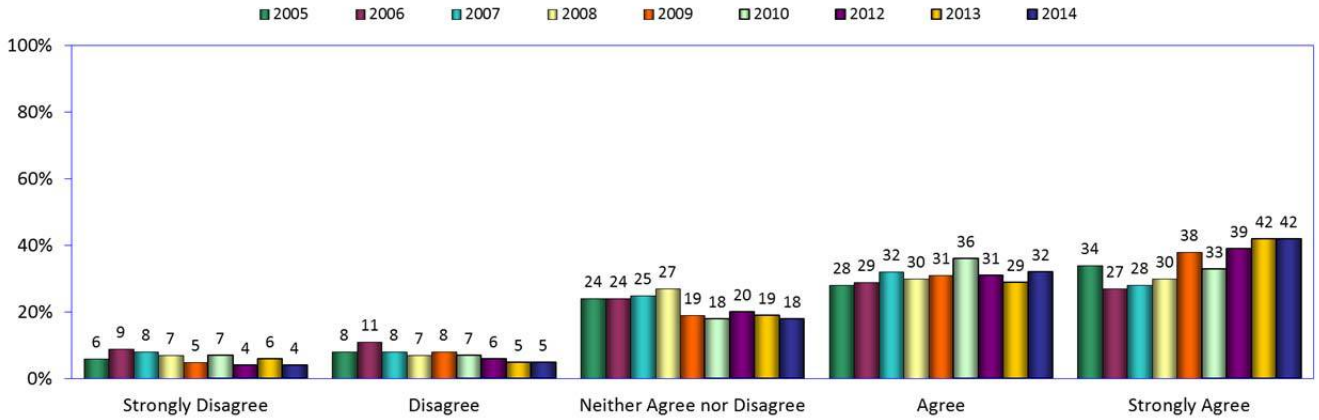
157. The Internet's importance in political campaigns

The percentage of respondents age 16 and older in the study who agree that the Internet has become important for political campaigns continues to increase in the current Digital Future study.

Seventy-four percent of respondents age 16 and older agree or strongly agree that the Internet has become important for political campaigns, up from the 71 percent reported in 2013 and a new high for the studies.

The percentage of those who do not think that the Internet is important in political campaigns decreased to nine percent of respondents, down from 11 percent in 2013 .

The Internet has become important for the political campaign process
(Respondents age 16 and older)



(Q190E K-1)

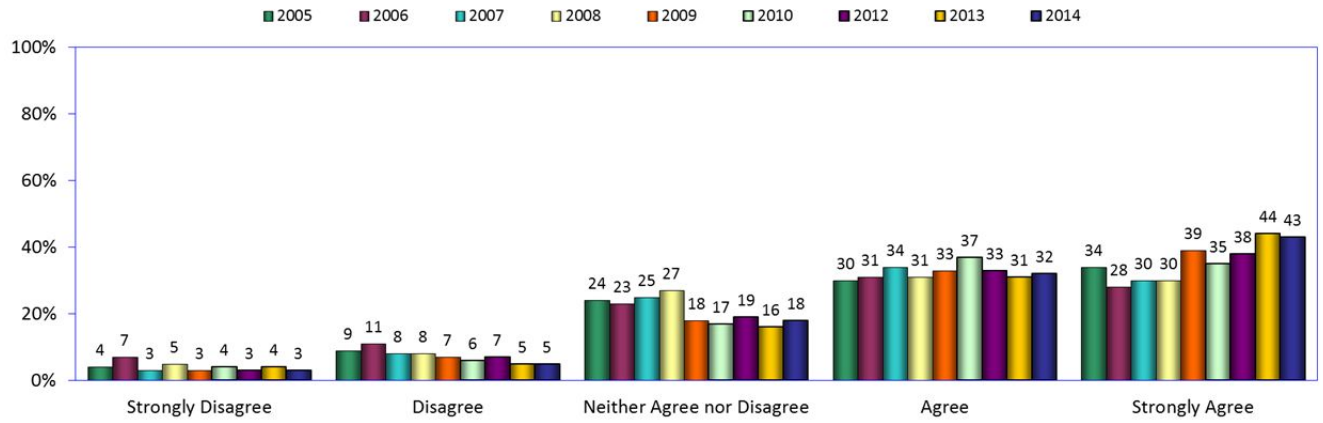
158. The Internet's importance in political campaigns (Internet users)

The percentage of users who believe that the Internet is important for the political campaign process remains at its peak level in the Digital Future studies.

Seventy-five percent of users agree or strongly agree that the Internet has become important for political campaigns, the same as in 2013.

The percentage of Internet users who do not think the Internet is important in political campaigns has dropped to eight percent, down from the previous low of nine percent in 2013.

The Internet has become important for the political campaign process
(Internet users age 16 and older)

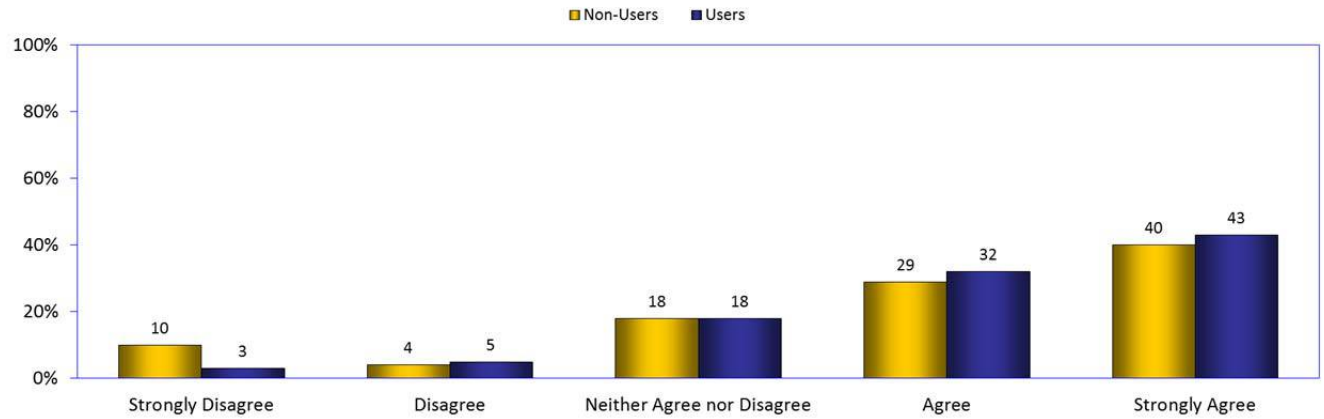


(Q190E K-3)

159. The Internet's importance in political campaigns (Internet users vs. non-users)

In the current study, Internet users and non-users age 16 and older report similar views about the importance of the Internet in political campaigns. While 75 percent of users agree or strongly agree that the Internet has become important for political campaigns, 69 percent of non-users report the same view.

The Internet has become important for the political campaign process
(Respondents age 16 and older)



(Q190E K-2)

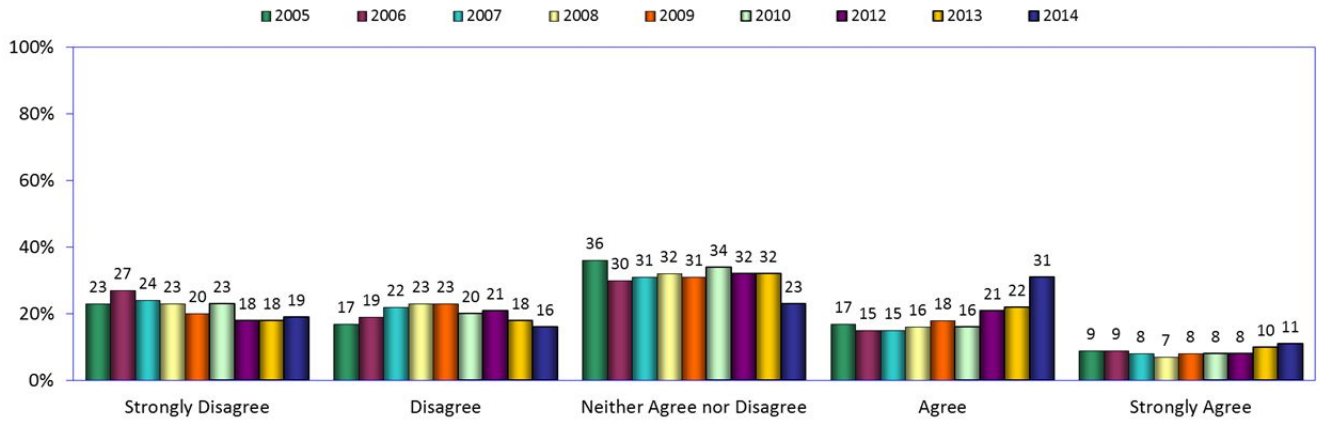
160. Is the Internet a tool for political influence?

How do Internet users feel about the ability of online technology to create influence with public officials? The current study found a significant increase in agreement with this question.

In the current study, 42 percent of respondents believe that by using the Internet, public officials will care more about what people like them think, an increase from 32 percent in 2013 and a new high for the Digital Future studies.

However, most of that increase in agreement came from a corresponding decrease in the percentage that is neutral on this issue; the percentage that disagrees or strongly disagrees with the statement remained almost at the level of 2013 – now 35 percent, down only one percentage point from the previous study. However, the current percentage of disagreement is the lowest thus far in the studies.

By using the Internet, public officials will care more about what people like them think
(Respondents age 16 and older)

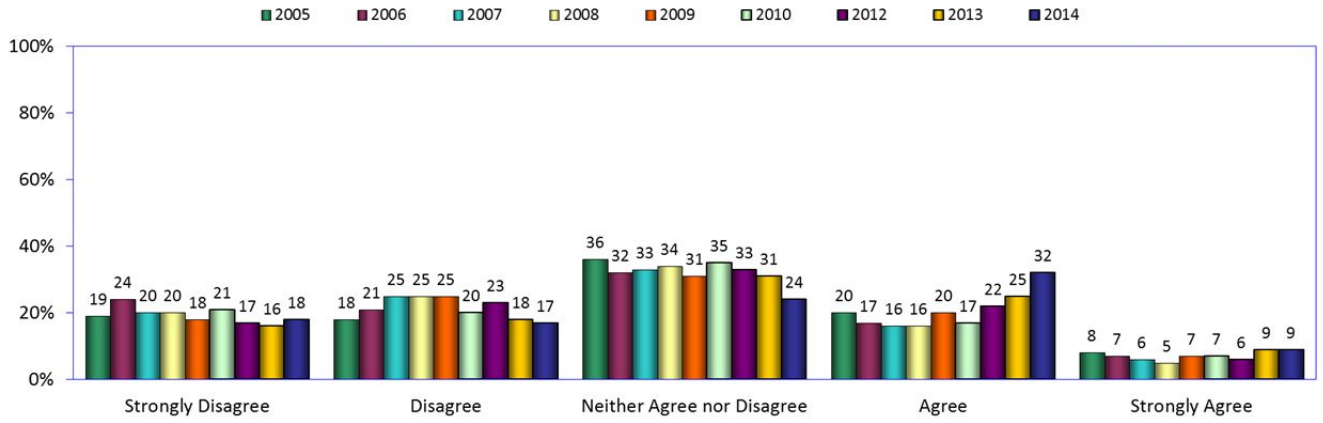


(Q190D K-1)

161. The Internet as a tool for political influence (Internet users)

Among Internet users age 16 and older, 41 percent agree that the Internet can make public officials care more about what people like them think, up from 34 percent in the previous study, and a new high level.

