2014 Digital Future Project

Surveying the Digital Future

Year Twelve

Center for the
Digital Future

The 2014 Digital Future Report
Surveying The Digital Future
Year Twelve

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The 2014 Digital Future Report
Surveying The Digital Future
Year Twelve

Welcome to "Surveying the Digital Future," the twelfth study conducted by the Center for the Digital Future of 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 twelfth 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 12 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 11 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 as users shift from Internet access by modem to broadband.

The Digital Future Project is not restricted to investigating a particular method of accessing the Internet. As new types of access – such as wireless, or other methods now unknown – become available, the project is tracking them. The project is open to exploring all aspects of change on the Internet and its emerging applications; for example, recently we have expanded our findings about social networking, unwanted attention online, online dating, and the cloud. We will continue to monitor online technology as it transforms in yet-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 2014 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 twelfth 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

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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 151.

America on the Internet

Average hours per week online	21
Average hours per week online at home	14.1
Internet users who go online on a mobile phone	68%
Hours online at work (weekly)	10.8
Hours actively using the Internet at work (weekly)	10.4

1. Hours per week online

The average number of hours spent online each week declined slightly in the 2010 study after increasing or remaining the same in every Digital Future study since 2000. However, in 2012, the hours online grew, and in the current study have reached the highest level thus far – 21 hours.

Weekly hours online
(Internet users)

(Weekly hours K-1 compilation 2013)
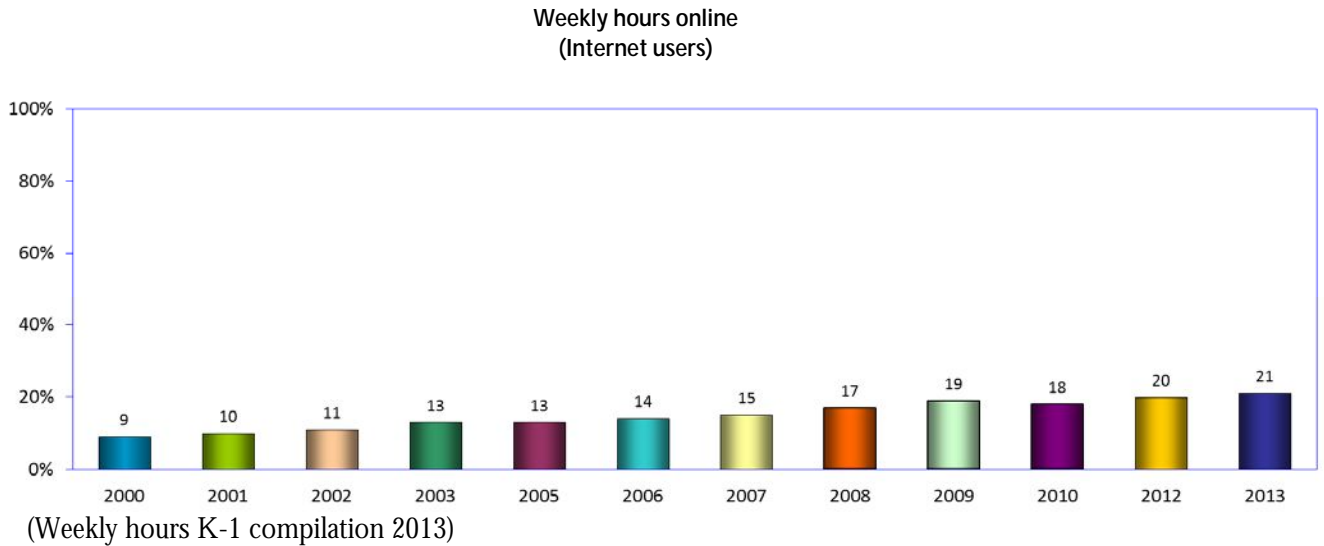
2. Using the Internet at home: hours per week

Internet users in the first 11 Digital Future studies reported increasing use of the Internet at home, beginning with 3.3 hours per week in 2000 and increasing to 14.1 hours in 2012. In the current study, however, for the first time the amount of time spent online at home has not changed from year to year – now 14.1 hours per week, the same as in 2012.

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

(Q350 K-1 2013)
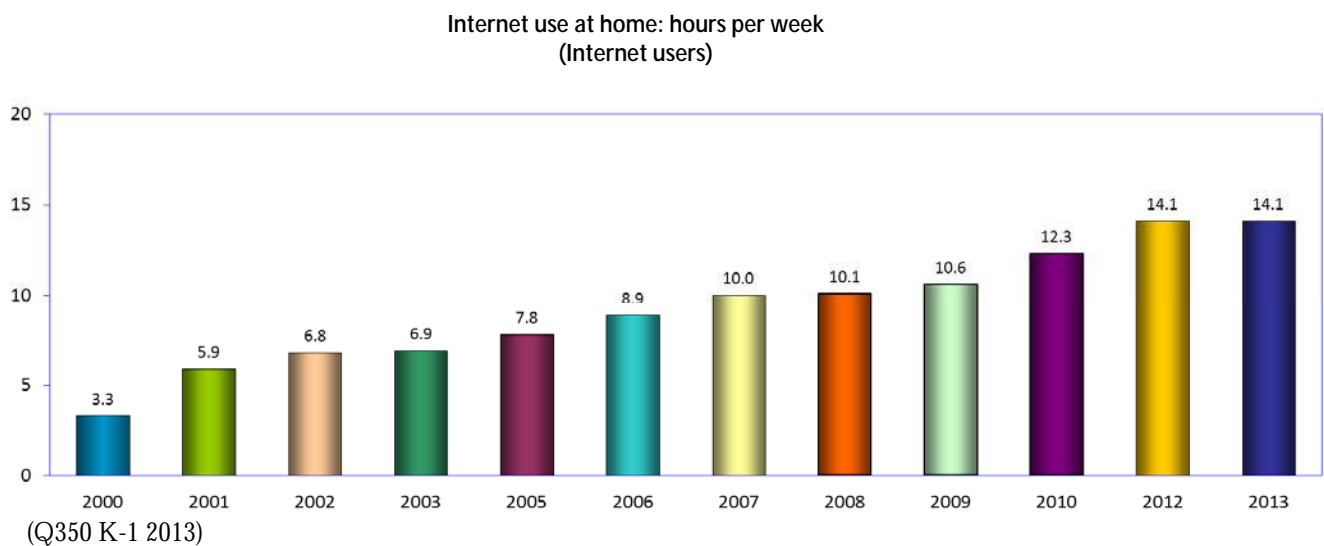
3. Internet connection at home

Almost all Internet users have a home Internet connection other than a mobile phone – 92 percent in the current study.

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

(Q205 M-1 2013)
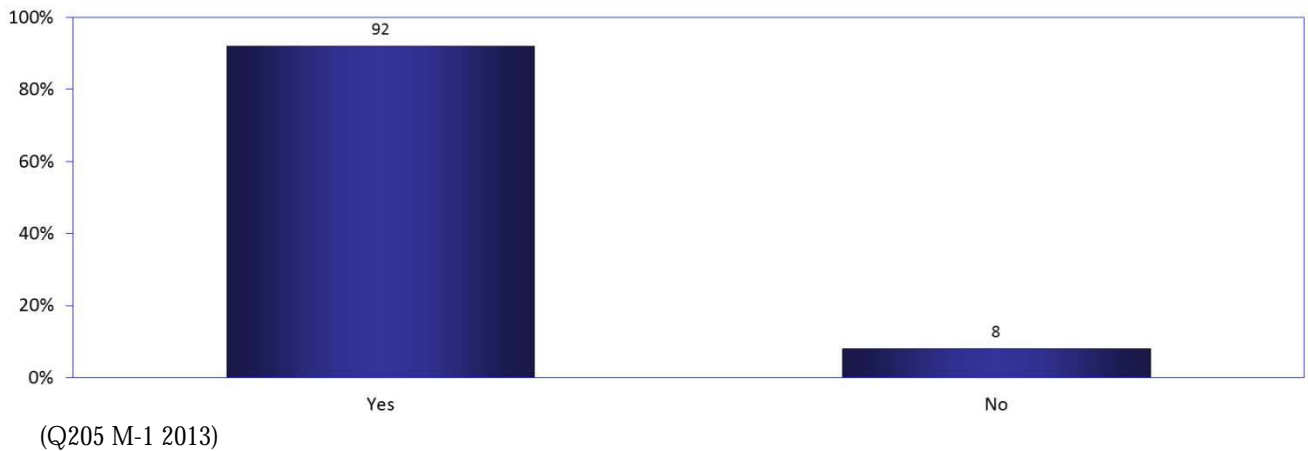
4. Using the Internet away from home, work, or school

Internet users continue to report a small but growing amount of time going online away from work, home, or school – an increase to one hour per week, up marginally from 0.8 hours in 2012.

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 2013)
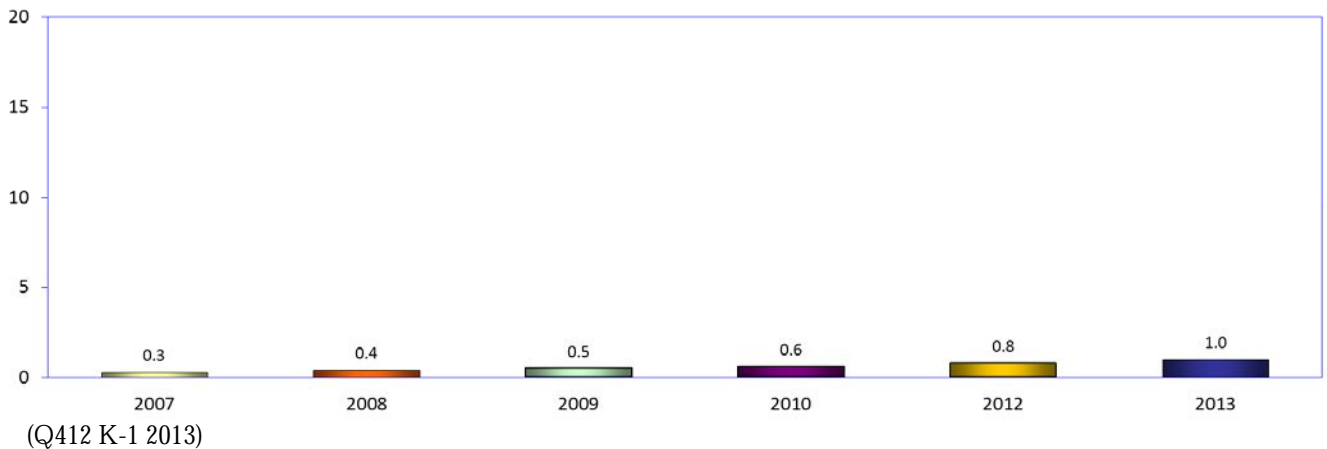
5. Activities on the Internet: communication services

Significant 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 to social networking sites, instant messaging, and reposting content created by others.

The current Digital Future study found that 85 percent of Internet users said they check their email at least daily. Twenty-five percent said they send attachments with their email daily or more, and 20 percent send instant messages at least daily.

The current study also found that large percentages of Internet users never make or receive online phone calls (61 percent), post on discussion boards (48 percent), or post content (42 percent).

Internet activities: communication services
(Internet users)
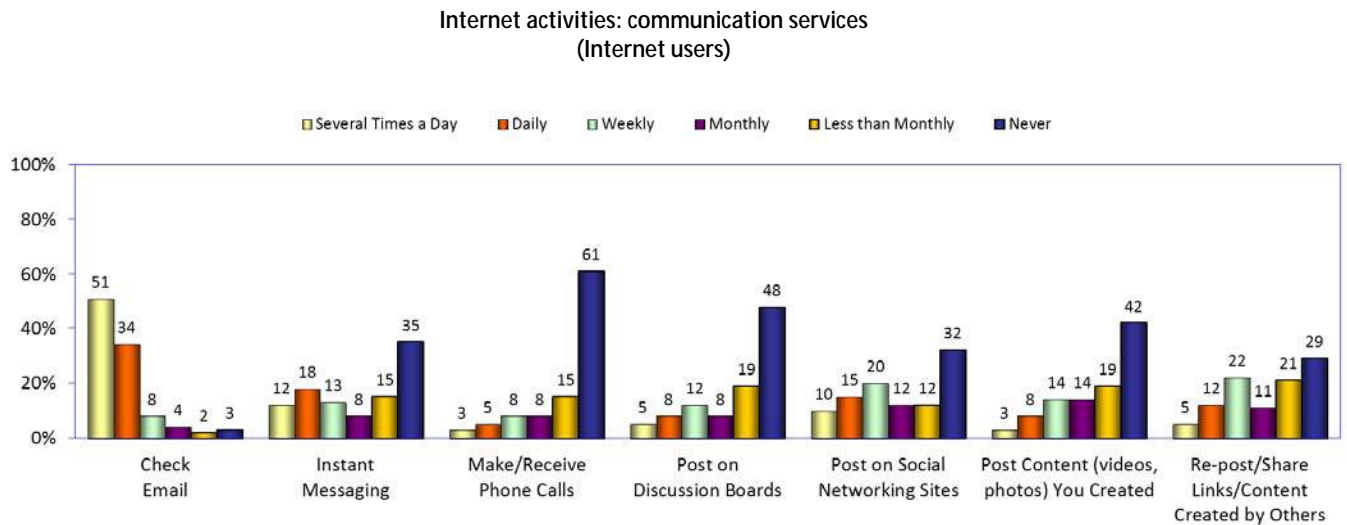
(Q708A K-1 2013)

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

Large percentages of Internet users go online at least weekly for basic information: 65 percent go online for fact-finding, and 53 percent for looking up the definition of a word.

Internet activities: fact-finding, information sources, distance learning
(Internet users)
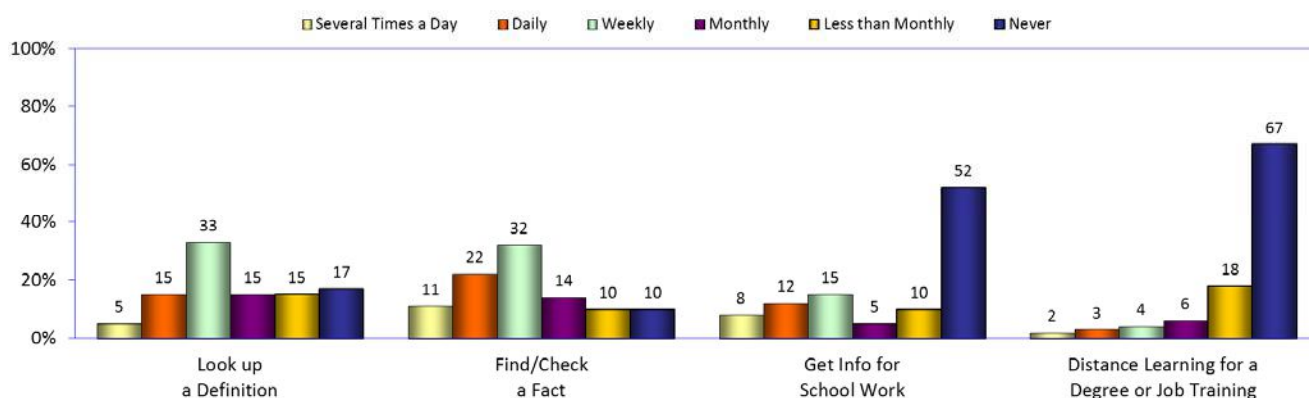
(Q708E K-1 2013)

7. 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.

Fifty percent of users go online to look for news daily or more, and 68 percent of users go online for news at least weekly. More modest numbers of users go online at least weekly to look for jokes or humorous content (34 percent), to read blogs or to look for health information (30 percent).

Looking for travel information is done at least monthly by 39 percent of users. Looking for work online is never done by 47 percent of users.

For findings on the importance of the Internet as an information source, see page 41.

Internet activities: information gathering
(Internet users)
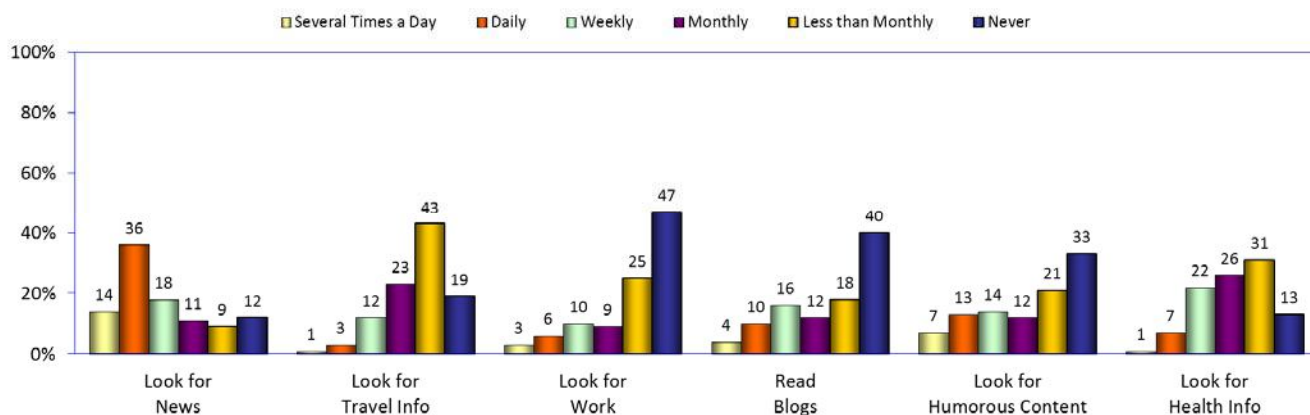
(Q708B K-1 2013)

8. Activities on the Internet: general use

Seventy-nine percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to generally browse the Web, and 50 percent do so to use online banking services.

The next highest percentages were reported for those who download or listen to music (47 percent), play games (44 percent), download or watch videos (43 percent), or listen to an online radio station (31 percent).

Conversely, much smaller percentages of Internet users reported going online at least weekly to visit sites with sexual content (19 percent), visit religious or spiritual sites (13 percent), or bet (5 percent).

General Internet activities
(Internet users)
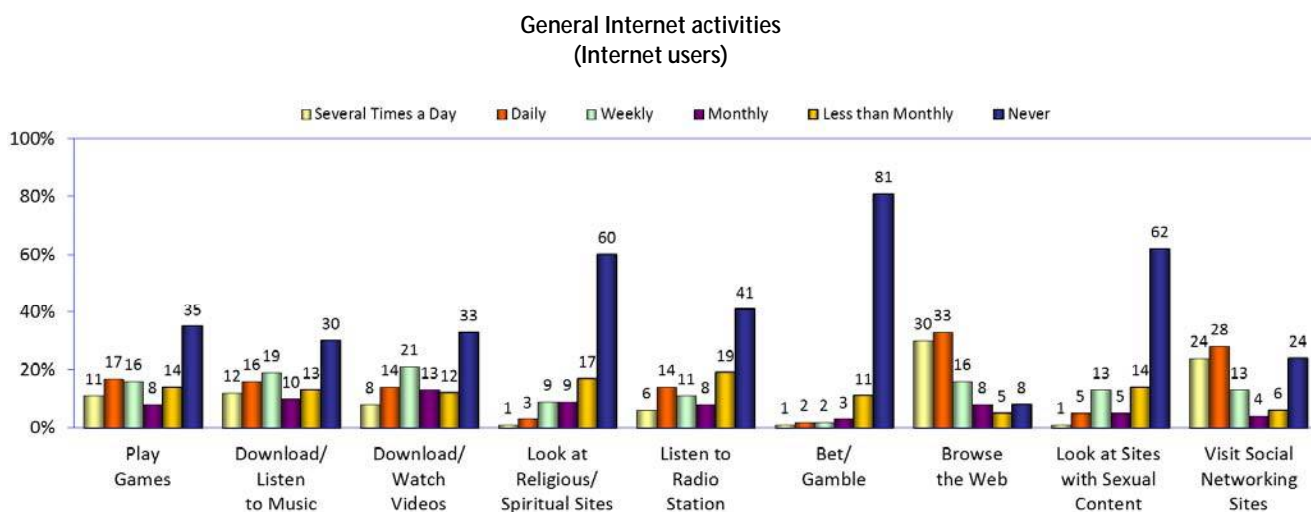
(Q708C K-1 2013)
(Questions about sexual content asked only of users 18 and older)

General Internet activities
(Internet users)
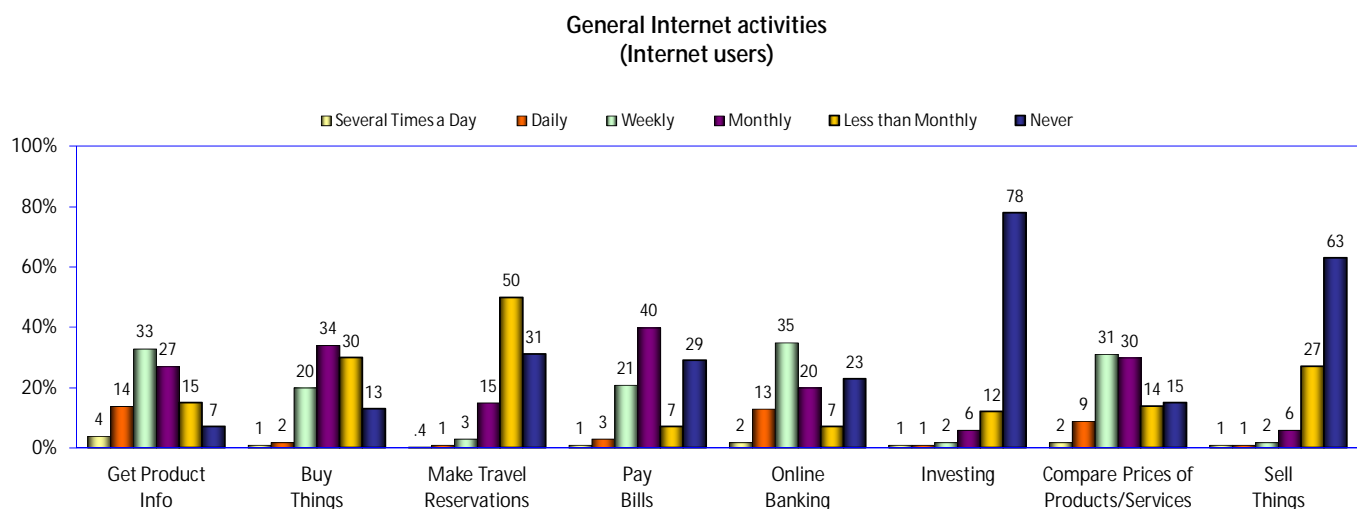
(Q708D K-1 2013)

9. Activities on the Internet: six-year trends

Comparing the current findings to the five most recent Digital Future studies shows that percentages of users who go online at least weekly for some of the most popular Internet activities, such as fact finding, looking up word definitions, and paying bills, continue to increase.

The study found continuing growth for seven of the eight most common Internet activities, such as looking for news (now 69 percent, compared to 60 percent in 2007), fact-finding (now 65 percent compared to 43 percent in 2007), and looking up a definition (now 53 percent, up from 27 percent in 2007).

The only decline reported in the current study was the percentage who go online at least weekly for online banking – now 51 percent, down from 57 percent in 2012 but higher than in any other year since 2007.

For more about popular Internet activities, see the Trends section on page 153.

General Internet activities
(Internet users – several times a day, daily and weekly)
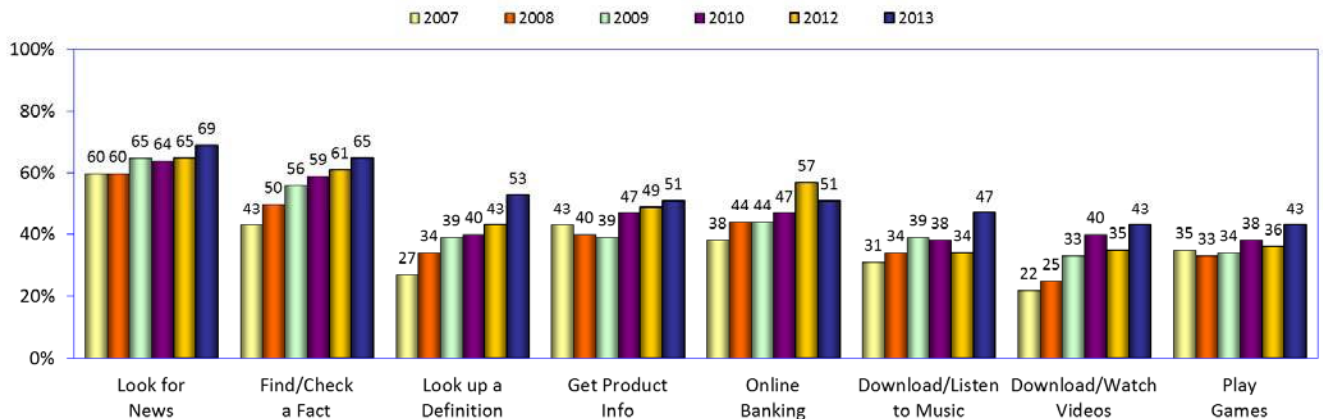
(Q708B-E MD-2 2013)

10. The Internet at work

Internet users have reported increased hourly access to the Internet at work in every Digital Future study since 2003.

Average online access reported in the current study increased by almost one hour – now 10.8 hours per week, an increase from 10 hours reported in 2012.

For active use of the Internet at work, see the next questions and the Trends section on page 153.

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

(Q370 K-1 2013)
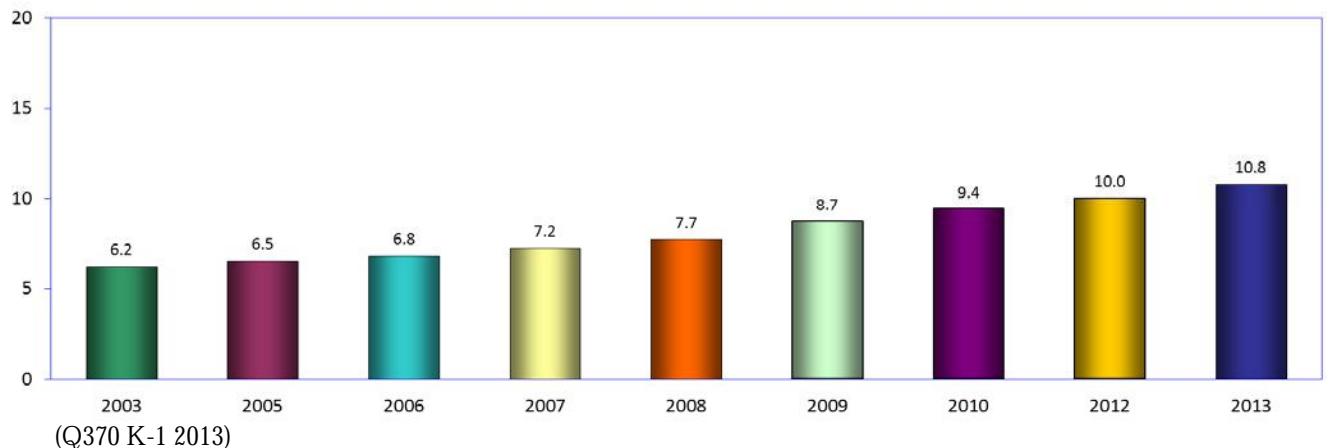
11. The Internet at work: active use

With only two exceptions – 2003 and 2007 – each of the Digital Future studies found Internet users reporting increased time for going online at work 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 increased by one hour – now 10.4 hours per week – the largest year-to-year increase and a new high for the Digital Future Project.

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

(Q400 K-1 2013)
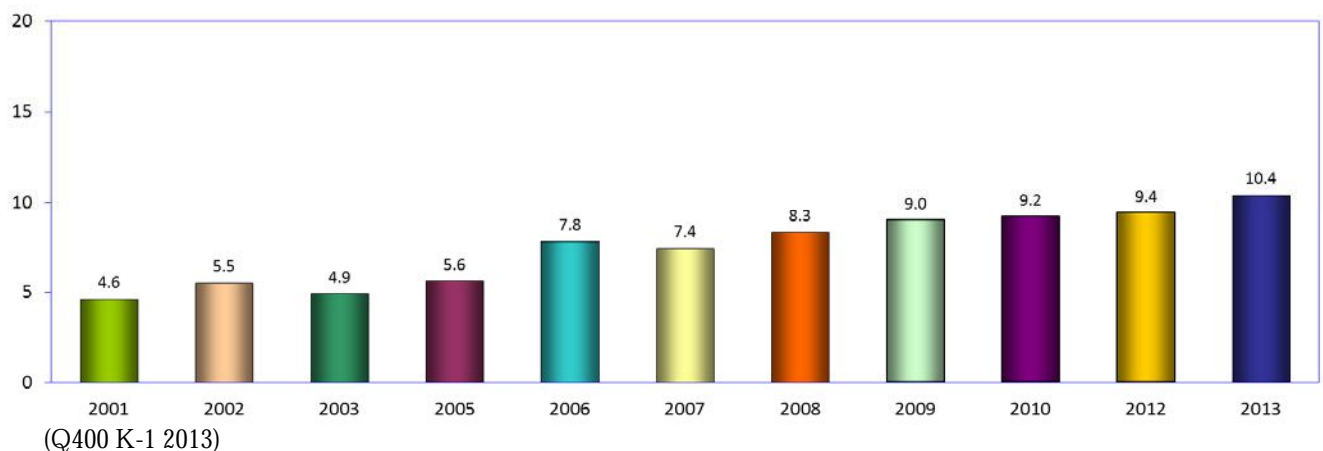
12. The Internet at work: non-work activities

Compared to 2012, about the same percentage of users 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.

Fifty-two percent of users who go online at work said they sometimes or often go online for non-work related reasons, down marginally from 53 percent in 2012, and less than the peak of 56 percent reported in 2009.

However, the highest percentage of users thus far in the Digital Future study said they never go online at work for non-work purposes (16 percent).

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

(Q493 K-1 2013)
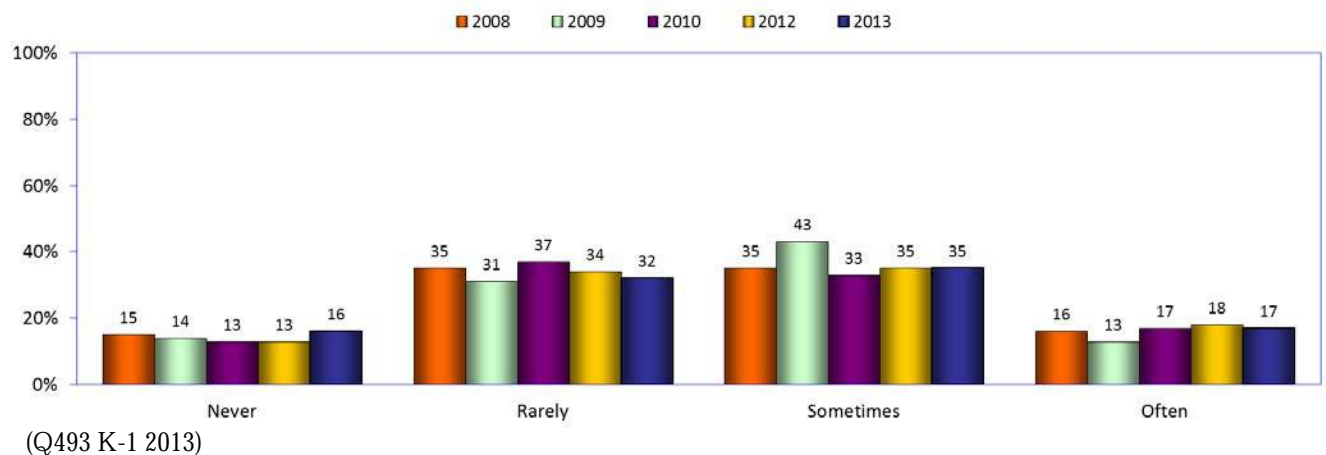
13. Using the Internet at home for work

Using the Internet at home for work has declined slightly in the current Digital Future study.

Fifty-eight percent of these respondents in the current study who use the Internet at work said they sometimes or often go online at home for their jobs, down from the peak of 61 percent in 2012.

And those who never use the Internet at home for their jobs has increased to 21 percent of users with the Internet at their workplace, up from 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 2013)
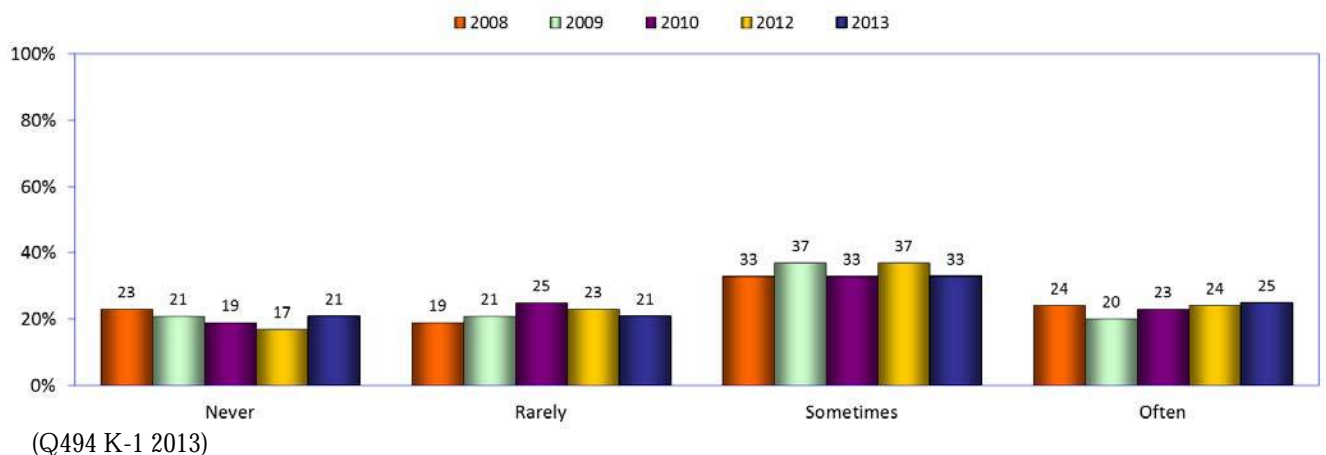
14. Productivity and the Internet at work

The percentage of users who said they are more productive at work because of the Internet continues to represent a large percentage of those who use the Internet at work. However, the percentage reporting that the Internet improves their productivity declined in 2013.

In the current study, 63 percent of users with the Internet at work said that going online at work improves their productivity somewhat or a lot, compared to 68 percent in 2012, and down from 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 increased slightly to eight percent – up from five percent in 2012 and the highest percentage thus far in the Digital Future Project.

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

(Q491 K-1 2013)
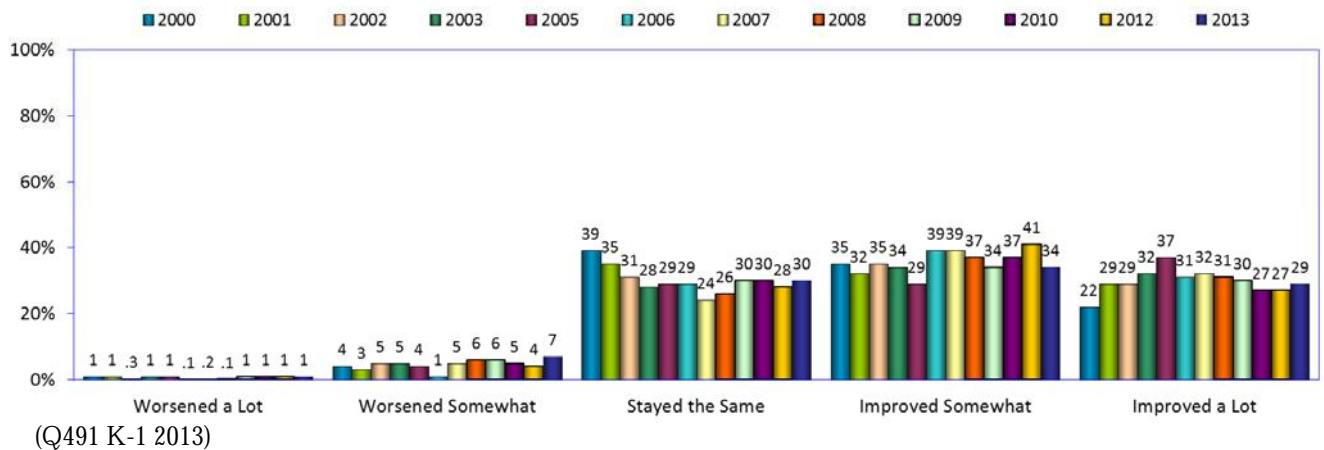
15. Connecting to the Internet: types of devices

Large percentages of Internet users go online with different types of devices.

Almost all users (94 percent) go online with a traditional computer, but (with multiple responses possible) more than two-thirds (68 percent) go online with a mobile phone, and 44 percent access the Internet on a tablet or e-reader.

Tell us which devices you use to connect to the Internet (e.g., for search, e-mail, social networks, etc.).
(Internet users)
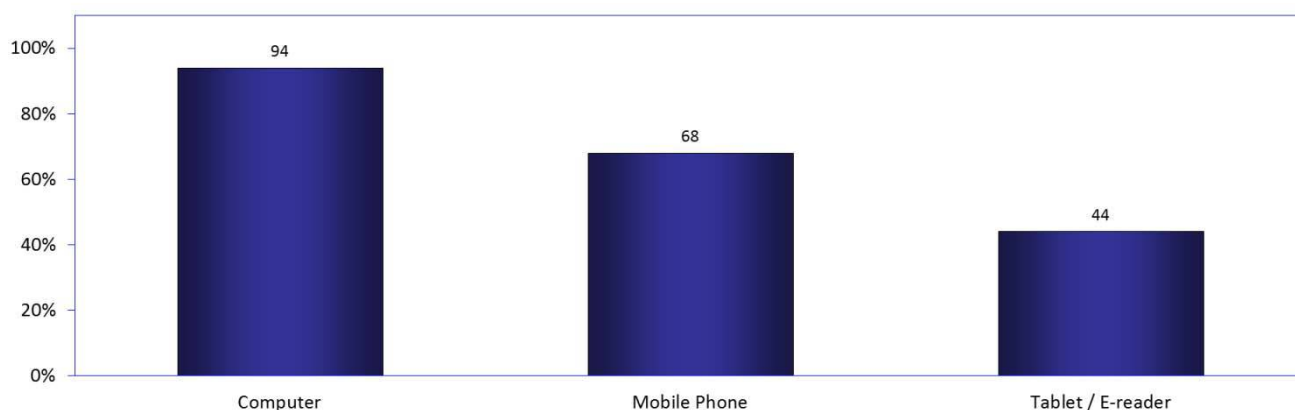
(Q426 K-1 2013) (Multiple responses possible)

16. Connecting to the Internet: men and women

Similar percentages of men and women go online with a variety of devices, with slightly higher percentages of men compared to women going online with computers, mobile phones, and tablets or e-readers.

Tell us which devices you use to connect to the Internet (e.g., for search, e-mail, social networks, etc.).
(Internet users)
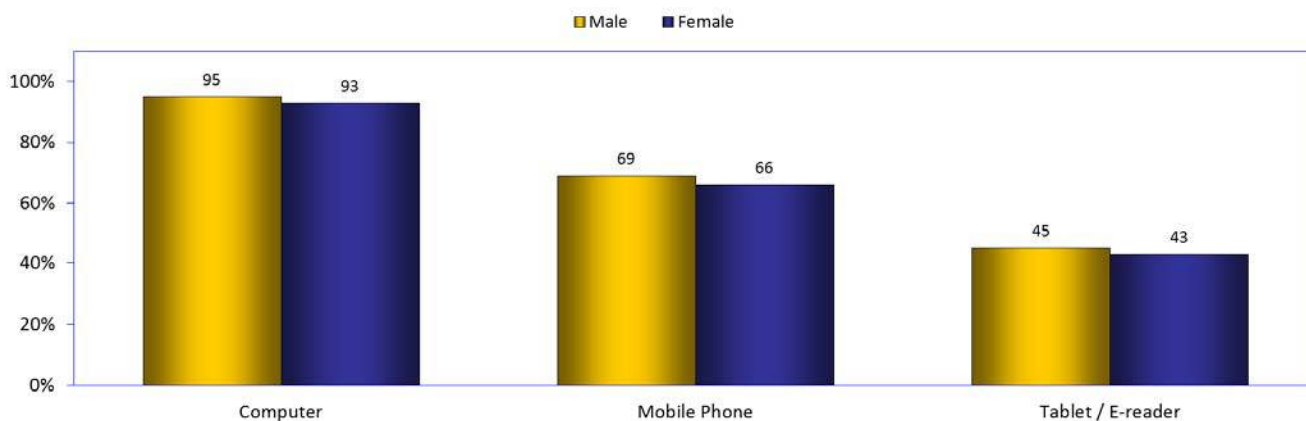
(Q426 K-2 2013) (Multiple responses possible)

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

While large percentage of users go online with a variety of devices (see the previous two questions), the computer is still the device of choice for 60 percent of users who connect through two or more devices, followed by mobile phones (29 percent), and tablet or e-readers (11 percent).