By using the Internet, public officials will care more about what people like them think (Internet users age 16 and older)



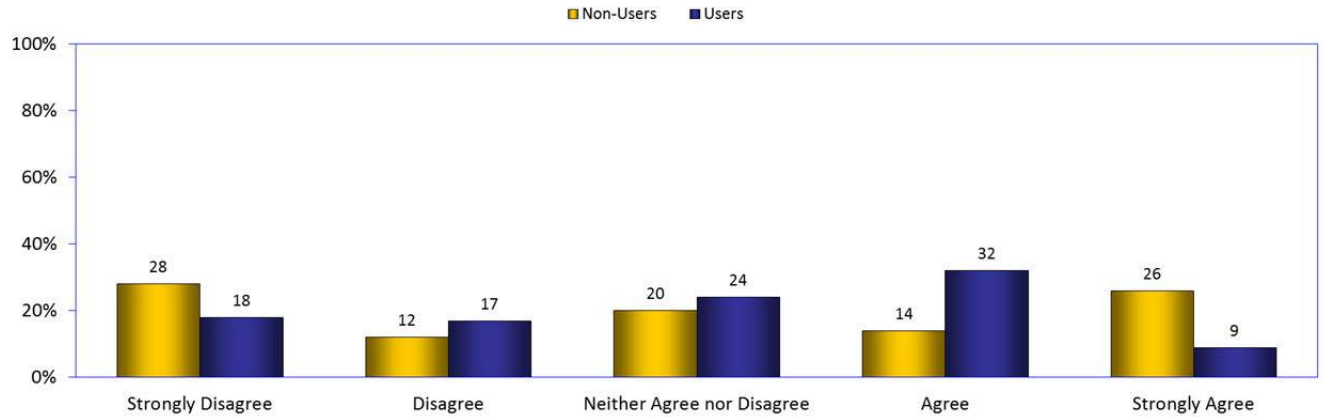
(Q190D K-3)

162. The Internet as a tool for political influence (Internet users vs. non-users)

Larger numbers of Internet users and non-users agree that the Internet can be a tool for political influence: 41 percent of users vs. 40 of non-users.

A larger percentage of non-users (40 percent) compared to users (35 percent) disagree or strongly disagree that the Internet will cause public officials to care more about what people like them think.

By using the Internet, public officials will care more about what people like them think (Respondents age 16 and older)



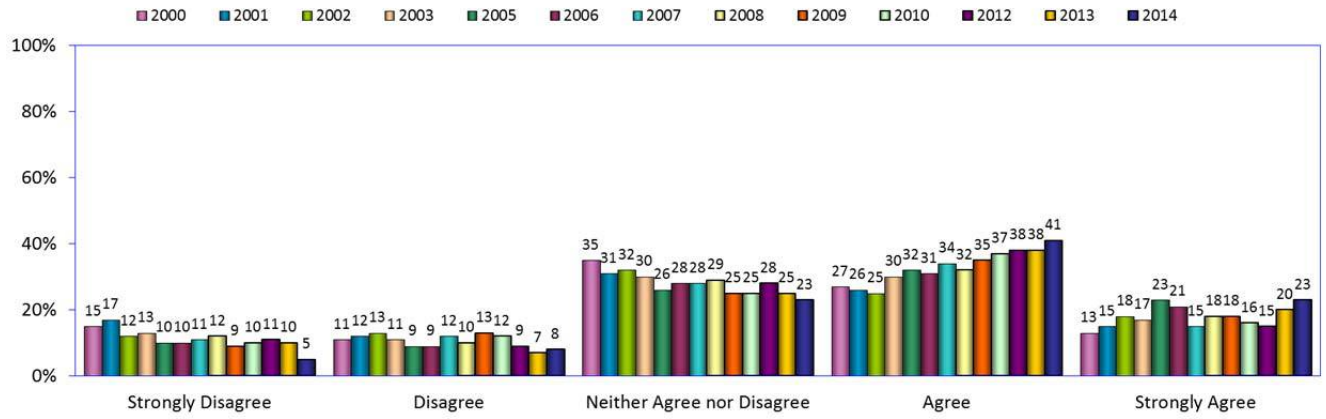
(Q190D K-2)

163. The Internet: a tool for understanding politics

The percentage of respondents agreeing that the Internet can help people better understand politics continues its general upward trend in the current study, and has now reached 64 percent of respondents age 16 and older, an increase from 58 percent in 2013 and a new high level for the Digital Future project. This finding is particularly notable when compared with the 40 percent who agreed or strongly agreed with this statement in 2000.

The percentage who disagree or strongly disagree that using the Internet allows people to better understand politics has dropped to 13 percent, down from 17 percent in 2013, a new low for this response.

Using the Internet allows people to better understand politics
(Respondents age 16 and older)

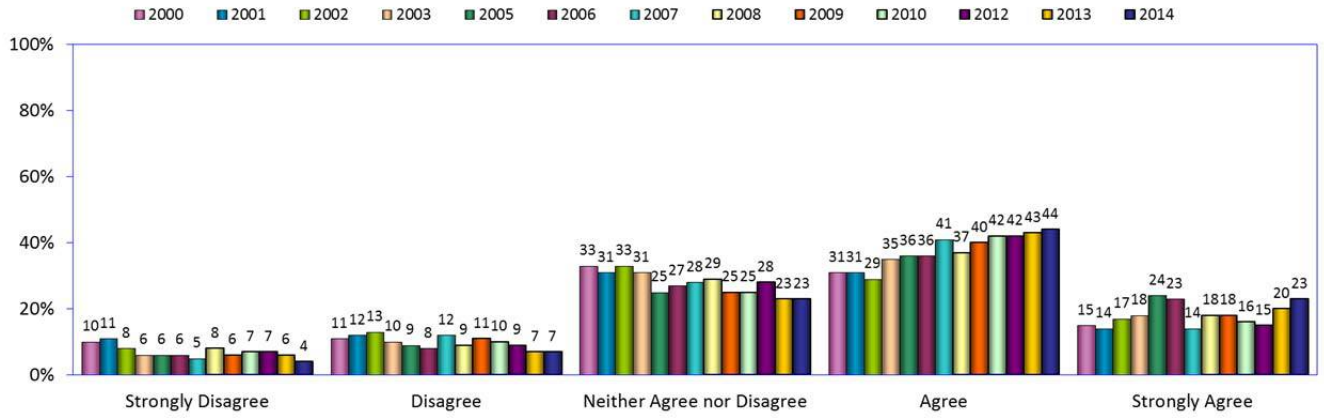


(Q190C K-1)

164. The Internet: a tool for understanding politics (Internet users)

Sixty-seven percent of users agree or strongly agree that going online can help people better understand politics, up from 63 percent in 2013.

By using the Internet, people like you can better understand politics
(Internet users age 16 and older)



(Q190C K-3)

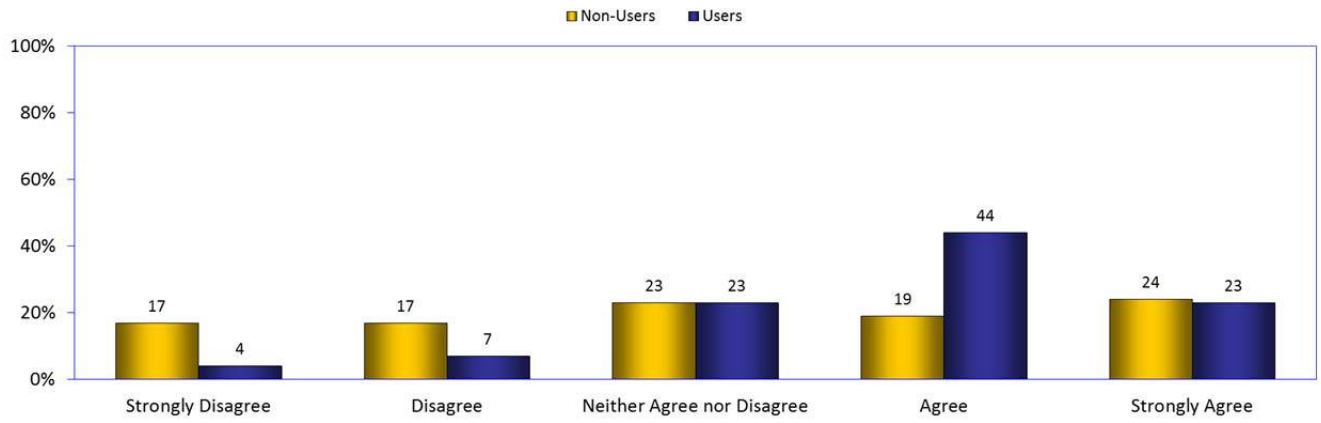
165. The Internet: a tool for understanding politics (Internet users vs. non-users)

Compared to other questions about the Internet and politics, much higher percentages of users compared to non-users agree that the Internet allows people to better understand politics.

Sixty-seven percent of users age 16 and older in the current study said that using the Internet allows people to better understand politics, compared to 43 percent of non-users.

At the other extreme, more than three times the percentage of non-users compared to users disagree or strongly disagree with this statement: 34 percent for non-users and 11 percent for users.

Using the Internet allows people to better understand politics
(Respondents age 16 and older)



(Q190C K-2)

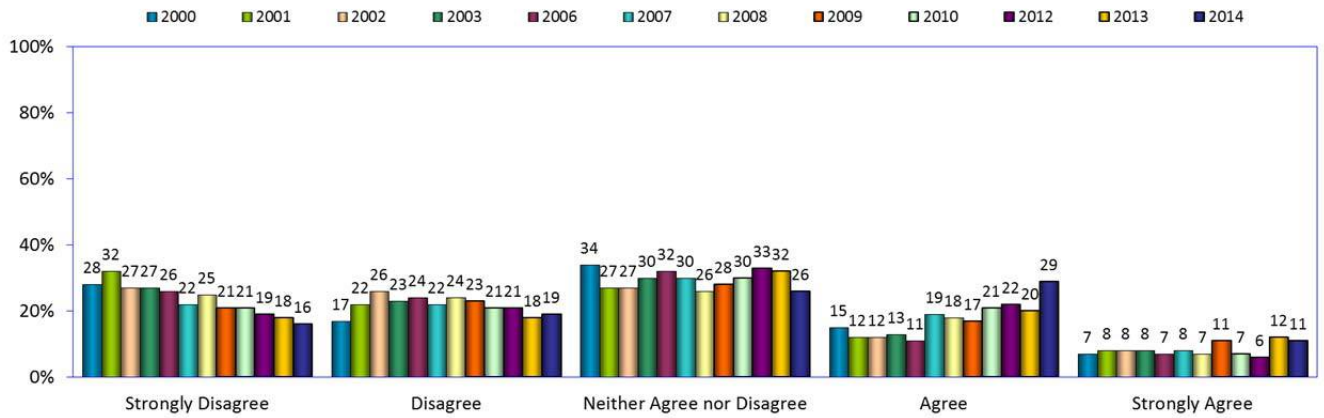
166. Does the Internet give people more say in what the government does?

Compared with responses to questions about the Internet's political influence and helping people to understand politics, a lower percentage – but another new peak for the Digital Future studies – said that by going online, people like them can have more say in what the government does.

Forty percent of respondents agree or strongly agree that the Internet can give people more of a say in what the government does – up from 32 percent in 2013.

At the other extreme, 35 percent of respondents disagree or strongly disagree that the Internet gives people more say in what the government does, down from 36 percent in 2013 and a new low for the studies.

By using the Internet, people like you can have more say in what the government does
(Respondents age 16 and older)



(Q190B K-1)

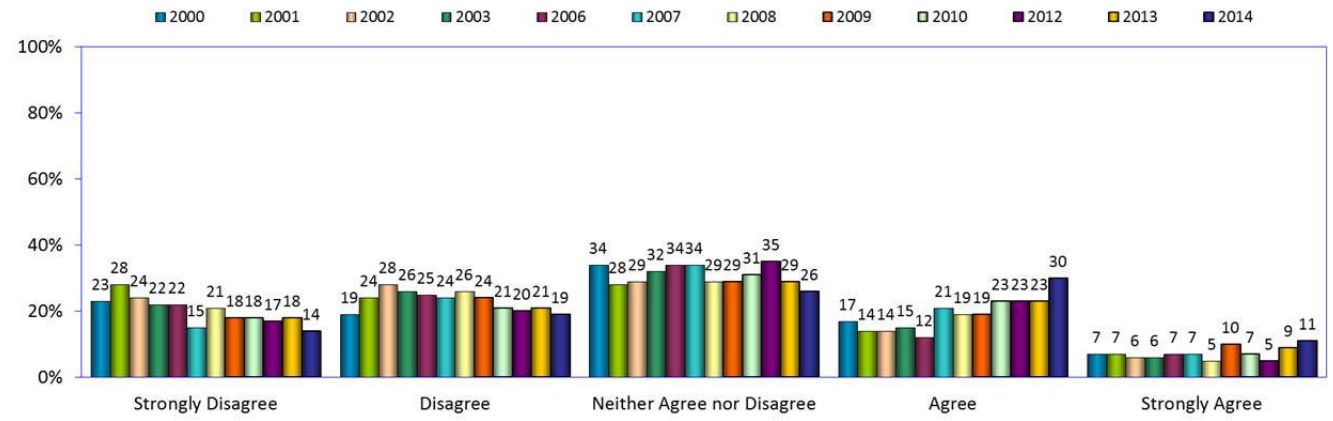
167. Does the Internet give people more say in what the government does? (Internet users)

The percentage of Internet users who believe the Internet can give people more say in what the government does continues to increase.

Forty-one percent of users age 16 and older agree or strongly agree that using the Internet can give people more say in what the government does, up substantially from 32 percent in 2013.

The percentage of users who disagree with this issue, which had remained generally stable in the 37 to 39 percent range since 2010, declined to 33 percent in the current study.

By using the Internet, people like you can have more say in what the government does
(Internet users age 16 and older)



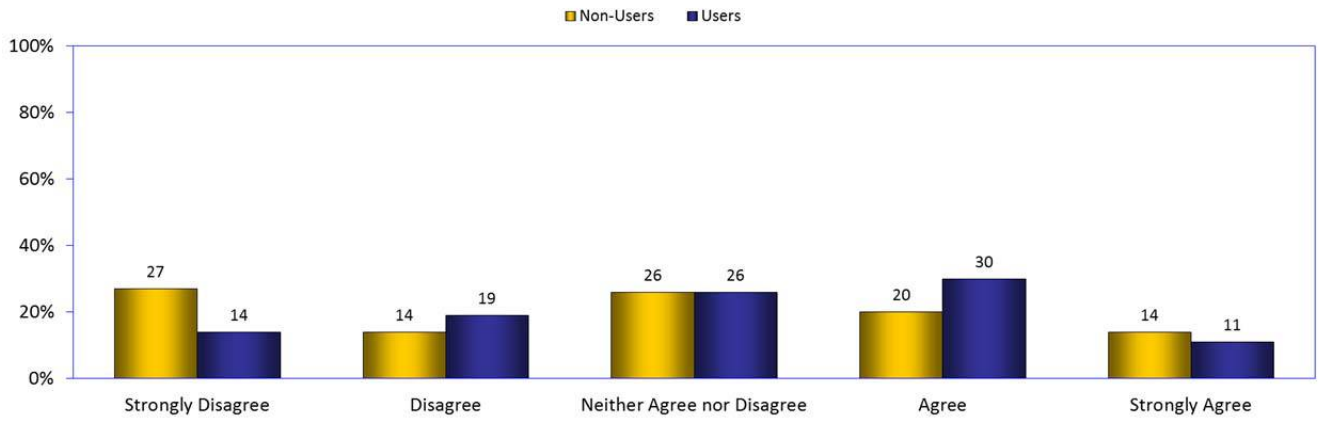
(Q190B K-3)

168. Does the Internet give people more say in what the government does? (Internet users vs. non-users)

More users (41 percent) compared to non-users (34 percent) age 16 and older agree or strongly agree that the Internet gives people more say in what the government does.

A larger percentage of non-users (41 percent) compared to users (33 percent) disagree or strongly disagree with the idea that the Internet can help people like them have more say in what the government does.

By using the Internet, people like you can have more say in what the government does
(Respondents age 16 and older)



(Q190B K-2)

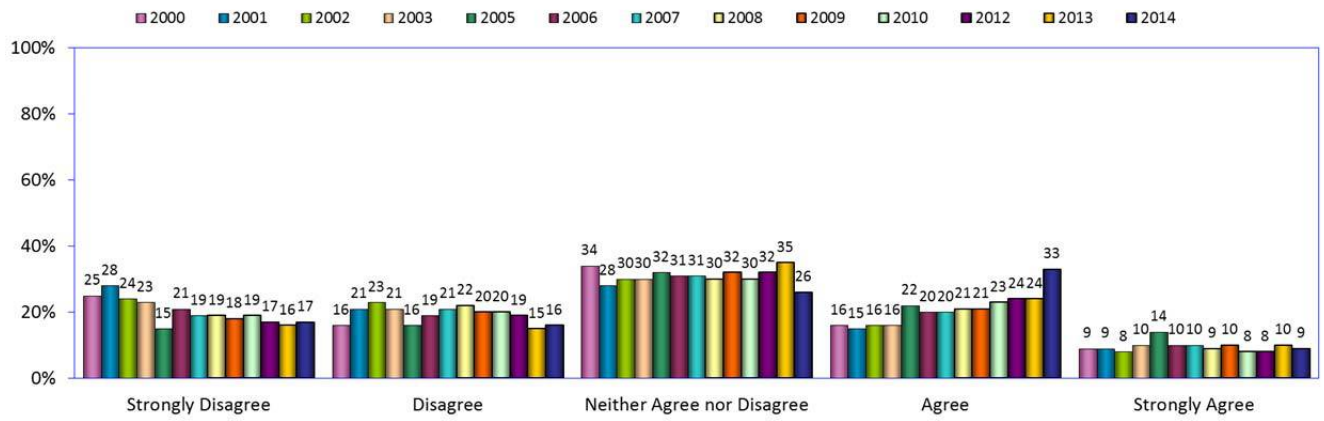
169. The Internet as a tool to help gain political power

The percentage of respondents age 16 and older who said that the Internet is a tool to help them gain political power increased sharply in the current study.

Forty-two percent of respondents agree or strongly agree that people like them can use the Internet to gain more political power, up from 34 percent in 2013 and an increase for the third year in a row.

However, 33 percent of respondents disagree or strongly disagree with this statement, a slight increase from the low of 31 percent reported in 2013 and 2005.

By using the Internet, people like you can have more political power
(Respondents age 16 and older)

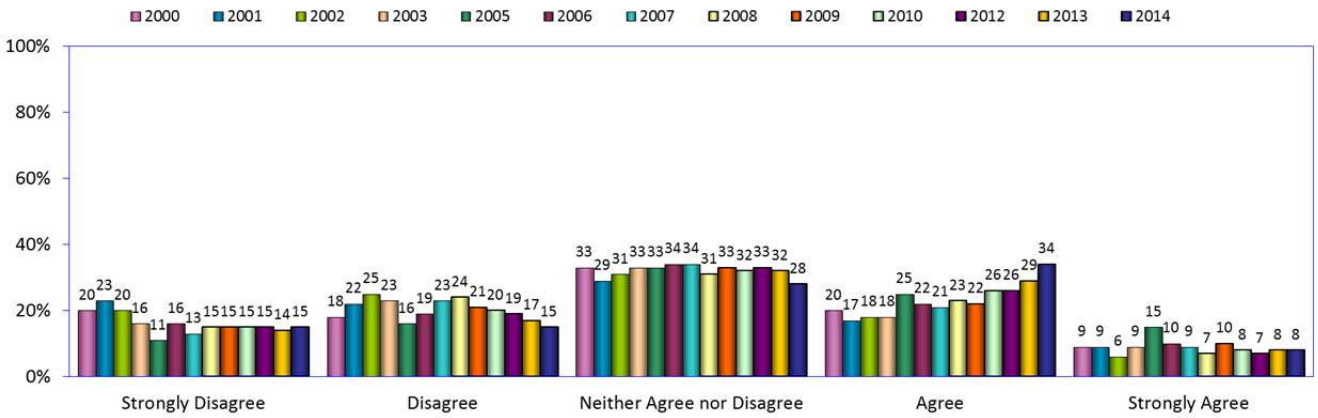


(Q190A K-1)

170. The Internet as a tool to help gain political power (Internet users)

Forty-two percent of users agree or strongly agree that by using the Internet, people like them can have more political power, up from 37 percent in 2013.

By using the Internet, people like you can have more political power
(Internet users age 16 and older)



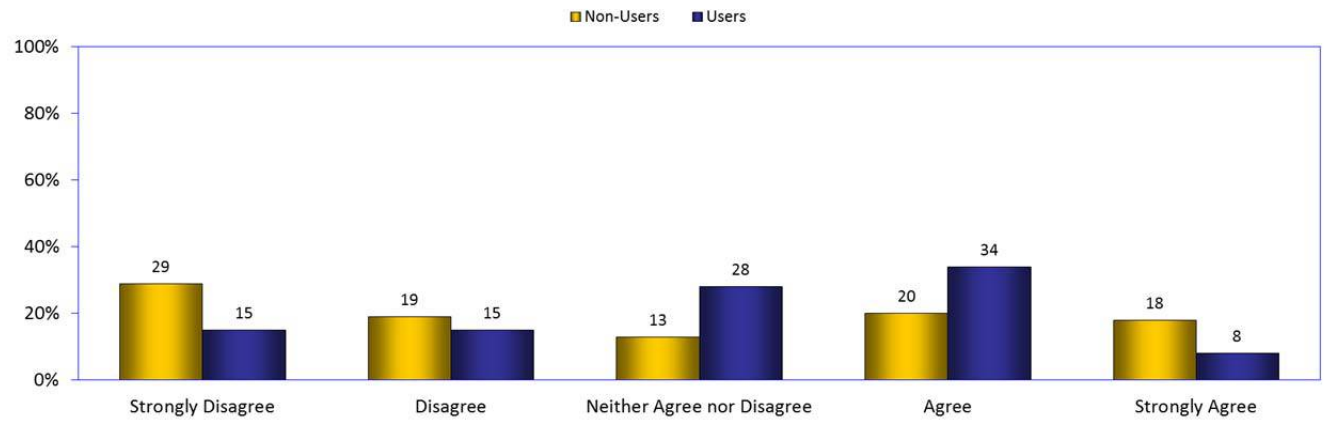
(Q190A K-3)

171. The Internet as a tool to help gain political power (Internet users vs. non-users)

Users and non-users report modest differences in their views about the Internet's role as a tool to gain political power. Forty-two percent of users and 38 percent of non-users agree or strongly agree that by using the Internet people like them can have more political power.