Which one of those do you use most often?
(Internet users who connect through two or more devices)
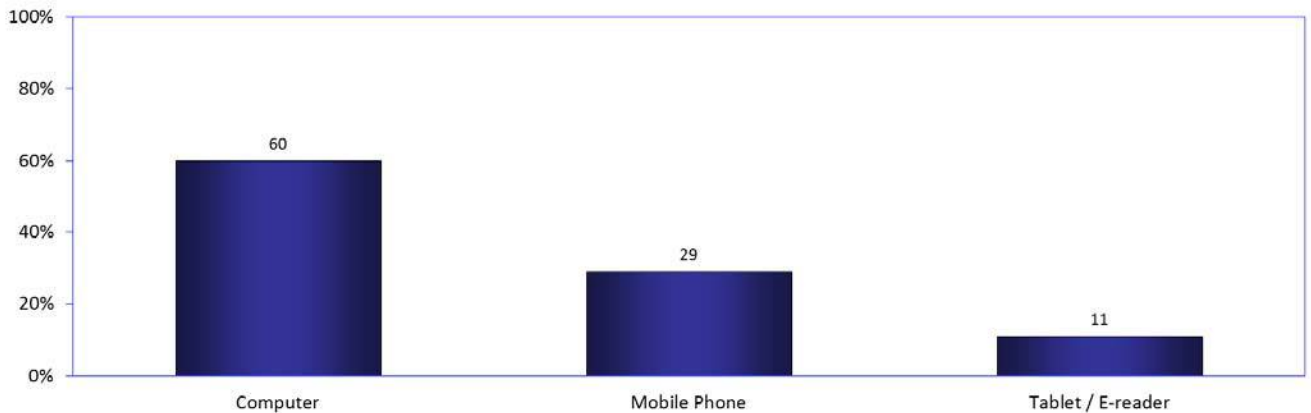
(Q427 K-1 2013)

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

For users who go online with three or more devices, the largest percentage use their mobile phone most often to access the Internet – 43 percent – followed by their computer (38 percent), and then a tablet or e-reader (19 percent).

Which one of those do you use most often?
(Internet users who connect through three or more devices)
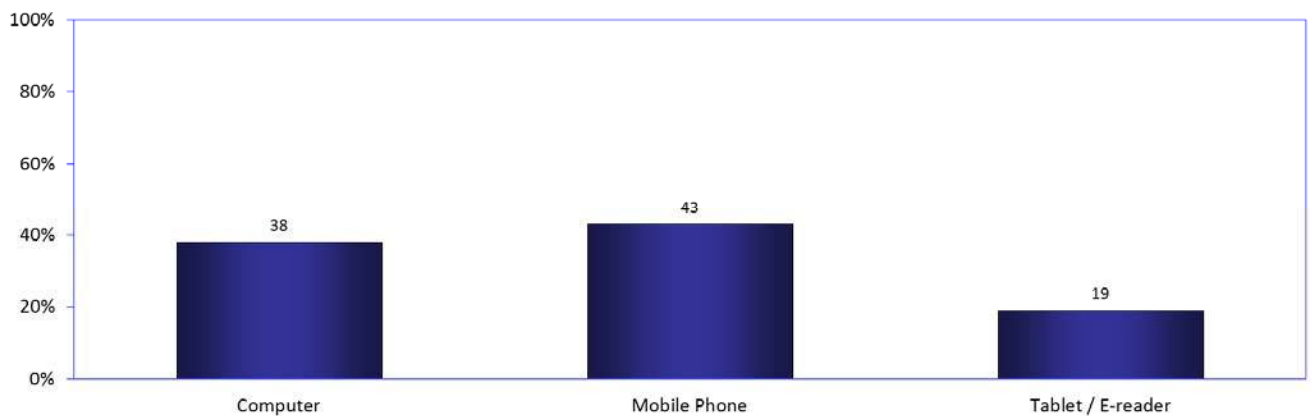
(Q427 K-2 2013)

19. Surfing the Web

All of the Digital Future studies have found that going online without a specific destination is cited as one of the most popular Internet activities. The percentage of users who surf the Web increased in the current study – now 81 percent, up from 79 percent in 2012, marginally below the peak of 82 percent in 2010.

The percentages of those who never go online without a specific destination decreased marginally to 20 percent.

How often do you go online without a specific destination?
(Internet users)
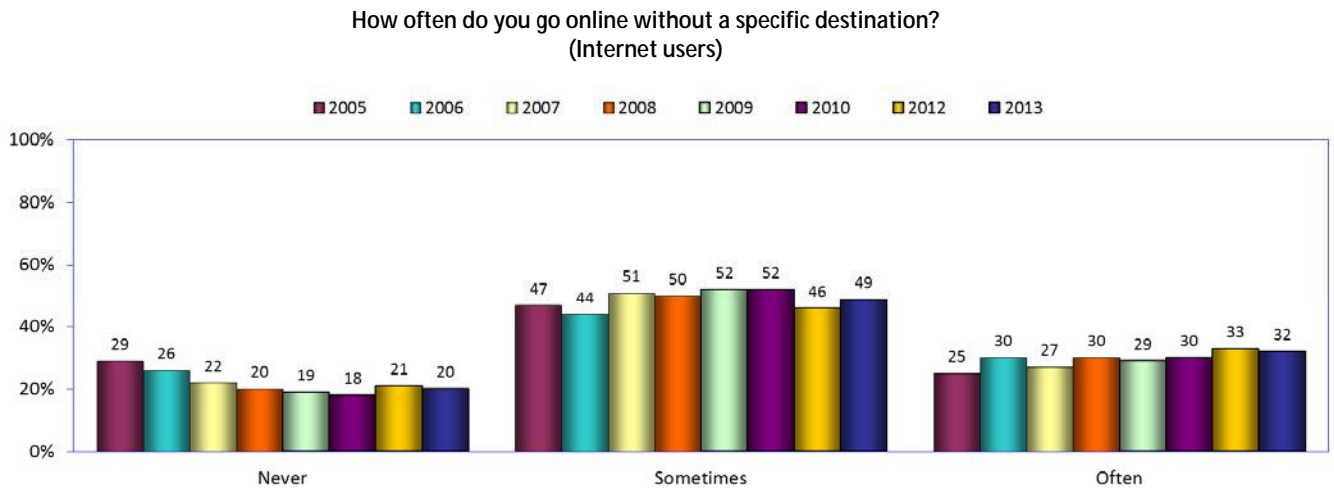
(Q292 K-1 2013)

20. Watching Internet video on television

More than half of Internet users (56 percent) watch online video on their television – up 22 percentage points since 2009.

Have you ever watched video from the Internet on your television?
(Internet users)
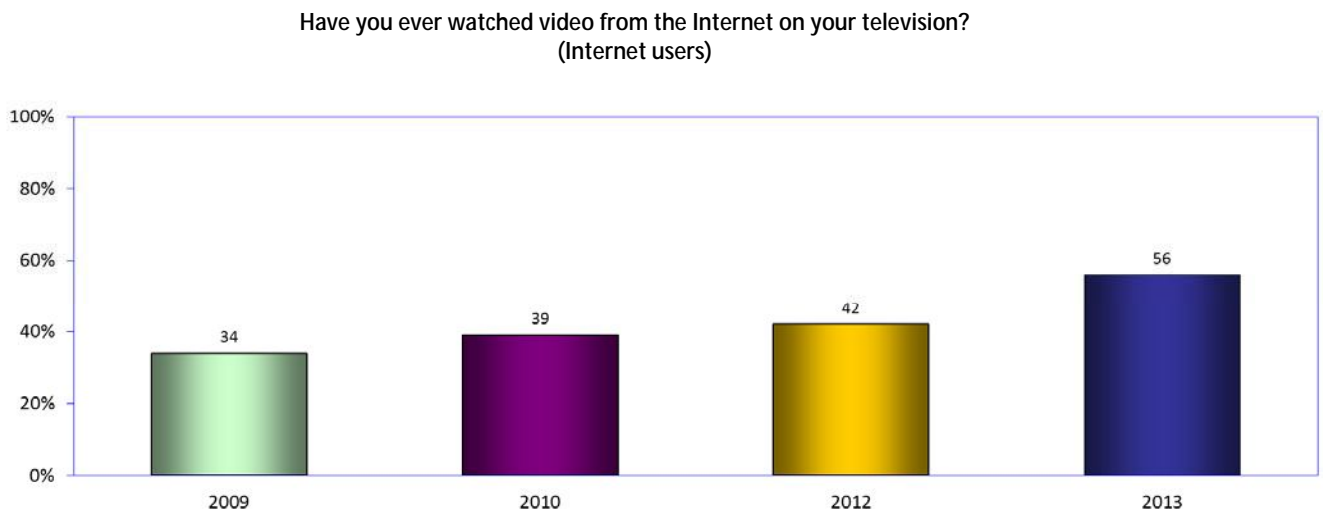
(Q534 K-9 2013)

Internet use and the cloud

21. Internet users and the cloud

More than half of those who go online (52 percent) use the cloud for storage or file exchange – up 19 percentage points since 2012.

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

(Q537 K-1 2013)
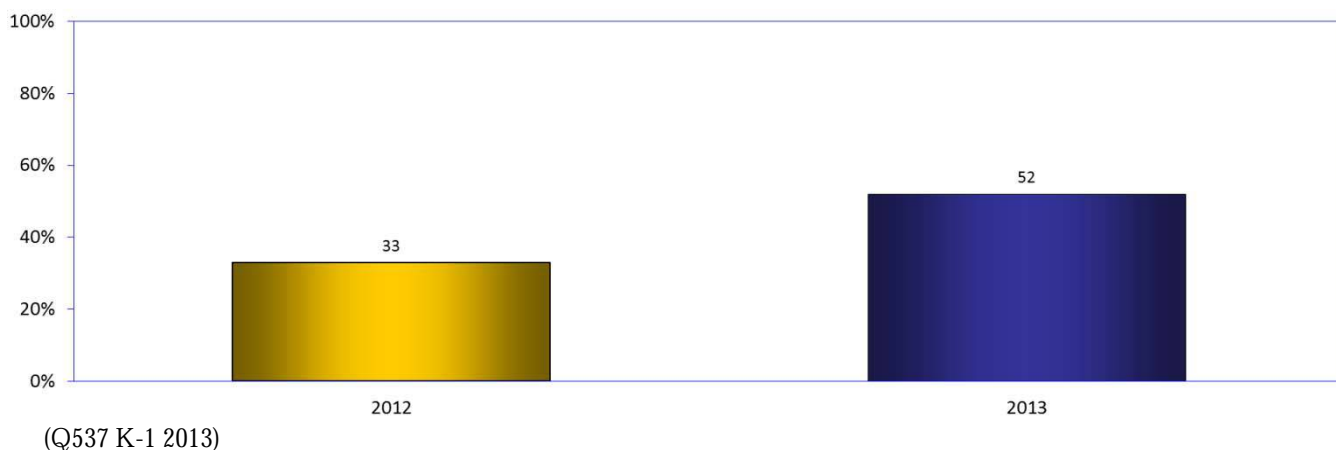
22. Why don't you use the cloud?

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 than any other reason – 56 percent, down from 61 percent in 2012.

Other reasons reported by Internet users were cost (11 percent), privacy (12 percent), and security (13 percent). Of particular note was the decline in the percentage who said the cloud was not useful – now 14 percent, down from 24 percent in 2012.

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

(Q537 K-2 2013)
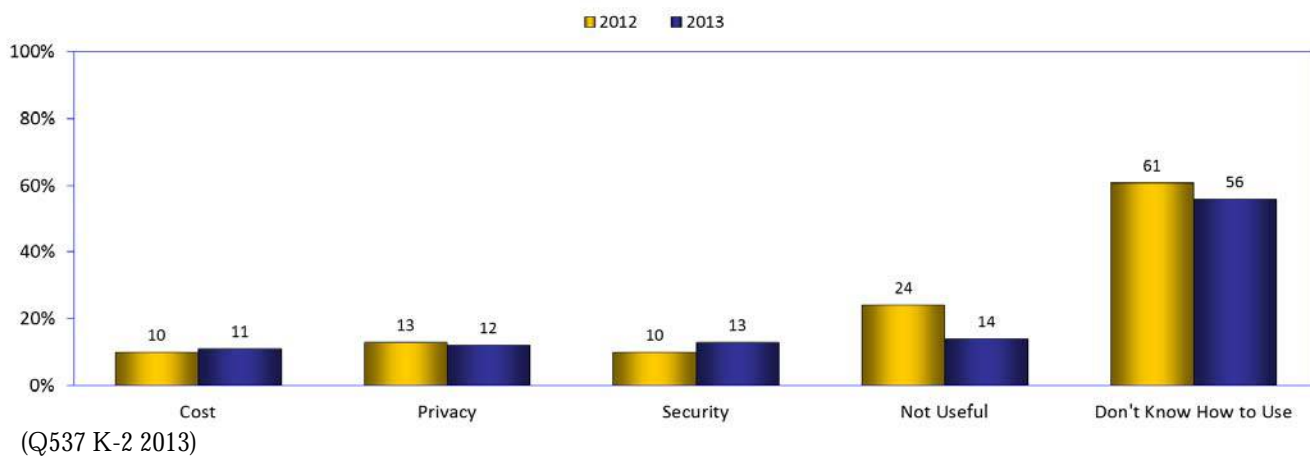
Communication technology: impact on the world

23. Communication technology: how does it affect the world?

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

Comparing users to non-users, 55 percent of Internet users age 16 and older in the current study said that communication technology makes the world a better place, but only 31 percent of non-users express the same view.

Almost twice the percentage of non-users (27 percent) compared to users (14 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 2013)
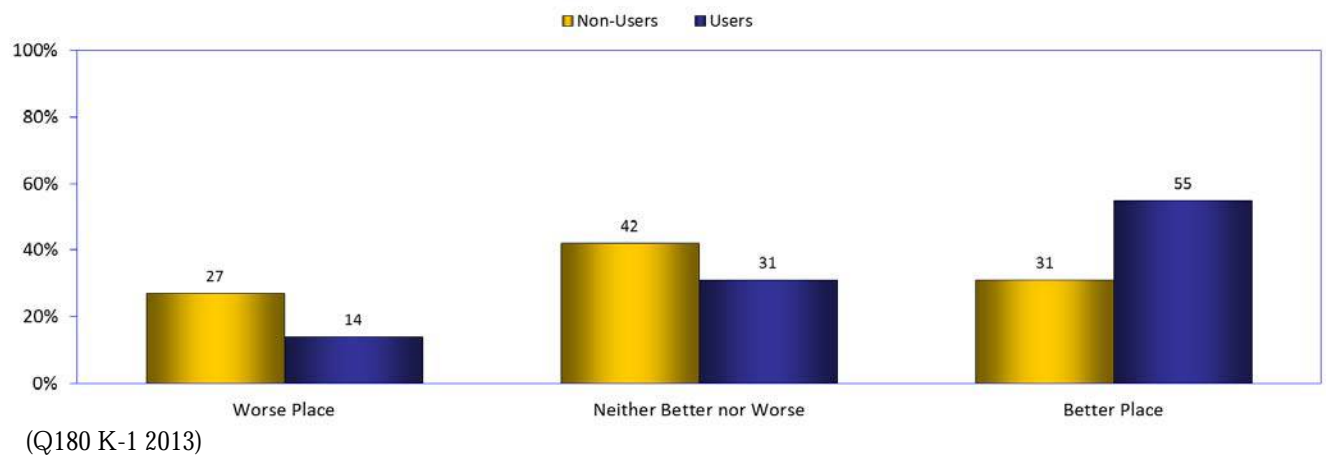
24. Communication technology: how does it affect the world? (Internet users)

The percentage of users age 16 and older who said that communication technology makes the world a better place has been on a generally downward trend since 2005, and has now declined to 55 percent – for the second year in a row, the lowest level in the Digital Future studies.

The percentage of users who said that communication technology makes the world a worse place increased to 14 percent, the highest level thus far in the Digital Future studies.

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

(Q180 K-3 2013)
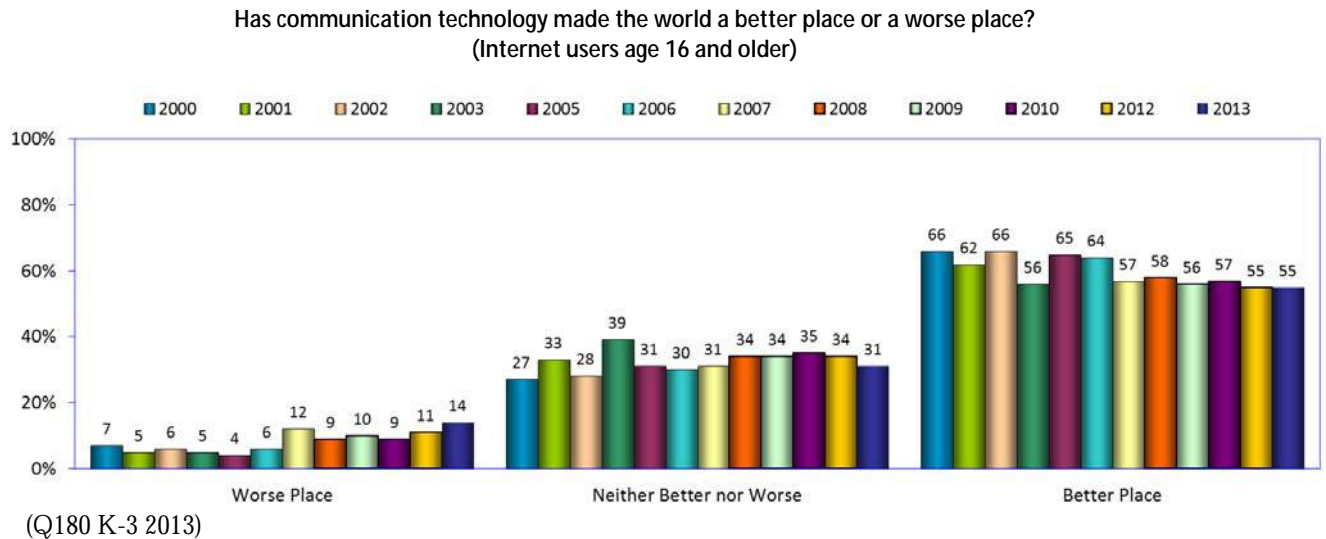
25. Communication technology: how does it affect the world?   (Internet non-users)

The percentage of non-users age 16 and older who said that communication technology makes the world a better place declined to 31 percent, down from 38 percent in 2012 – for the second year in a row, a new low for the Digital Future studies.

The percentage of non-users who said communication technology made the world a worse place, after declining for three years in a row, increased in the current study to 27 percent of non-users – near the peak of 28 percent reported in 2008.

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

(Q180 K-2 2013)
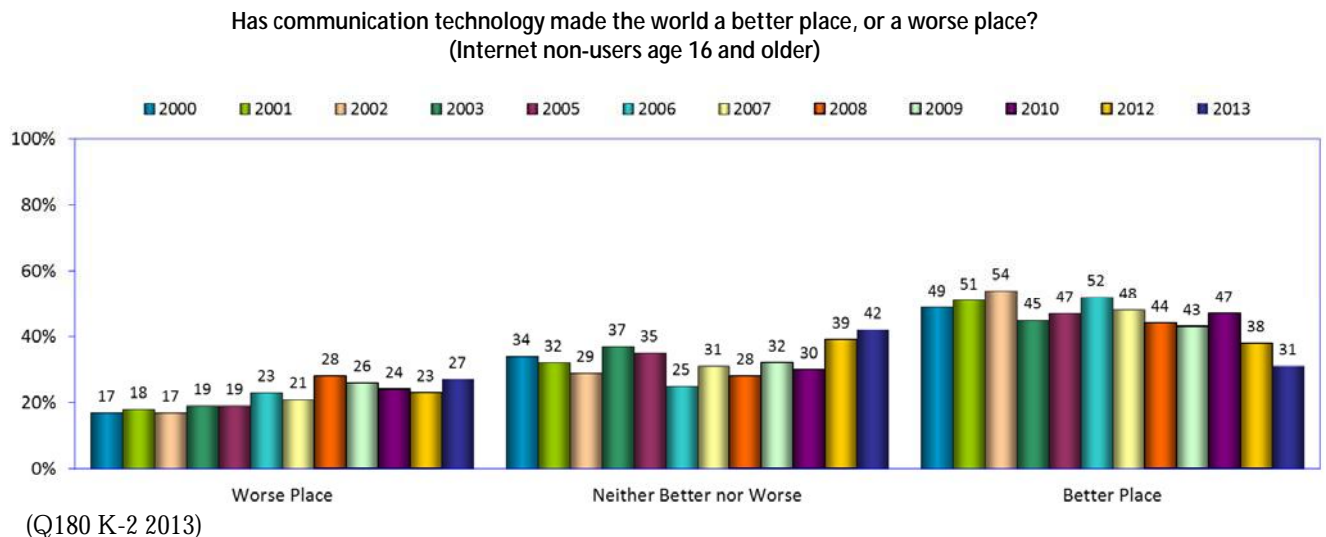
Internet Non-Users

Internet "dropouts"
(percentage of non-users who
previously went online)   39%

How many years
on average did dropouts
use the Internet
before they stopped?   3.1

Will non-users go online
in the next year?
(not likely at all)   49%

Will Internet dropouts
go back online? (answered no)   23%

Internet non-users: views about not going online

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

Have respondents who are non-users ever gone online? Of those who are not currently using the Internet, 39 percent had previously gone online.

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

(Q540 K-1 2013)
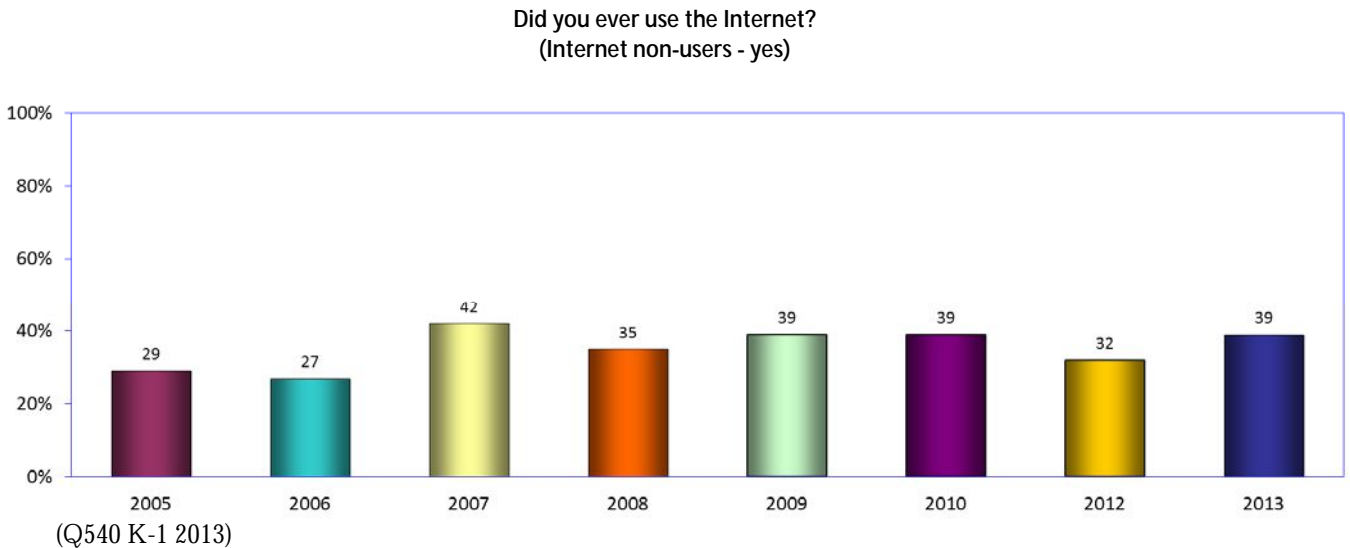
For the first time since 2009, non-users in the current study reported being online for more than three years before stopping – an increase from 2.8 years in 2012.

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

(Q570 K-1 2013)
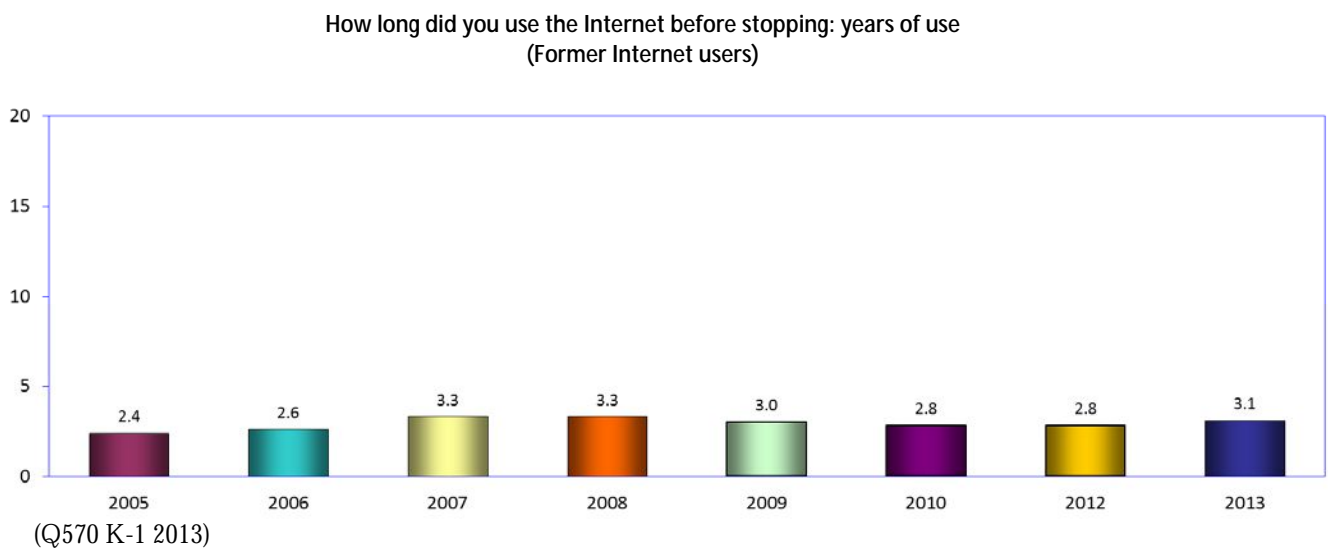
27. Internet non-users: reasons for not being online

Do Internet non-users have specific reasons for not going online? In the current study, the most-cited reason for not using the Internet was lack of knowledge, reported by 22 percent of non-users, and an increase from 17 percent in 2012.

The second-most cited reason for not being online was the Internet was of no interest or not useful, reported by 18 percent of non-users, a decrease from 24 percent in 2012 and down for the third year in a row.

The percentage of non-users who believe the Internet was "too expensive" or said they cannot afford the fees continued to decline – now five percent of non-users and down from seven percent in 2010 and 2012, and 11 percent in 2009.

Reasons for not going online
(Internet non-users)
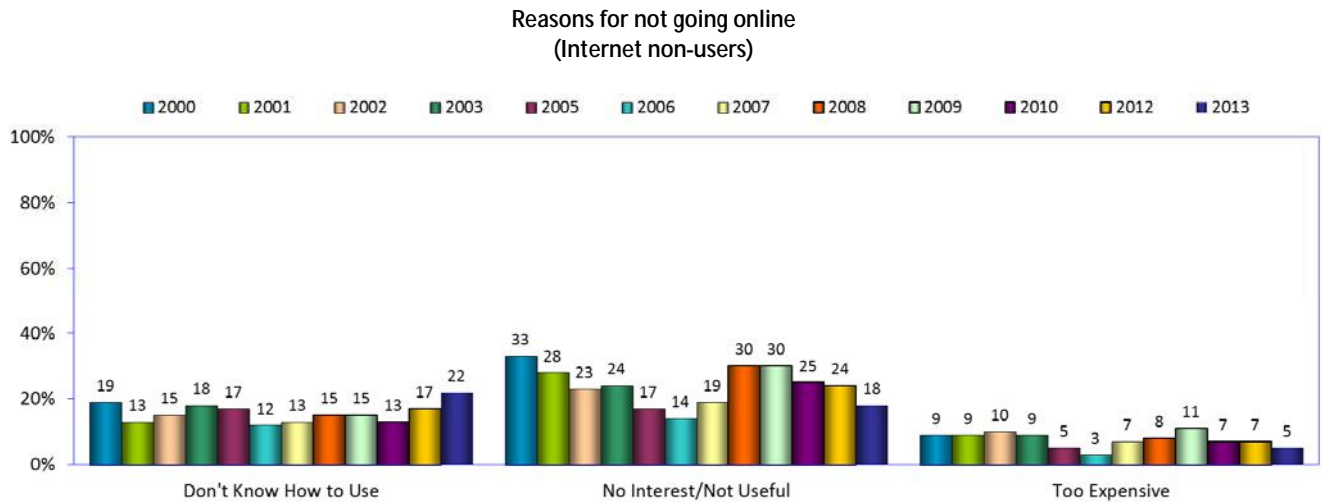
(Q591 K-2 2013)

28. "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 (five percent – see the previous page), a much larger percentage of non-users who previously went online feel strongly about the cost of the Internet.

The cost of going online as the reason for being an Internet dropout – too expensive – was reported by the largest group of non-users: 23 percent. This is more than twice as high as the next-highest reason – not useful – reported by 11 percent, or 10 percent who said their computer was lost or broken.

Internet dropouts: reasons why former Internet users no longer go online
(Former Internet users)
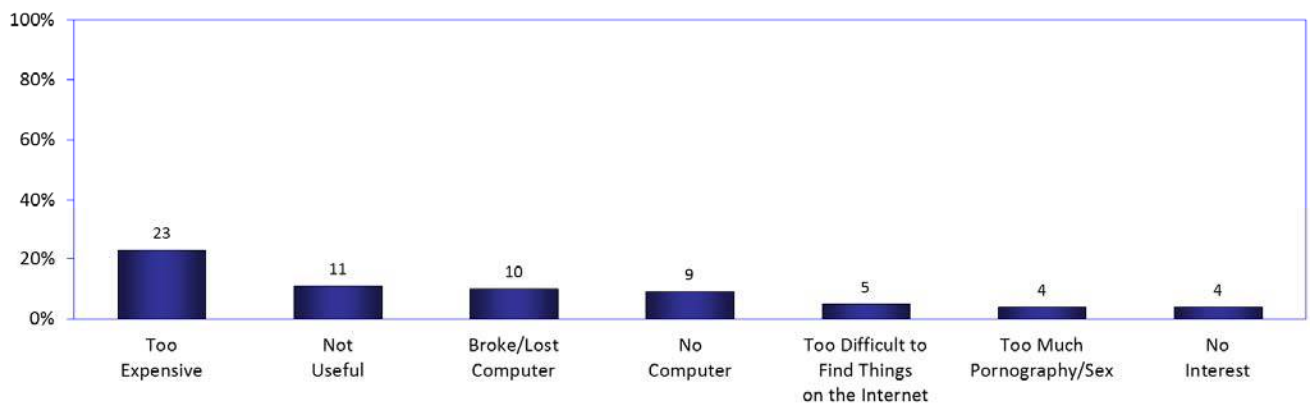
(Q580 K-1A 2013)
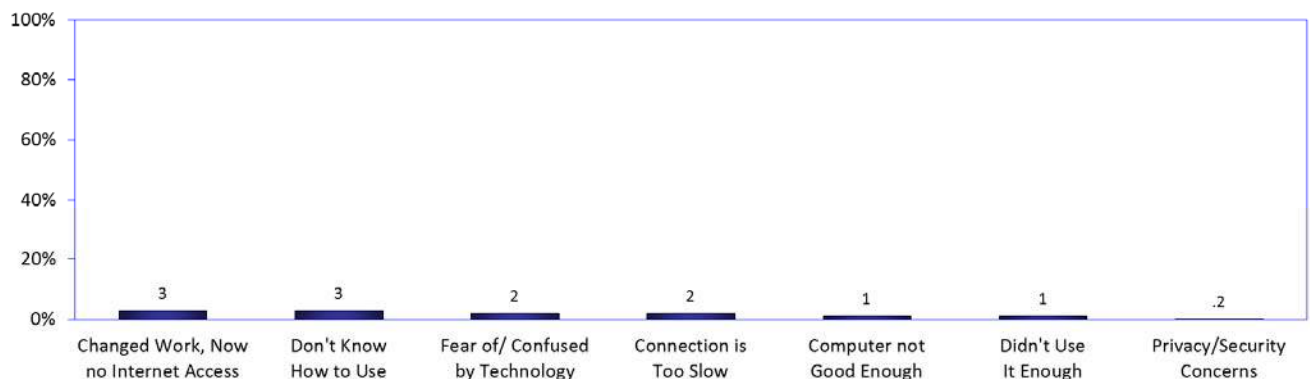
(Q580 K-1A 2013)

29. 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 cites the lack of a computer as the main reason they are not online – 35 percent of non-users age 55 and older compared to 18 percent of those age 35 to 54.

A higher percentage of non-users age 35-54 (24 percent) compared to those 55 and older (17 percent) report lack of knowledge as the reason they are not online. And while a larger percentage of those 55 and older are not online because of lack of interest (22 percent vs. 14 percent), a much larger percentage of non-users age 35-54 said lack of time was the reason they were not online (30 percent vs. 4 percent).

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

☐ 35 - 54   ■ ≥ 55

Reason	35 - 54	≥ 55
No Computer/ No Device	18	35
No Interest/ Not Useful	14	22
Don't Know How to Use	24	17
Too Expensive	4	6
No Time/ Too Busy	30	4
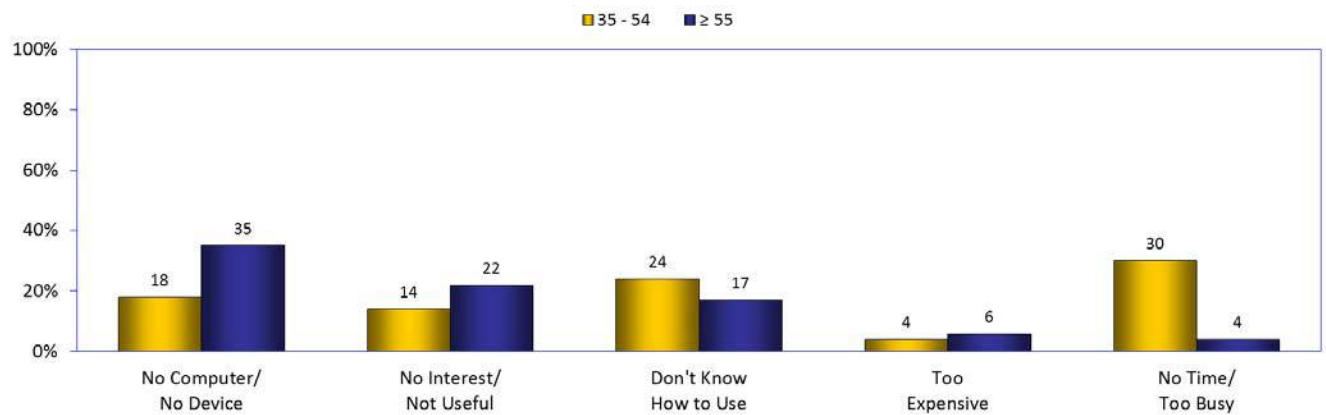
(Q591 K-3 2013)

30. Reasons for not being online: 2000 vs. 2013

Almost twice the percentage of non-users in 2000 said they did not go online because the Internet is not useful or is of no interest to them compared to 2013 (33 percent compared to 18 percent).

In the current study, a slightly higher percentage of non-users compared to 2000 said they are not online because they do not know how to use the Internet or they are confused by technology – now 22 percent of non-users compared to 19 percent in 2000. And, the expense of using the Internet was cited by only five percent of non-users in 2013, compared to almost twice the percentage (nine percent) in 2000.

Reasons for not going online
(Internet non-users)

■ 2000   ■ 2013
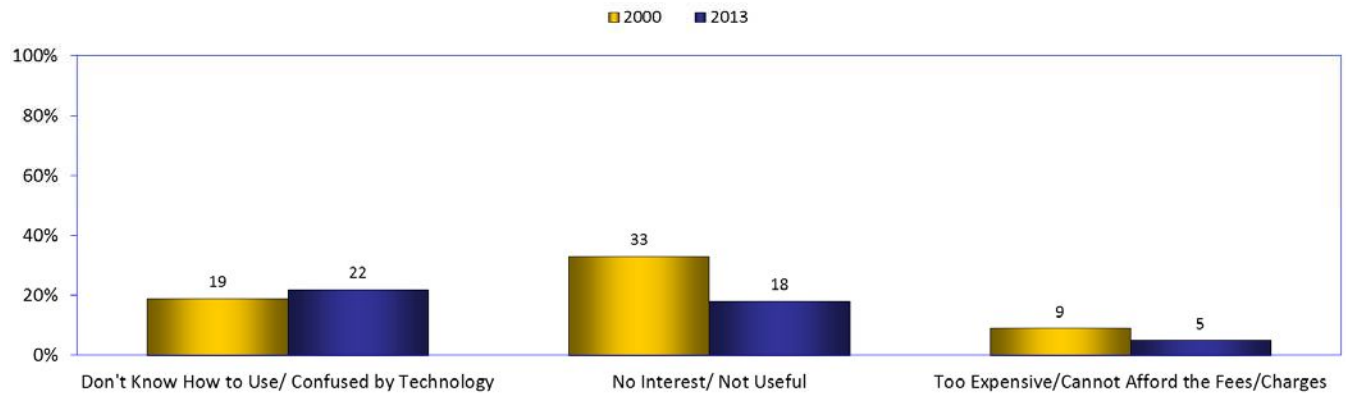
(Q591 M-1 2013)

31. "Internet dropouts": why do users stop going online? (equipment vs. personal priorities)

Looking at the percentages of Internet dropouts who reported a range of equipment-related reasons and personal priorities for not being online shows a large increase in the percentage of Internet dropouts who are not online because of equipment or costs: 43 percent, up from 25 percent in 2012 and the highest level thus far in the Digital Future studies.

The percentage of those who reported personal priorities as their reasons for no longer being online declined to seven percent in the current study – down from 13 percent in 2012.

The percentage of those reporting equipment or cost-related reasons for no longer being online was more than six times higher than those reporting personal priorities as their reasons.

Internet dropouts: reasons why former Internet users no longer go online
(Former Internet users)
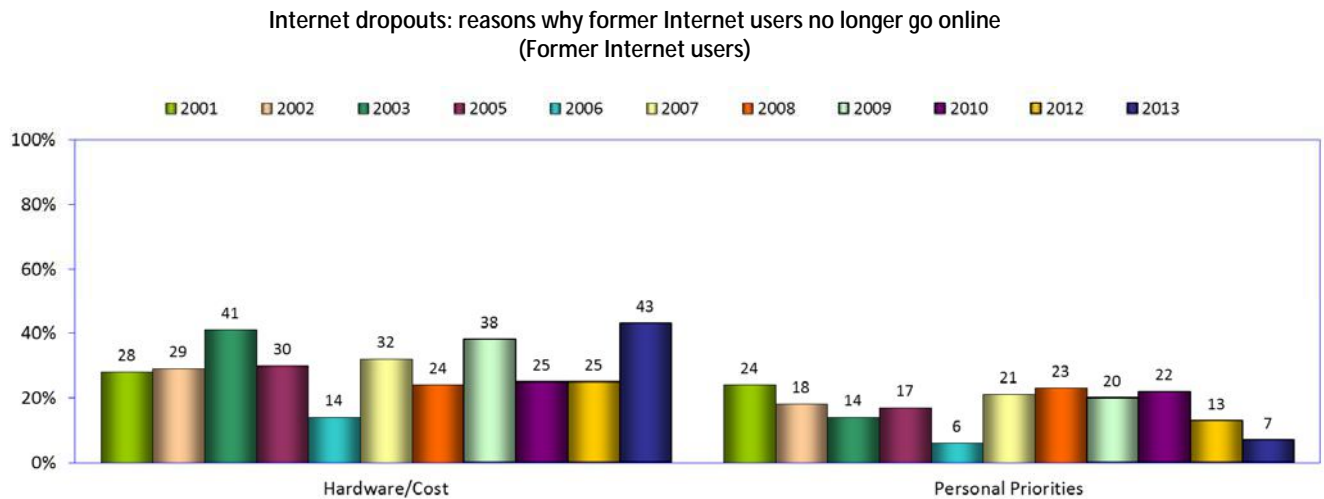
(Q580 MD-1 2013)

(Equipment-related responses include: No computer, broke/lost computer, changed to work with no Internet access, too expensive, connection is too slow, computer not good enough)

(Personal Priorities include: No interest, don't know how to use, and didn't use it enough.)

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

Growing percentages of Internet non-users report several negative experiences related to not being online.

Twenty-six percent of non-users said they were disadvantaged in obtaining information for hobbies, studies, or work – an increase from 23 percent in 2012. Twenty-four percent said they had been told that others had trouble contacting them because they were not online – up from 19 percent in the last study. Nineteen percent of non-users said they were disadvantaged in seeking jobs, an increase from 16 percent in 2012. And 18 percent felt excluded from communication among friends, up slightly from 16 percent in the previous study.

Forty-one percent of non-users said they were encouraged to go online, down from 44 percent in 2012. Also decreasing was the percentage of non-users who felt excluded from communication among family members – now 11 percent, down from 14 percent in 2012.