The study found a larger difference in disagreement about using the Internet as a tool to help gain political power. Forty-eight percent of non-users compared to 30 percent of users disagree or strongly disagree that the Internet can be a tool to help gain political power.

By using the Internet people like you can have more political power
(Respondents age 16 and older)



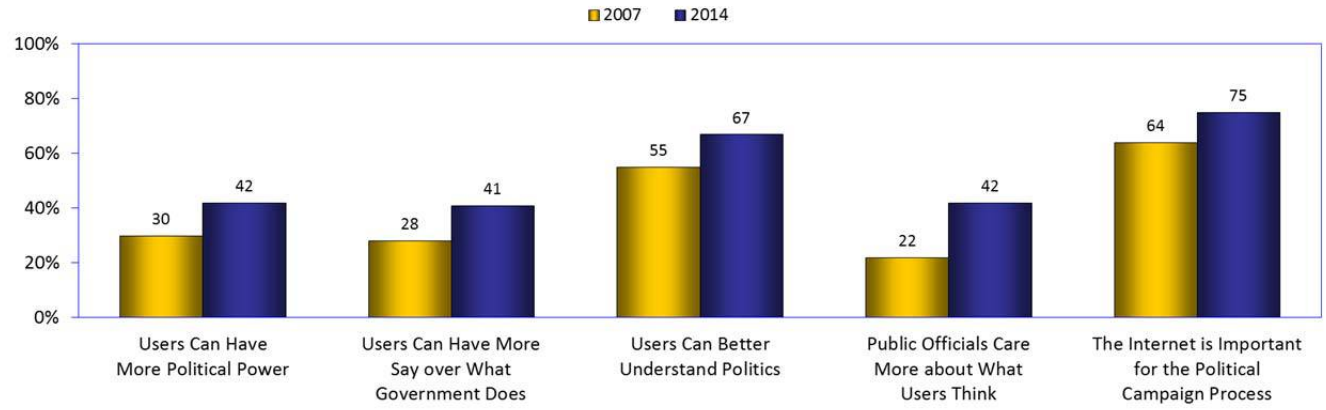
(Q190A K-2)

172. At a glance: views about the Internet and politics

The Digital Future studies have identified some changes in views about the role of the Internet in politics since the project began in 2000. However, examining views since 2007 – a period in which online communication for political purposes increased extensively – now shows more substantial changes.

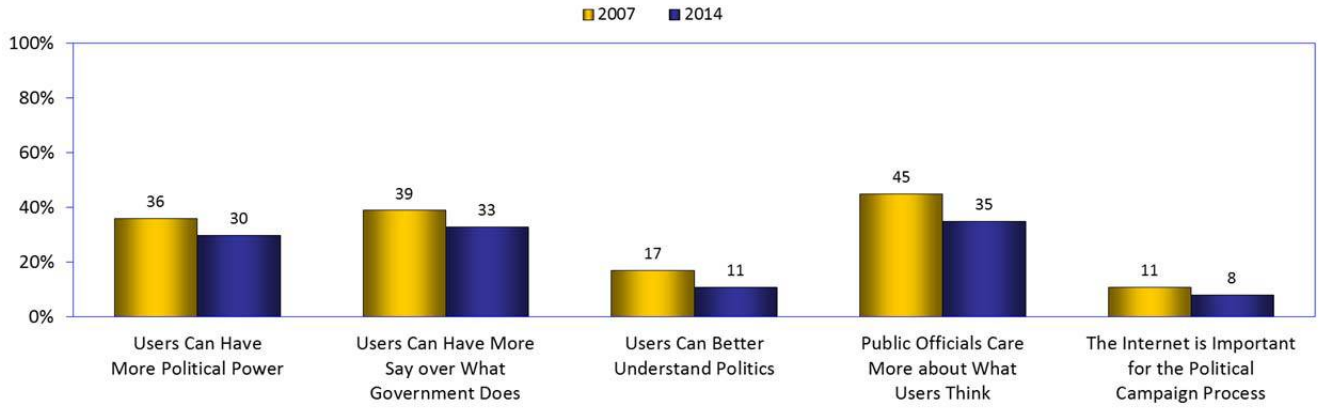
Responses to all of the questions about the role of the Internet in the political process show an increase in agreement of at least eight percentage points since 2007; the overarching question – is the Internet important for the political campaign process – shows an 11 percentage point increase in agreement.

Views about the Internet and politics
(Internet users – agree or strongly agree)



(Q190 MD-1 combined)

Views about the Internet and politics
(Internet users – disagree or strongly disagree)



(Q190 MD-2 combined)

The Internet and free speech about politics & government

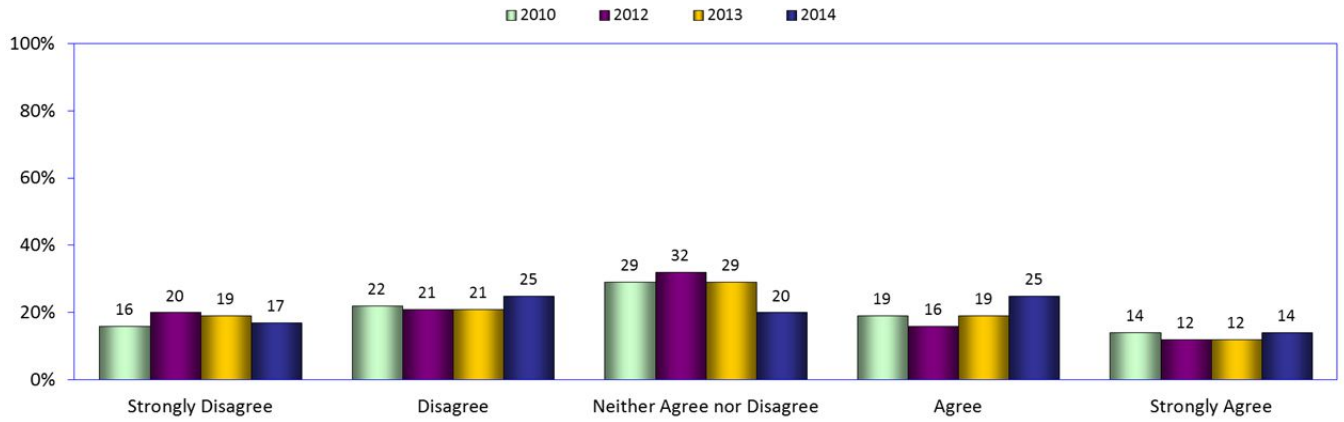
173. Personal political expression on the Internet: is it safe to say what you think while online?

The number of respondents age 16 and older who believe that it is safe to voice their views about politics while online continued to increase in the current Digital Future study.

Thirty-nine percent agreed it is safe to voice their views about politics while online – up from 31 percent in 2013 and a new high for the studies.

However, the percentage of respondents who disagree or strongly disagree with this statement increased – now 42 percent, up from 40 percent in 2013.

On the Internet, it is safe to say whatever you think about politics
(Respondents age 16 and older)



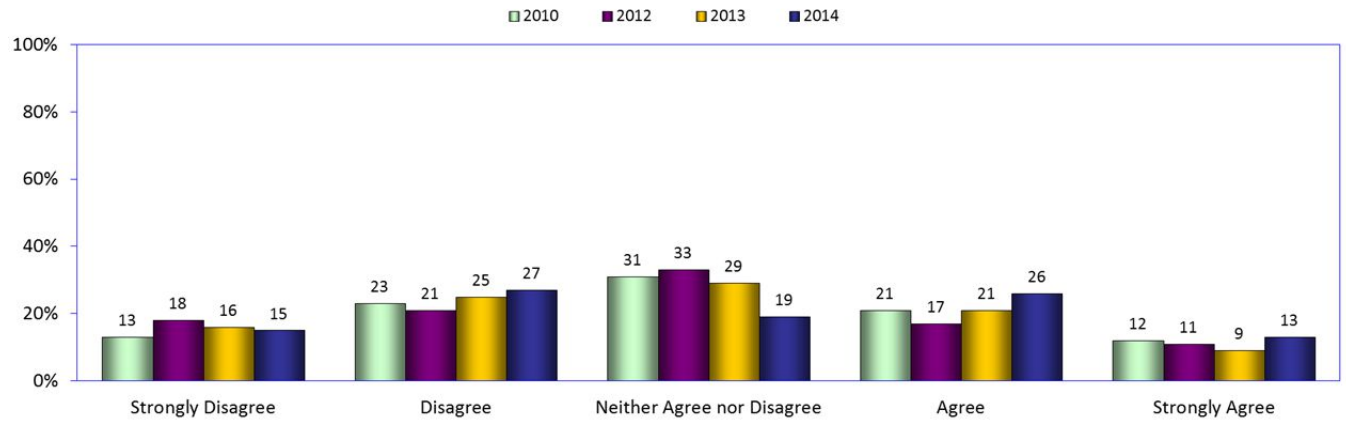
(Q195B K-1)

174. On the Internet, it is safe to say whatever you think about politics (Internet users)

The percentage of users age 16 and older who said it is safe to say online whatever they think about politics continues to increase – now 39 percent, up from 30 percent in 2013.

The percentage of those who disagree with this statement also continues to grow, now up to 42 percent, a slight increase from 41 percent in 2013.

On the Internet, it is safe to say whatever you think about politics
(Internet users age 16 and older)

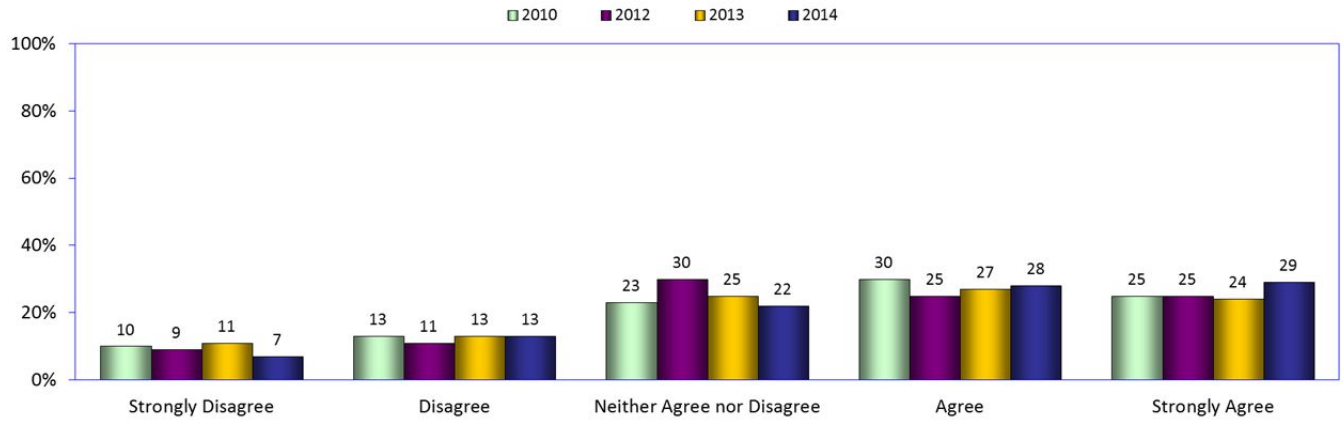


(Q195B K-3)

175. On the Internet, I feel comfortable saying whatever I think about politics

Compared to those who said it is safe to say whatever you think about politics while online (see the previous question), a much larger and increasing percentage of respondents said that they feel comfortable saying whatever they think about politics: now 57 percent, up from 51 percent in 2013.