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

(Q600 K-1 2013) (Multiple responses possible)
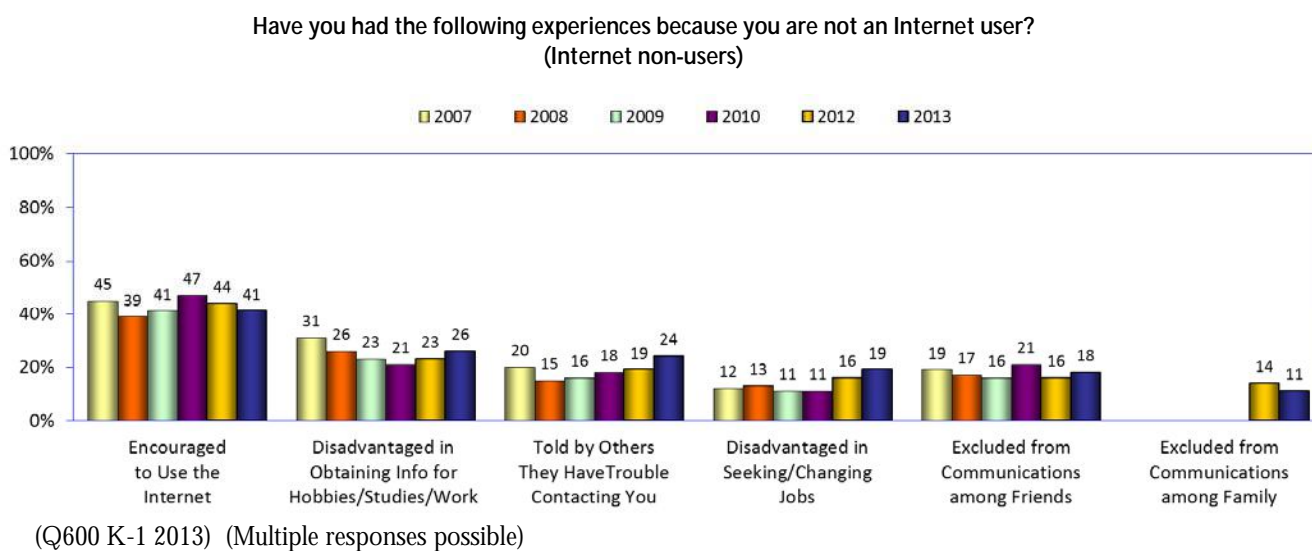
However, combining the percentages of exclusion from communication with both family and friends illustrates the largest disadvantage of not being on the Internet: 29 percent of non-users said they felt excluded from communication with either family or friends, larger than any other disadvantage except being encouraged to use the Internet.

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

The largest percentage of Internet non-users thus far in the Digital Future studies said they are likely to go online in the next year.

The percentage of non-users who said they are somewhat likely or very likely to go online in the next year increased to 49 percent, up from 37 percent in 2012 and an increase for the third year in a row (see the lower chart).

The number of non-users who said they are not likely to go online in the next year decreased substantially – now 52 percent, down from 63 percent in the previous study.

How likely will you be to use the Internet within the next year?
(Internet non-users)
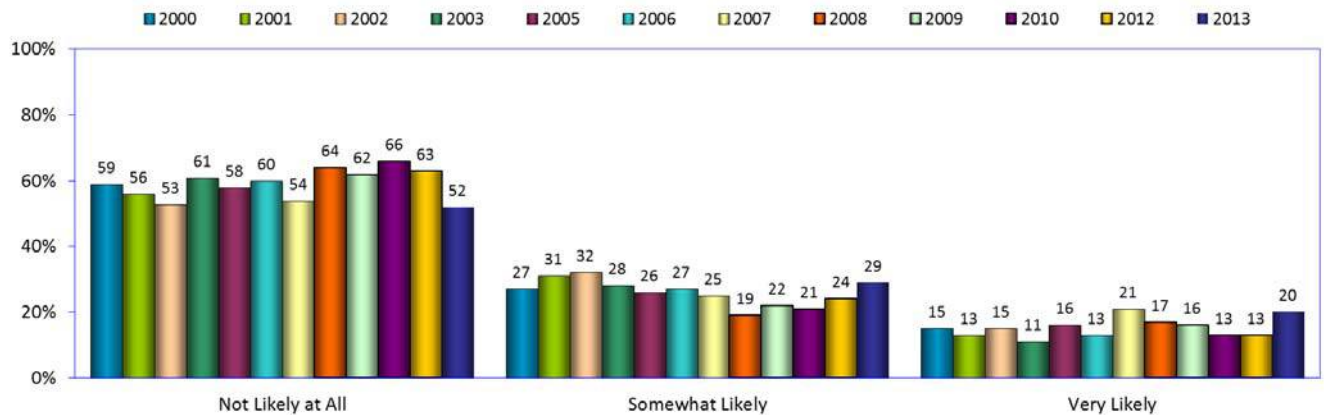
(Q610 K-1 2013)

34. 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 49 percent (see the previous question), the percentage of Internet dropouts who may ever go online again is much lower.

When non-users who have been online before were asked if they were ever likely to go back online, 23 percent said yes – the lowest level thus far in the Digital Future studies.

Do you think you will ever go back online?
(Former Internet users – yes)
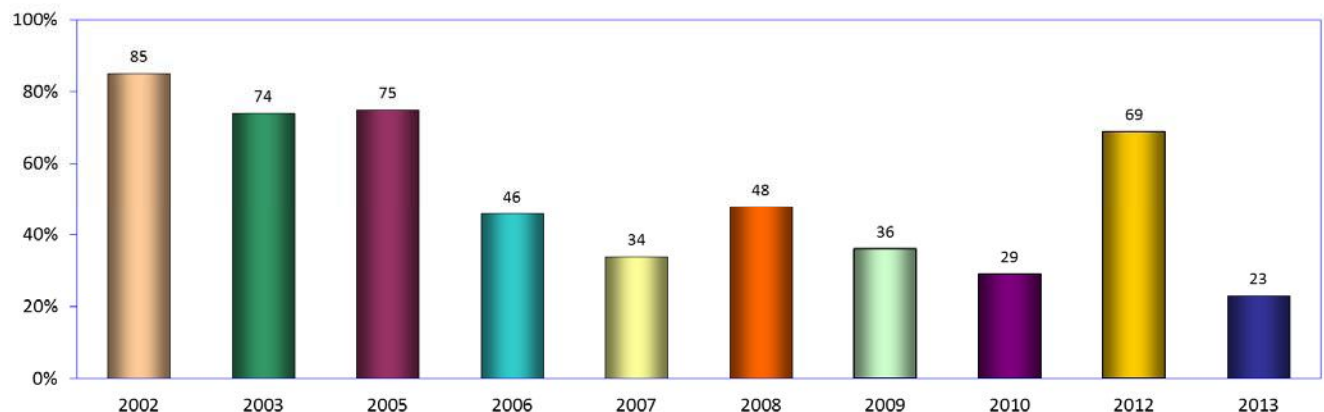
(Q620 K-1 2013)

35. Internet non-users who have never been online: will they ever become users?

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

Seventy 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. Only 11 percent are very likely to become users.

How likely will you be to use the Internet in the next year?
(Internet non-users who have never been online)
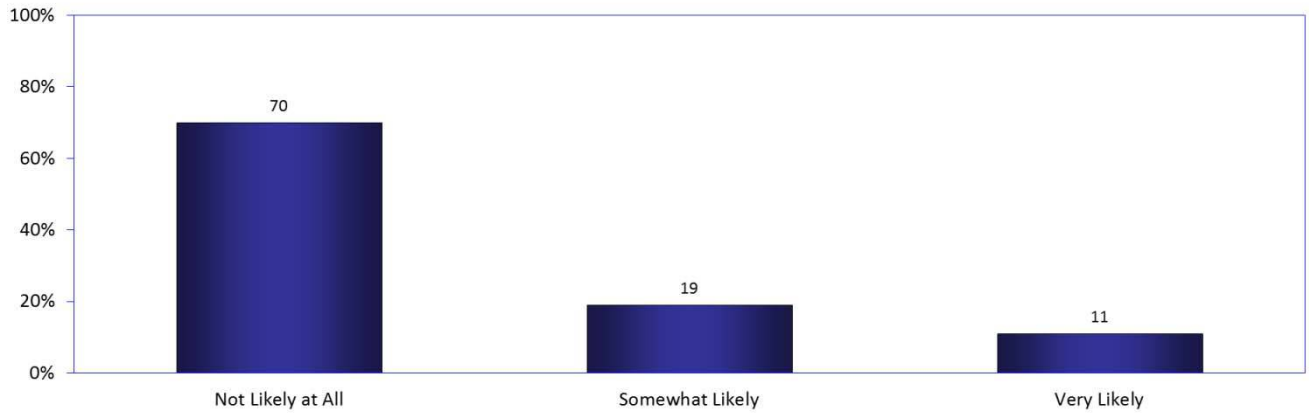
(Q610 K-2 2013)

Media Use and Trust

Users who said the Internet
is an important or very important
source of information   82%

Internet users who said most or all
information online is reliable
and accurate   41%

Internet users who would not miss
their printed newspaper if the
offline version was no longer available   26%

Internet users who stopped
a subscription to a newspaper
or magazine because they get
the same information online   30%

Internet users who read print
newspapers who would read
the online edition of their
paper if the print edition
ceased publication   54%

Views about sources of information and entertainment

36. Views about sources of information

For the sixth 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-two 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 (62 percent), radio (53 percent), and newspapers (49 percent) – all three of which declined over 2012.

Of particular note: the percentage 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.

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

(Q530 K-2 2013)
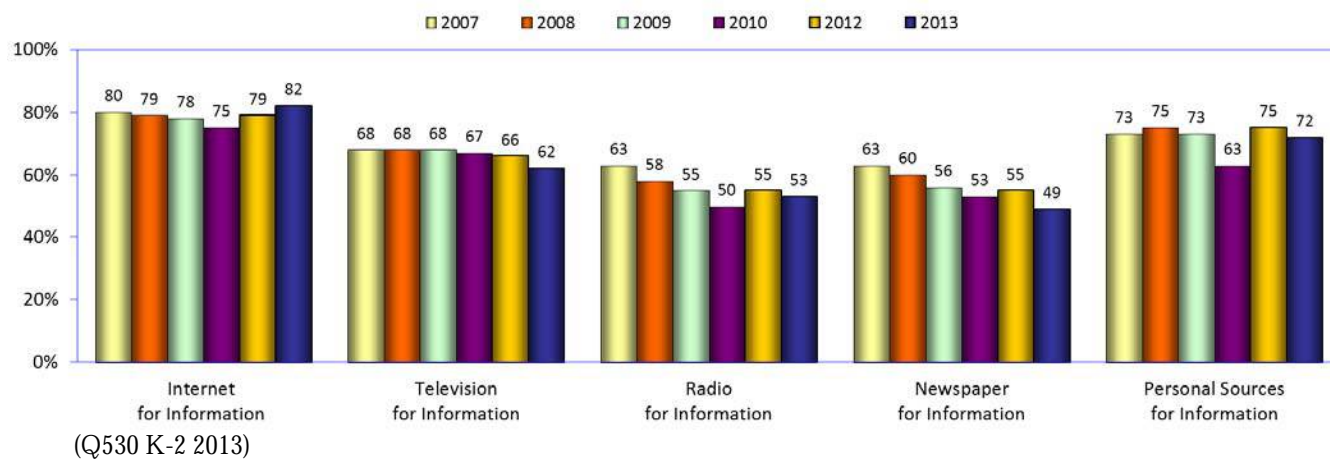
37. Views about sources of entertainment

Television continues to be reported as an important or very important source of entertainment by the largest percentage of Internet users. However, that percentage, now 74 percent, has declined slightly for the third year in a row, and in four of the six years this question has been asked.

The percentage of users who said the Internet is an important or very important source of entertainment increased marginally to 68 percent, up from 67 percent in 2012, and slightly below the peak of 70 percent in 2010.

The percentage of users who report over-the-air radio as an important or very important source of entertainment was at its lowest level of 54 percent – down from 57 percent in the previous study. Newspapers, with 27 percent of Internet users saying that they are important or very important sources of entertainment for them, remain near their all-time low of 26 percent reported in 2010.

How important are the following as sources of entertainment to you?
(Internet users age 17 and older – important or very important)
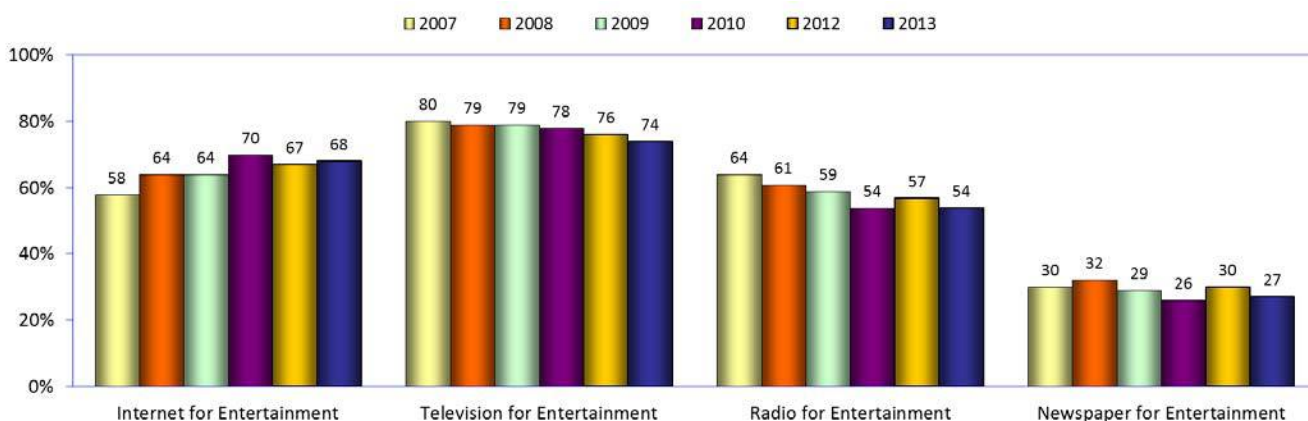
(Q530 K-4 2013)

38. Views about sources of information and entertainment: five-year change

Comparing 2007 views about sources of information and entertainment to findings in the current study shows that while the percentages of users who consider the Internet an important or very important source of information to them have stayed about the same (80 percent in 2007 and 82 percent in the current study), a growing percentage of users consider the Internet as important or very important for entertainment for themselves (58 percent in 2007 and 68 percent in the current study).

Views about sources of information/entertainment
(Internet users age 17 and older – important or very important)
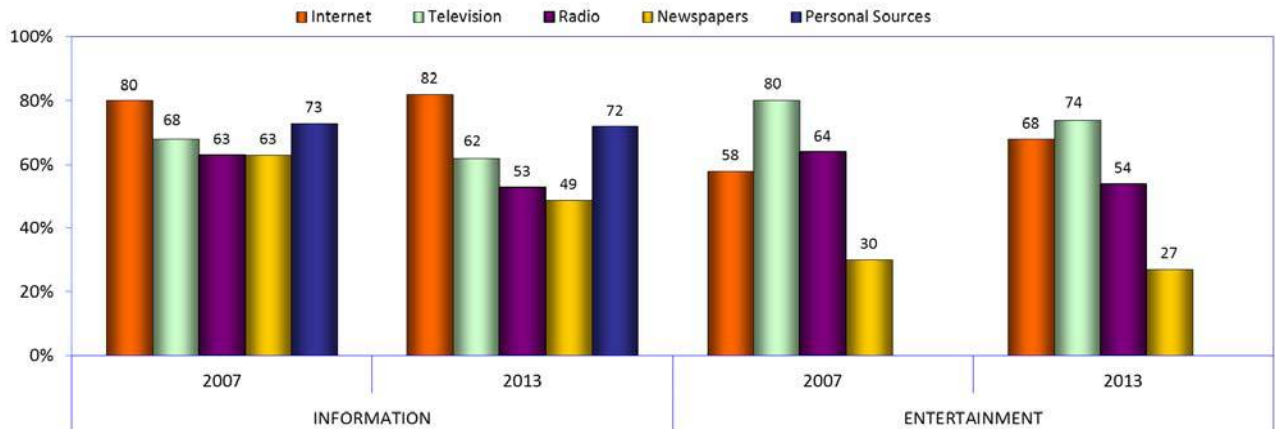
(Q530 M-1 2013)

Information on the Internet: reliability and accuracy

39. Information online: is it reliable?

Both Internet users and non-users believe that substantial amounts of information on the World Wide Web overall are unreliable, although users have considerably more faith than non-users in online information.

Forty-one percent of users said that most or all of the information online is reliable, compared to 31 percent of non-users who responded to the same question.

At the other extreme, 59.3 percent of users said that half or less of the information on the Internet is reliable, compared to 68 percent of non-users.

Of particular note is the 24 percent of non-users who believe that *none* of the information found on the Internet is reliable, compared to less than one percent of users.

For more on this issue, see the Trends section on page 153.

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

(Q160 K-1 2013)
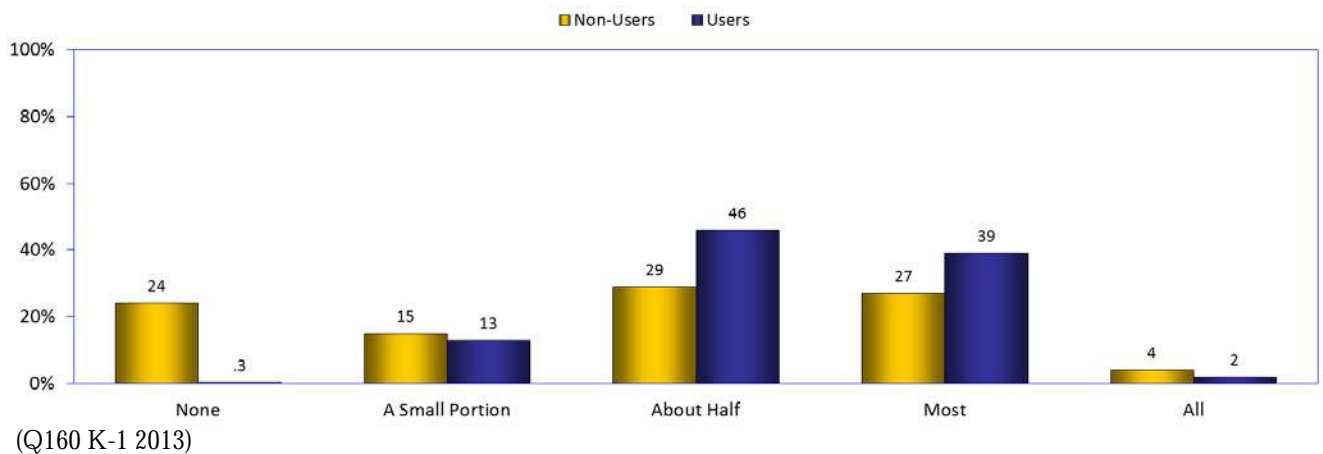
40. Reliability of information online (Internet users)

There was a downward trend in the perceived reliability of the information found on the Internet from 2001 to 2006. Since 2008, the level has been relatively stable.

Forty-one percent of users in the current study said that most or all of the information online is reliable, compared to 42 percent in 2012 and 40 percent in 2010 (the lowest thus far was 39.2 percent in 2009). By comparison, 55 percent of users in 2000 said most or all of the information online is reliable.

The percentage of users who said that only a small portion or none of the information online is reliable increased slightly in the current study to 13.3 percent of users, up from 11.3 percent in 2012. The percentage of users who said that about half of online information is reliable dropped to 46 percent, a marginal decrease from 47 percent in 2012.

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)**
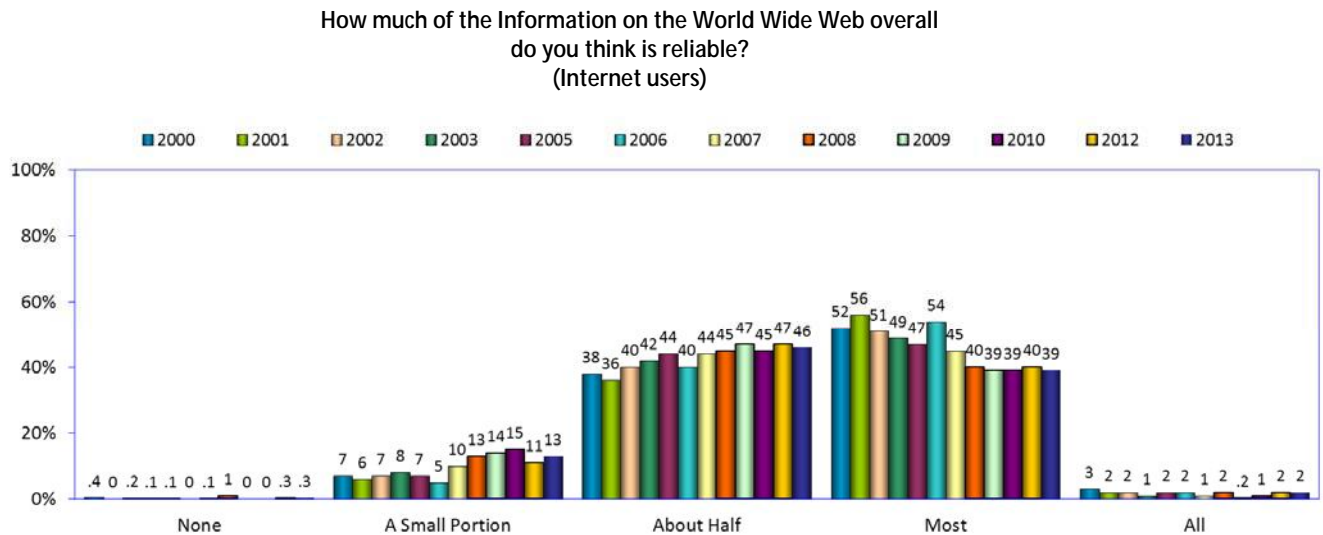
(Q160 K-3 2013)

41. Reliability of information online (Internet non-users)

While the percentage of Internet users who said that most or all of the information online is reliable dropped slightly in the current study (see the previous page), the percentage of non-users responding to this question remained the same compared to 2012 – at 31 percent – still an all-time low for the Digital Future studies.

The percentage of Internet non-users who said that a small portion or none of the information online is reliable continued to increase to 39 percent.

How much of the information on the World Wide Web overall do you think is reliable? (Internet non-users)
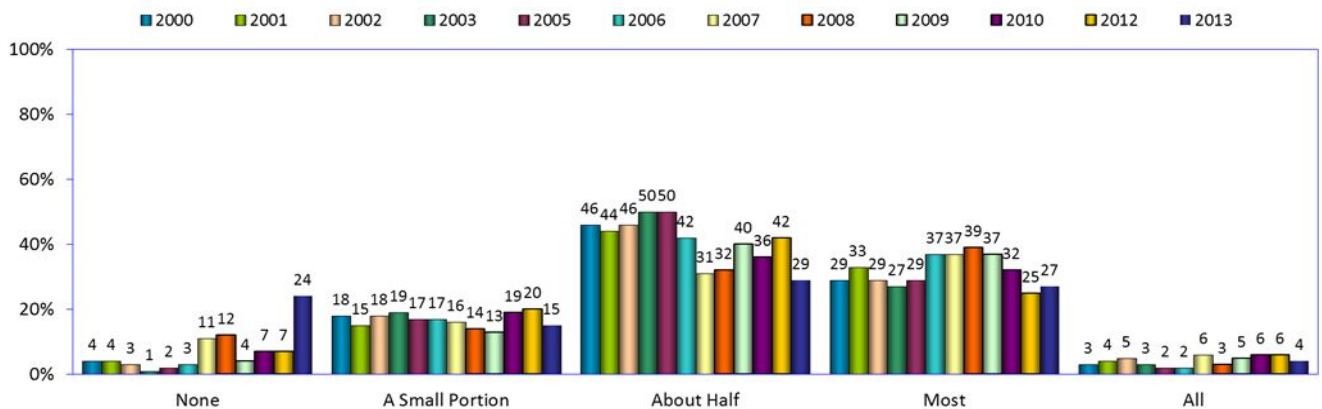
(Q160 K-2 2013)

Comparing the extremes of views among non-users about the reliability of information online (most/all versus none/small) shows a steady four-year decrease in the percentages who believe that most or all of the information online is reliable, along with a substantial jump in the percentage of those who think that none or only a small portion of online information is reliable.

How much of the information on the World Wide Web overall do you think is reliable?
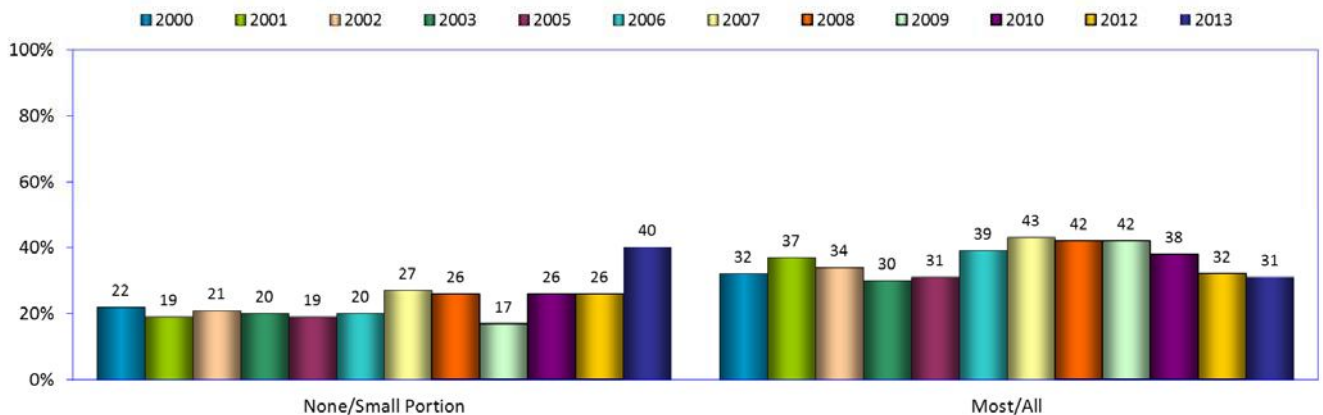
(Q160 MD-1 2013)

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

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

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

Seventy-five 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 from 79 percent in 2012 and the peak of 83 percent in 2007.

The percentage of users who said that about half of the information on the sites they visit regularly is reliable and accurate increased for the third year in a row to 20 percent – a new high for the studies.

**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)**
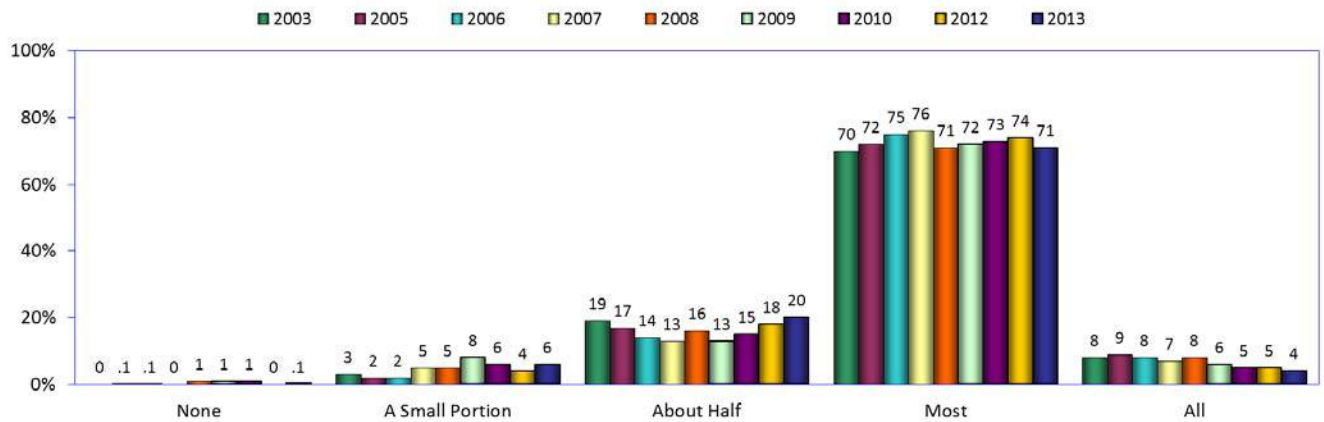
(Q170 K-1 2013)

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

What do Internet users think about the reliability and accuracy of information posted by established media, the government, or individuals?

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

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, compared to 73 percent in 2012 and the peak level of 80 percent in 2007.

Seventy-one percent of users reported confidence in most or all of the information posted by the government, down from 78 percent in 2012 and from the peak level of 82 percent in 2009.

Only 14 percent of users said that most or all of the information posted by individuals is generally reliable and accurate.

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 – most or all)

(Q173 M-1 2012 combined most or all)
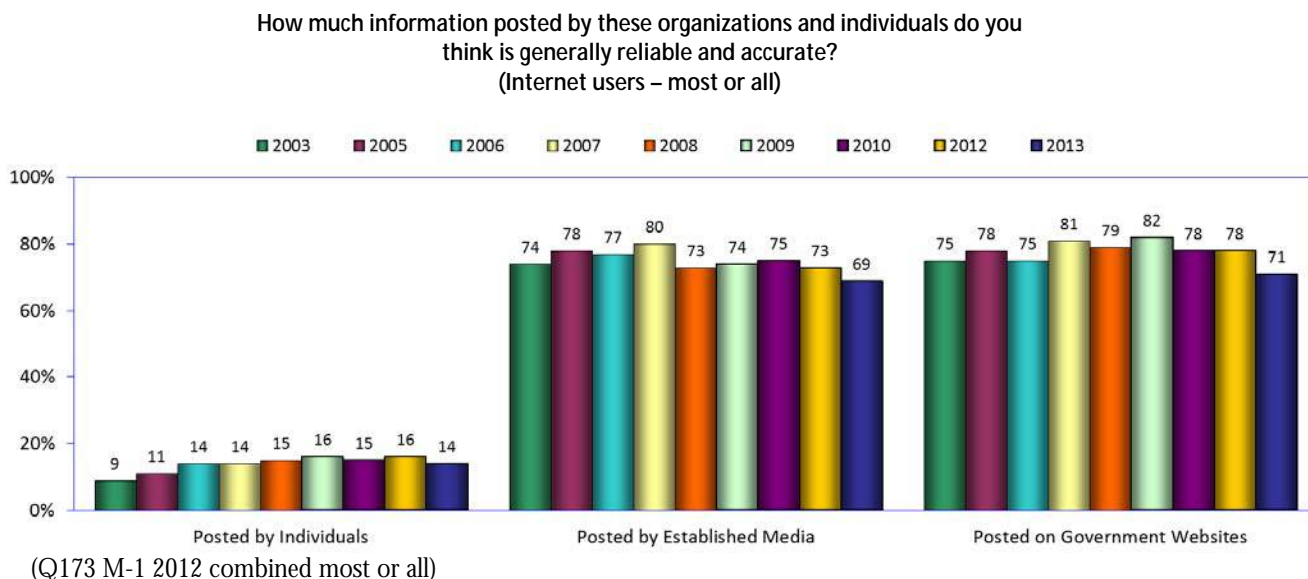
44. Government websites: reliability and accuracy

With the exception of the current study, Internet users' views about government websites have remained generally consistent through the eight 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, the percentage of users who said most of the information they find on government website is reliable and accurate dropped more than in any previous year of the study – now 55 percent, down from 62 percent in 2012. Overall, 71 percent of users said most or all of the information on government websites is reliable and accurate, down from 78 percent in 2012.

At the other extreme, 30 percent of users in the current study said that about half or less of the information on government websites is reliable and accurate, a notable increase from 21 percent in 2012 and the highest percentage thus far in the studies.

Reliability and accuracy of government websites
(Internet users)
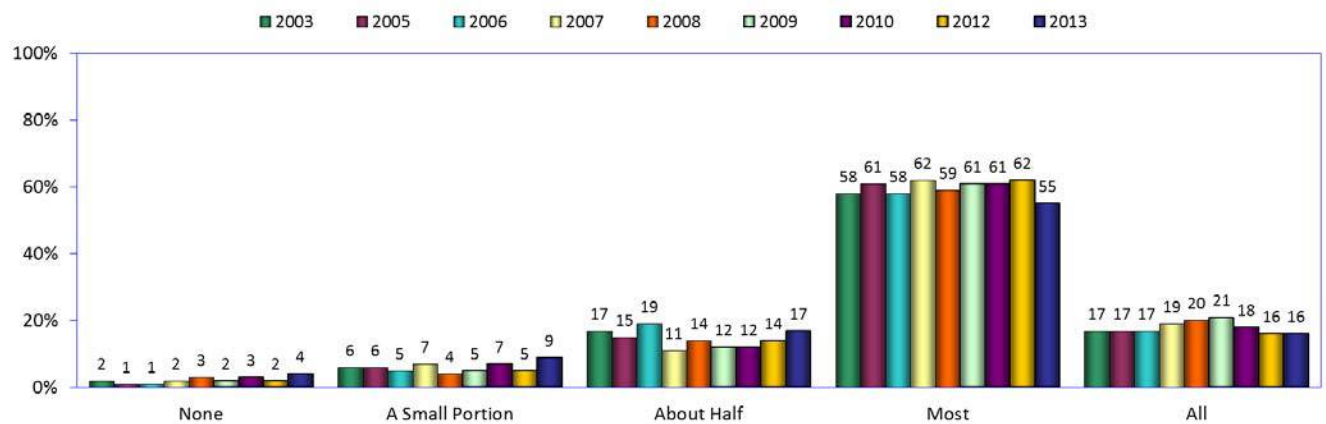
(Q173 K-5 2013)

45. Media web pages: reliability and accuracy

As with government websites, Internet users have reported consistently high, but nevertheless declining, levels of confidence with information posted by established media. In the eight years this question was asked before the current study, 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 first time 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, down from 73 percent in 2012.

And 31 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 nine years this question has been asked.

Reliability and accuracy of news pages posted by established media
(Internet users)
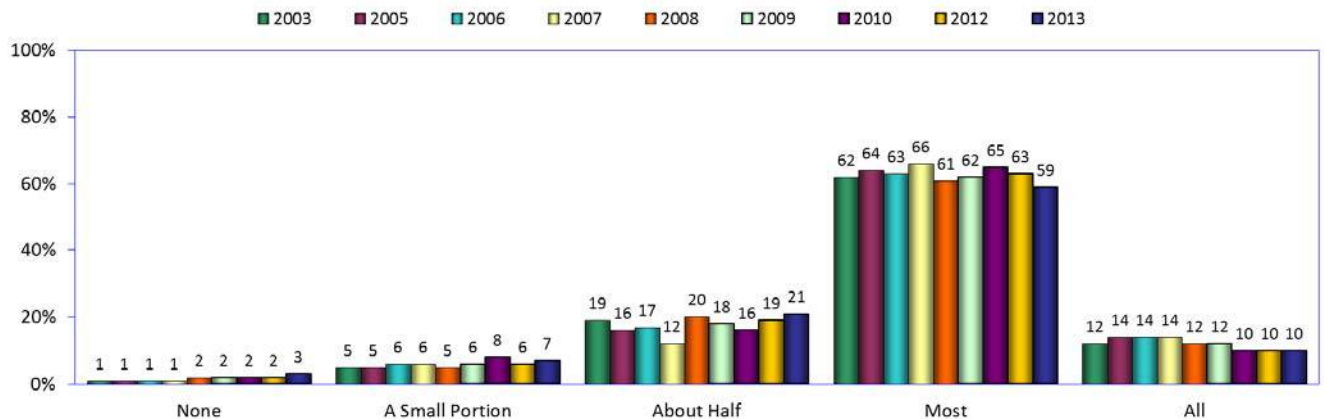
(Q173 K-1 2013)

46. Information posted by individuals: reliability and accuracy

Very small percentages of Internet users in all nine of the Digital Future studies have said that information posted by individuals is reliable and accurate; that percentage has reached its lowest level ever in the current study.

Only 14 percent of users in the current Digital Future Project said that most or all of the information on Web pages posted by individuals is reliable and accurate, down from 16 percent in 2012.

Half of users said that only a small portion or none of the information on Web pages posted by individuals is reliable and accurate – up from 43 percent in 2012.

The percentage who said that about half of the information on web pages posted by individuals is reliable and accurate decreased to 36 percent – down from 41 percent and lower than any other year except 2008 (34 percent).

Reliability and accuracy of information web pages posted by individuals
(Internet users)
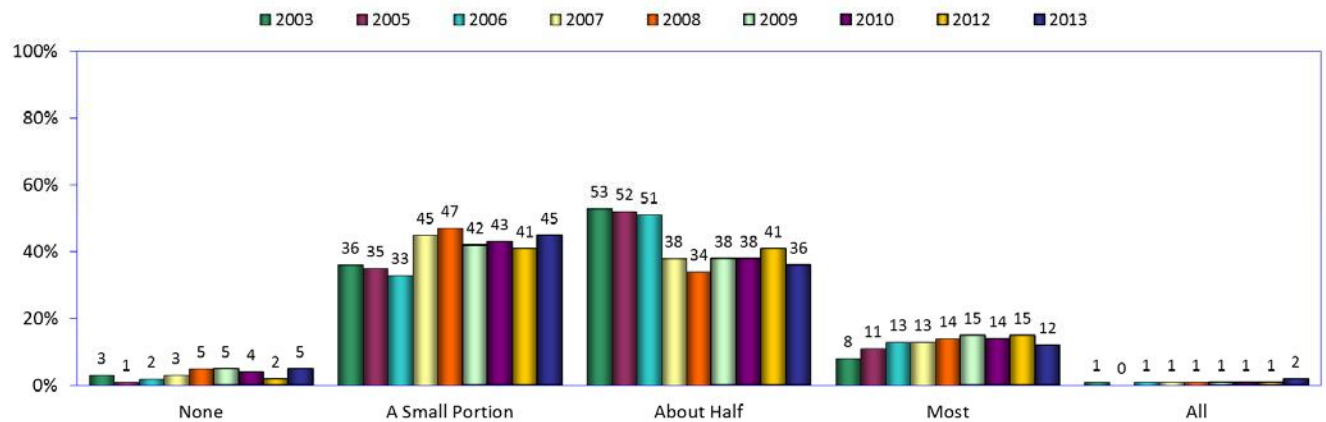
(Q173 K-3 2013)

47. 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.

Fourteen percent of Internet users said that about most or all of information on social networking sites is reliable and accurate, down from 16 percent in 2012. And the percentage of users who said only a small portion or none of the information on social networking sites is reliable and accurate increased to 51 percent, up from 44 percent in 2012.

**Reliability and accuracy of information
on social networking sites such as Facebook
(Internet users)**

□ 2009 ■ 2010 □ 2012 ■ 2013

	None	A Small Portion	About Half	Most	All
2009	8	48	30	13	2
2010	6	45	36	13	1
2012	4	40	41	15	1
2013	6	45	36	12	2

(Q173 K-9 2013)
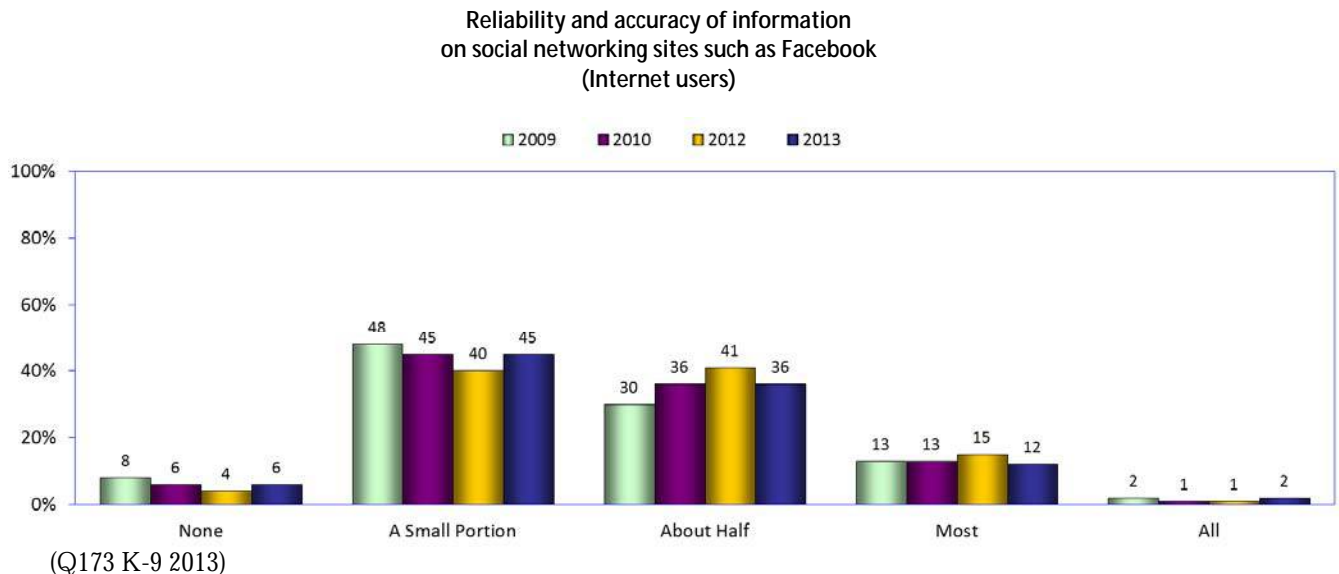
48. Information provided by search engines: reliability and accuracy

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 declined to 55 percent of users, down from 56 percent in 2012.

Views about reliability and accuracy of information provided by search engines has generally declined since the first two years of the study, when 64 percent of users (2005 and 2006) said most or all of the information provided by search engines is reliable and accurate.

Eleven percent of users said none or a small portion of information provided by search engines is reliable and accurate, up marginally from 10 percent in 2012 and still below the peak of 14 percent in 2010.