In general, on the Internet I feel comfortable saying whatever I think about politics
(Respondents age 16 and older)



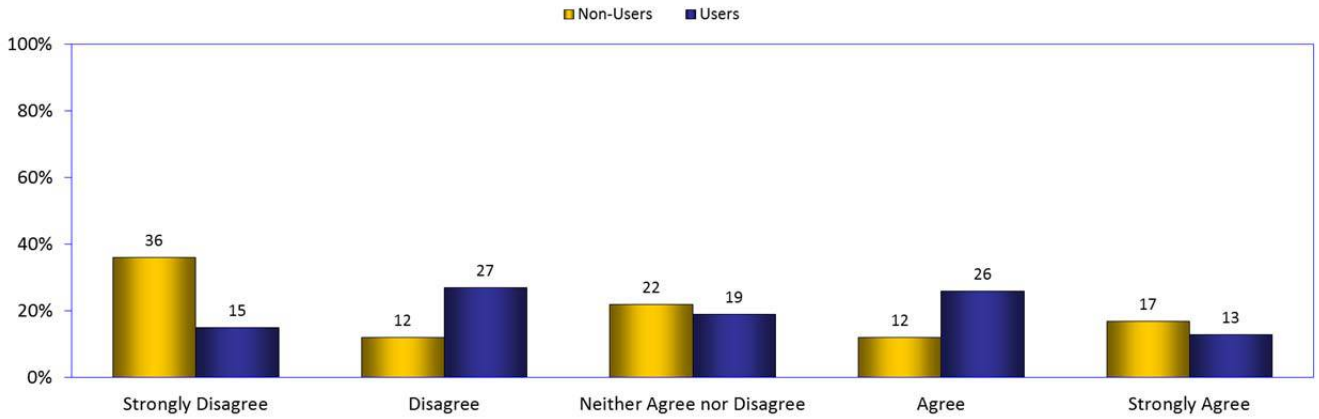
(Q195A K-1)

176. On the Internet, it is safe to say what you think about politics (users vs. non-users)

Users and non-users report significant differences in views about the safety of personal expression while online. Thirty-nine percent of users compared to 29 percent of non-users agree or strongly agree that on the Internet, it is safe to say whatever they think about politics.

Conversely, 48 percent of non-users compared to 42 percent of users disagree with this statement.

On the Internet, it is safe to say whatever you think about politics
(Respondents age 16 and older)



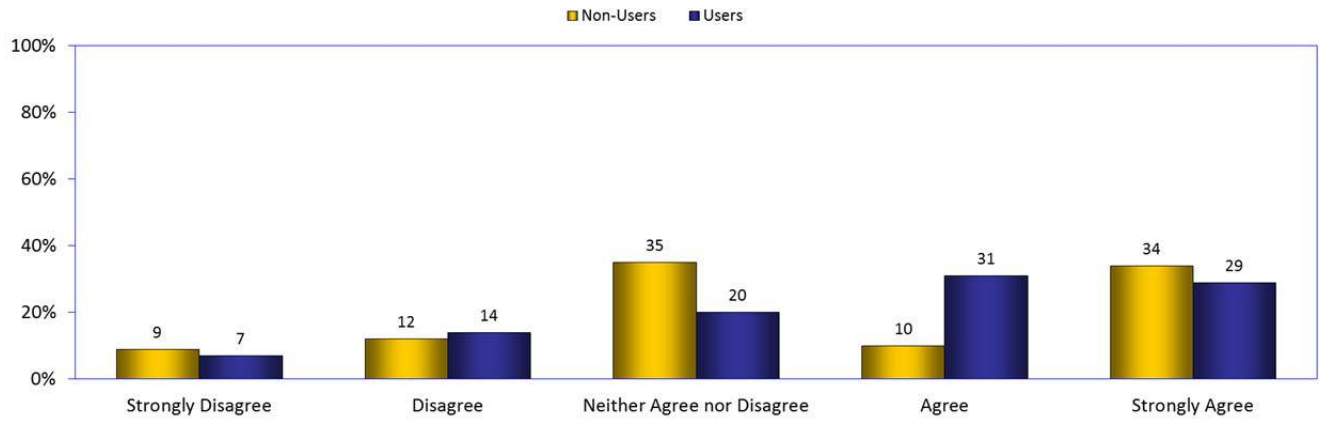
(Q195B K-2)

177. I feel comfortable saying whatever I think about politics (Internet users vs. non-users)

Compared to responses about the safety of free expression about politics while online (see the previous question), much larger percentages of users and non-users feel comfortable saying whatever they think about politics; 60 percent of users and 44 percent of non-users agree or strongly agree.

Equal percentages of users and non-users (21 percent) disagree that they feel comfortable saying whatever they think about politics.

In general, I feel comfortable saying whatever I think about politics
(Respondents age 16 and older)



(Q195A K-2)

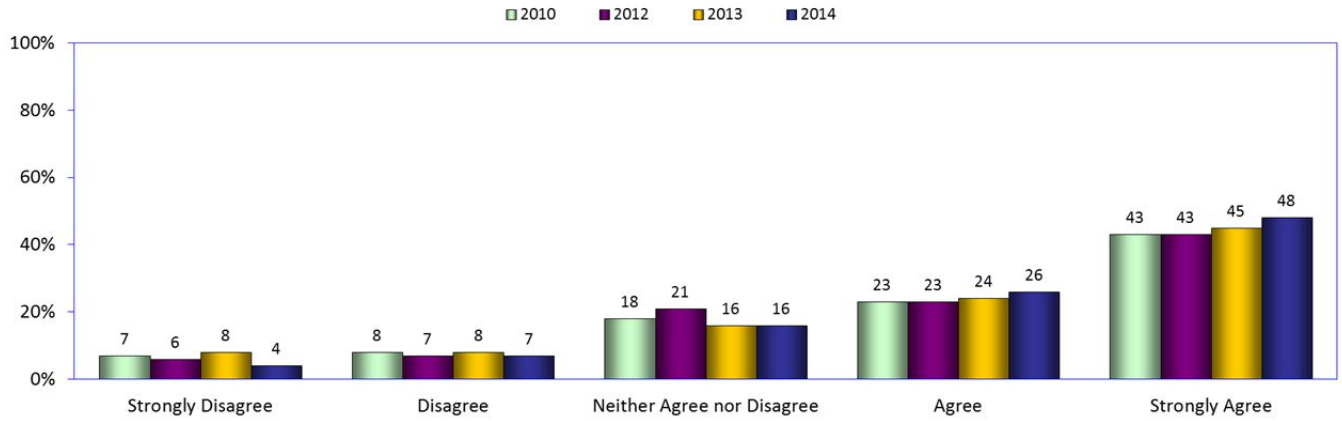
178. Criticizing the government while online

Even though 39 percent of respondents age 16 and older believe it is safe to express their political beliefs on the Internet (see page 154), a much larger and growing percentage believes that people should be free to criticize their government while online.

Seventy-four percent of respondents agree or strongly agree that people should be free to criticize the government while online, an increase from 69 percent in 2013.

The percentage of respondents who do not think people should be free to criticize the government decreased in the current study – now 11 percent of respondents, down from 16 percent in 2013.

People should be free on the Internet to criticize their government
(Respondents age 16 and older)



(Q195C K-1)

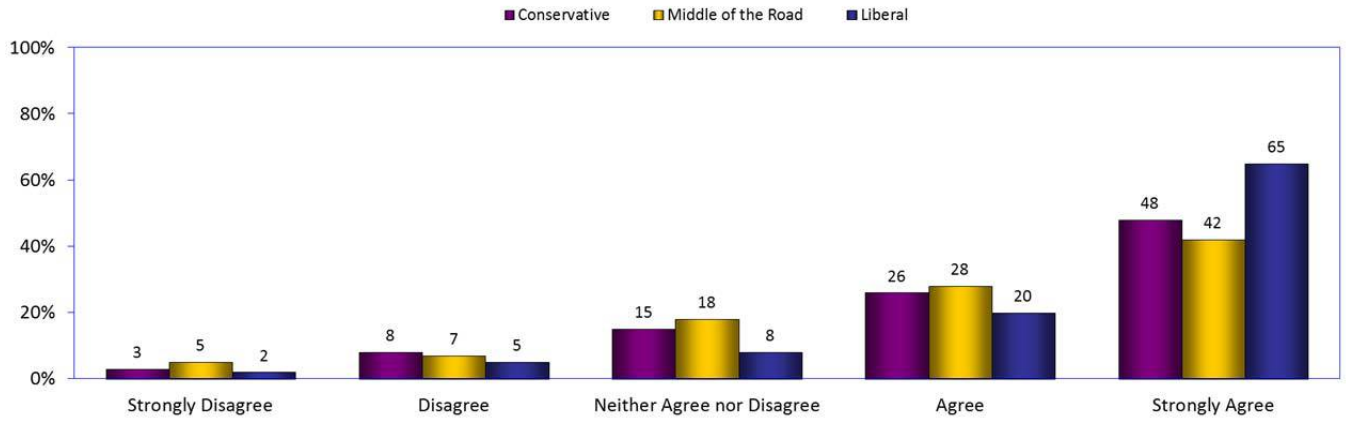
179. Criticizing the government while online (by political views)

Very large percentages of respondents age 16 and older at all points in the political spectrum agree or strongly agree that people should be free on the Internet to criticize their government, with the largest percentage reported by those identifying themselves as liberals.

Agreeing with this issue were 74 percent of respondents age 16 and older who consider themselves conservative, 70 percent of those who describe themselves as middle of the road, and 85 percent of respondents who consider themselves liberals.

Less than 15 percent of respondents of all political persuasions disagree or strongly disagree that people should be free on the Internet to criticize their government: 11 percent of conservatives, 12 percent of those middle of the road, and seven percent of liberals.

People should be free on the Internet to criticize the government
(Respondents age 16 and older)



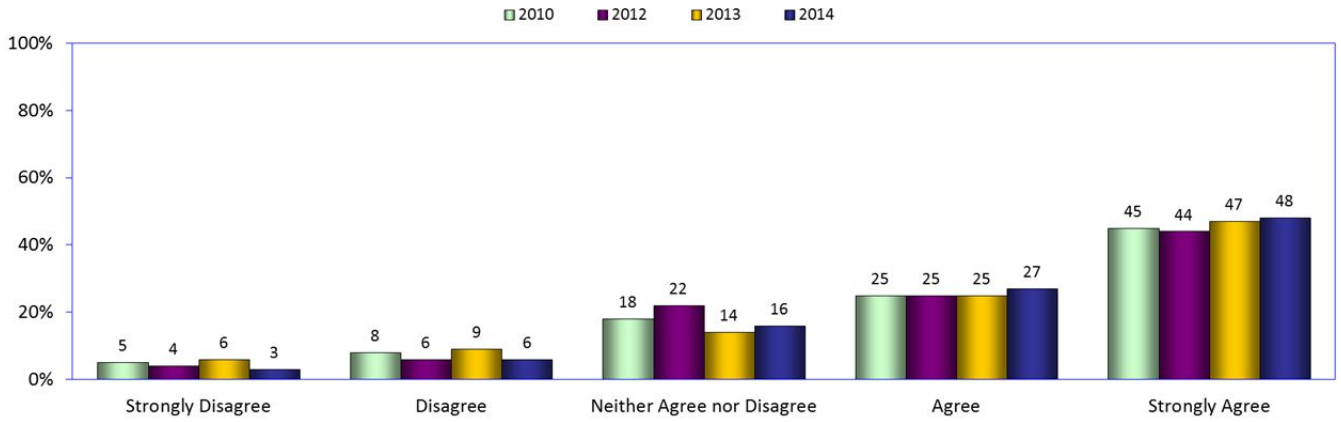
(Q195C K-4)

180. Criticizing the government while online (Internet users)

A large percentage of users age 16 and older who believe that people should be free on the Internet to criticize their government increased to 75 percent in the current study, up from 72 percent in 2013.