**Reliability and accuracy of information provided by search engines
(Internet users)**

■ 2005 ■ 2006 □ 2007 ■ 2008 □ 2009 ■ 2010 □ 2012 ■ 2013

	None	A Small Portion	About Half	Most	All
2005	0	5	31	56	8
2006	0	7	30	57	7
2007	0	11	37	47	4
2008	1	9	37	49	5
2009	1	11	36	50	3
2010	1	13	37	47	3
2012	1	9	35	53	3
2013	1	10	35	50	5

(Q173 K-7 2013)
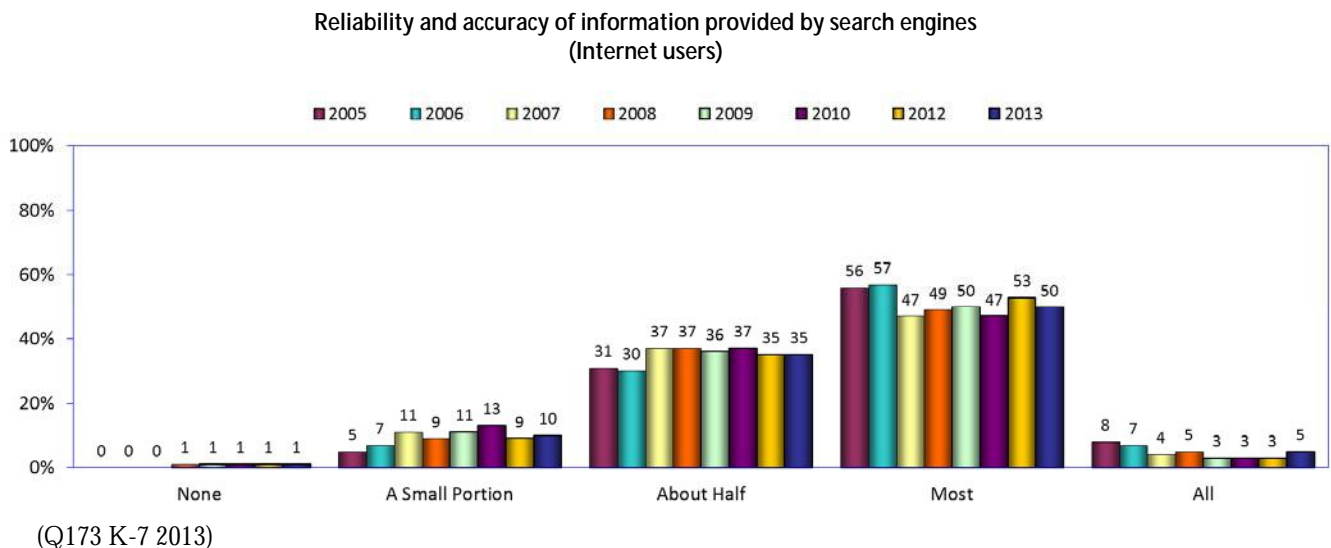
Views about Regulation and the Internet

49. The Internet and government regulation

A consistently small percentage of respondents said that the government should regulate the Internet more than it does now.

Eighteen percent of all respondents agree that the government should regulate the Internet more, up marginally from 17 percent in 2012. Fifty-six percent disagree or strongly disagree with more government regulation of the Internet, down from the peak of 62 percent in 2012.

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

(Q195E K-1 2013)
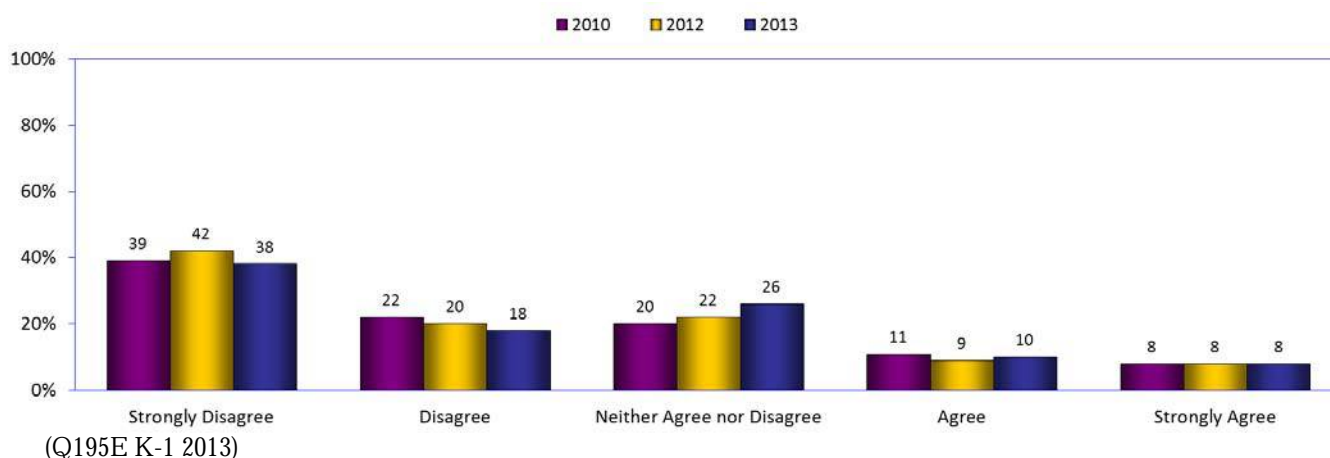
50. The Internet and government regulation (Internet users vs. non-users)

Users and non-users report extreme differences in views about the Internet and government regulation.

Fourteen percent of users agree or strongly agree that the government should regulate the Internet more than it does now, compared to more than twice as many non-users (36 percent) answering the same question..

At the other extreme, 61 percent of users disagree or strongly disagree with increasing government regulation of the Internet, compared to only 35 percent of non-users.

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

(Q195E K-2 2013)
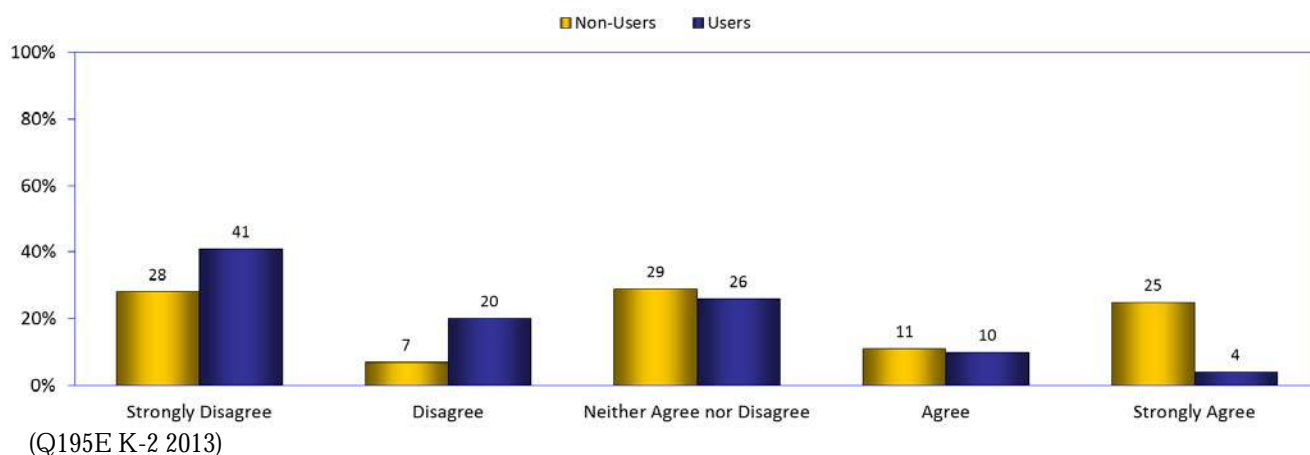
Using offline media

51. Offline media (Internet users vs. non-users)

Non-users spend more time than Internet users with many forms of media activities: watching television, listening to the radio, reading books, reading newspapers and magazines, and watching movies in the theater.

Internet users report spending more time than non-users playing video or computer games.

Users and non-users reported the same amount of time spent watching movies at home (two hours a week).

Leisure time spent weekly on media activities while not online?
(All respondents)
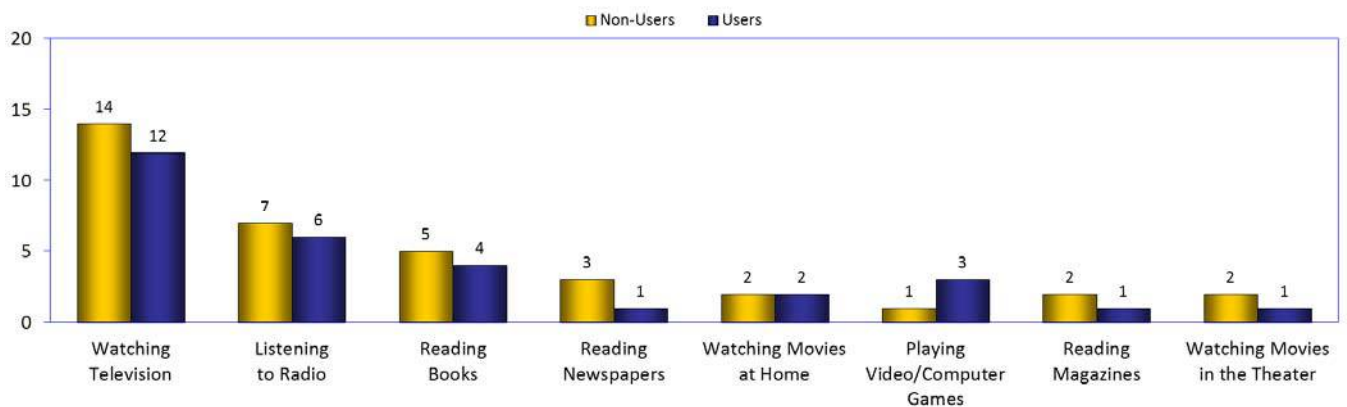
(Q690 K-2 2013)

Going online for media content – free or paid

52. Online television and movies – paid and free sources

Does the availability of television and movie programming online through either paid or free sources affect what Internet users watch?

Large majorities 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, 63 percent never watch television programs online for a subscription or fee, and 51 percent do not pay for web-based services to watch movies. A much larger percentage (81 percent) never goes online to watch movies acquired through a peer-to-peer file sharing service, such as Bit Torrent or Pirate Bay.

However, 39 percent of users sometimes or often watch movies online for which they have paid a subscription or fee, while lower percentage pay to watch television programs online (27 percent).

Fifty-two percent of users go online at least occasionally to watch television programs through free streaming services, such as the videos offered by television networks.

Comparing results for the two years these questions have been asked shows increases in watching television programs or movies online that were paid for with a subscription or fee, or watching TV online through free streaming services. For more year-to-year comparisons, see the next five pages.

Watching television and movies online through paid or free sources
(Internet users)
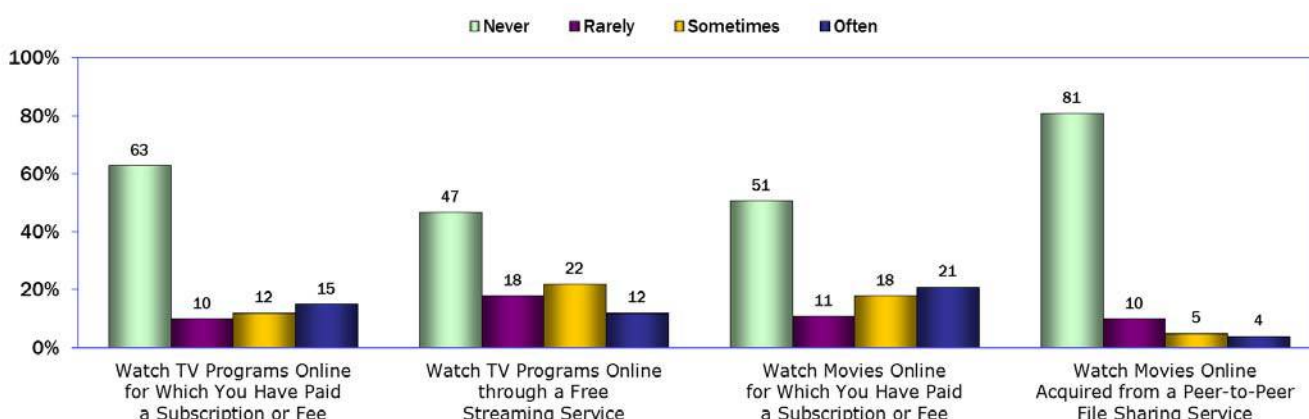
(Q701B MD-1 2013)

Watching television and movies online through paid or free sources
(Internet users answering sometimes or often)
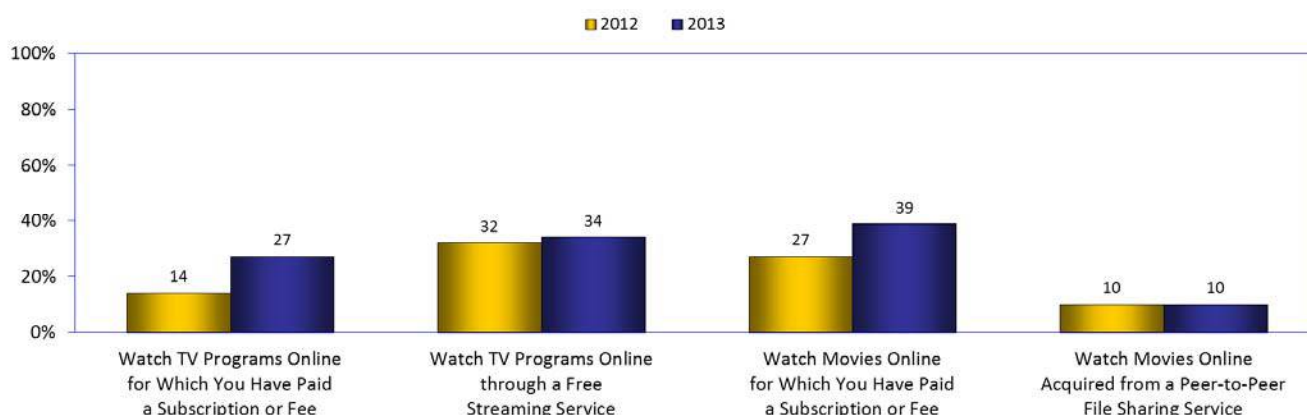
(Q701B MD-2 2013)

53. Subscription or fee-based movies

Paying to watch movies online is increasing.

Compared to watching fee-based or subscription television online (see the previous question), a higher percentage of Internet users sometimes or often pay to watch movies on the Internet: 39 percent in the current study – up from 27 percent in 2012.

Fifty-one percent never watch movies online for a fee – down from 64 percent in 2012.

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

(Q701B K-4 2013)
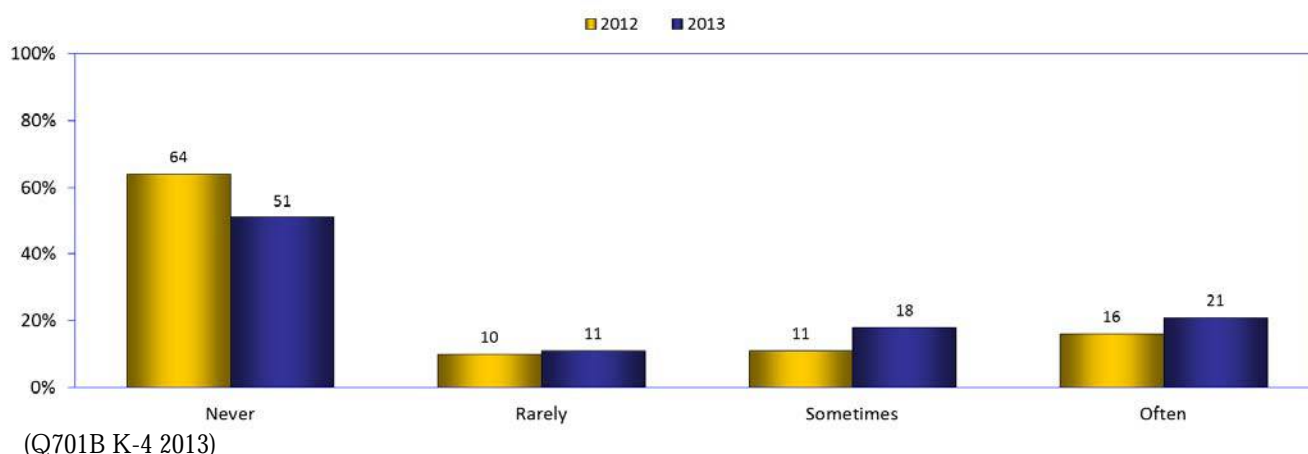
54. Watching movies from peer-to-peer file sharing services

In either 2012 or the current study, few users have watched movies online that were acquired from a peer-to-peer file sharing service such as Bit Torrent or Pirate Bay.

Nine percent of users sometimes or often watch movies online from a peer-to-peer file sharing service, down slightly from 11 percent in 2012.

Eighty-one percent of users have never used a peer-to-peer file sharing service for watching movies, down from 85 percent in 2012.

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

(Q701B K-5 2013)
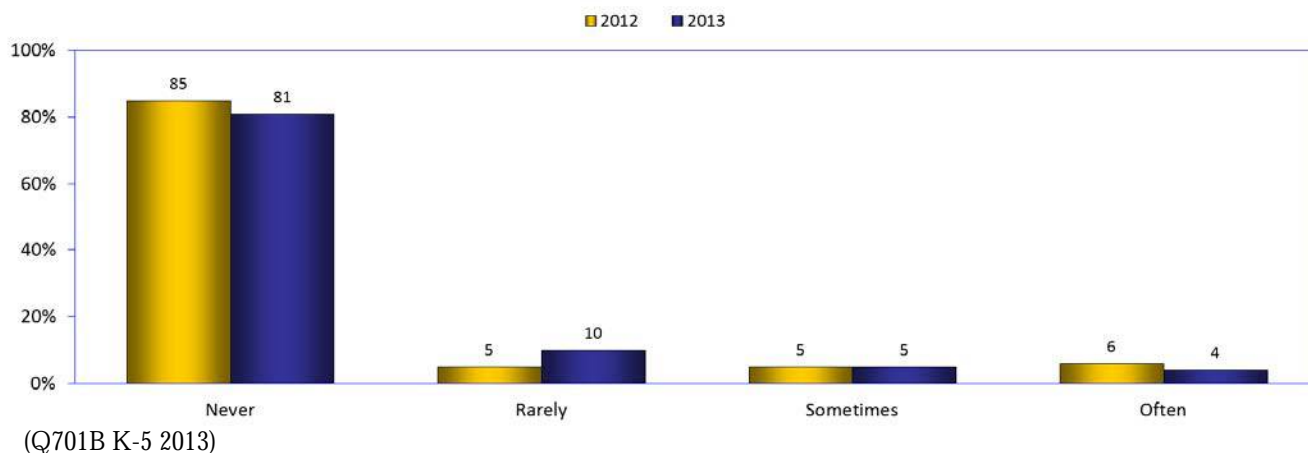
55. Subscription or fee-based online news

Very small percentages of Internet users said they read subscription news online for a fee. Eighty percent of users never read paid online news, while only 10 percent do so sometimes or often.

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

(Q701B K-1 2013)
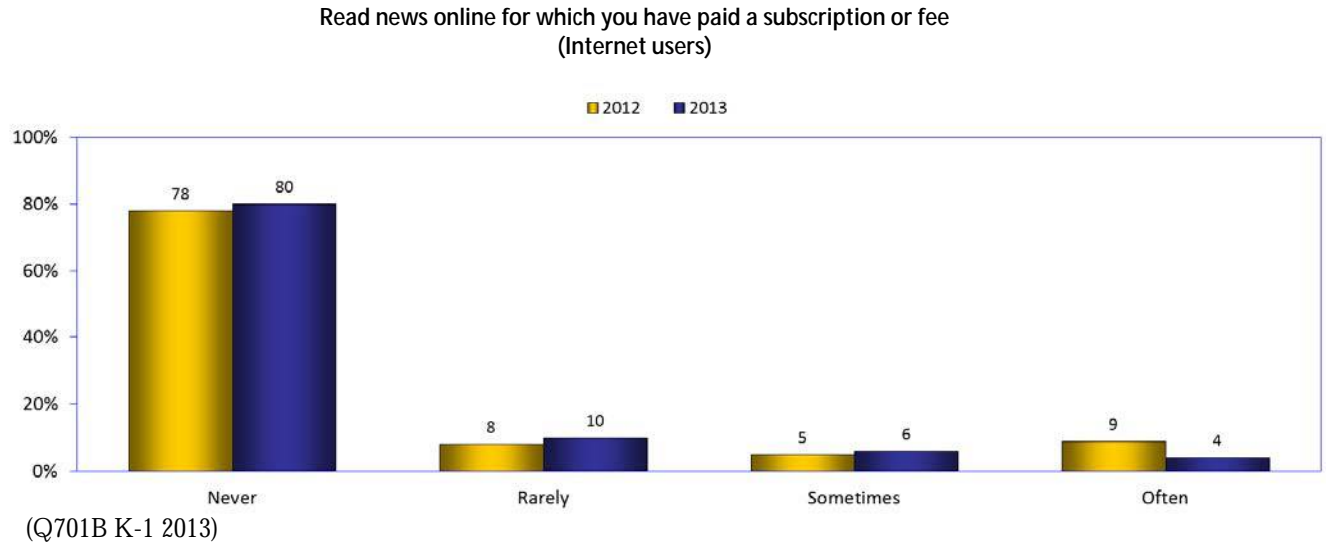
56. Subscription or fee-based television programs

Compared to those who pay for online news (see the previous question), a larger percentage of Internet users watch television programs online for a subscription or fee.

Twenty-seven percent of users said they sometimes or often watch paid television programs online, almost 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 2013)
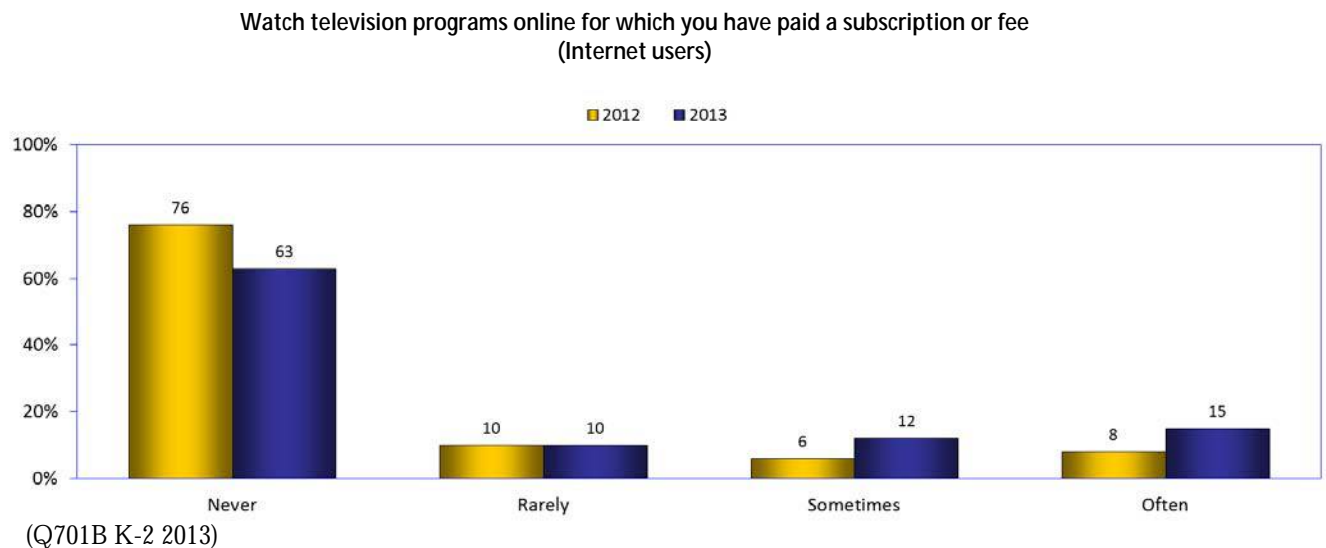
57. Watching television through a free streaming service

Thirty-four percent of Internet users sometimes or often watch television programs online through a free steaming service, up slightly from 32 percent in 2012.

Almost half of users (47 percent) in the current study never watch free online television programs, the same as in 2012.

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

(Q701B K-3 2013)
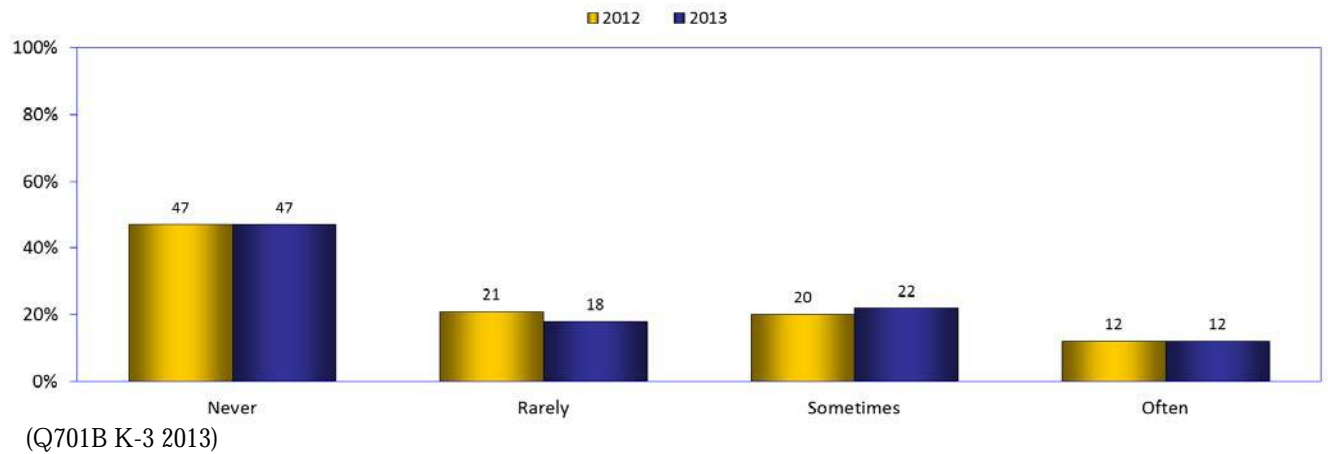
58. Online audio programming

When compared to viewing of paid online television programming (see page 58), a larger percentage of Internet users – 54 percent – pays for music online from a source such as iTunes.

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)

■ 2012   ■ 2013

	Never	Rarely	Sometimes	Often
2012	46	14	21	19
2013	46	14	21	19
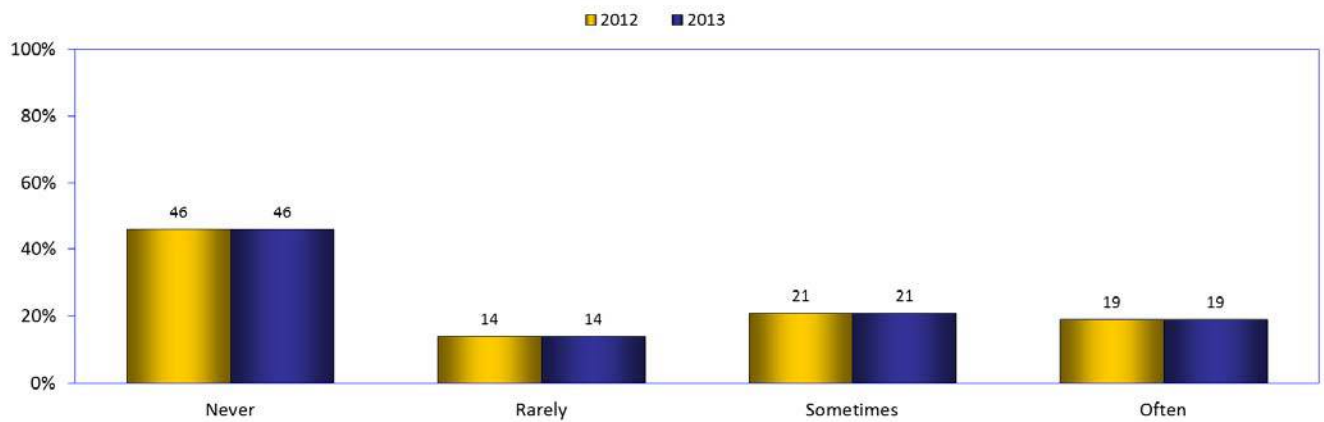
(Q701B K-6 2013)

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

Do cable and satellite users consider online television programming to be an alternative to paid cable services?

A small but growing percentage of respondents who have cable or satellite television service (23 percent) said they were likely or very likely to give it up and use online television as an alternative, up from 20 percent in 2012.

**How likely are you to cut back on or even give up your cable or satellite service
and watch television only online?
(Respondents who have cable or satellite service)**
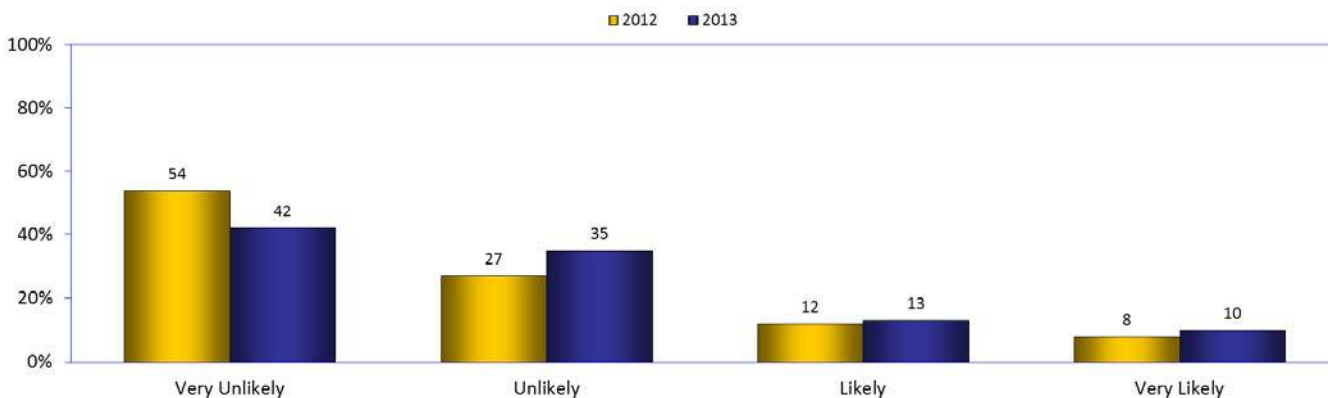
(Q706A K-2 2013)

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

Cost is the primary reason why cable or satellite users would switch to online programming, but the percentage who cite convenience as a reason is growing.

Eighty-one percent of those likely or very likely to give up cable cited cost as the reason, up slightly from 79 percent in 2012.

With multiple responses possible, the percentage of those reporting that they were likely or very likely to give up cable or satellite for online television because of the convenience increased to 46 percent of respondents, up from 35 percent in 2012.

**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)**
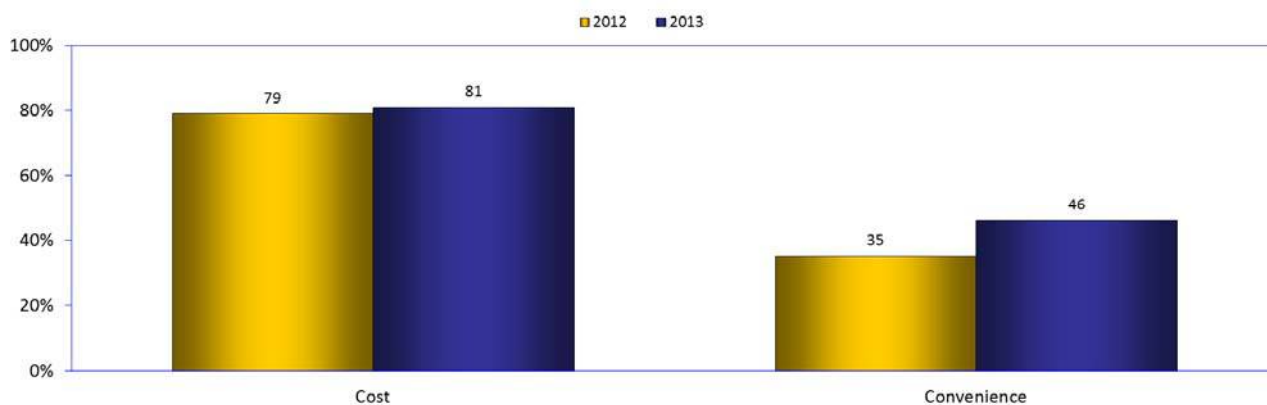
(Q706B K-1 2013) (Multiple responses possible)

Watching video content on PCs and smartphones

61. Watching video content on PCs and smartphones

Large percentages of Internet users who watch video content on PCs report watching a wide range of programming; the most popular are news clips (49 percent, down marginally from 2012), how-to videos (48 percent, up from 43 percent in 2012), and music videos (40 percent, the same as 2012).

Viewing television shows on an Internet-connected PC showed the largest percentage growth – now 38 percent, up from 29 percent in 2012.

Video content watched on Internet-connected PC
(Internet users)
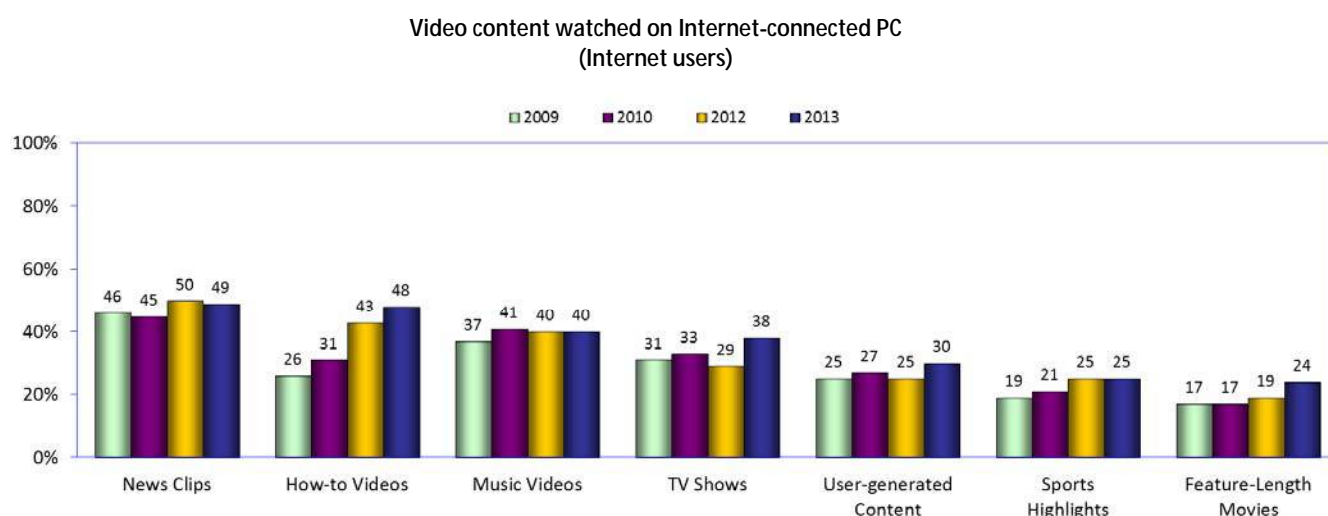
(Q1215A K-1 2013) (Multiple responses possible)

62. Watching video content on smartphones

Compared to those who watch video content on PCs (see above), lower but still significant percentages of Internet users with smartphones in the household watch music videos (38 percent), news clips (37 percent), and how-to videos (32 percent) along with smaller percentages watching user-generated content, sports, televisions programs, and full-length movies.

Video content watched on smartphone
(Internet users with smartphones in the household)
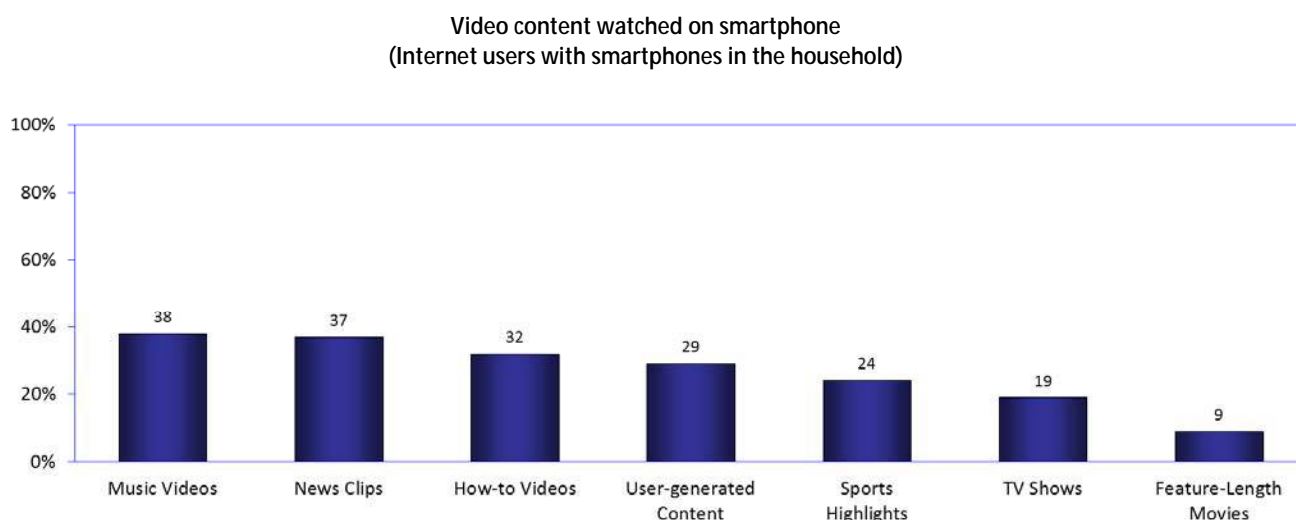
(Q1215C K-1 2013) (Multiple responses possible)

Newspapers: print and online

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

Although large percentages of Internet users who continue to read print editions remain loyal to their newspapers, the percentage who would miss the print edition of their paper declined in the current study.

Fifty-four percent of Internet users who read a print newspaper reported that they would miss the paper if it ceased to exist, down from 63 percent in 2012 and 2010.

At the other extreme, 26 percent would not miss their print paper, the highest level reported thus far in the Digital Future studies.

For more about changing views of print newspapers, see the Trends section on page 153.

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

☐ 2007   ■ 2008   ☐ 2009   ■ 2010   ☐ 2012   ■ 2013

(Q703 K-1 2013)

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

☐ 2007   ■ 2008   ☐ 2009   ■ 2010   ☐ 2012   ■ 2013

(Q703 MD-1 2013)
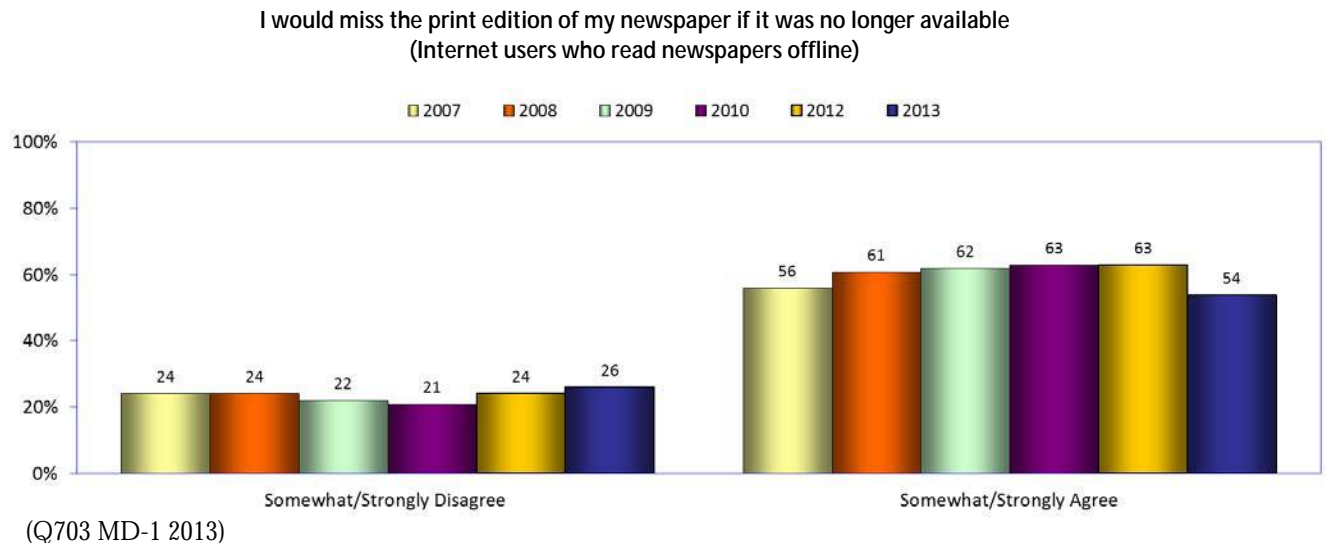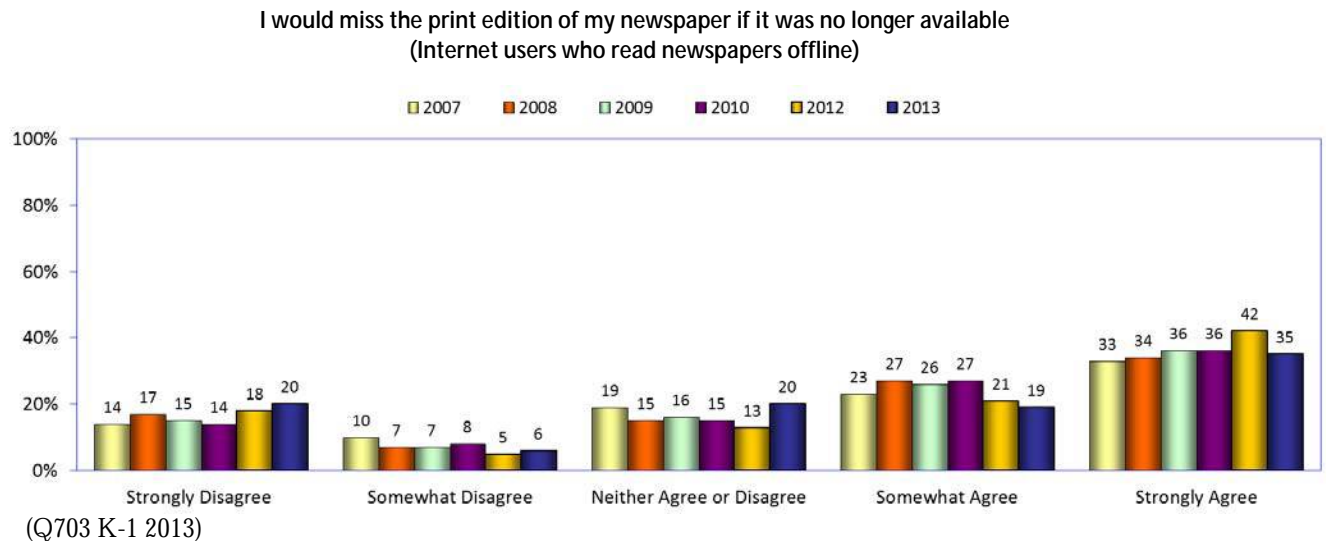
64. Does online content lead to cancelled print subscriptions?

Even though more than half of 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 readers who stopped reading a print publication because they found the same or related content online remains stable at the highest level reported thus far in the Digital Future studies.

Thirty percent of users who read print newspapers or magazines said they stopped a subscription because they found the same or related content online – the same percentage as in 2012.

**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 2013)
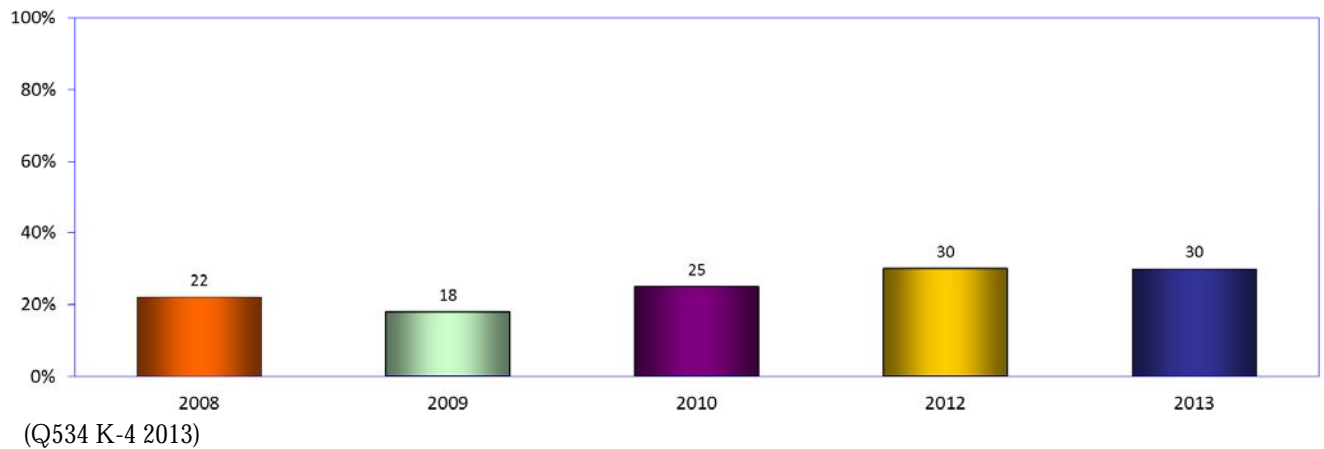
65. Alternatives to print newspapers

For the first time in the Digital Future studies, a larger percentage of respondents who read newspapers offline said they would switch to television – and not to their newspaper's online edition – to get information if their newspaper stopped publishing its print edition.

Fifty-four percent of respondents who read newspapers offline said they would read the online edition of a newspaper if the print edition ceased publication – a decrease for the second year in a row and down from 64 percent in 2012.

By comparison, 58 percent of print newspaper readers said if the print edition of their newspaper stopped publishing, they would get that information from television.

With multiple responses possible, only 34 percent of print newspaper readers said they would turn to another print newspaper, while 32 percent would use another online source. Thirty-nine percent said they would use radio as an alternative to their print newspaper.

Those who would do without an alternative news source increased to 21 percent of print newspaper readers, a increase for the second year in a row.

**If your newspaper were to stop publishing its print edition,
where would you go to get that information?
(Respondents who read newspapers offline)**
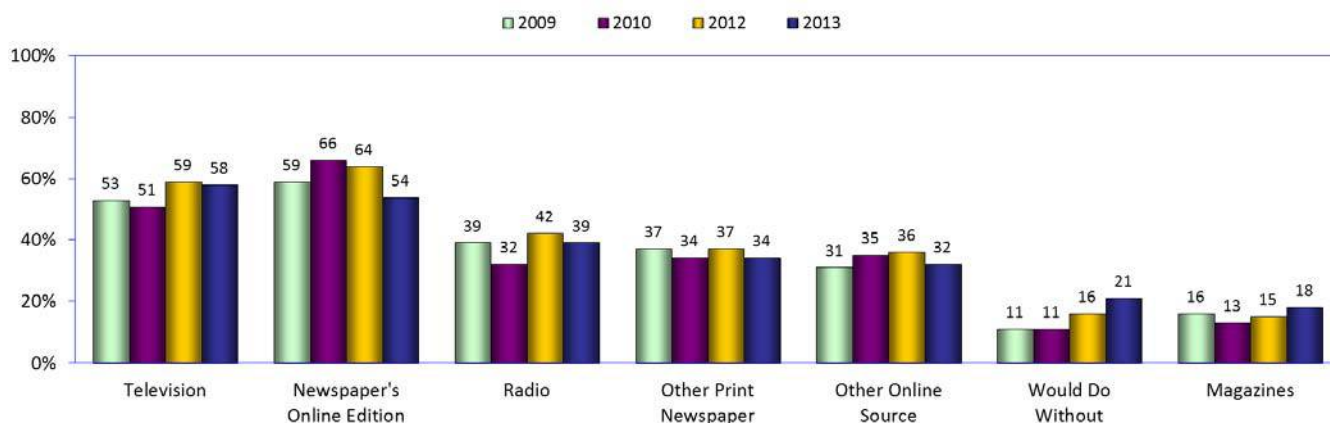
(Q704 K-1 2013)   (Multiple responses possible)

Mobile phone functions

66. Use of mobile phone functions

Although more mobile phone users report using their phones for conversations than any other function (83 percent), very large percentages of users also report using their mobile phone functions beyond making calls, including texting (77 percent), taking pictures (70 percent), and accessing the Internet (59 percent).

Other mobile phone functions used by more than a majority of phone users are sending and receiving email (55 percent), sending and receiving pictures or videos (54 percent), and using apps (52 percent).

Use of mobile phone functions
(Mobile phone users)

(Q149 K-1a and K1b 2013)

67. Use of mobile phone functions: year-to-year

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

Since 2007, the percentage of users who send and receives texts has increased from 31 percent in 2007 to 77 percent in the current study; taking pictures, from 33 percent to 70 percent; going online, from eight percent to 59 percent; and playing games, from 17 percent to 43 percent.

Use of mobile phone functions
(Mobile phone users)

□ 2007 ■ 2008 □ 2009 ■ 2010 ■ 2012 ■ 2013

	2007	2008	2009	2010	2012	2013
Text Message	31	45	54	62	82	77
Take Pictures	33	47	52	60	79	70
Access the Internet	8	13	18	23	59	59
Play Games	17	22	20	23	43	43

(Q149 K-3 2013)
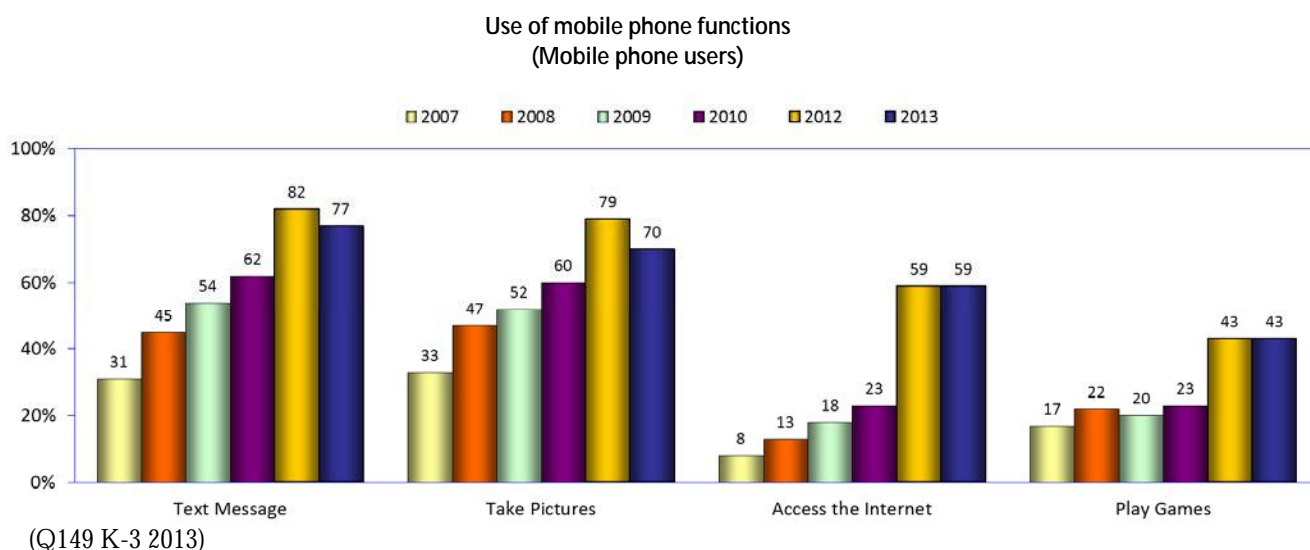
68. Views about smartphone features

What do smartphone owners consider to be the most important functions of their mobile devices? Even as texting increases (see the previous question), a large percentage of smartphone owners (54 percent) still consider voice communication as the most important function of their device, compared to 24 percent who said texting was most important, and 21 percent who said Internet access was most important.

Forty-seven percent of smartphone owners said that texting was second in importance, with 36 percent saying Internet access, and 17 percent saying voice communication was second.

Forty-three percent said Internet access was the least important function of their smartphones, compared to 29 percent for texting, and 28 percent for voice communication.

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

■ Least Important □ Next Most Important ■ Most Important

	Least Important	Next Most Important	Most Important
Voice	28	17	54
Text	29	47	24
Internet Access	43	36	21

(Q150 K-1 2013)
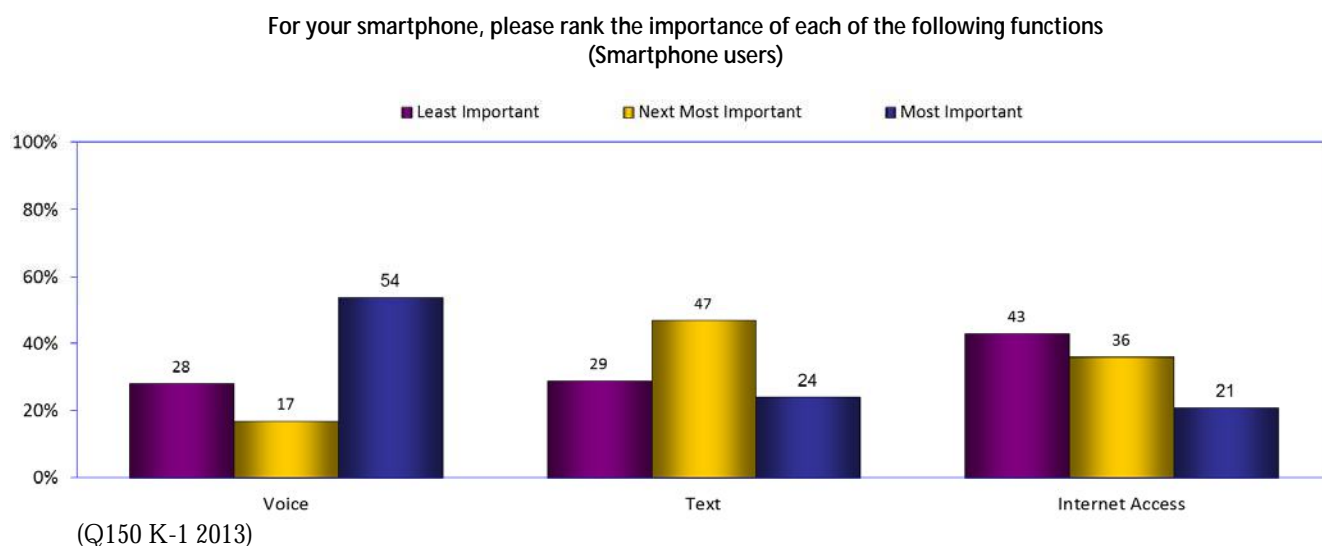
Sending and receiving messages online

69. Online messages: how quickly should one reply?

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

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

At the other extreme, 12 percent said a reply should be sent "whenever one can get around to it," up marginally from 11 percent in 2012.

How quickly should one reply to a personal message received online?
What do you feel is the appropriate length of time?
(Internet users)
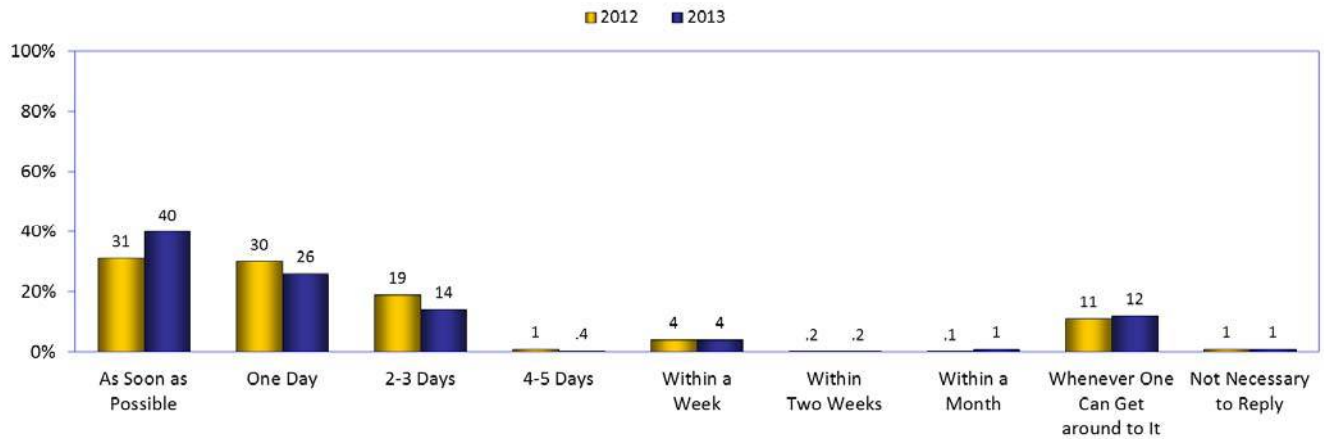
(Q264 K-1 2013)

Consumer Behavior

Adult Internet users who buy online		79%
Internet users who said that online purchasing has reduced their buying in traditional retail stores		60%
Internet users who are very concerned or extremely concerned about the privacy of personal information when or if buying online	(2001)	66%
	(2013)	52%
Internet users who are very concerned or extremely concerned about the security of credit card information when buying online	(2001)	71%
	(2013)	47%

70. How many Americans are buying online?

The percentage of Internet users who buy online has increased for the third year in a row, and has now reached a peak for the Digital Future studies.

In the current study, 79 percent of Internet users age 18 and older said they buy online, up from 76 percent in 2012 and 68 percent in 2010.

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

(Q770 K-4 2013)
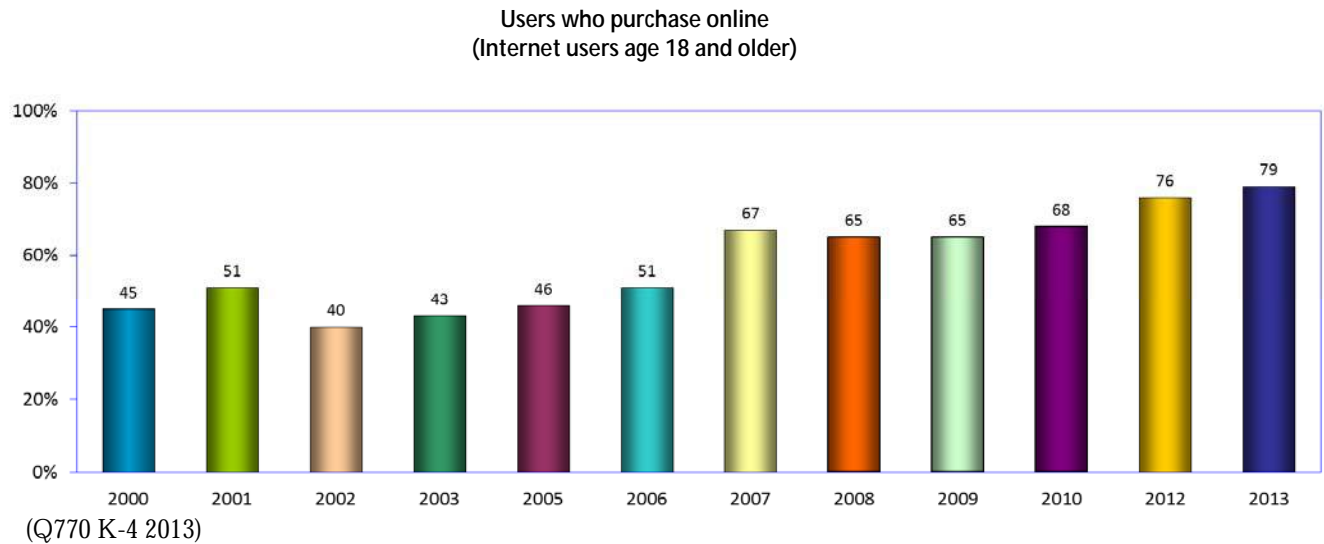
71. Online spending

Internet users have reported a wide range of monthly spending in the Digital Future studies, from a low of $64 per month in 2007 to a high of $101 in the current study.

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 2013)
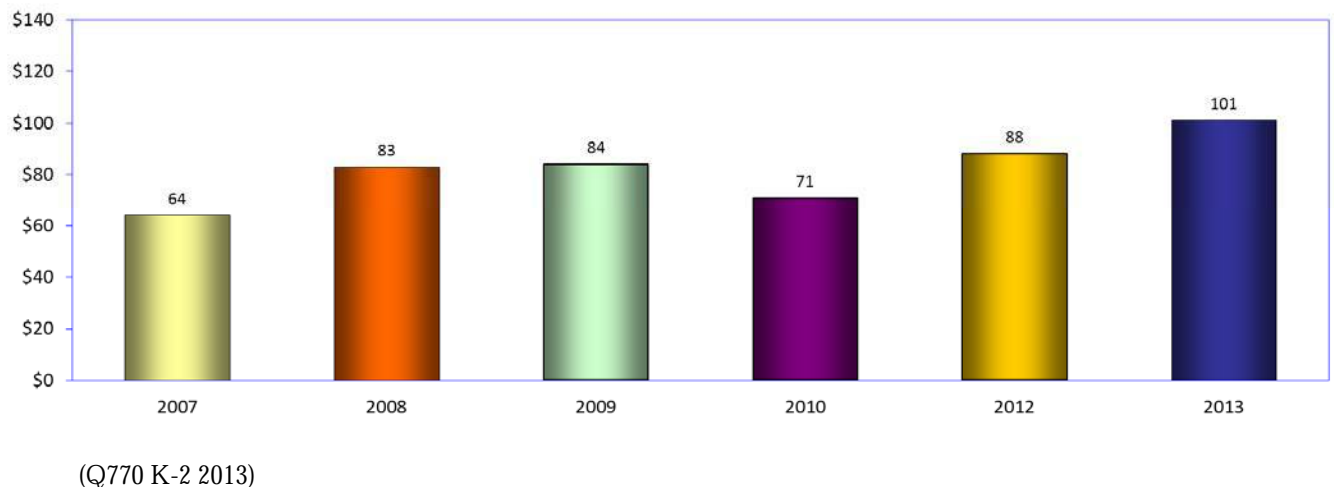
72. How much are online purchasers spending?

The amount that online purchasers spend on the Internet increased in the current Digital Future study.

Although the percentage of users who spend $100 or less declined slightly – now 60 percent, down from 62 percent in 2012 – the percentage of online buyers who spent from $101 to $1000 per month increased to 18 percent of buyers, up from 14 percent in 2012.

In an average month, how much do you personally spend on products or services purchased over the Internet?
(Internet purchasers age 18 and older)
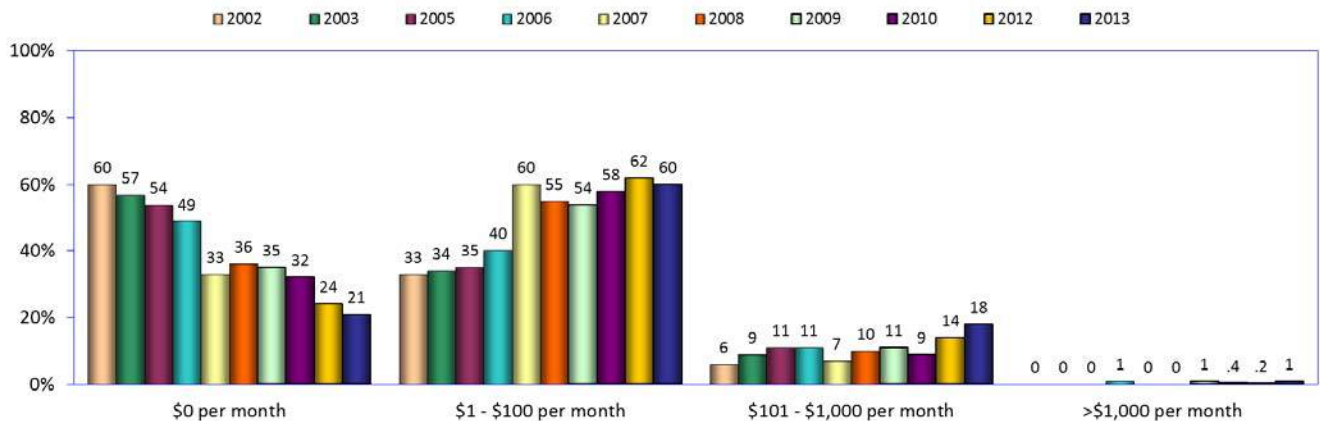
(Q770 K-3 2013)

73. Types of online purchases

The most popular Internet purchase is clothes, reported by 68 percent of online buyers.

More than a majority of Internet buyers also reported buying gifts (64 percent), books (61 percent), travel (58 percent), and electronic goods (54 percent).

What kind of products or services have you purchased on the Internet?
(Internet purchasers)
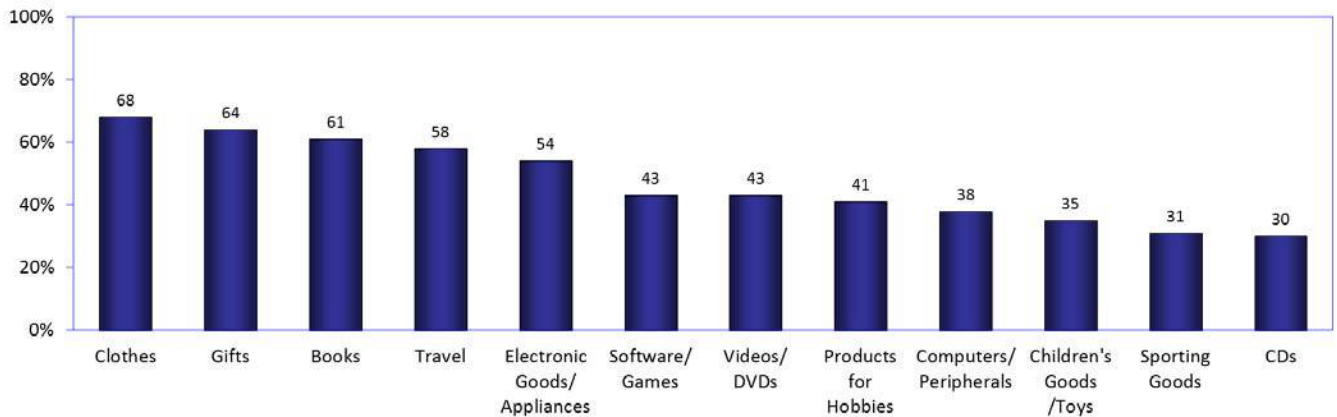
(Q810 K-1 2013)

74. Types of online purchases: 2007-2013

Larger percentages of Internet buyers reported increases in online purchasing of clothes (68 percent, up from 66 percent in 2012), gifts (64 percent, up from 60 percent), electronic goods (54 percent, up from 51 percent), software (43 percent, up from 37 percent), and videos (43 percent, up from 42 percent).

Declining percentages of Internet buyers bought books (61 percent, down from 66 percent in 2012), paid for travel (58 percent, down from 66 percent), and bought computers (38 percent, down from 40 percent).

What kind of products or services have you purchased on the Internet?
(Internet purchasers)
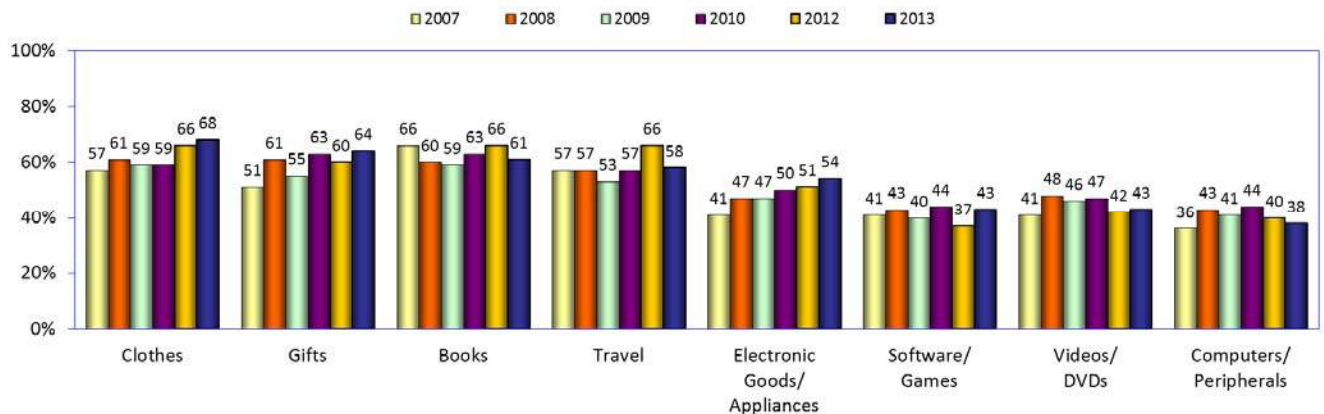
(Q810 K-2 2013)

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

Product costs, shipping costs, and shipping speed top the list of factors that could lead Internet purchasers to buy more online.

More than 60 percent of Internet purchasers cited three issues that can be controlled by sellers as factors that could lead to more online purchasing: better prices (64 percent, up from 58 percent in 2012), faster delivery (63 percent, up from 51 percent), and cheaper shipping (63 percent, up from 61 percent).

Notably, a large percentage of Internet buyers (61 percent) cited "no sales tax" as a factor that could lead to purchasing more online, an increase from 52 percent in 2012.

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

■ 2012　■ 2013

	Better Prices	Faster Delivery	Cheaper Shipping	No Sales Tax	Promotions/ Coupons	Easy Returns	Product/Service Unavailable Near Me	More Choices	More User Reviews
2012	58	51	61	52	45	44	38	29	29
2013	64	63	63	61	51	49	44	32	31
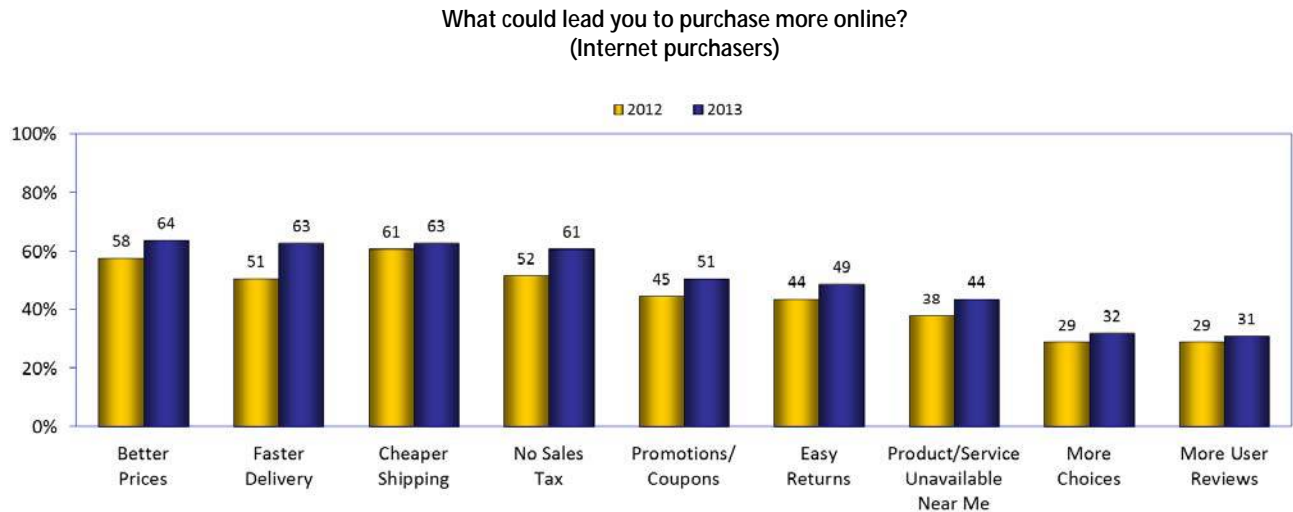
(Q811 K-1 2013)

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

Regarding what could lead buyers to make more online purchases, a higher percentage of men cited better prices, faster delivery, cheaper shipping, no sales tax, no local availability, more choices, and more user reviews as reasons; more women than men were looking for promotions or coupons, and easy returns.

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

■ Male　■ Female

	Better Prices	Faster Delivery	Cheaper Shipping	No Sales Tax	Promotions/ Coupons	Easy Returns	Product/Service Unavailable Near Me	More Choices	More User Reviews
Male	65	65	63	65	48	43	46	34	33
Female	63	60	62	57	54	55	41	29	29

(Q811 K-2 2013)

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

Looking at the age of Internet purchasers and the factors that could lead them to more online buying shows that in all instances except one, the lower the age, the greater the percentage who said the factor could lead to purchasing more online.

Cheaper shipping was the only issue among the nine explored in the current survey that did not show a general relationship between lower age and greater likelihood that the factor could increase online buying.

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

□ <18   ■ 18 - 34   □ 35 - 54   ■ ≥ 55

(Q811 K-3 2013)

Buying online: privacy concerns and credit card security

78. 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 slightly for the fourth consecutive Digital Future study.

In the current study, 94 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, up from 91 percent in 2012.

In the current study, 52 percent of all respondents age 16 or older said they were very concerned or extremely concerned, up from 48 percent in 2012 and 2010.

Seven percent of respondents said they are not at all concerned about the privacy of personal information when or if buying online.

**Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)**
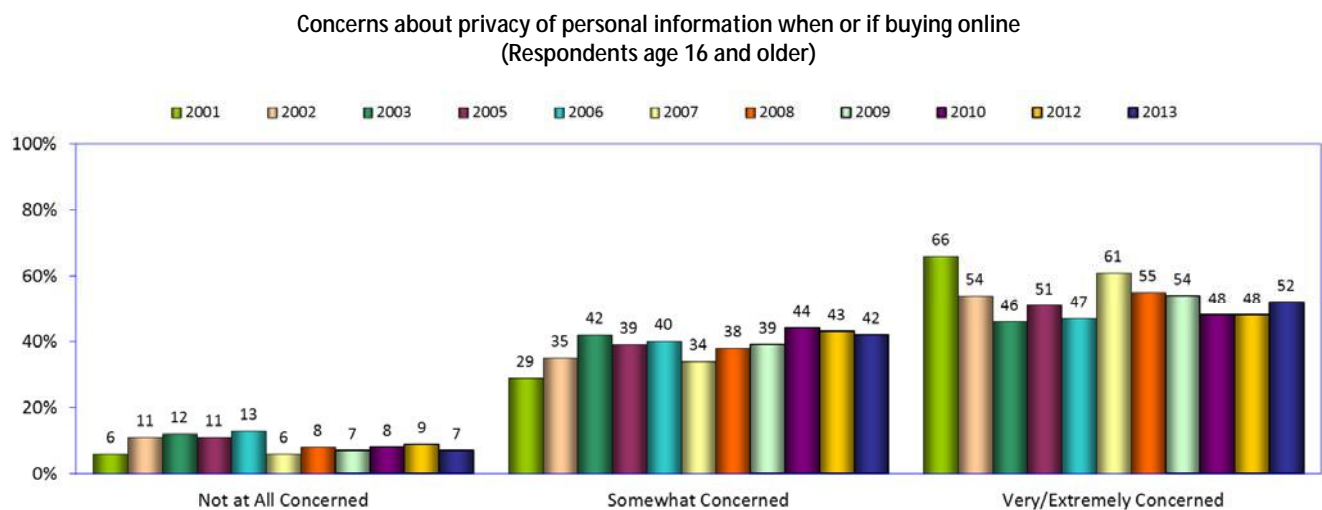
(Q840 K-1 2013)

79. Privacy: comparing concerns among users vs. non-users

Comparing users to non-users' concerns 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.

Forty-six percent of users report the highest levels of concern (very concerned or extremely concerned), compared to 72 percent of non-users. And forty-seven percent of users are only somewhat concerned, compared to 21 percent of non-users.

Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)
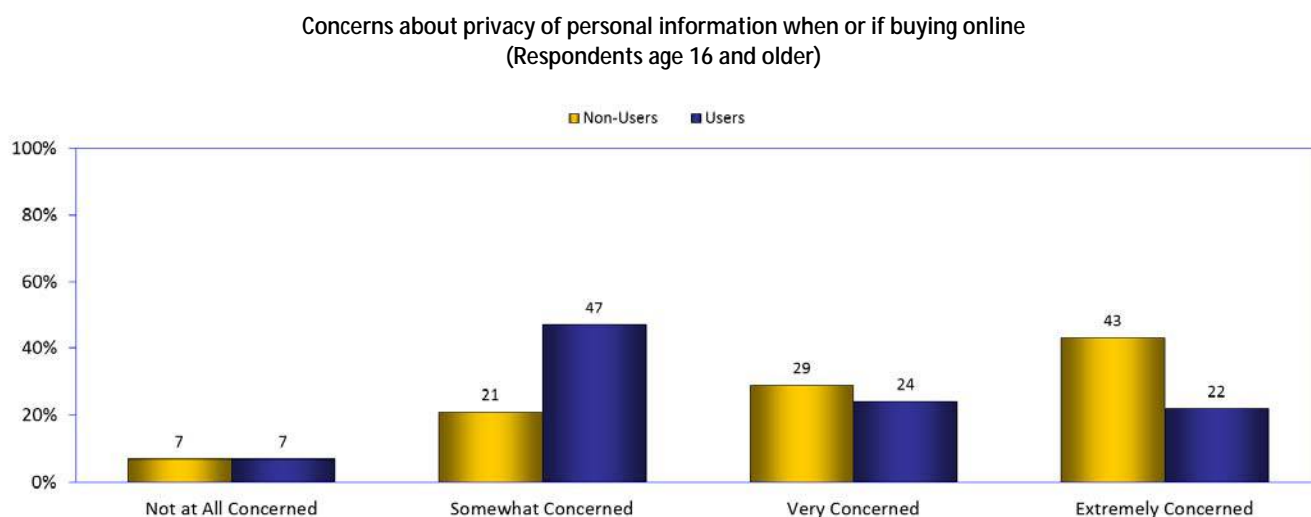
(Q840 K-2 2013)

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

Do Internet users who do buy online have different views about the privacy of personal information from users who do not buy online? The current study found only modest differences between online purchasers and non-purchasers: 43 percent of Internet purchasers are very or extremely concerned about privacy of personal information when or if buying online, compared to 58 percent of non-purchasers.

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

(Q840 K-4 2013)

81. Credit card information: concerns about security

Respondents continue to report concerns about credit card security when or if they buy online, and in the current Digital Future study the percentage of respondents expressing the highest levels of concern has increased slightly after declining for two years.

The current study found that 47 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, a slight increase from 44 percent reported in 2012.

The percentage of respondents who report a lower level of concern had been generally increasing, but dipped slightly to 44 percent in the current study.

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

The percentage of respondents who said they are not concerned about credit card security declined slightly, now nine percent after reaching a peak of 11 percent in 2012 and 2010.

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 2013)
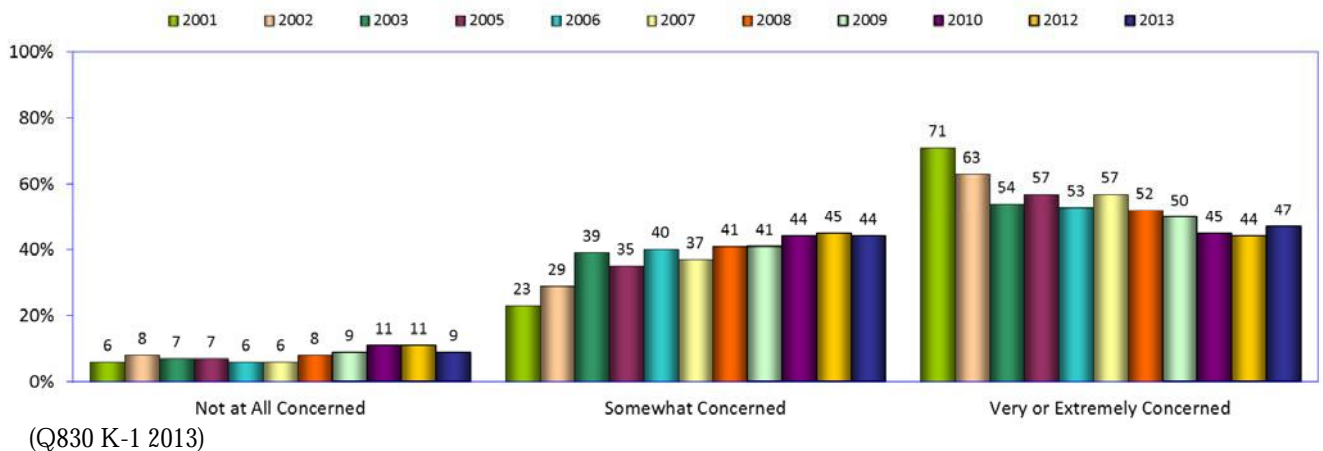
82. Credit card security concerns (Internet users vs. non-users)

Non-users express much more concern than users about the security of their credit card information when or if they buy online. Seventy-seven percent of non-users with a credit card compared to 41 percent of users said they would be very concerned or extremely concerned about their card security when or if buying online.

Only seven percent of Internet non-users with a credit card said they would not be concerned about the security of their credit card information when or if buying online, compared to 10 percent of users.

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 2013)
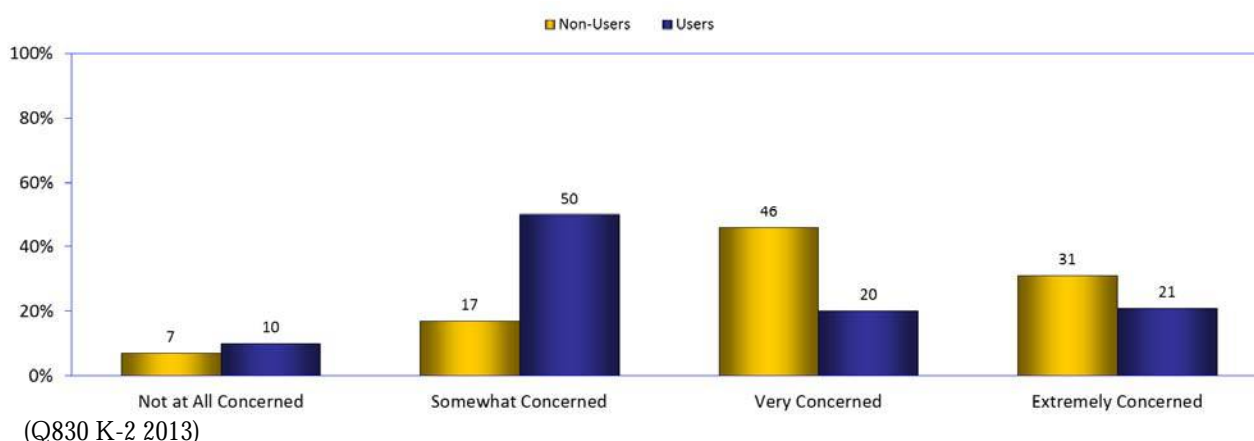
83. Credit card information concerns (Internet non-purchasers vs. purchasers)

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

Thirty-eight percent of purchasers compared to 51 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.

About the same percentage of purchasers and non-purchasers are not concerned – 10 percent of non-purchasers vs. nine percent of purchasers.