The percentage of users who disagree that people should be free to criticize the government while online decreased – now nine percent, down from 15 percent in 2013.

People should be free on the Internet to criticize their government (Internet users age 16 and older)



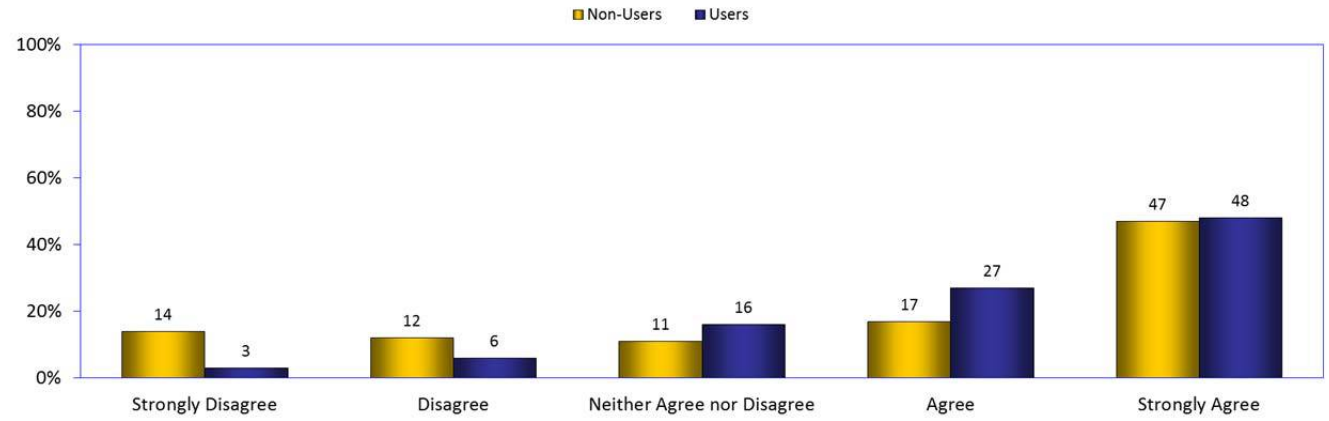
(Q195C K-3)

181. Criticizing the government while online (Internet users vs. non-users)

Users and non-users age 16 and older report notable differences in views about criticizing the government while online. Seventy-five percent of users agree that people should be free on the Internet to criticize their government, compared to 64 percent of non-users with the same view.

At the other extreme, the difference in views is even greater: 26 percent of non-users compared to nine percent of users do not agree that people should be free on the Internet to criticize their government.

People should be free on the Internet to criticize their government (Respondents age 16 and older)



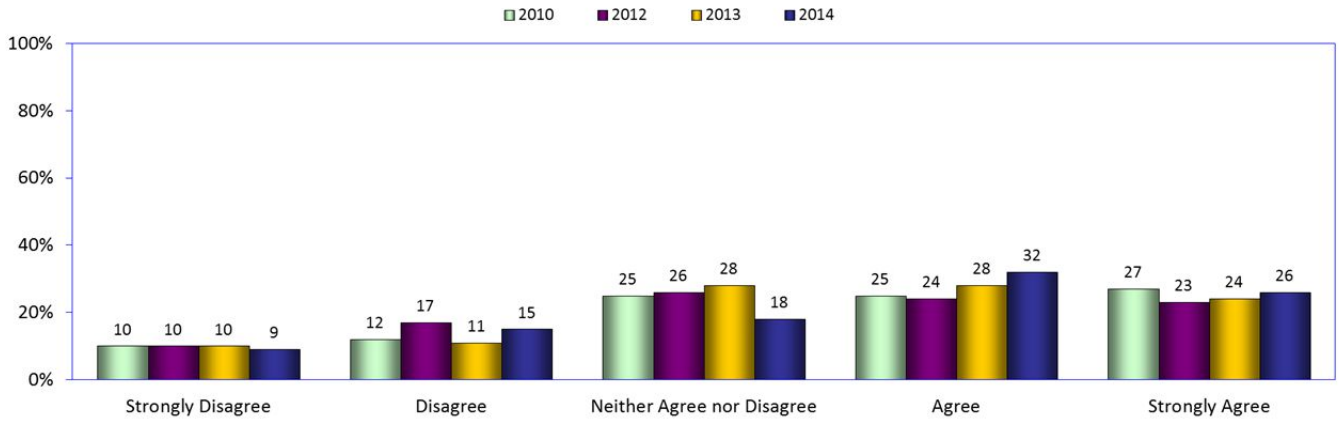
(Q195C K-2)

182. Free speech and extreme ideas while online

Compared to the responses about using the Internet as a platform to criticize the government (see the previous question), a higher percentage of respondents age 16 and older (58 percent) said it is OK for people to express their extreme ideas online, up from 52 percent in 2013.

The percentage of respondents age 16 and older who disagree or strongly disagree that expressing extreme ideas online is OK increased to 24 percent in the current study, up from 21 percent in 2013.

It is OK for people to express their ideas on the Internet, even if they are extreme (Respondents age 16 and older)



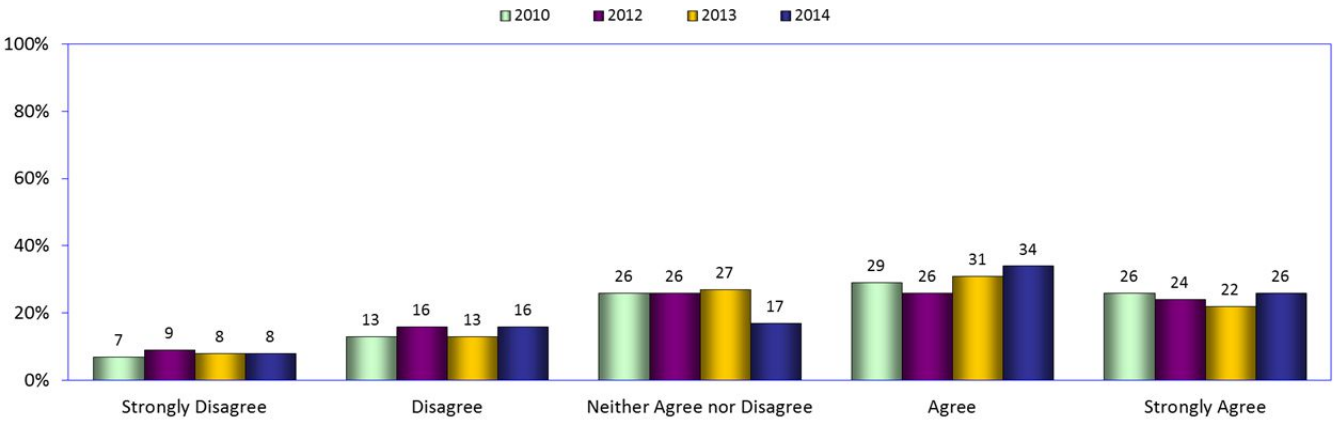
(Q195D K-1)

183. Free speech and extreme ideas while online (Internet users)

Sixty percent of users age 16 and older overall agree or strongly agree that it is OK for people to express their extreme ideas on the Internet – up from 53 percent in 2013.

The percentage of users who disagree with free expression of extreme ideas on the Internet also increased – now 24 percent, up from 21 percent in 2013.

It is OK for people to express their ideas on the Internet, even if they are extreme (Internet users age 16 and older)



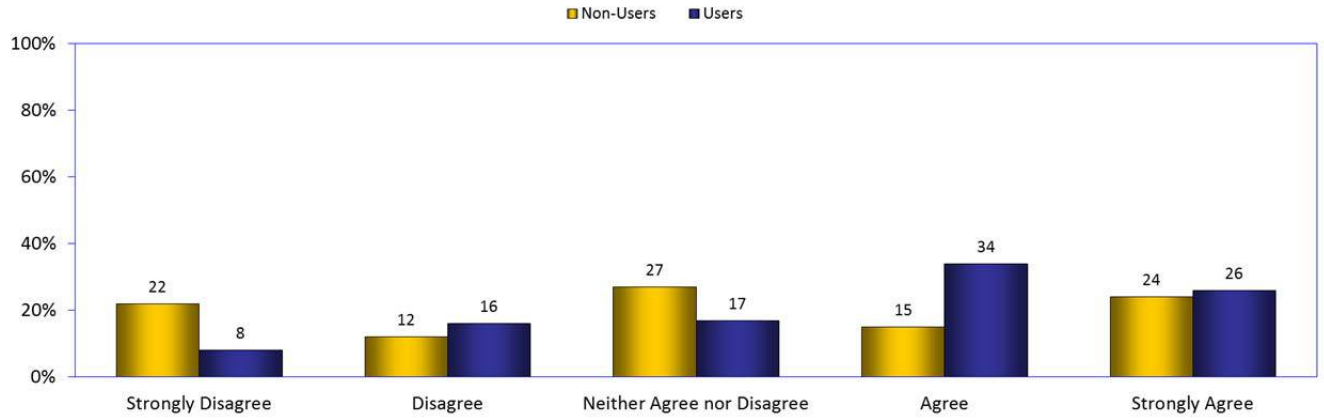
(Q195D K-3)

184. Free speech and extreme ideas while online (Internet users vs. non-users)

Internet users and non-users reported divergent views about expressing extreme views online.

Sixty percent of users compared to 39 percent of non-users agree or strongly agree that it is OK for people to express their extreme ideas on the Internet. Conversely, 34 percent of non-users compared to 24 percent of users disagree or strongly disagree that expressing extreme ideas online is OK.

It is OK for people to express their ideas on the Internet, even if they are extreme
(Respondents age 16 and older)



(Q195D K-2)

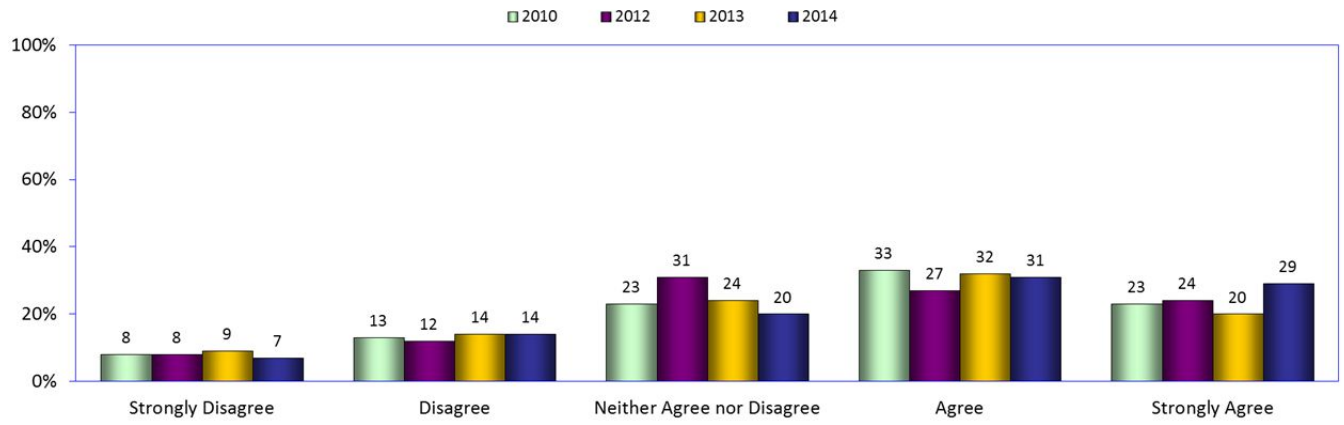
185. Personal political expression

A growing majority of Internet users age 16 and older are comfortable speaking their minds about politics.

Sixty percent of Internet users age 16 and older agree or strongly agree that they feel comfortable saying whatever they think about politics, up from 52 percent in 2013 and a new high level for the Digital Future studies.

The percentage of users who do not feel comfortable saying whatever they think about politics declined to 21 percent, down slightly from 23 percent in 2013.

In general, I feel comfortable saying whatever I think about politics.
(Internet users age 16 and older)



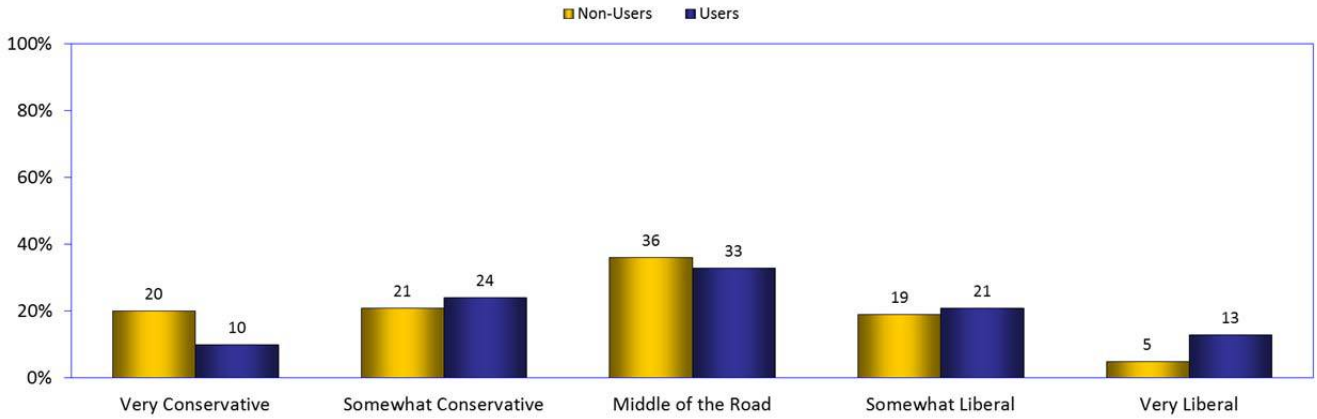
(Q195A K-3)

186. Political affiliation: users vs. non-users

A higher percentage of Internet users (34 percent) compared to non-users (24 percent) identify themselves politically as somewhat liberal or very liberal. A higher percentage of non-users consider themselves middle of the road (33 percent of users compared to 36 percent of non-users).

Conversely, higher percentages of non-users identify themselves as somewhat conservative or very conservative: 41 percent of non-users compared to 34 percent of users.

Political views
(Respondents age 17 and older)

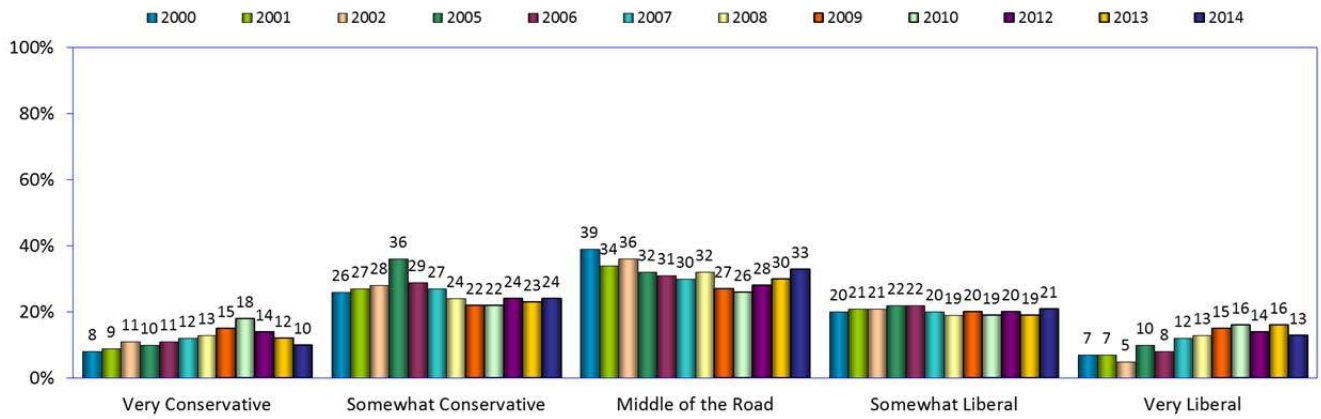


(Q1230 K-2)

187. Political affiliation: users since 2000

Comparing political affiliation of Internet users in the Digital Future studies since 2000 shows a slight drop in the percentage reporting that they are liberal (now 34 percent), and a three-year upward trend in those identifying themselves as middle of the road (now 33 percent).

Political views
(Internet users age 17 and older)



(Q1230 K-4)

The 2015 Digital Future Project
Trends and Issues

Internet non-users: communication problems with family and friends

For the first time in the Digital Future studies, the current survey found that more than 90 percent of Americans go online (91 percent). The dwindling minority of Americans who do not use the Internet – both those who have never gone online as well as "Internet dropouts" – continue to report a variety of negative experiences related to not being online, and the current study found large increases in the numbers of non-users who said that not being online is creating problems with communications (page 39).

Three of those experiences are particularly noteworthy: Thirty-one percent of Internet non-users said that not being online excludes them from communications within their family, almost triple the 11 percent reported in 2013. Also, 31 percent said that being a non-user excludes them from communications among friends, up from 18 percent in 2013. And another 31 percent said that they have been told that others have had trouble contacting them, an increase from 24 percent in 2013.

Non-users: changing views about their online future

Will the negative social effects of not being online (see above) affect non-users' decisions about the Internet? It may be a contributing factor in the finding from the current study that more than half of Internet non-users are likely to go online in the next year – the largest percentage thus far in the Digital Future Project (page 40). Fifty-three percent of non-users said they are somewhat likely or very likely to go online in the next year, up from 49 percent in 2013, and an increase for the fourth year in a row.

Going online: the tools for access are changing

Not surprisingly, large percentages of Internet users go online using a variety of methods: computers, phones, and tablets (page 29). Increasing numbers of users go online with their phones (79 percent in the current study compared to 68 percent in 2013) or tablets (55 percent in the current study compared to 44 percent in 2013).

However, the study also found that use of a computer for online access is declining. While the number of users who access the Internet by computer remains high (88 percent), that number is notably down (94 percent in 2013). Will computers become a secondary choice for Internet access?

What do some Internet users never do online?

Not surprisingly, as Internet access has increased to more than 90 percent of Americans (page 15), use of the most fundamental online services has increased as well. But looking at the services that some Internet users *never* use is also revealing. Comparing current findings about what some users never do on the Internet shows large drops in the percentage of those who don't go online for all of the major online activities, such as watching videos, looking up a definition, downloading music, paying bills, and online banking (page 25).

Established media web pages: are they losing credibility?

Since 1999, the Digital Future Project has explored views about the reliability and accuracy of online information, including information posted by established media (such as nytimes.com or cnn.com). In all of the Digital Future studies, Internet users have reported high levels of confidence with information posted by established media; prior to 2013, more than 70 percent of users said that most or all of the information reported by established media is reliable and accurate, with a peak of 80 percent in 2007.

However, those responses have been in a small but nevertheless significant decline since 2007, and in the two most current studies, less than 70 percent of users said that most or all of the information posted by established media is reliable and accurate – now 69 percent, the same as in 2013 and down from 73 percent in 2012 (page 50).

Cutting the cable?

Given the combination of steadily increasing prices for cable service along with recent announcements of new availability of "over the top" programming, the reaction among respondents in the Digital Future studies is growing clearer: Internet users who said they are likely or very likely to cut back or give up cable or satellite service and watch online television instead has continued to increase – now 29 percent, up from 24 percent in 2013 and 21 percent in 2012 (page 61).

One example of how users are cutting the cable is shown in the use of smartphones for viewing video content (page 63): Internet users with smartphones now watch more music videos (42 percent in the current study, compared to 38 percent in 2013), sports highlights (28 percent in the current study, compared to 24 percent in 2013), and feature-length films (15 percent in the current study, compared to 9 percent in 2013).

On-the-spot buying with a mobile device: a growing worry for retailers

In the competitive worth of retailing, traditional brick-and-mortar stores face a challenge that continues to be more and more intense: customers who browse in their stores but then use their mobile devices to make an on-the-spot purchase from a website. Continuing to increase is the number of online purchasers who browse locally and purchase online who said they have purchased a product online with a mobile device – now 26 percent, up from 18 percent in 2013 and double the 13 percent reported in 2012 (page 83).

And the news grows worse for brick-and-mortar retailers, because most of these purchasers are buying from an online competitor. Fifty-eight percent who bought online while in a retail store said they purchased from another online retailer; only 42 percent bought from the store's website (page 84).

Online friends become in-person friends

Do relationships that develop online become opportunities for in-person friendships? The Digital Future studies have explored that question since 2000. For the first 10 years of the studies, the average number of online friends who subsequently met in person averaged either one or two. However, the number of online friends met in person increased to three in 2012, to four in 2013, and reached an average of five in the current study (page 98).

Children and Internet use: what is the right amount of time for children?

A large majority of adults in all of the Digital Future studies have said that the children in their households spend the right amount of time online. However, the number of adults with that view is generally declining – for the fourth year in a row.

The percentage of adults who said that children in their households spend the right amount of time online has dropped to 60 percent – a new low level in the studies. And the percentage of adults who said the children in their household spend too much time online increased to 34 percent – a new high for the studies (page 131).

Online freedom of speech and government regulation of the Internet

Views about both online expression and government regulation of the Internet are changing. The Digital Future study found that the number of respondents age 16 and older who believe that it is safe to voice their views about politics has continued to increase – thirty-nine percent of respondents agreed that it is safe to express their views about politics while online – a new high for the studies. And 60 percent agree that it is OK for people to express extreme ideas on the Internet, also a new high for the Digital Future studies.

At the same time, however, opinions are also changing about whether the government should be more involved in controlling the Internet. A small but increasing number of respondents age 16 and older agree that the government should regulate the Internet more than it does now – now 23 percent, the highest percentage thus far (page 54).

Supplement 1

The USC Annenberg School Center for the Digital Future

The USC Annenberg School Center for the Digital Future is a forum for the discussion and development of policy alternatives addressing the leading issues in media and communication.