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 2013)
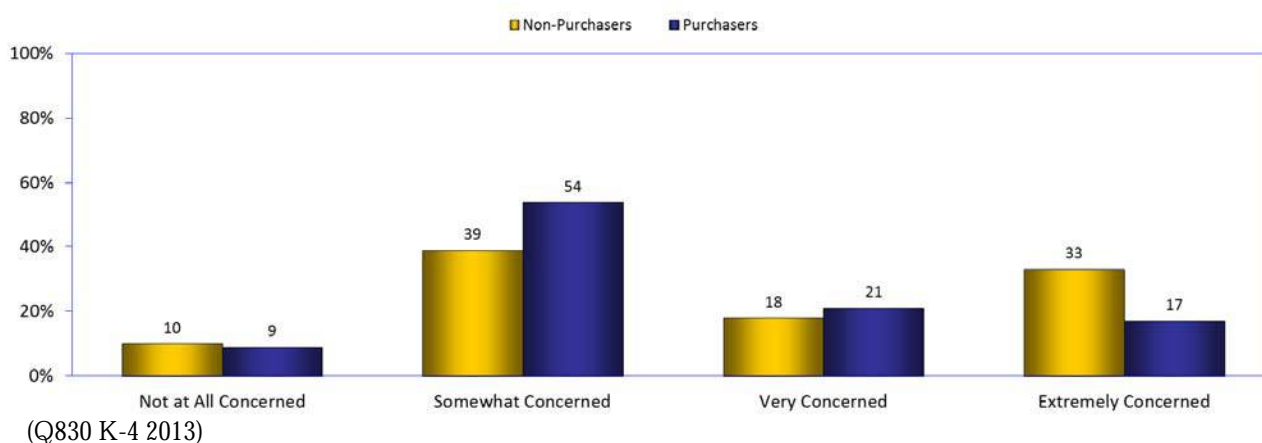
Buying: online vs. traditional retail stores

84. Buying online: effects on traditional retail purchasing

Does buying online reduce buying in retail stores? Sixty percent of Internet users who buy online continue to say yes, compared to 59 percent in 2012.

Thirty-nine percent of Internet buyers said their online buying has had no effect on their traditional in-store retail purchasing, down from 41 percent in 2012.

Does buying online affect purchasing in traditional retail stores?
(Internet users who buy online)
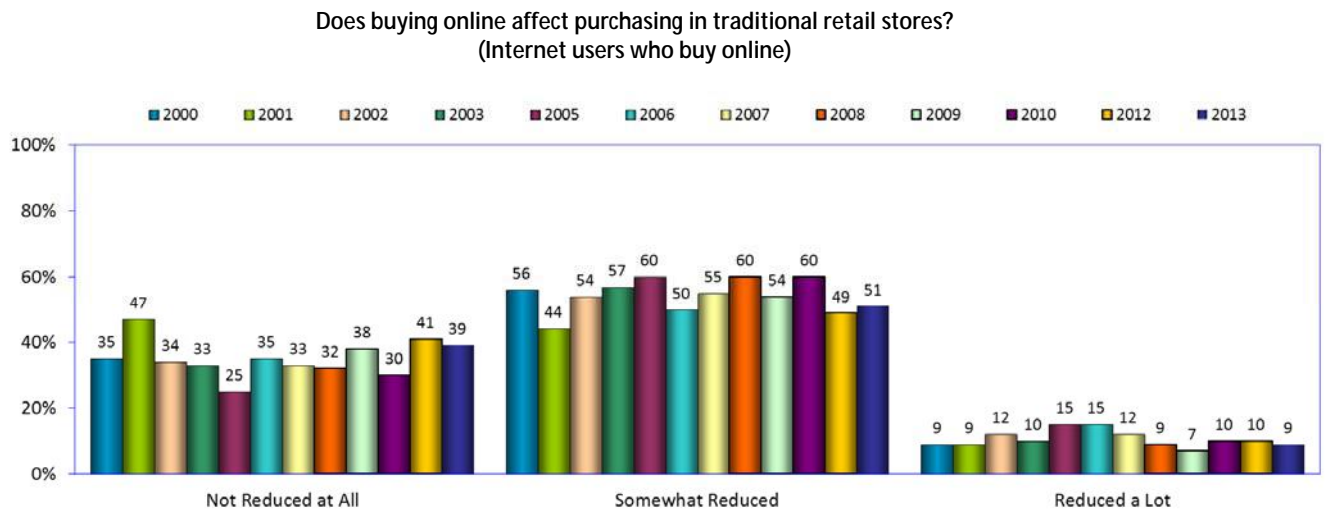
(Q860 K-1 2013)

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

Internet users in large numbers browse in stores to find products before they buy online. And even larger percentages browse online and then buy in local retail stores.

Eighty-three percent of Internet buyers said they browse online and then buy in traditional retail stores, down marginally from 85 percent who reported that response in 2012. Seventy-seven percent of users said they browse in stores and then buy online, up slightly from 74 percent in 2012.

Seventeen percent of Internet buyers said they never browse online and then buy in retail stores, up slightly from 15 percent in 2012. Twenty-three percent of users said they never browse in stores and then buy online, down from 27 percent in the previous study.

Internet buyers who browse online, then buy in stores
(Internet users)
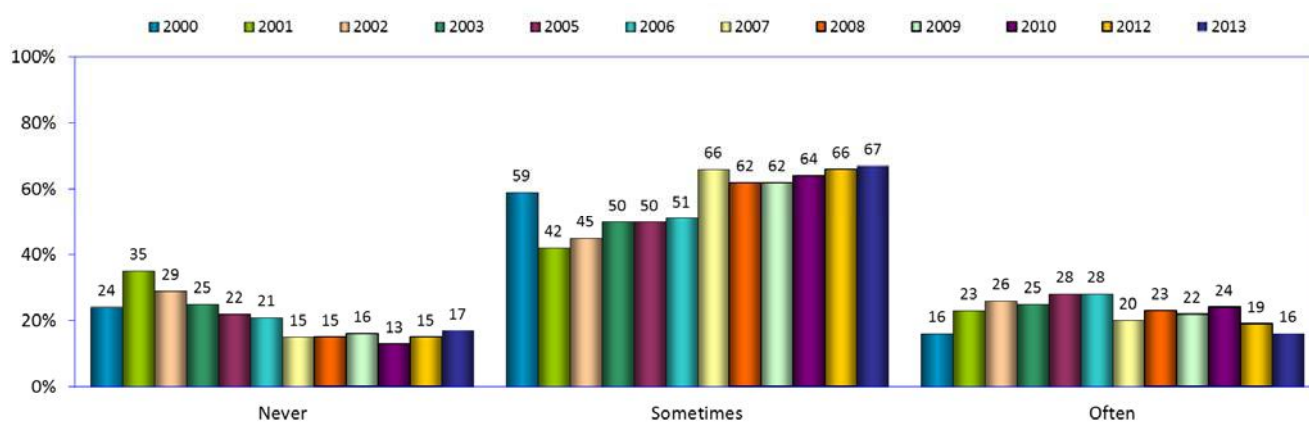
(Q910 K-1 2013)

Internet buyers who browse in stores, then buy online
(Internet users who buy online)
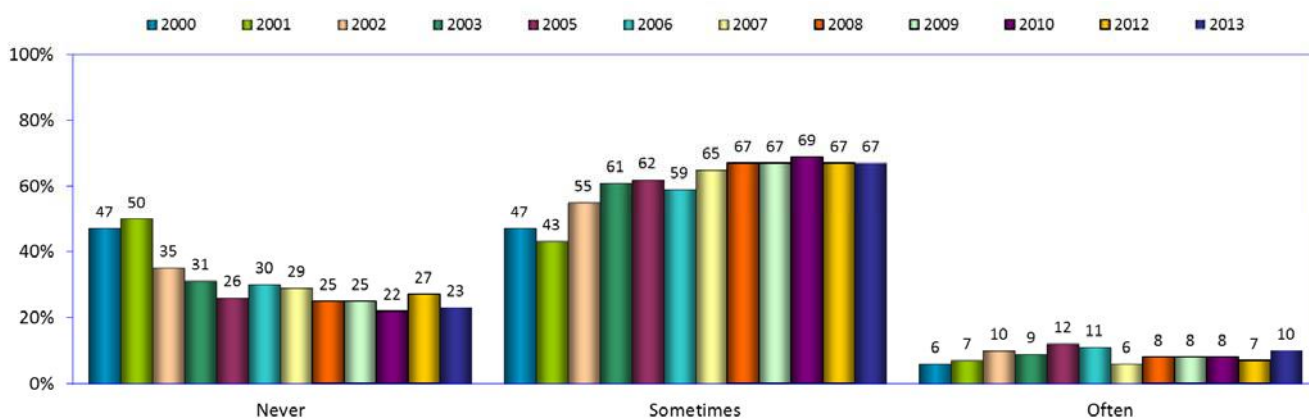
(Q900 K-1 2013)

86. At-a-glance: Browsing and buying products – 2003 vs. 2013

Comparing shopping locally but buying online in 2003 to the current study shows only modest growth in the percentage of Internet purchasers who shop in traditional retail stores but then buy online.

In the current study, 77 percent of Internet purchasers said they sometimes or often shop locally but buy online, up from 70 percent in 2003.

**Shop Locally, Buy Online
(Internet purchasers)**

■ 2003   ■ 2013

	Never	Sometimes	Often
2003	31	61	9
2013	23	67	10

(Q900 MD-1 2013)

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

Going online in a store with a mobile device to conduct on-the-spot price comparisons is being done by increasing percentages of respondents.

In the current study, 63 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 online – a large increase over the 49 percent who reported the same response in 2012.

More than half of Internet users (52 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 substantially from 30 percent 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)
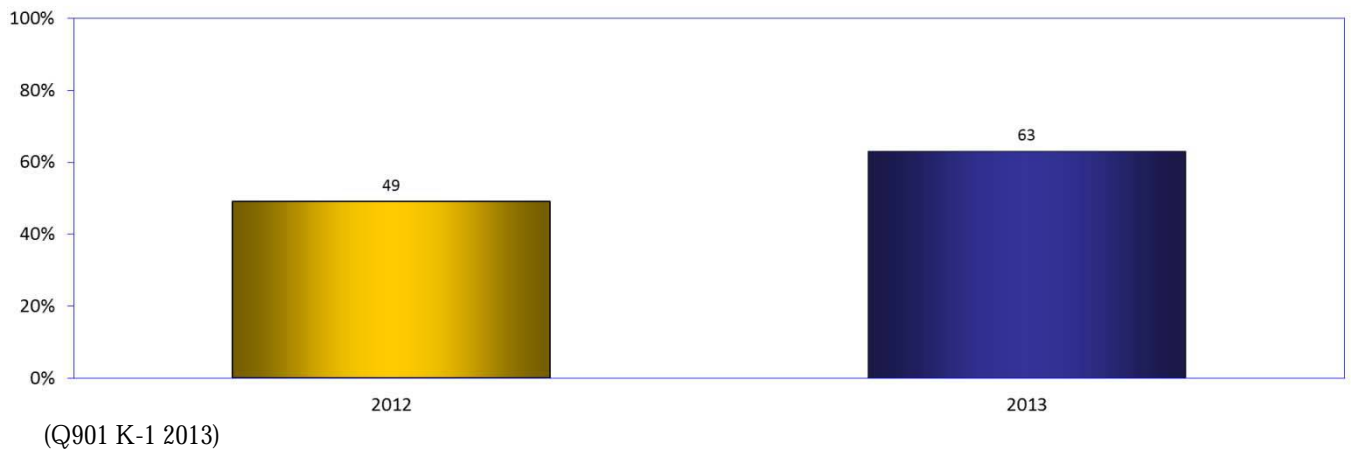
(Q901 K-1 2013)

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 2013)
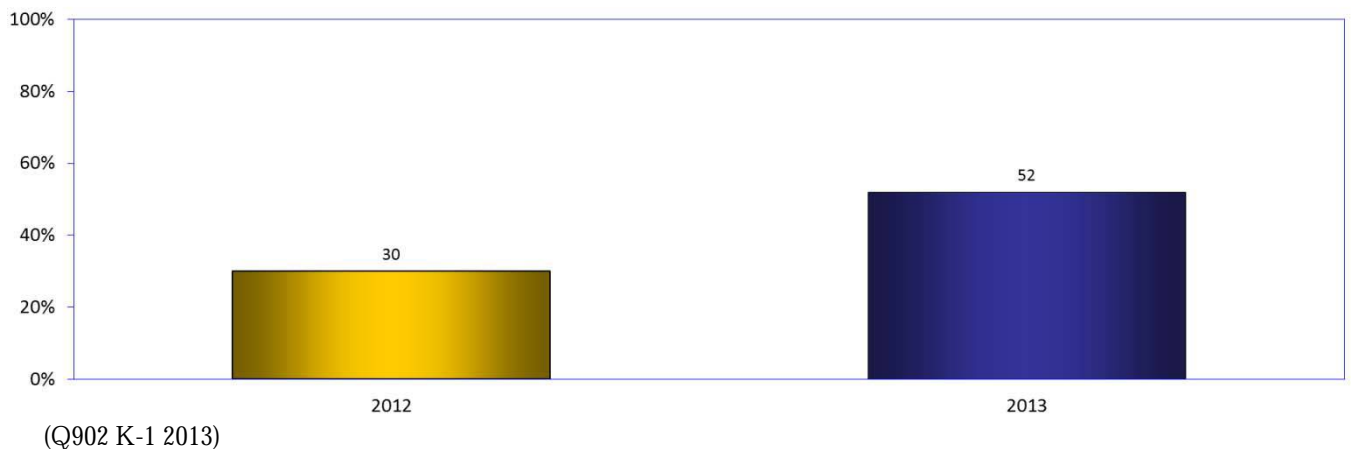
88. Browsing in stores and buying online on-the-spot with a mobile device

A modestly larger percentage of online purchasers in the current study who browse for products in local stores but purchase online said they bought a product online using their mobile device while in a traditional retail store.

Eighteen percent of online purchasers who browse locally but purchase online said they have purchased a product online with a mobile device while in the store – up from 13 percent in 2012. In only 24 percent of these purchases did buyers use the store's website; 76 percent of the purchases were from another online retailer.

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 2013)
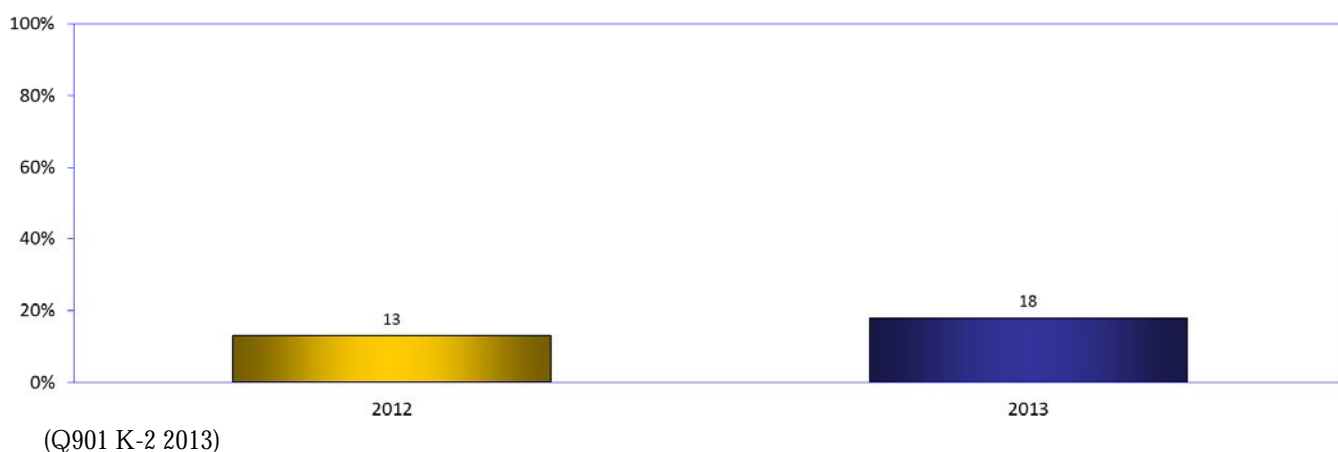
Was the purchase from the store's web site or from another online retailer?
(Online purchasers who look at and shop for products in local stores but purchase online)

(Q901 K-3 2013)
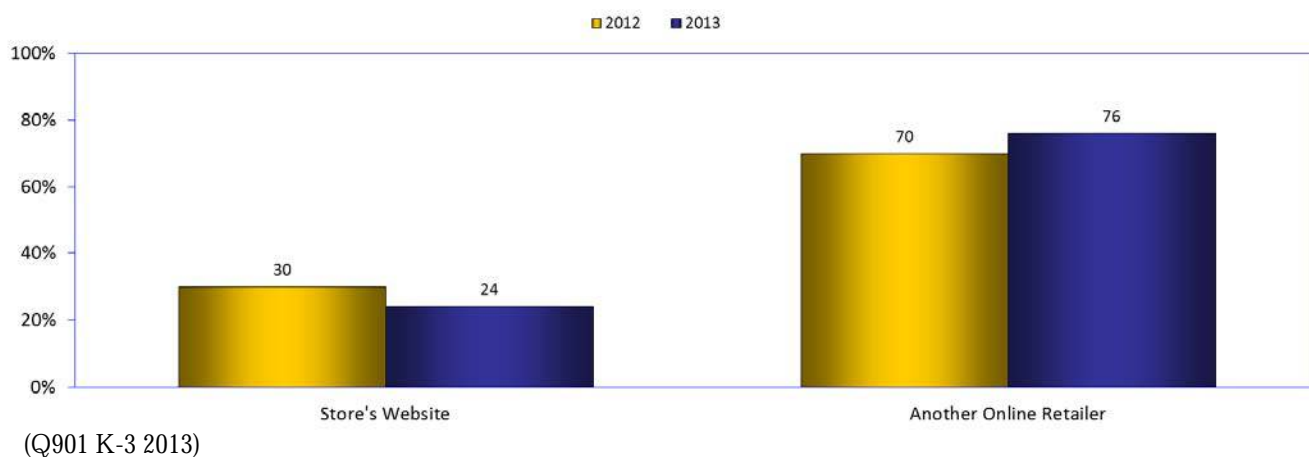
89. Using smartphones to buy products

How often do smartphone owners use their phone for purchasing? In the current study, smartphone users buy products with their phones an average of 1.7 times per month, up from one time per month in 2012.

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

(Q152 K-1 2013)
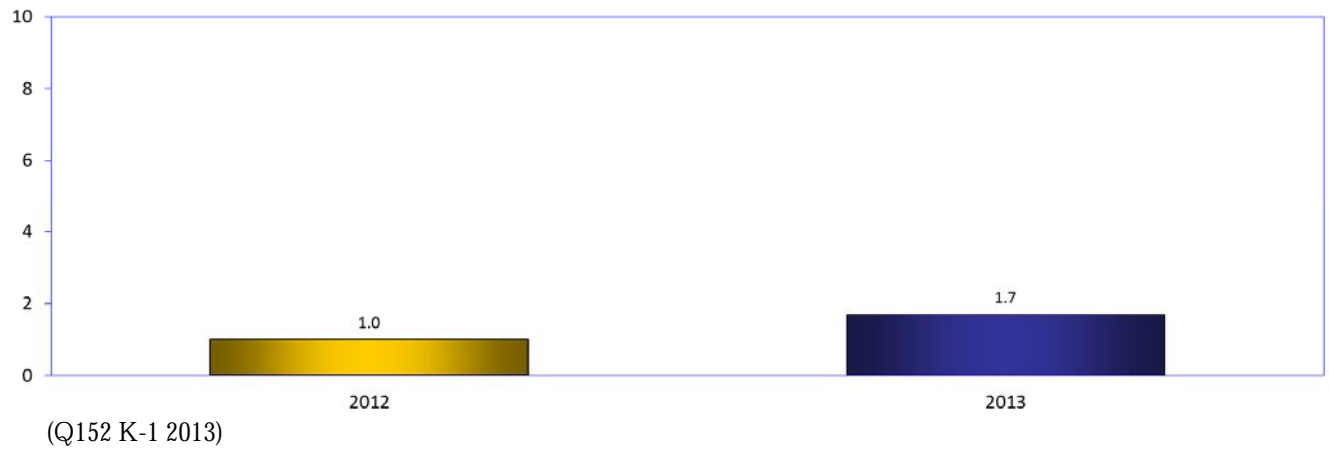
90. Views about buying online

A small – and declining – percentage of Internet users report some discomfort with the lack of face-to-face contact when ordering on the Internet. Twenty-one percent of Internet users in the current study said they are uncomfortable with the lack of personal contact when buying online, down for the second year in a row, and now at the lowest level thus far in the Digital Future Project.

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 2013)
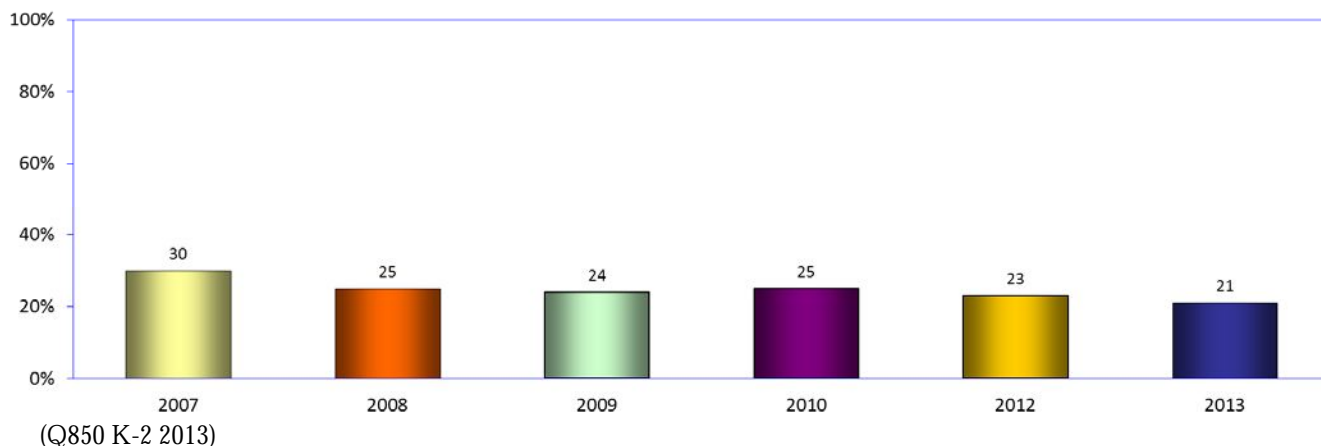
91. Views about shopping online (product quality)

A majority of Internet users continue to agree that judging the quality of products or the product descriptions is difficult when shopping online. Fifty-two percent of users agree that assessment is difficult, down from 56 percent in 2012.

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

(Q850 K-3 2013)
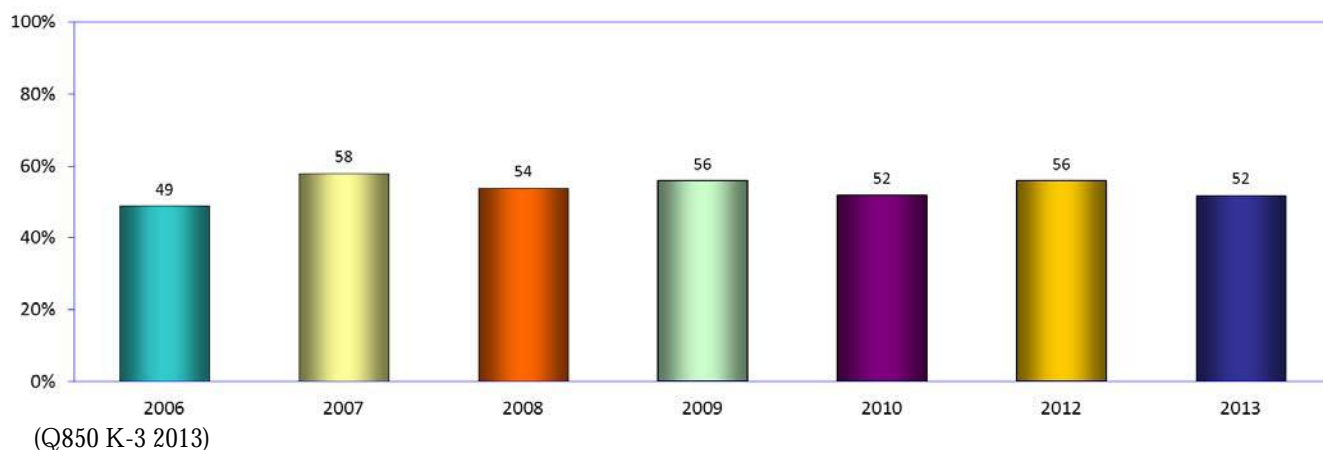
92. At-a-glance: attitudes about Internet purchasing

Comparing attitudes about Internet purchasing between the current study and 2012 show that views have remained generally the same.

Attitudes towards Internet purchasing
(Internet users)

(Q850 MD-2 2013)
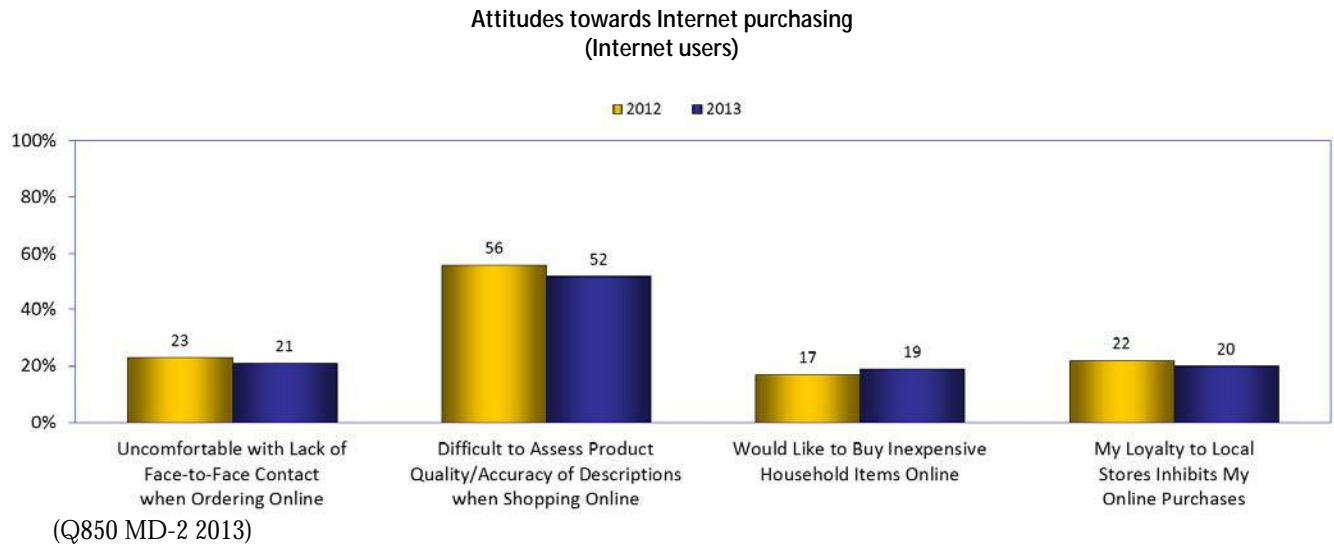
Communication Patterns

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   48%

Average number of friends
met in person whom they
originally met online   3.7

Internet users who have been
bullied or harassed online   11%

Users who have received
unwanted sexual attention online   18%

93. 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 2007, averaging about 17 hours per week. In the current Digital Future study, respondents report a slightly lower amount of time socializing face-to-face with their family – now 16.6 hours per week, down from 17.2 hours in 2012.

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

(Q1140 K-1 2013)
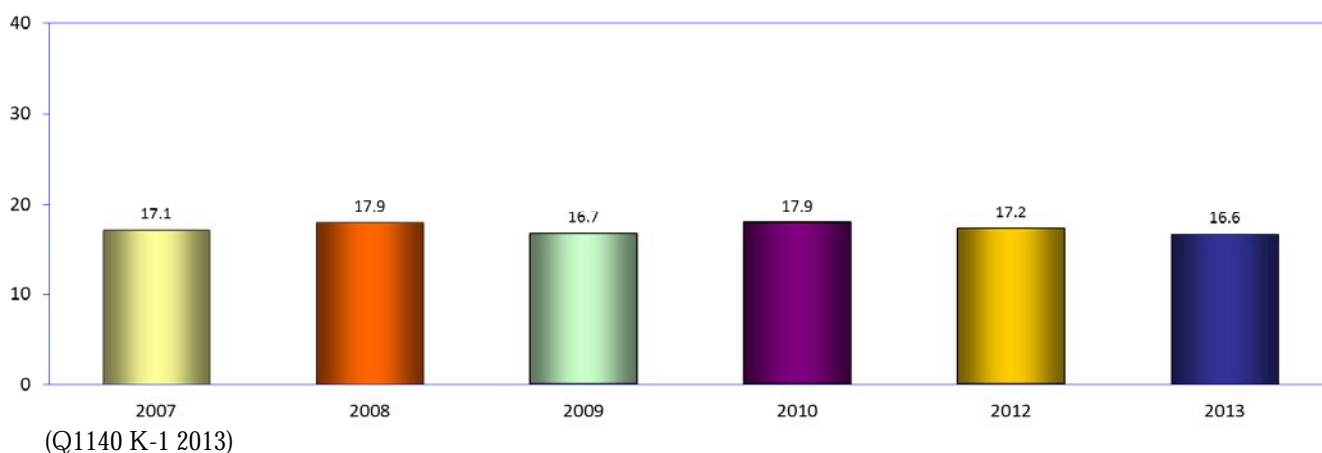
94. Time spent socializing with family: comparing users vs. non-users

Typically, Internet users in the Digital Future studies have reported spending more time than non-users socializing face-to-face with their families. That trend continued in the current study with Internet users reporting an average of 17 hours spent socializing face-to-face with their families in a typical week, compared to 14 hours for non-users.

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

(Q1140 K-2 2013)
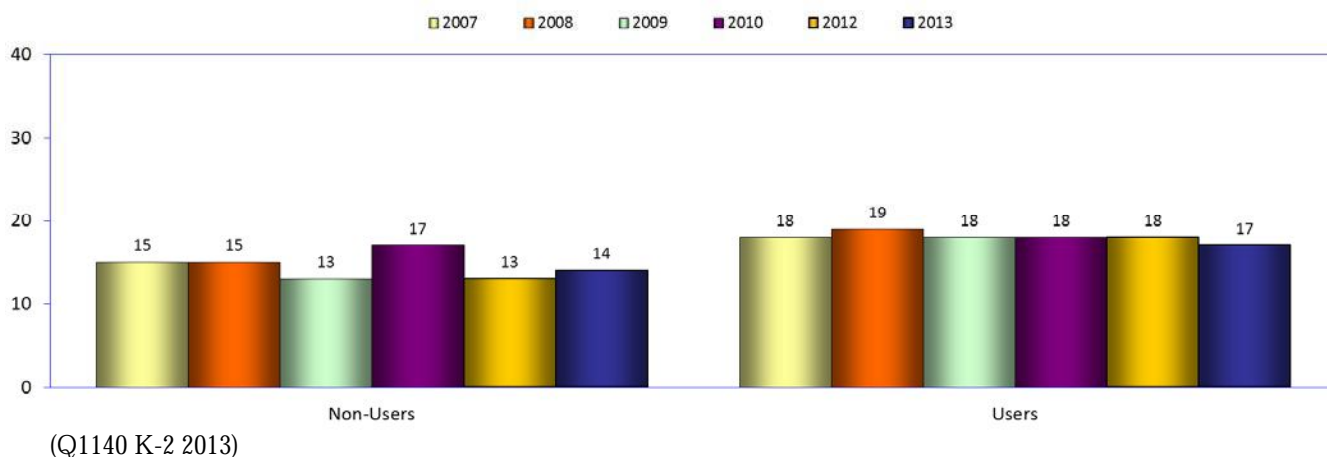
95. Time spent socializing face-to-face with friends

As with time spent socializing with family (see page 88), respondents in the Digital Future studies have reported generally consistent amounts of time spent socializing face-to-face with friends outside of school or the office for several years (although at a lower level than time spent with family).

In the current study, respondents said they spend an average of seven hours each week socializing face-to-face with friends, up slightly from 6.5 hours in 2012.

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

2007	2008	2009	2010	2012	2013
7.8	7.8	8.0	7.6	6.5	7.0

(Q1160 K-1 2013)
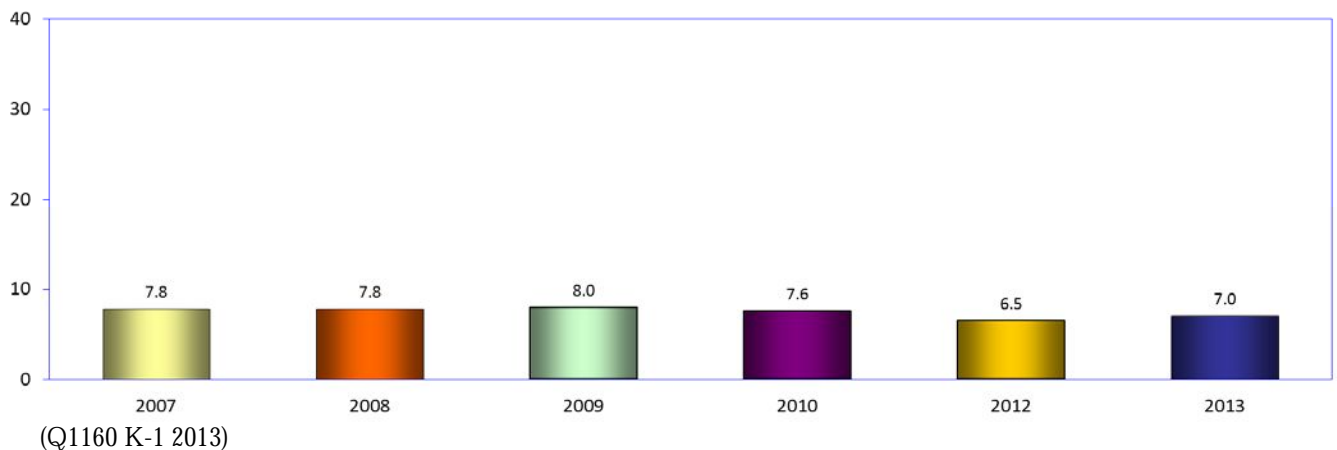
96. Time spent socializing face-to-face with friends: non-users vs. users

In the current study, users and non-users report socializing face-to-face the same amount of time with friends: an average of 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)?
(Respondents)

☐ 2007   ☐ 2008   ☐ 2009   ☐ 2010   ☐ 2012   ☐ 2013

	Non-Users						Users				
8	7	7	7	7	7	8	8	8	8	6	7
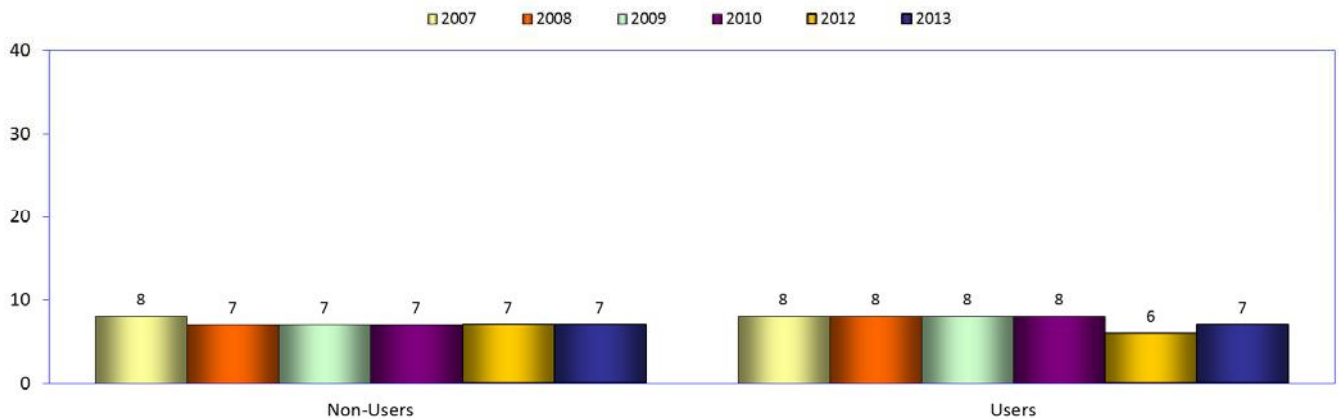
(Q1160 K-2 2013)

97. The Internet and social relationships

The importance of the Internet in maintaining social relationships continues to increase as online social networking grows. In the current Digital Future study, 58 percent of Internet users said that going online is important to maintaining their social relationships, up slightly from 56 percent in 2012.

However, 24 percent of users said the Internet has no importance in maintaining their social relationships – down marginally from 25 percent reported in 2012.

How Important is the Internet for Helping You Maintain Social Relationships
(Internet users)

(Q218 K-1A 2013)
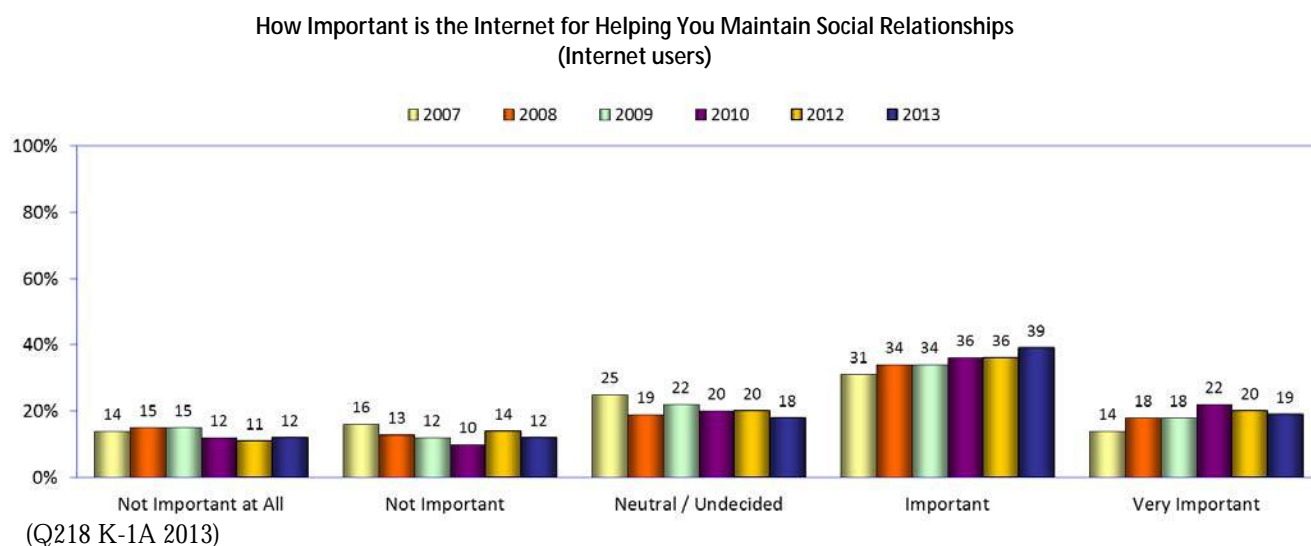
98. The Internet and social relationships (by age)

The Internet is viewed as important for maintaining social relationships by Internet users of all ages, but that view is more prominent as age decreases.

The percentage of those who consider the Internet important or very important for social relationships is highest among users who are less than 18 or in the 18-34 age range (66 percent). Much smaller percentages of users ages 35-54 and greater than 55 said the Internet was important or very important for social relationships.

(Coincidentally, the percentages of users age 35 to 54, and 55 and older were identical.)

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

(Q218 K-1B 2013)
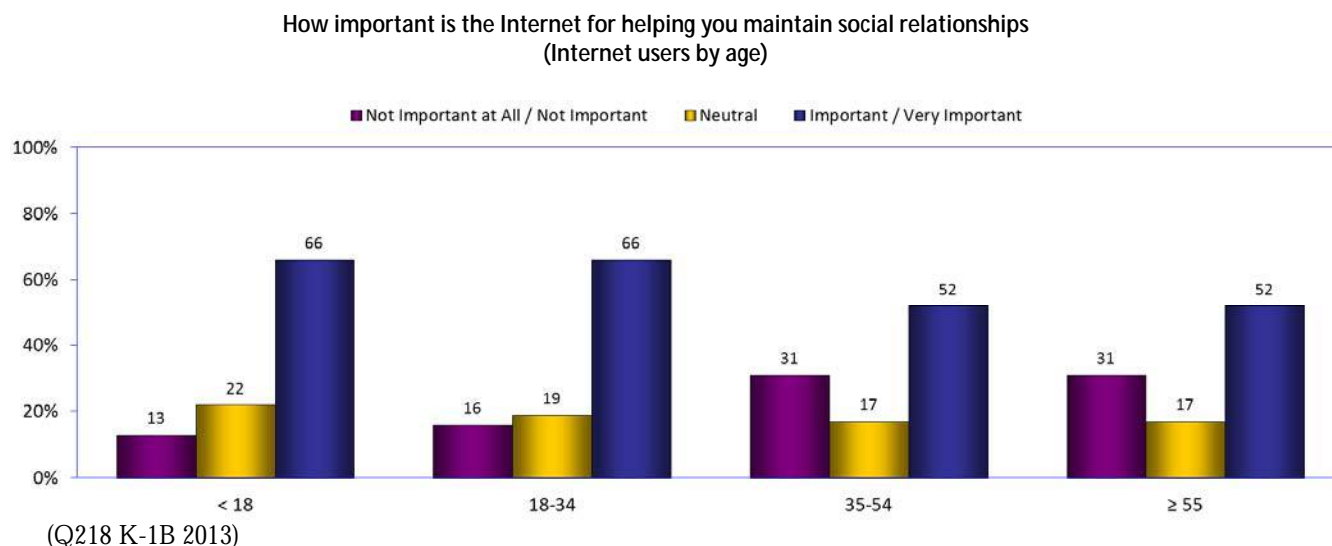
99. Texting and social relationships

Seventy-seven percent of mobile phone users report that they now send and receive text messages (see page 67). A small but growing percentage of mobile phone users – 48 percent in the current study – said that texting is important or very important for them in maintaining social relationships, an increase from 43 percent in 2012.

The number of those who said texting is not important for maintaining their social relationships is declining – now 30 percent of mobile phone users, down from 37 percent in 2012.

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

(Q218 K-3A 2013)
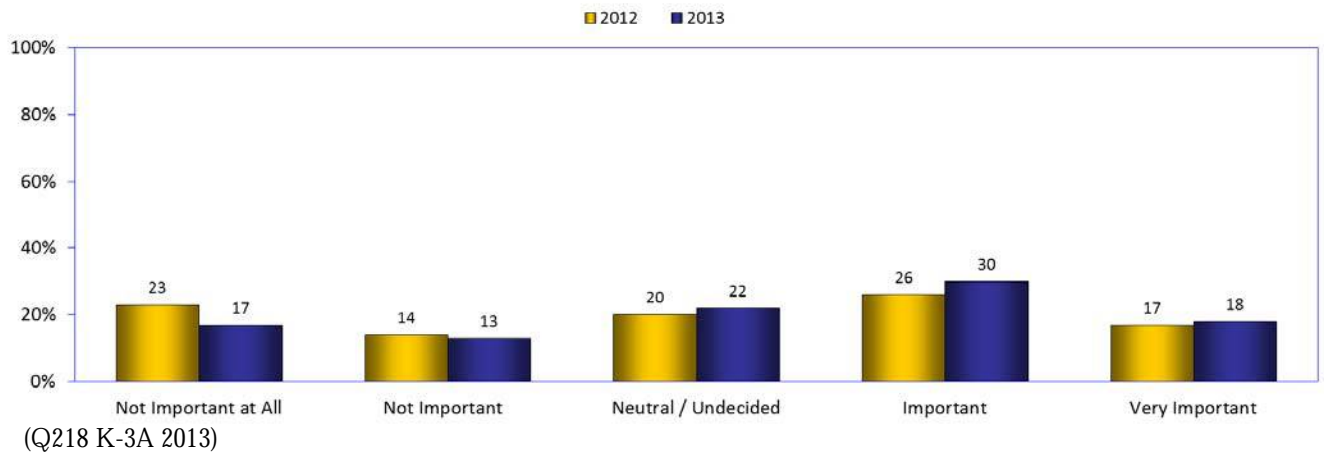
100. Importance of texting to maintain social relationships (by age)

As with views about the importance of the Internet for maintaining social relationships (see page 90), younger users place a higher importance on texting to help maintain social relationships.

Very large percentages of mobile phone users ages 18-34 – 65 percent – said that texting is important or very important in maintaining social relationships.

Perhaps surprisingly, a high percentage of users ages 35 to 54 (47 percent) said that texting was important or very important for maintaining social relationships. Less than one-third of users 55 and older said texting was important for their social relationships.

At the other extreme, only 11 percent of mobile phone users ages 18-34 said texting is not important to maintain social relationships.

How important is texting for helping you maintain social relationships?
(Mobile/smartphone users)
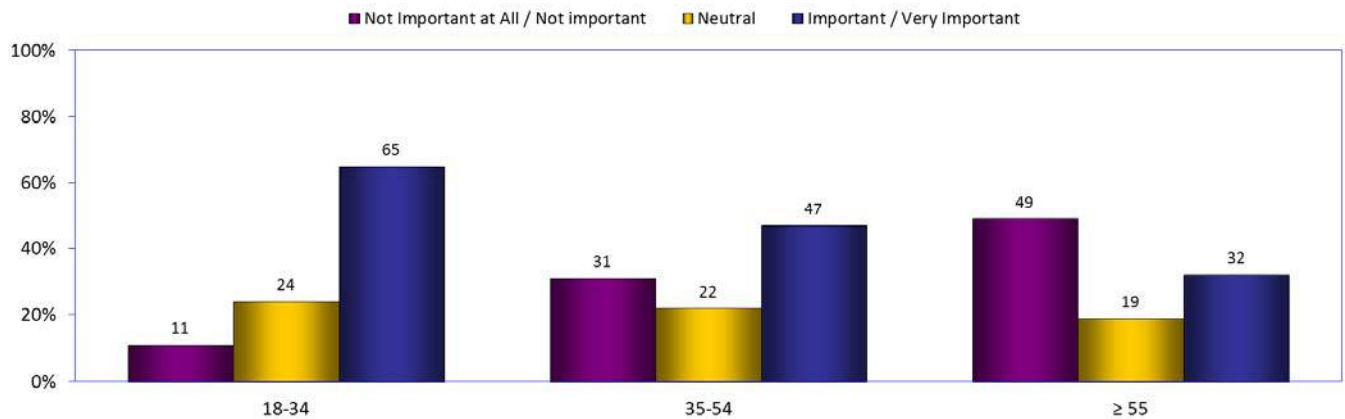
(Q218 K-3B 2013)

101. Friends met online, then met in person

The average number of online friends that users meet in person has generally increased every year in the Digital Future studies, and grew more in the current study than in any previous year – now an average of 3.7, up from 3.0 in 2012.

Online friends met in person
(Internet users)

	2000	2001	2002	2005	2006	2007	2008	2009	2010	2012	2013
	0.7	1.1	1.1	1.5	1.6	1.6	2.1	2.5	2.4	3.0	3.7

(Q320 K-1 2013)
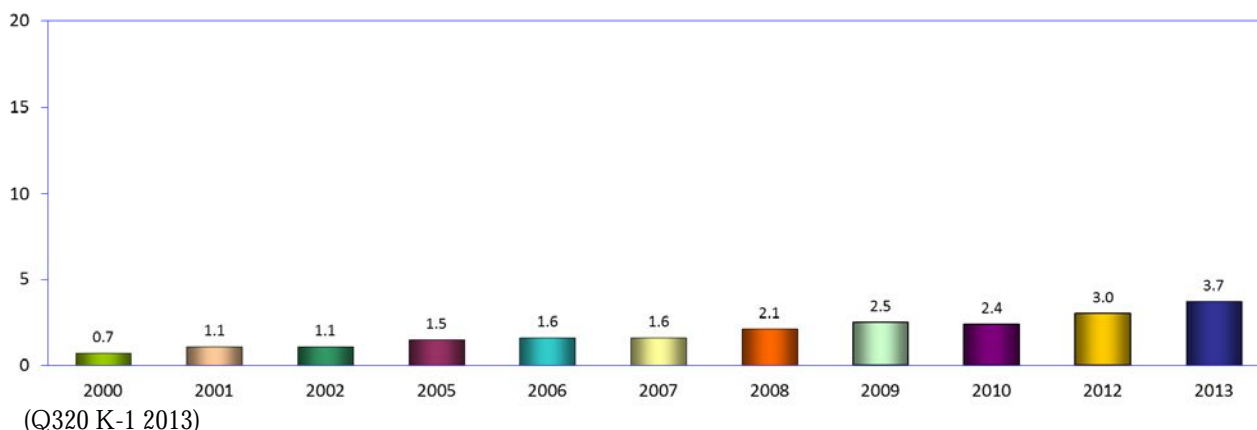
102. The Internet's effects on social contact

More Internet users report 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 (44 percent). Other large percentages were reported by users who said the Internet increased their contact with people who share their hobbies (40 percent), and people in their profession (34 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)

Legend: ■ Greatly / Somewhat Decreased ■ Greatly / Somewhat Increased

	People Who Share Your Hobbies	People Who Share Your Political Views	People Who Share Your Religious Beliefs	Family	Friends	People in Your Profession	People in Your Neighborhood
Greatly / Somewhat Decreased	5	6	7	7	6	6	11
Greatly / Somewhat Increased	40	23	20	44	52	34	14

(Q950 MD-1 2013)
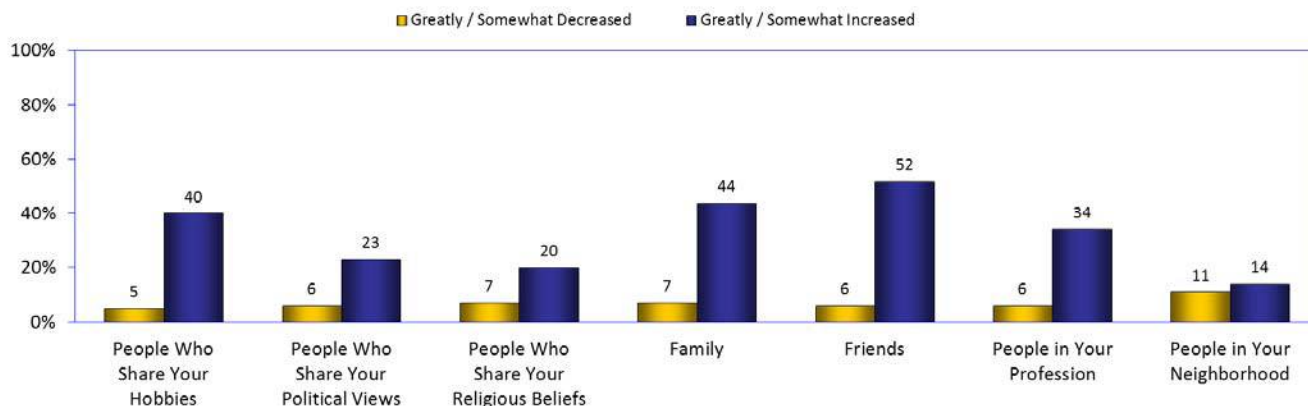
103. The Internet's effects on social contact: 2007-2013

Comparing the effects of Internet use on social contact since 2007 shows general upward trends in contact with friends, and those who share hobbies, political views, religious beliefs, neighbors, and professions. The current study also shows a marginal dip in the percentage who said that the Internet increases contact with family.

How does your use of the Internet increase your contact with the following groups?
(Internet users)

(Q950 MD-3 2013)
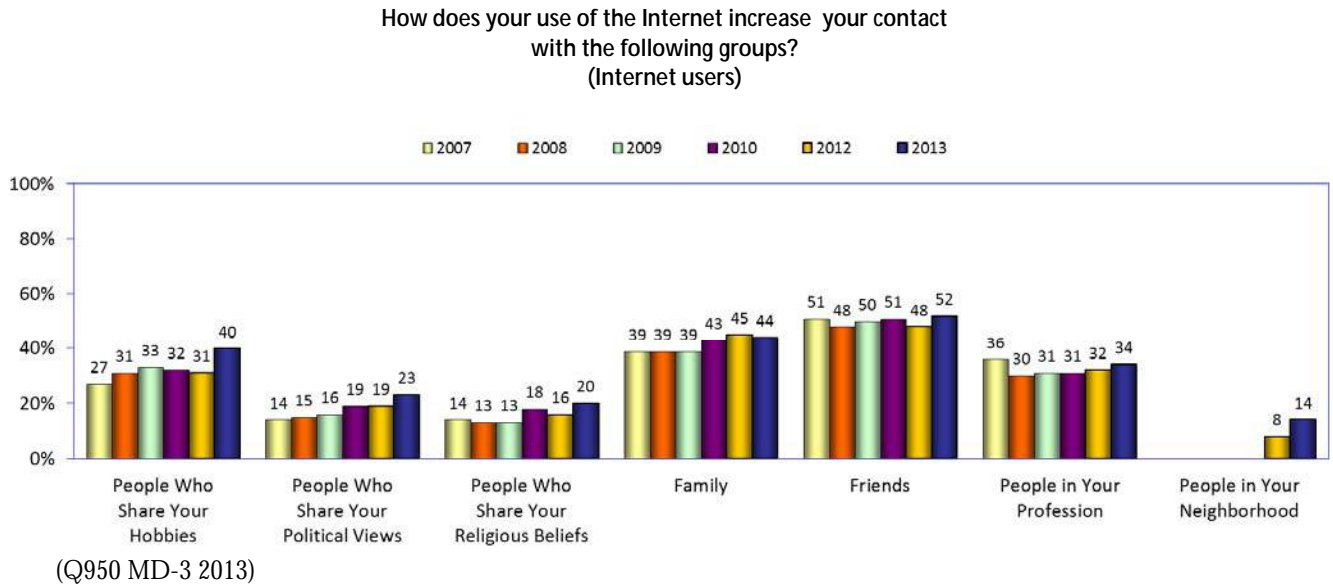
104. Are you ignored because of television or the Internet?

Forty-eight percent of Internet users said they are never ignored because another member of the household spends too much time online – a decline of four percentage points from 2012 and at the lowest level so far 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 50 percent from 47 percent in 2012.

A significant percentage of Internet users (52 percent) also said that they were sometimes or often ignored because a household member spends too much time online.

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 2013)
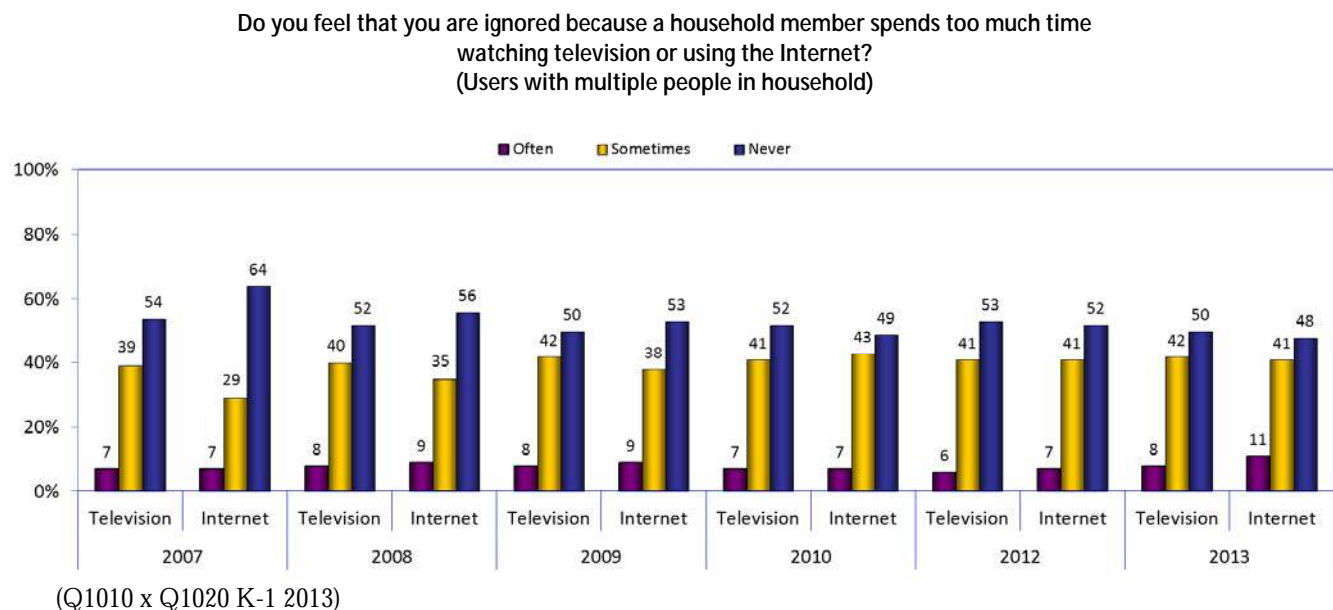
105. Are you ignored because of mobile devices?

Compared to respondents who said they are ignored by a member of the household who spends too much time online or on television (see the previous question), a much higher percentage of Internet users (89 percent) as well as non-users (92 percent) said they were sometimes or often ignored because a household member spends too much time on a mobile device – either talking, texting, or Web browsing.

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)
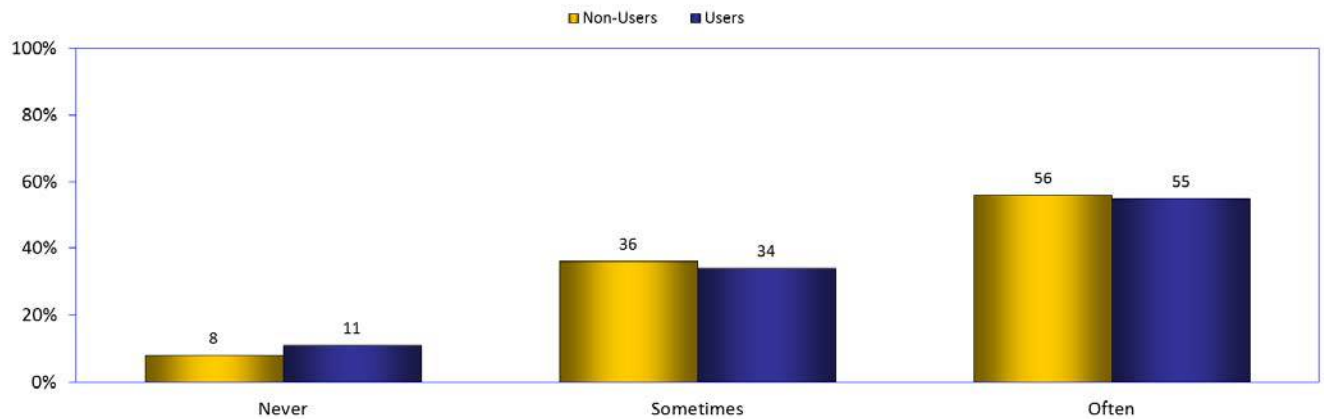
(Q1022 K-1)

106. Using the Internet on the move

A moderate percentage of Internet users – 40 percent – go online while on the move, such as through a mobile device while walking or in transportation.

A marginally higher percentage of women than men use the Internet on the move: 40 percent of women, and 39 percent of men.

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

(Q414 K-1 2013)

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

(Q414 K-2 2013)
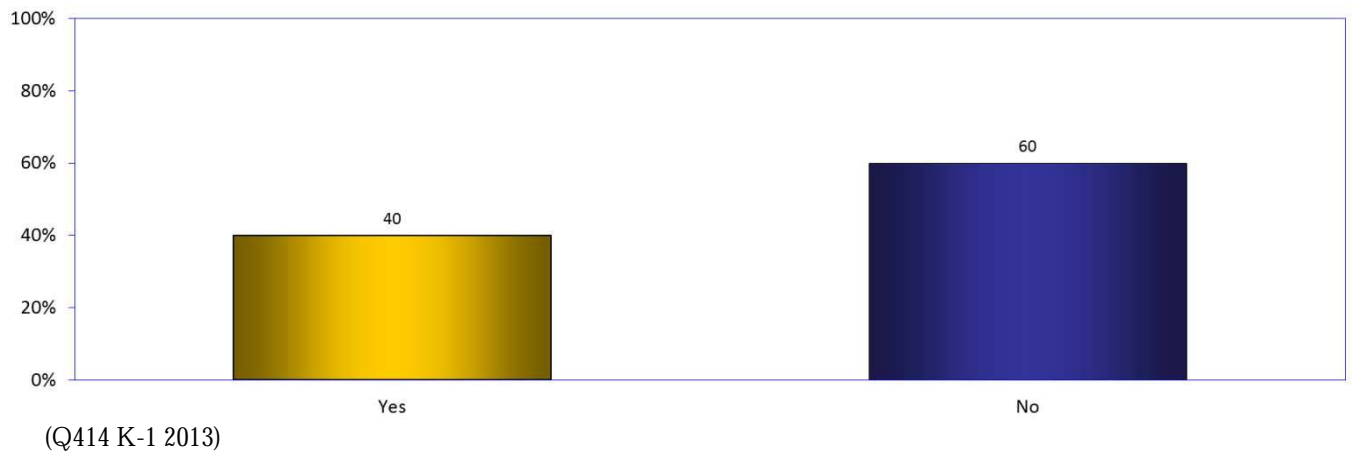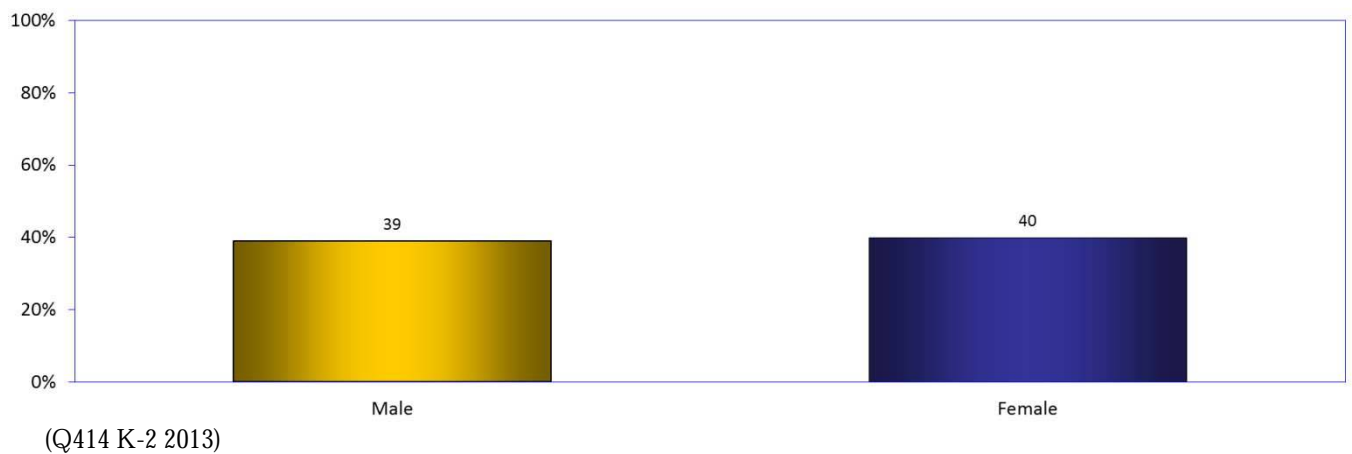
107. Time spent with clubs and volunteer organizations

Respondents in the current study said they spend an average of 2.2 hours per week participating in clubs or voluntary organizations, up marginally from 2.1 hours in 2012.

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

2005	2006	2007	2008	2009	2010	2012	2013
1.8	2.0	2.0	1.9	2.2	2.3	2.1	2.2

(Q1200 K-1 2013)
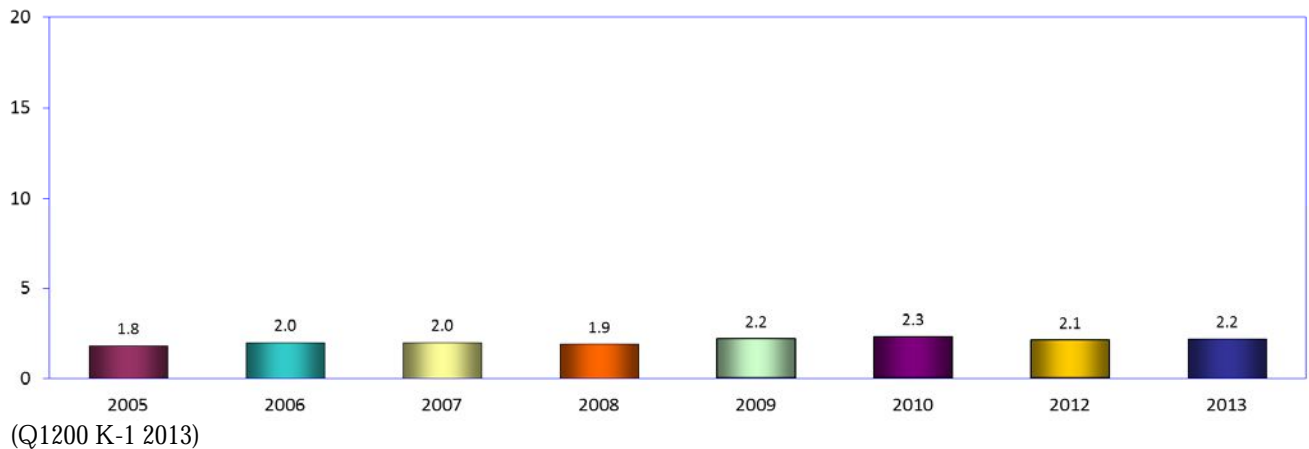
108. Time spent with clubs and volunteer organizations: users vs. non-users

Internet users in the Digital Future studies generally report spending more time than non-users participating in clubs or voluntary organizations; in the current study, users report spending twice as much time as non-users each week with clubs and volunteer organizations: 2.4 hours for users compared to 1.2 hours for non-users.

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

	2005	2006	2007	2008	2009	2010	2012	2013
Non-Users	1.5	1.9	1.9	1.4	1.8	1.5	1.1	1.2
Users	1.8	2.1	2.1	2.0	2.2	2.4	2.2	2.4

(Q1200 K-2 2013)
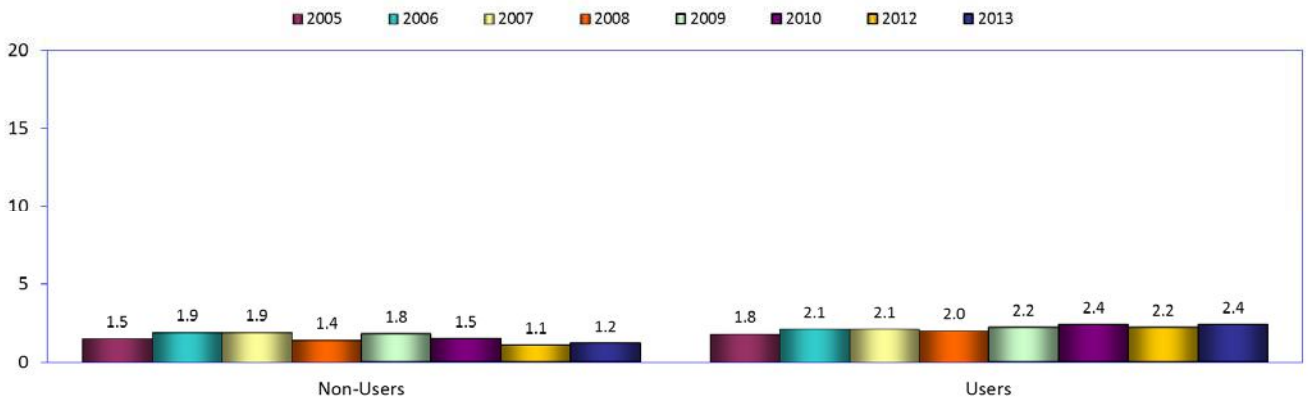
Views about privacy while online

109. Views about risking privacy by going online

In findings related to concerns over the security of personal information when or if buying online (see pages 75-78), 50 percent of Internet users said that people who go online put their privacy at risk – marginally lower than the 51 percent reported in 2012.

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

(Q850 K-1 2013)
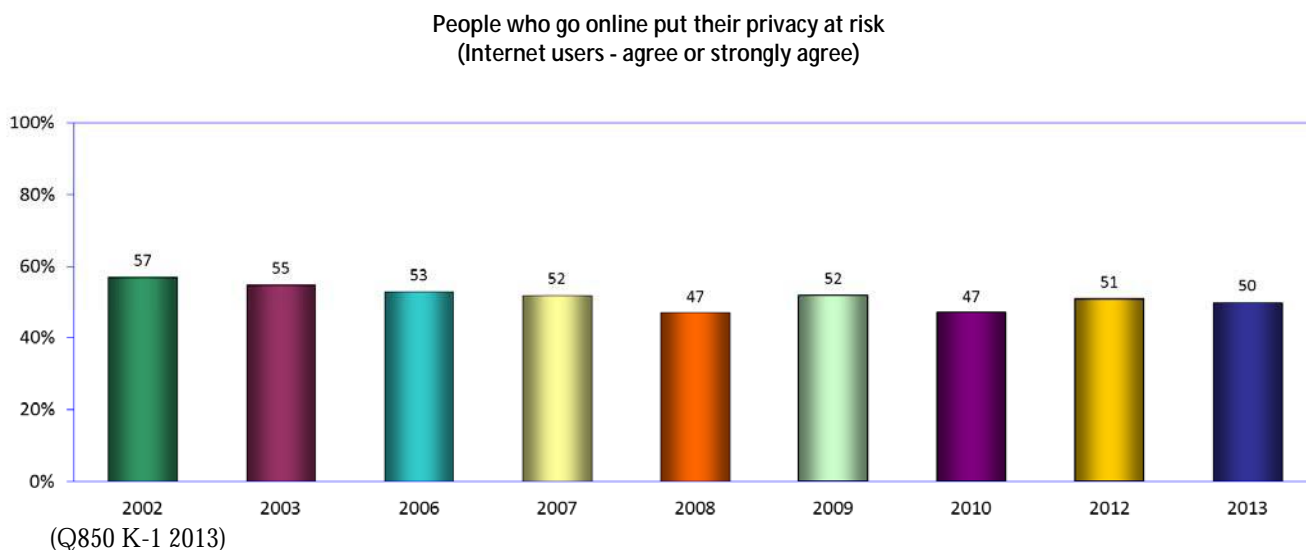
110. Privacy violation online

Have Internet users ever had their privacy violated online? Seventy-one percent of Internet users said no – down slightly from the 74 percent reported in 2012.

Those who had their privacy violated reported a variety of problems. Sixteen percent of Internet users said their privacy was violated, and the problem was minor, four percent said it was embarrassing, two percent reported financial consequences or an effect on personal relationships, and less than one percent said it affected their jobs or careers.

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

(Q842 K-1 2013)
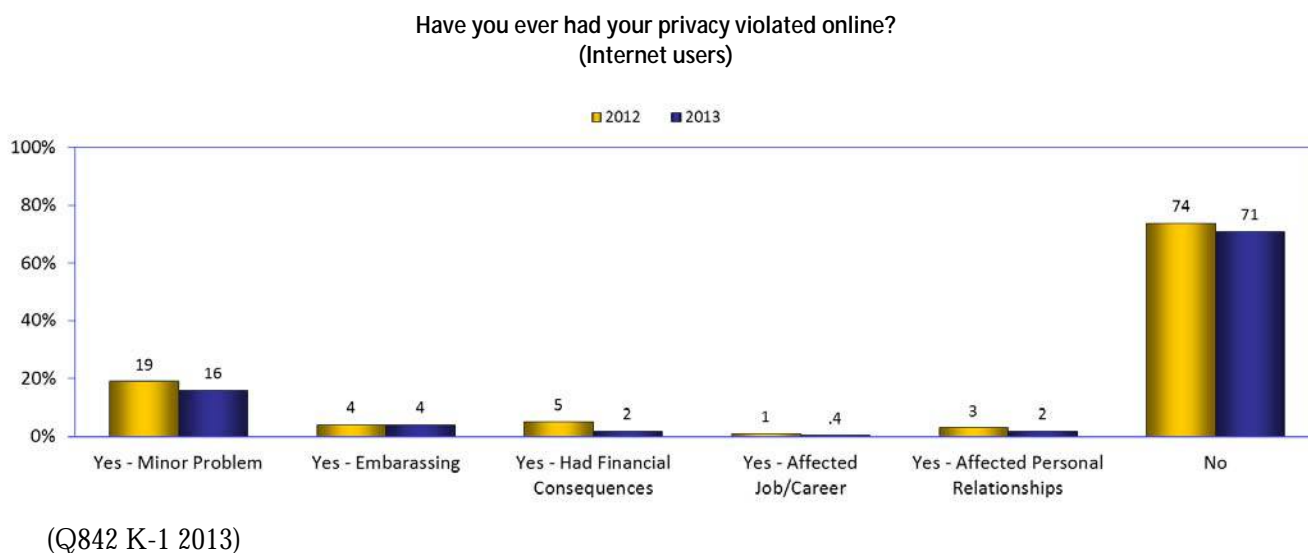
111. Views about privacy

The Digital Future Project asked 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 government are violating my privacy online."
8. "I am concerned other people are violating my privacy online."

The survey found the largest percentage of agreement with the statement, "I actively protect my privacy online," with 70 percent of respondents agreeing or strongly agreeing with that statement. Sixty-one percent agreed that "I have nothing to hide," while 44 percent said "I feel I can control my privacy online." Smaller percentages agreed that "there is no privacy – get over it" (40 percent), while only 22 percent said that "concerns about privacy are exaggerated."

When respondents were asked about concerns over who might be violating their personal privacy (see lower chart), the largest percentage (53 percent) was concerned about corporations, followed closely by governments (52 percent). A smaller percentage (39 percent) agreed that "other people are violating my privacy online."

Views about privacy
(Respondents age 16 and older – Agree & Strongly Agree)
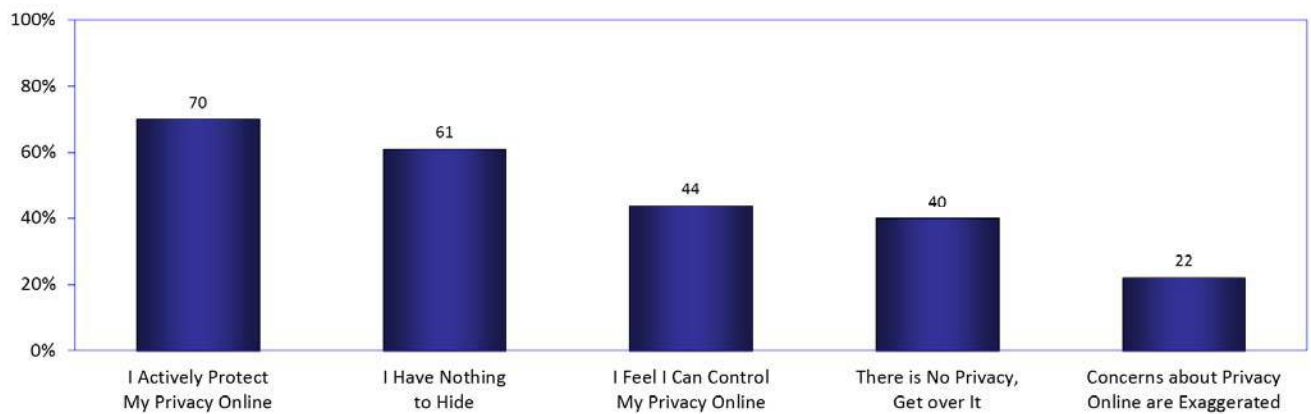
(Q844 MD-1 2013)
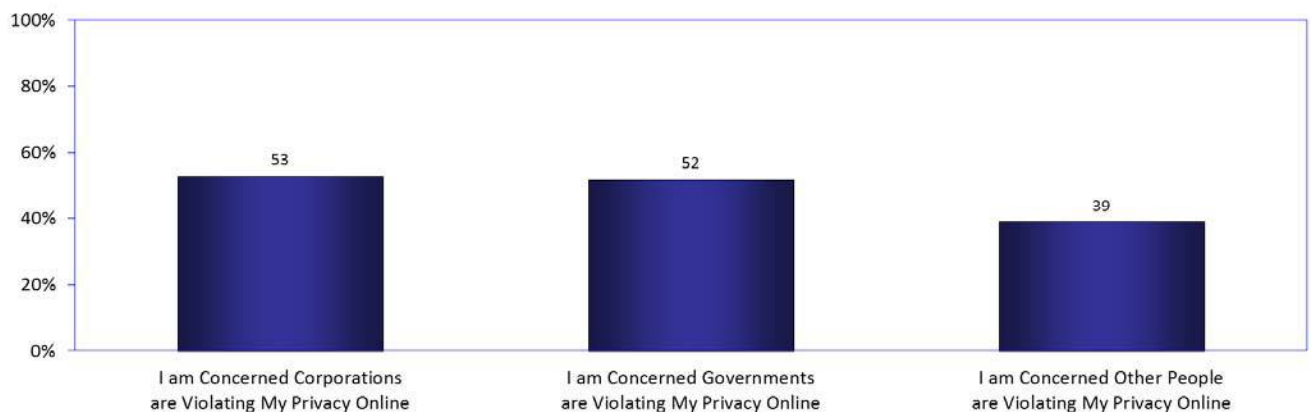
(Q844 MD-2 2013)

112. Views about privacy: year-to-year

The current study found an increase in the percentage of users who believe there is no online privacy – now 40 percent, up from 35 percent in 2012. A larger percentage of users in the current study also said they have nothing to hide – 61 percent, up from 52 percent in 2012.

Attitudes about privacy
(Internet users)
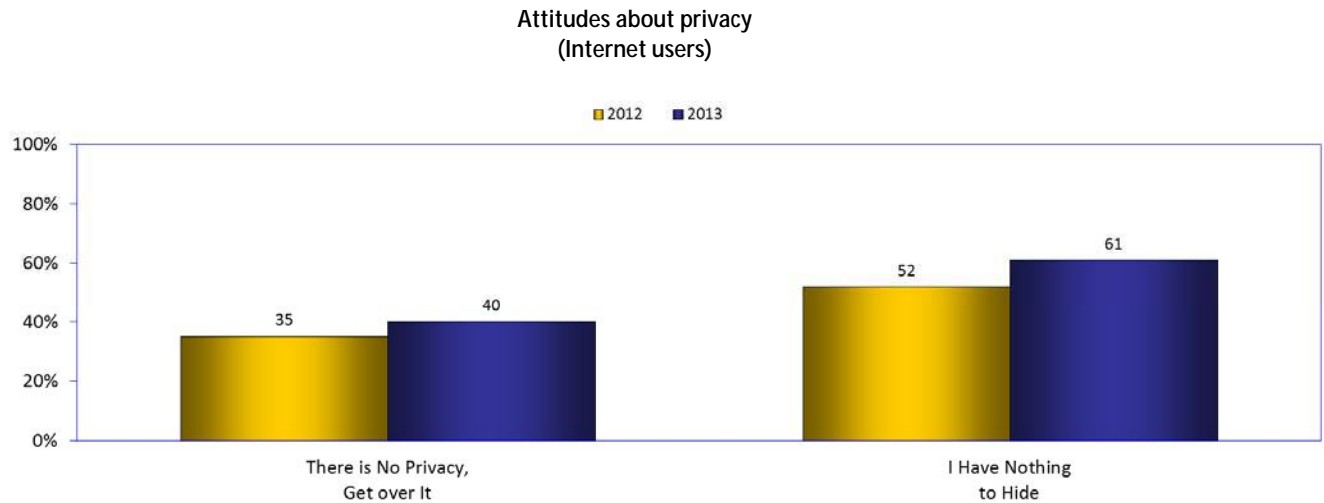
(Q844 MD-3 2013)

113. Privacy violations online: men vs. women

More men than women in the current study reported that their privacy was violated online: 74 percent of women and 67 percent of men said they have not had an online privacy violation.

More men (17 percent) than women (14 percent) reported that they had experienced a privacy violation, but that it was minor. However, four percent of men and one percent of women said that they had experienced a privacy violation, and that it had financial consequences.

Have you ever had your privacy violated online?
(Internet users)
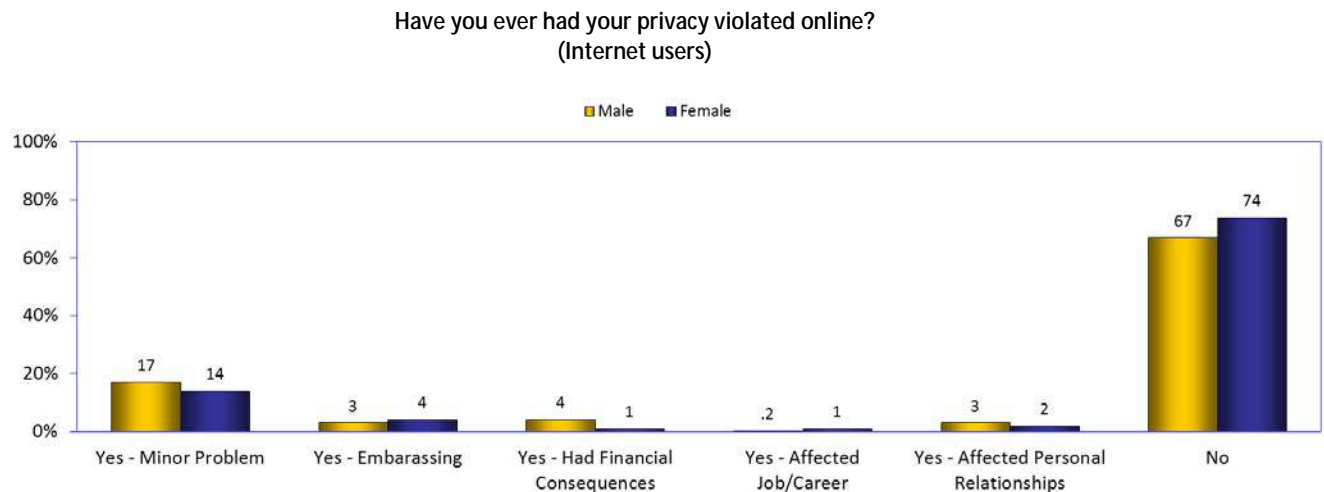
(Q842 K-2 2013)

114. Privacy of personal information and companies tracking online behavior

The vast majority of respondents age 16 and older – 91 percent – express some level of concern about their privacy because companies can track their online behavior. 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 2013)
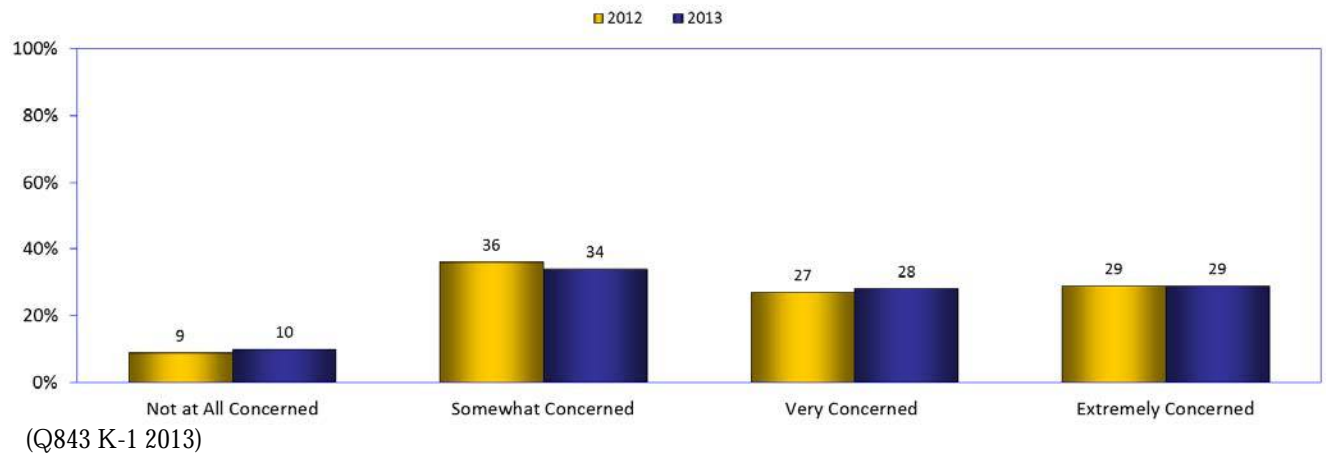
115. The Internet and personal privacy: government and companies

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

Forty-six percent of users age 16 and older said they are worried about the government checking what they do on the Internet, an increase from 43 percent in 2012 and 38 percent in 2010.