The Center conducts and facilitates research, courses, seminars, working groups, and conferences designed to have a major impact on policy at the local, national, and international levels. It also provides a base for visiting scholars who are engaged in efforts to examine and shape communication policy. The Center's goals include using the vast intellectual resources of USC to deal with some of the most important concerns of the day and to have a transforming effect on the issues.

The Center is based in the Annenberg School for Communication and Journalism at the University of Southern California. Until July 2004, it was housed at UCLA in the Anderson Graduate School of Management.

In October 2000, the Center released its first report on the Internet, the beginning of an international, long-term exploration of the impact of the Internet on society. This work is part of the World Internet Project, which is organized and coordinated by the Center; included in the World Internet Project are the Center's work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, Australasia, and Africa. The first comparative results from the World Internet Project were released in January 2004. The first comprehensive International Report of the World Internet Project was released at the end of 2008, and the fifth in 2014.

Since the Center's creation in September 1993, it has been awarded multi-million-dollar research grants from the National Science Foundation and the U.S. Department of Defense, held numerous national and local conferences, conducted three nationwide surveys with one of America's leading news magazines, and established a strong national and international identity in media and communication technology issues.

The Center for the Digital Future has become an internationally regarded policy studies center. The Center is committed to studying, through a variety of prisms, the important communication issues that transform our lives.

For more information about the Center, visit www.digitalcenter.org.

Supplement 2

The World Internet Project – International Contacts

United States (Organizer)
Center for the Digital Future
USC Annenberg School for Communication and Journalism
www.digitalcenter.org

Africa
(Botswana, Cameroon, Ethiopia, Ghana, Kenya, Mozambique, Namibia, Nigeria, Rwanda, South Africa, Tanzania, Uganda)
Contact: Indra de Lanerolle, indra.de.lanerolle@gmail.com

Australia
ARC Centre of Excellence for Creative Industries and Innovation (CCi)
Institute for Social Research, Swinburne University of Technology
www.cci.edu.au/projects/digital-futures

Belgium
University of Antwerp
www.uantwerpen.be/en/rg/mios/mission-and-members

Canada
Canadian Internet Project (CIP)/Recherche Internet Canada (RIC)
www.cipiconline.ca

Chile
Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/
Santiago Chamber of Commerce (CCS)
www.wipchile.cl

China
China Internet Network Information Center (CNNIC)
www1.cnnic.cn/

Colombia
CINTEL – Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Cyprus
Cyprus University of Technology/Department of Communication and Internet Studies
www.cut.ac.cy/

Czech Republic
Faculty of Social Studies, Masaryk University Brno
www.fss.muni.cz/ivdmr

Ecuador
Universidad de los Hemisferios
www.uhemisferios.edu.ec

France
M@rsouin Network
www.marsouin.org

Germany
WIK Consult
www.wik-consult.com

Hungary
ITHAKA – Information Society and Network Research Center
www.ithaka.hu

Iran
University of Alzahra
www.Alzahra.ac.ir

Israel
The Research Center for Internet Psychology (CIP)
Sammy Ofer School of Communications, The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Italy
SDA Bocconi, Bocconi University
www.sdabocconi.it/home/it/

Japan
Toyo University
www.soc.toyo.ac.jp/~mikami/wip/en/index.html

Macao
University of Macau, ERS E-Research (Lab)
Macao Internet Project (MIP)
www.macaointernetproject.net

Mexico
Tecnológico de Monterrey, Proyecto Internet
www.wip.mx

Middle East
(Bahrain, Egypt, Jordan, Lebanon, Qatar, Saudi Arabia, Tunisia, United Arab Emirates)
Contact: Robb Barton Wood, rwood@northwestern.edu

New Zealand
Institute of Culture, Discourse and Communication (ICDC), AUT University of Technology
www.wipnz.aut.ac.nz

Poland
Gazeta.pl Research and Analyses Unit
http://badania.gazeta.pl

Portugal
Lisbon Internet and Networks International Research Programme (LINI)
http://www.lini-research.org

Qatar
Northwestern University in Qatar (NU-Q)
www.qatar.northwestern.edu

Russia
Sholokhov Moscow State University for the Humanities
http://mggu-sh.ru/en

Singapore
Singapore Internet Research Centre (SiRC)
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

South Africa
The Media Observatory Wits Journalism,
University of Witwatersrand, Johannesburg
www.journalism.co.za

Spain
Internet Interdisciplinary Institute (IN3)
Open University of Catalonia (UOC)
www.uoc.edu/in3/pic/eng/communication.html

Sweden
.SE (The Internet Infrastructure Foundation)
World Internet Institute
www.iis.se
www.wii.se

Switzerland
Media Change & Innovation Division
IPMZ – Institute of Mass Communication and Media Research
University of Zurich, Switzerland
www.mediachange.ch

Taiwan
Taiwan e-Governance Research Center
Department of Public Administration, National Chengchi University
www.teg.org.tw
http://pa.nccu.edu.tw

United Kingdom
Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Uruguay
Universidad Catolica del Uruguay
www.ucu.edu.uy

Supplement 3

Research Methods

Sample Procurement

For both the original sample drawn in 2000, and the replacement samples selected in subsequent years until 2013, a national Random Digit Dial (RDD) telephone sample was used. This method gives every telephone number in the 50 states and the District of Columbia a close to equal chance of being selected.

Due to the increased difficulty in finding hard-to-reach respondents (namely teens/young adults, African-Americans, and Hispanics) using traditional RDD recruitment, a condition attributed to the rapid shift of households to mobile phones and growing lack of response to unsolicited phone calls, a new sampling method was introduced in 2014. As an alternate probability-based sampling method, letter mailers sent using Address-Based Sampling replaced RDD telephone recruitment as the primary source of replacement recruits.

- The address-based sample was comprised of a random set of mailing addresses drawn from the entire universe of non-business residences maintained and provided by the United States Postal Service.
- Mailers sent to address-based samples allowed for inbound respondents who could either go online to a new dedicated website to sign-up for an e-mail or SMS (text message) invitation link and/or start the web survey immediately, or call a toll free number to request a callback to complete the survey on the phone. Outbound calls were also made to hard-to-reach households within the address-based samples that were matched to phone numbers to boost participation among these groups. Name recognition due to having received the mailer ahead of time assisted cooperation rates for these calls.

Prior to 2014, in the initial recruitment call, an interviewer spoke to a person in the household 18 years of age or older to obtain a roster of all household members. At this point, a computer system ("CFMC Survent" CATI) randomly selected one individual from among those 12 years of age and over in the household to be the interviewee from that household. If the randomly selected individual was between 12 and 17 years of age, the interviewer asked a parent or guardian for permission to interview the child.

- In years 2000 to 2007, once the selection of a household member was made, only that individual was eligible to complete the interview.
- In years 2008 to 2013, if the household member who was originally selected to complete the interview was not available, up to two other individuals could be randomly selected from the roster to represent the household in the survey. If both of the randomly selected individuals were not available, the individual on the phone was interviewed.
- Beginning in 2014, this random selection method within the household was abandoned due to its detrimental effects on actually achieving an interview with the household. Instead, attempts were made to interview the initial household member contacted, whether that contact was made offline via the letter mailers or through a phone call. Near the end of field study, quotas were implemented to cap the representation of certain demographic groups and continue collection of only the most needed groups. Additionally, teens were augmented after adult quotas were met by specifically requesting their participation through adults in the household and receiving the consent of parents as needed.

From 2010 to 2013, up to 3 call attempts were made to complete an interview. If a household refused once, it was not contacted again.

- In 2014, RDD recruitment continued as a secondary source of replacement recruits with a focus on mobile phone numbers only. As in previous years, up to 3 call attempts were made to reach a respondent at each randomly generated phone number.

The data were collected through a combination of telephone and web surveys. In 2014, the web survey was re-optimized to be usable on mobile devices as well as desktop and laptop computers. Parallel testing was conducted to measure any effect the changes in survey format might have on study results and no effects were found.

From 2010 to 2014, those repeat respondents and new random respondents who indicated by phone that they had Internet access were directed to complete the interview via the Web. A URL was provided verbally and a web link was e-mailed to the potential respondent to allow that respondent to complete the survey via the Web. Beginning in 2014, sending the web link via SMS (text message) was added as an additional option for all respondents.

- Prior to 2014, a small number of respondents who indicated that they had Internet access but preferred to complete the survey over the phone were allowed to do so. In 2014, all respondents contacted by phone were first asked to complete the survey immediately over the phone in addition to being given/sent the web link to complete the survey at a later time. Additional discretion was given to the phone interviewers to use all options to best achieve a completed interview in the interest of the study goals.

From 2010 to 2014, when contacting panel members from the original sample, up to 10 call attempts were made to reach them. If the person interviewed in the prior year was no longer a member of the household, no substitution of a different household member was made.

Starting in 2010, all respondents were paid a $10 incentive. Starting in 2013, respondents in hard-to-reach groups were paid a $20 incentive to increase participation rates.

Data Collection and Weighting

Interviews were conducted in English. Interviewing took place between October 20th, 2014 and January 5th, 2015.

To correct for discrepancies between the sample data and Census data, the sample data was weighted. However, unlike in 2013 where a complicated and nuanced weighting scheme was necessary to correct for extreme skews to gender, age, income, education, race, and ethnicity, the adjustments made during sample procurement meant that a much simpler weighting scheme was possible in 2014.

- Weighting was created based on the 2010 census for gender, age, income, education, race, and ethnicity. These demographics were used in a computer-generated sample-balancing (rim weighting) approach to ensure the weighted result ended with all subgroups matching the census.

- In 2013, weights were capped at 3.7 to account for extreme weighting values for some respondents. However, in 2014, very few respondents had weighting values above 3.7 (n=10 in total), so no caps were put into place as this would have had little/no impact on the results.

Demographic Data

	2010 Census	2012 with Weighting	2013 with Weighting	2014 with Weighting
Income				
Less than or equal to 29,999	31%	27%	31%	31%
30,000 to 49,999	20%	18%	19%	19%
50,000 to 99,999	30%	33%	29%	30%
100,000 or more	20%	22%	20%	20%
Age/Gender				
Males :12-17	5%	3%	5%	5%
Males :18-24	6%	5%	6%	6%
Males :25-34	8%	5%	8%	8%
Males :35-44	8%	8%	8%	8%
Males :45-54	9%	9%	9%	9%
Males :55-64	7%	8%	7%	7%
Males :65-74	4%	5%	4%	4%
Males :75-84	2%	3%	2%	2%
Males :85 & Above	1%	1%	1%	1%
Females :12-17	5%	3%	5%	5%
Females :18-24	6%	4%	6%	6%
Females :25-34	8%	6%	8%	8%
Females :35-44	8%	9%	8%	8%
Females :45-54	9%	10%	9%	9%
Females :55-64	7%	9%	7%	7%
Females :65-74	4%	6%	5%	4%
Females :75-84	3%	4%	4%	3%
Females :85 & Above	1%	1%	1%	1%
Education				
Less than HS Grad	22%	12%	21%	21%
HS Grad no college	27%	25%	27%	27%
Some college/associates degree	26%	30%	25%	26%
Bachelor's degree or higher	25%	34%	27%	26%
Ethnicity				
Hispanic	17%	11%	16%	16%
White/Anglo/Caucasian/Middle-eastern	75%	81%	77%	73%
Black/African American	14%	10%	14%	13%
Asian/ Pacific Islander	6%	6%	6%	6%