Fifty-five percent of users worry about companies checking what they do online, down marginally from 57 percent in 2012 but up from the 48 percent of 2010.

For more about the government and companies checking what users do online, see the Trends section on page 153.

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

(Q195F K-3 2013)
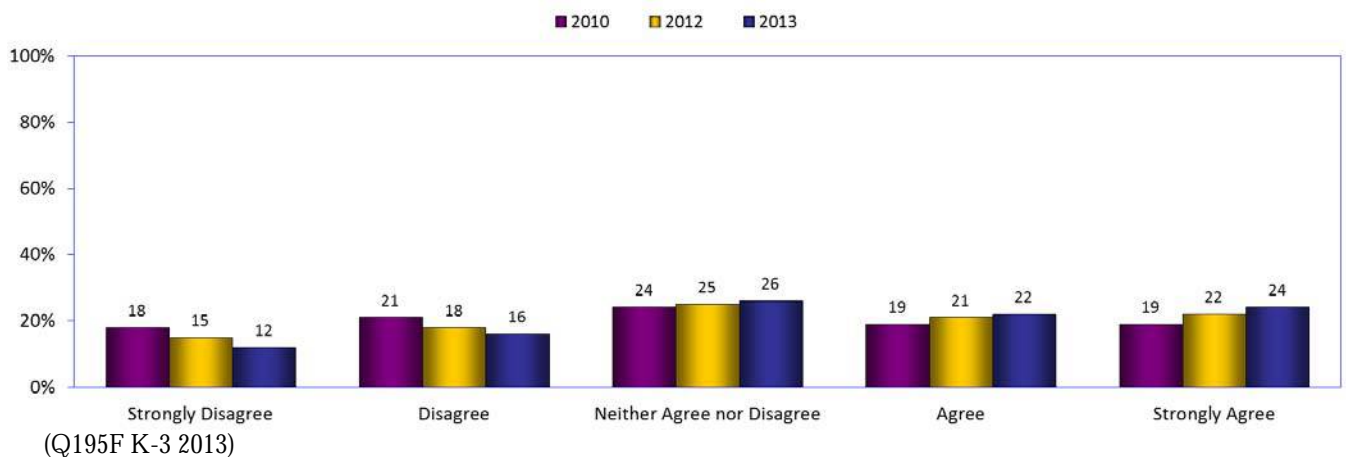
I am worried about companies checking what I do online
(Internet users age 16 and older)

(Q195G K-3 2013)
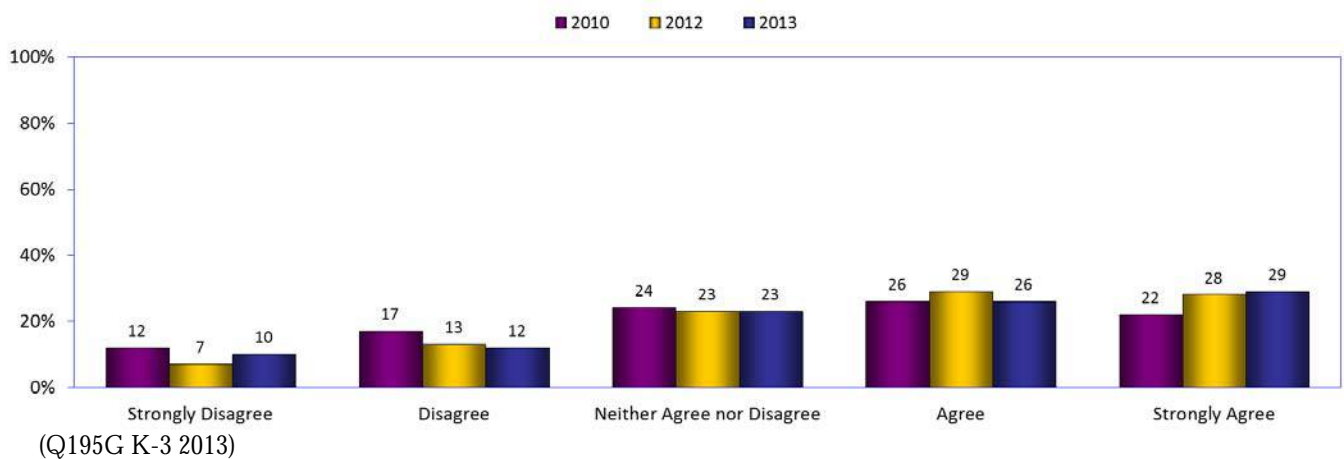
Online bullying and harassment

For the second year, the Digital Future Project has asked respondents if they have been bullied or harassed online, and, in their view, how severe the harassment was.

116. 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 – marginally higher than the 10 percent reported in 2012.

Been bullied or harassed online
(Internet users)

(Q846 K-1 2013)
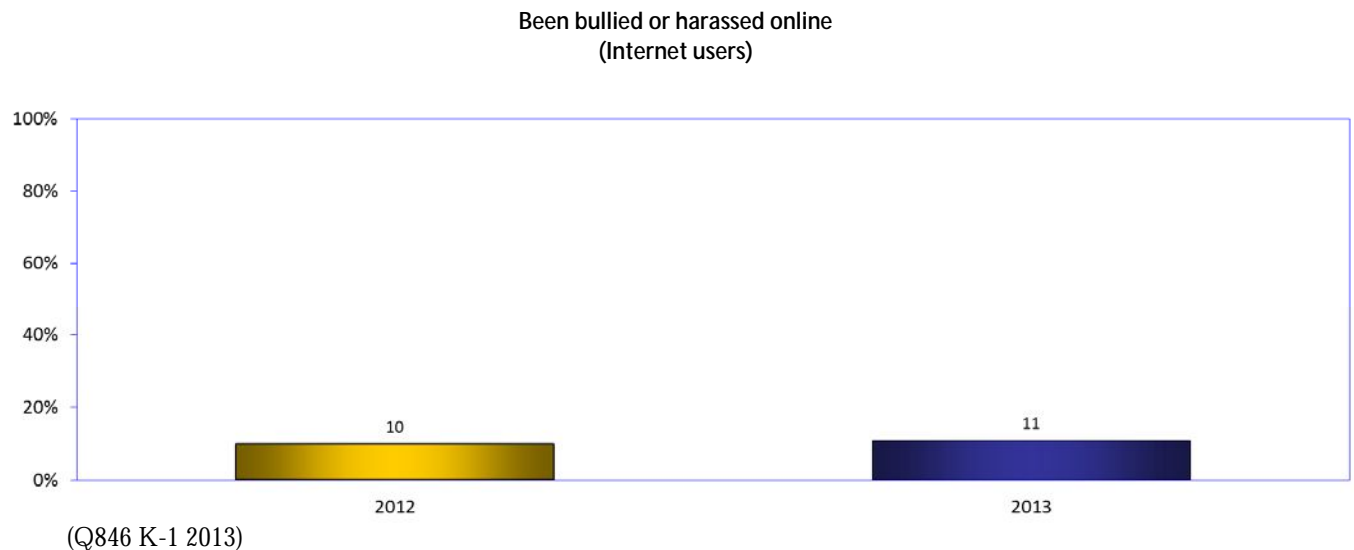
117. Online bullying and harassment (men vs. women)

Slightly more women than men in the current study reported being bullied or harassed – 12 percent vs. 10 percent.

Been bullied or harassed online
(Internet users – yes)

(Q846 K-2 2013)
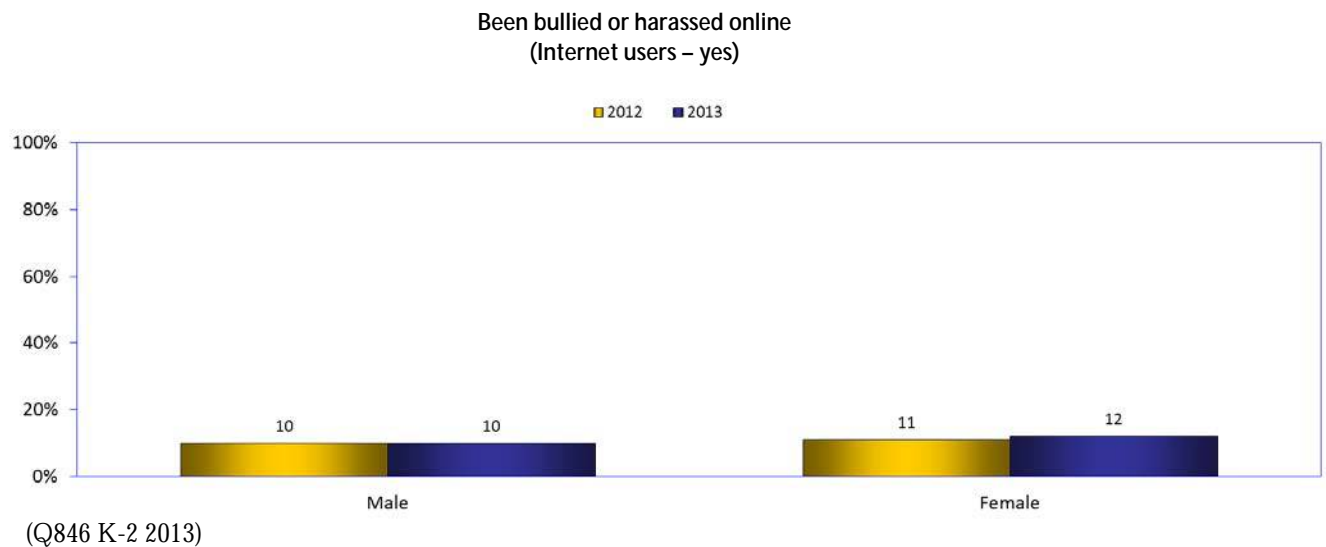
118. Online bullying and harassment (by age)

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

The largest percentage was reported by users under 18: 24 percent, an increase from 18 percent in 2012.

Been bullied or harassed online
(Internet users – yes)

(Q846 K-3 2013)
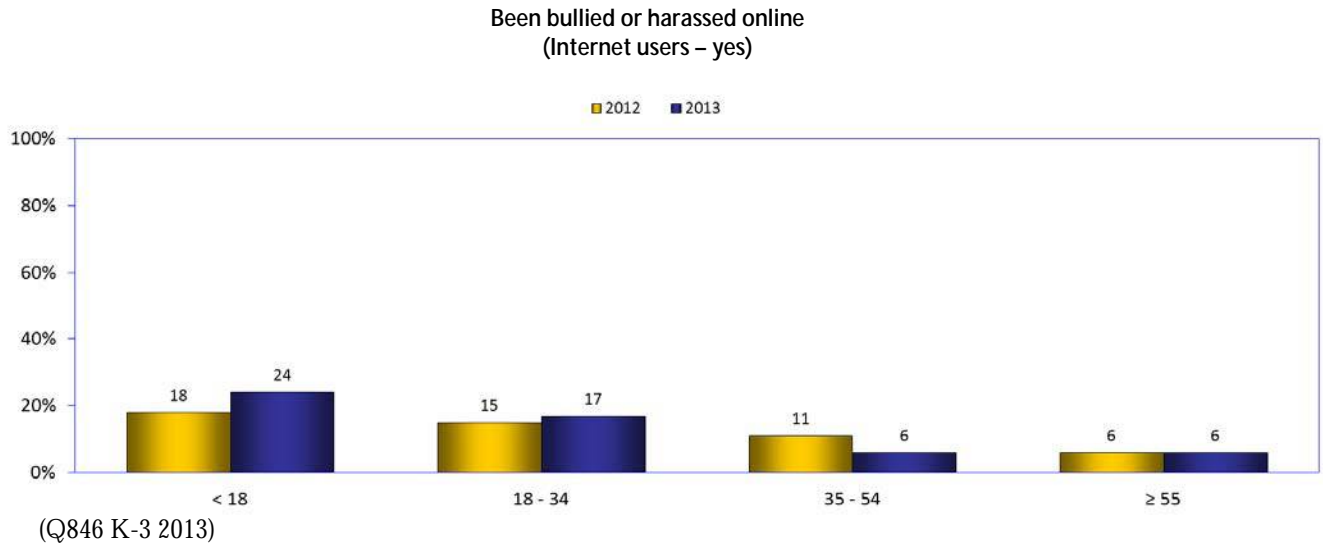
119. Online bullying and harassment: impact

Overall, 53 percent of Internet users who have been bullied or harassed online report that the impact was minor, down from 68 percent in 2012. All of that decline shifted to those who reported that impact was moderate – now 33 percent, up from 18 percent in 2012.

In the current study, 14 percent said the impact of bullying was serious, the same percentage as in 2012.

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

(Q847 K-1 2013)
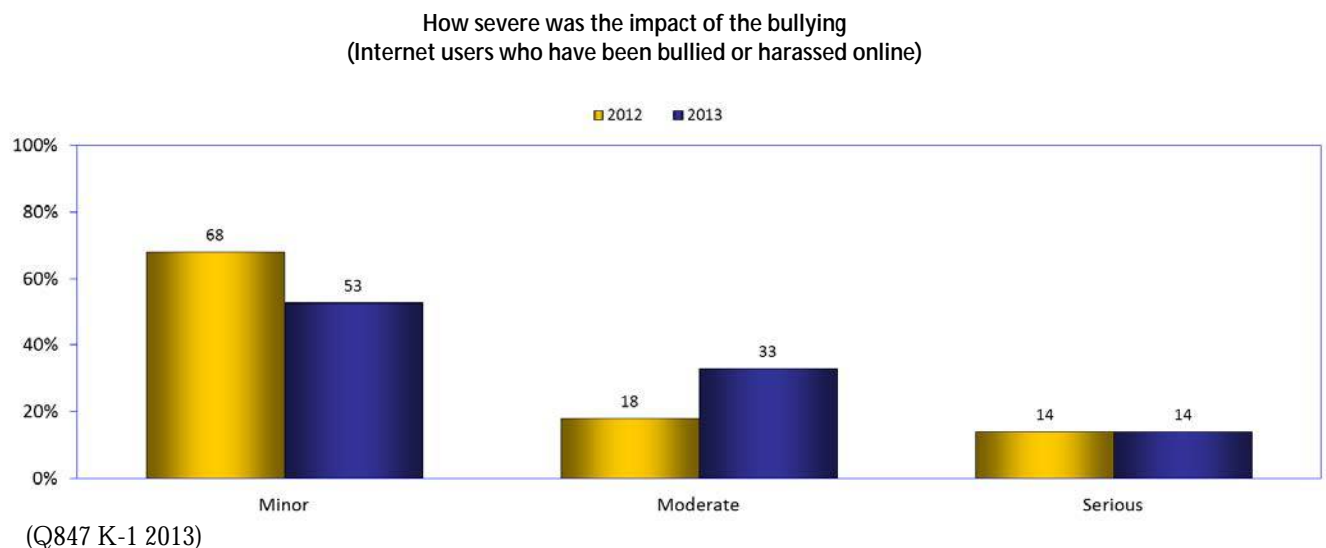
120. Online bullying and harassment: impact (men vs. women)

A larger percentage of women (58 percent) compared to men (47 percent) said the impact of bullying was minor, while a larger percentage of men (40 percent) than women (27 percent) said the impact was moderate.

A marginally higher percentage of women than men said the harassment was serious: 15 percent vs. 14 percent.

How severe was the impact of the bullying
(Internet users who have been bullied or harassed online)
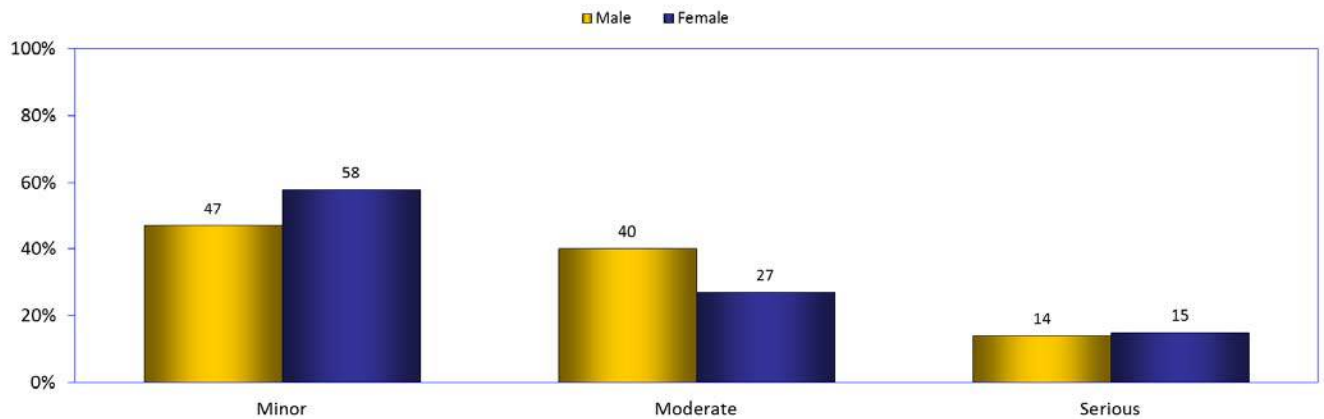
(Q847 K-2 2013)

121. 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, more than double the percentage of all respondents (24 percent) said they know someone else subjected to bullying or harassment online, the same percentage as in 2012.

Know someone who has been bullied or harassed online
(All respondents)
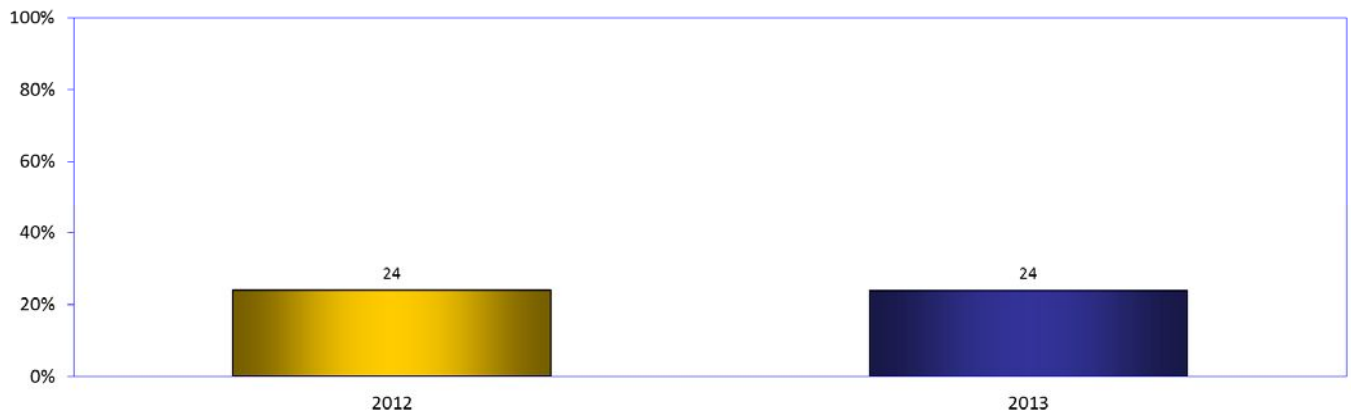
(Q848 K-1 2013)

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

Similar percentages of female (24 percent) and male respondents (23 percent) said they know someone who has been bullied or harassed online.

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

(Q848 K-2 2013)
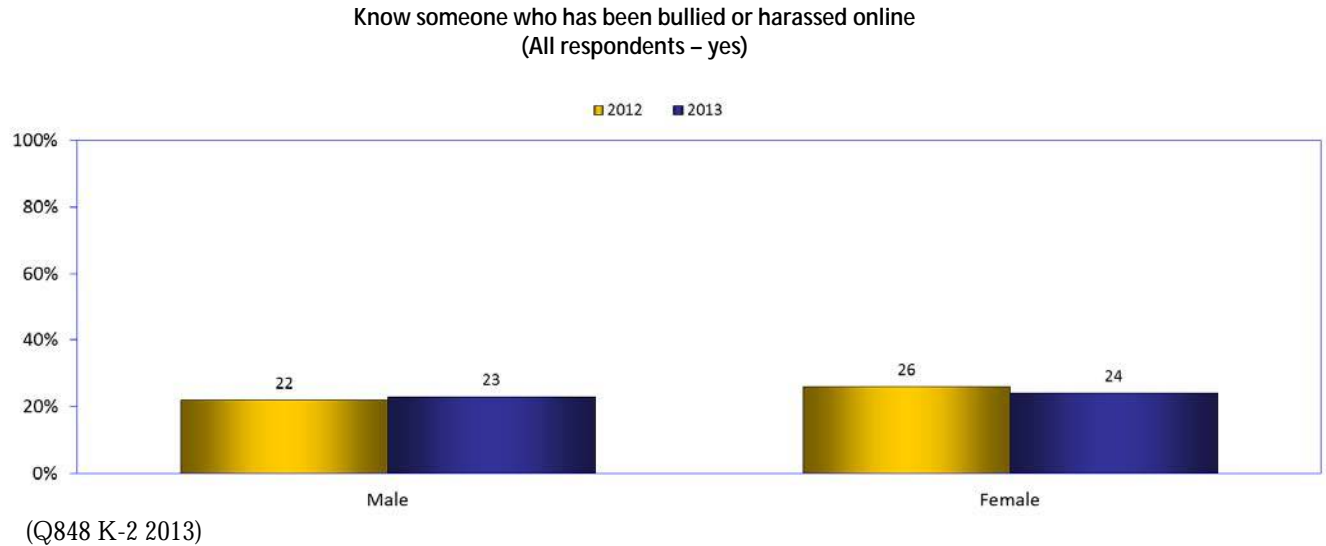
123. Do you know someone who has been bullied or harassed online? (by age)

Knowledge of online bullying is related to age; almost two-thirds of respondents under 18 (65 percent) said they know someone who has been bullied or harassed online, compared to much lower percentages of respondents age 18 and older.

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

(Q848 K-3 2013)
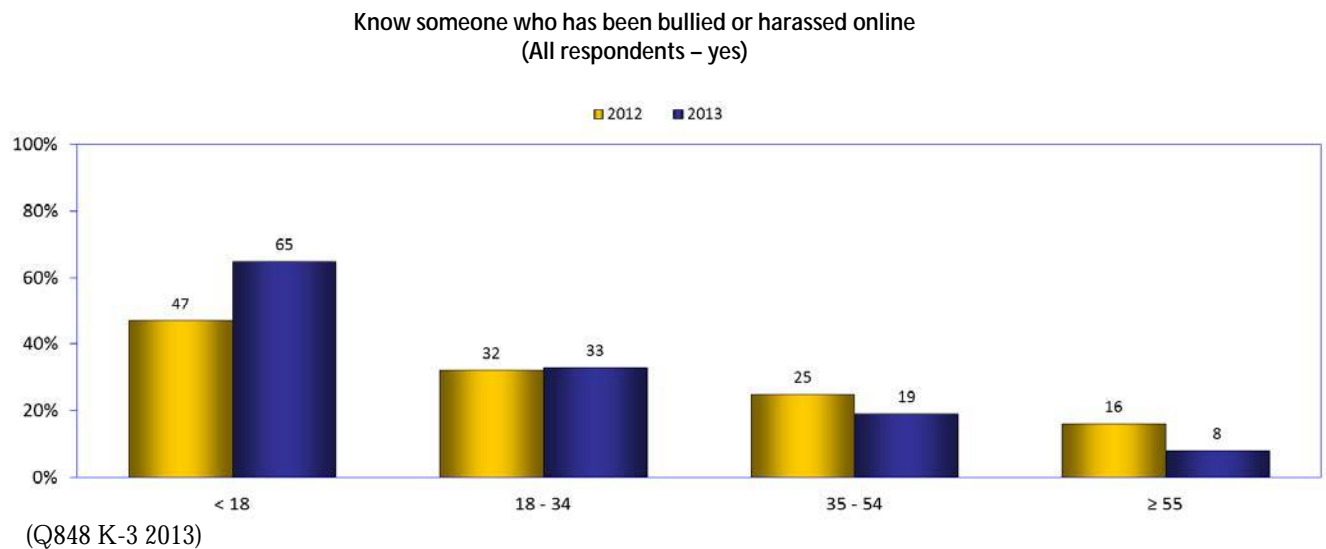
124. Negative online contact

In a new question for the Digital Future study, significant percentages of users reported receiving a negative online experience, such as viruses (44 percent), accidental arrival at a pornography site (36 percent), or a fraudulent request for banking or personal details (32 percent).

A smaller percentage reported receiving obscene or abusive emails or having bought something that was misrepresented online. Eleven percent of Internet users said their credit card number was stolen while on the Internet.

In the past year have you ever ...?
(Internet users)
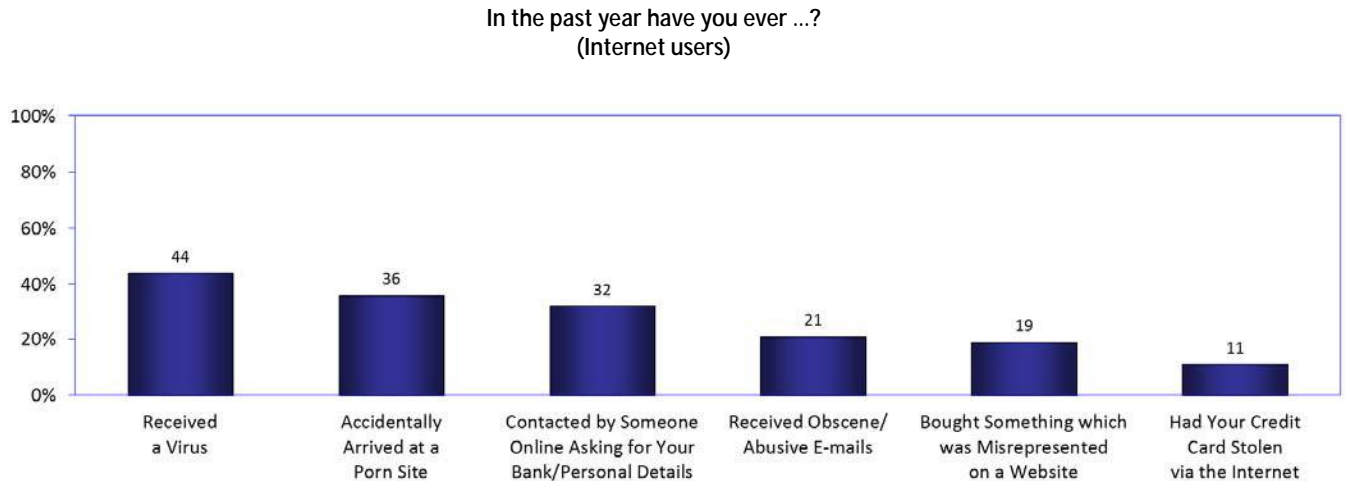
(Q828 K-1 2013)

Unwanted sexual attention online

125. Have you received unwanted sexual attention online?

Unwanted sexual attention online continues to be a problem reported by a notable but slightly lower percentage of users – in the current study, 18 percent, down from 21 percent in 2012.

Received unwanted sexual attention online
(Internet users)

(Q849 K-2 2013)
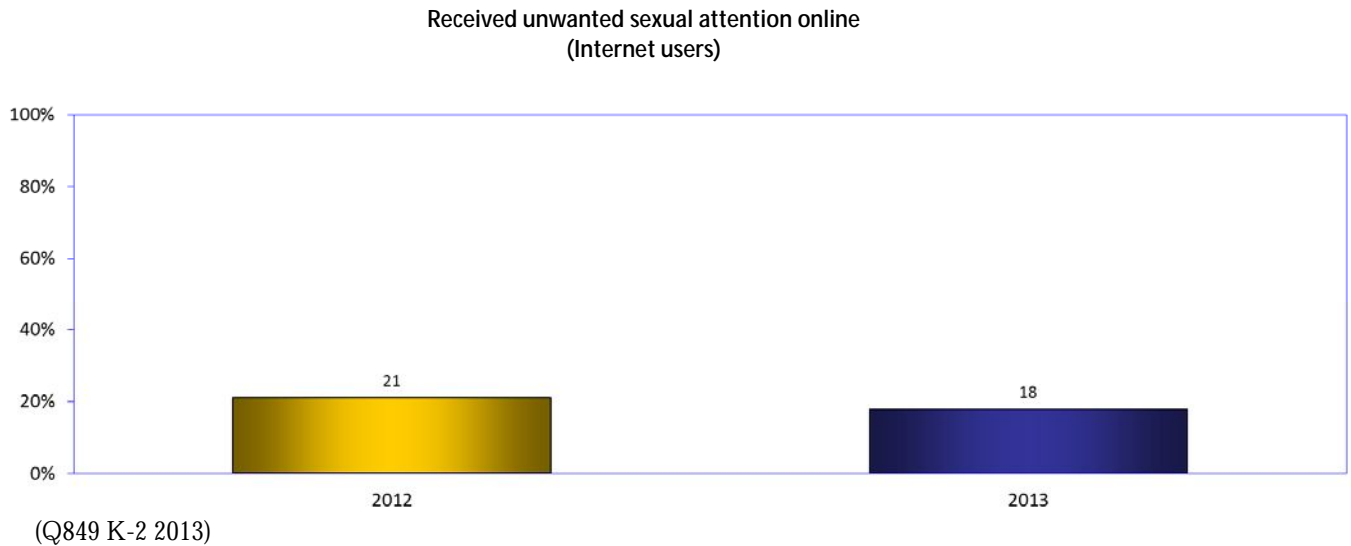
126. Unwanted sexual attention online (men vs. women)

A slightly higher percentage of women (20 percent) compared to men (17 percent) reported receiving unwanted sexual attention online. Both percentages in the current study were down marginally compared to 2012.

Received unwanted sexual attention online
(Internet users – yes)

(Q849 K-3 2013)
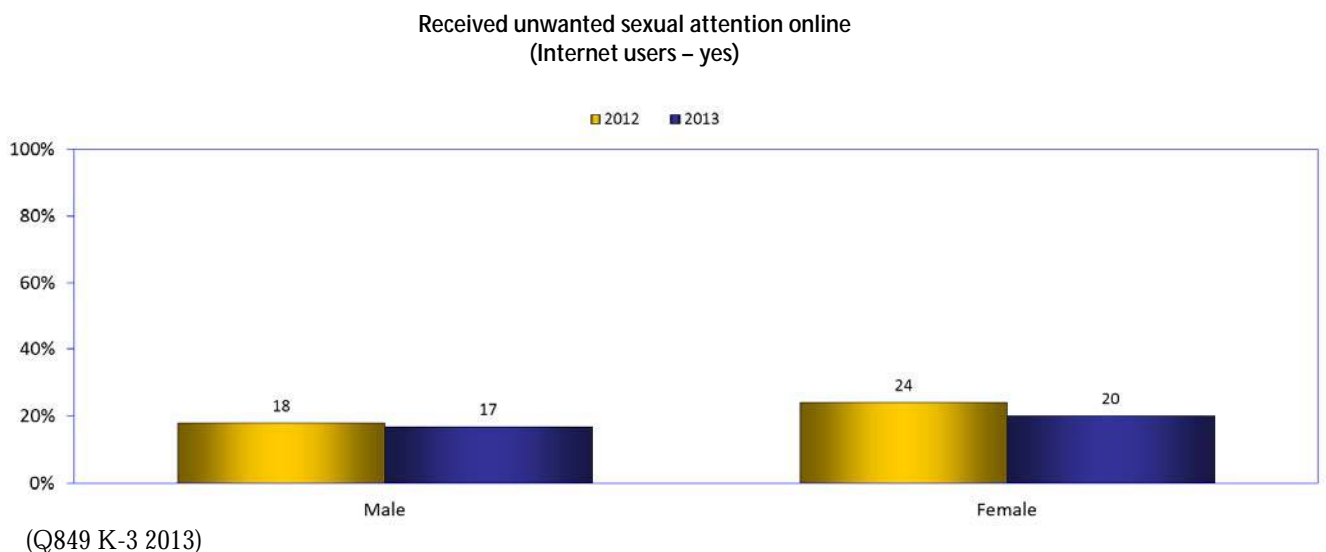
127. Unwanted sexual attention online (by age)

Receiving unwanted sexual attention is an issue for Internet users of all ages, but every age range in the current study reported lower percentages of unwanted sexual attention online than in 2012.

The largest percentage of users reporting unwanted sexual attention was users ages 18 to 34 (23 percent), followed by 21 percent of users under 18.

Received unwanted sexual attention online
(Internet users – yes)

(Q849 K-4 2013)
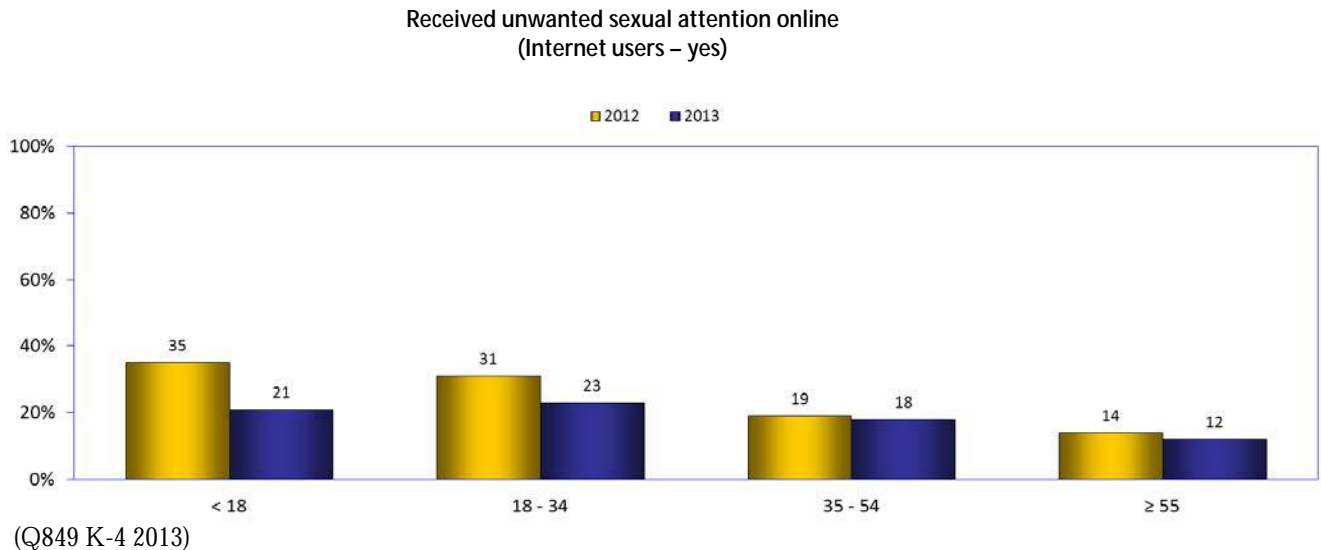
128. Receiving negative attention online: at a glance by age

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 under 18 report the highest percentages of knowing someone being bullied or harassed (65 percent), or having been bullied or harassed (24 percent).

A slightly higher percentage of Internet users age 18 to 34 (23 percent) compared to those under 18 (21 percent) said they received unwanted sexual attention online.

Negative attention online
(Internet users or respondents – yes)

(Q846, 848, 849 combined MD-1 2013)
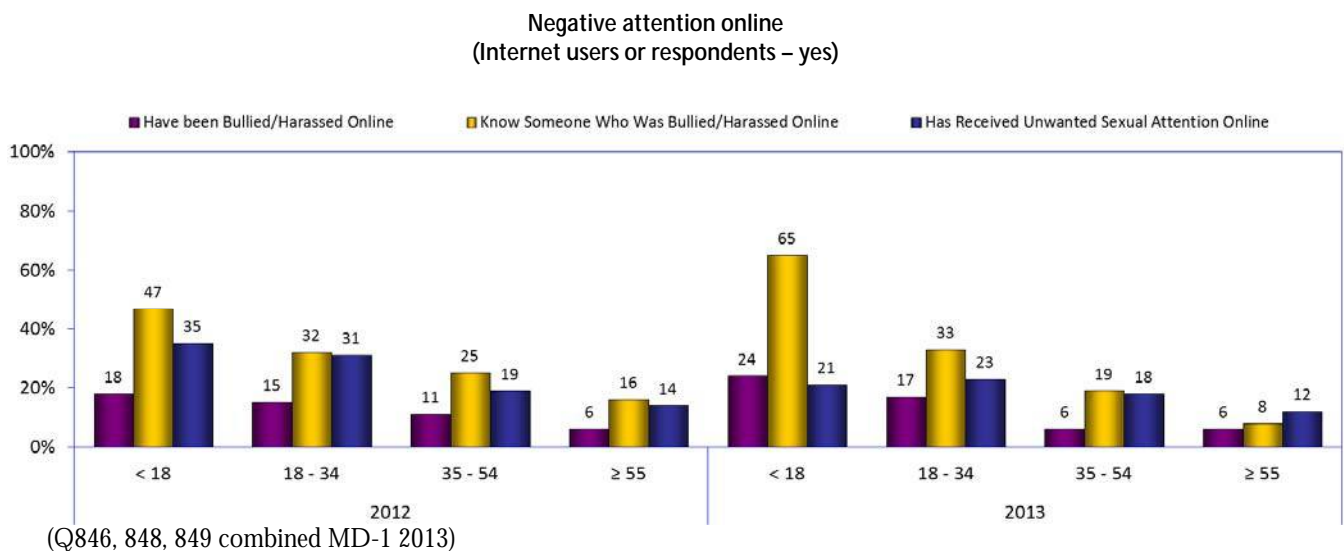
Social networking and video sharing sites

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

The Digital Future studies found steady and substantial growth in daily visits to video sharing or social networking sites.

Fifty-four percent of Internet users visit websites for video sharing or social networking at least once a day, up from 48 percent in 2012 and an increase for the fourth year in a row. Visits to video sharing or social networking sites once a day or more dominates use of these sites; the percentages reporting all other levels of visit frequency declined in the current study, and have been on a general downward decline since 2009.

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

(Q1209H MD-1 2013)
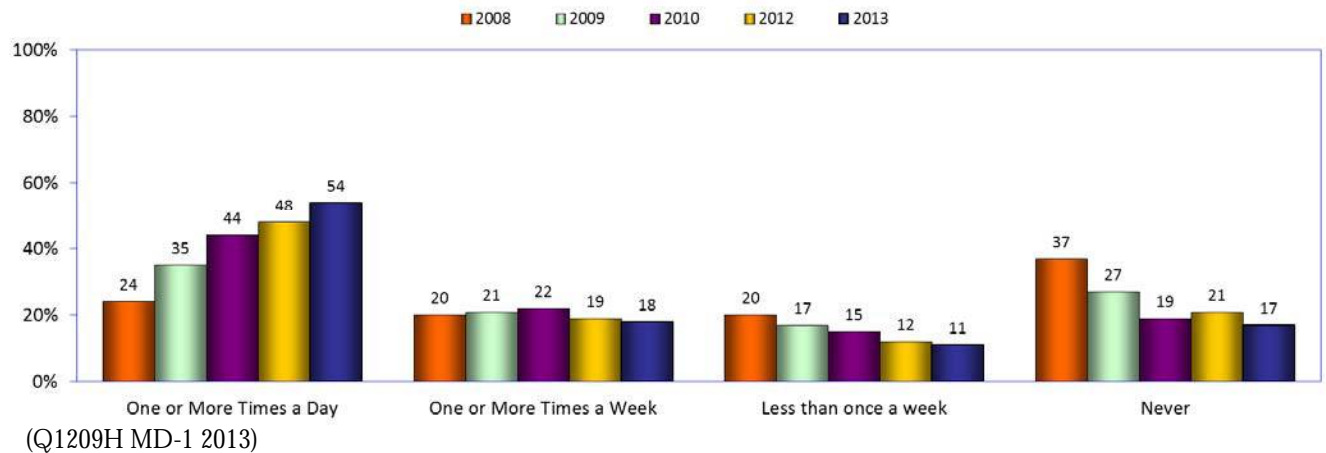
130. Websites for video sharing or social networking: visiting (by age)

Almost all users age 34 or under visit video sharing or social networking sites – 94 percent of users age 18 to 34, and 90 percent of users under 18 – but use in those age groups has declined marginally in the current study; among users under 18, use has declined for three years in a row.

Among Internet users ages 35 to 54, and 55 and older, use of video sharing and social networking has increased steadily for four years in a row; among users 55 and older, use of these sites, now 69 percent, has more than doubled since 2008.

Do you visit websites for video sharing or social networking
(Internet users)

(Q1209H K-2 2013)
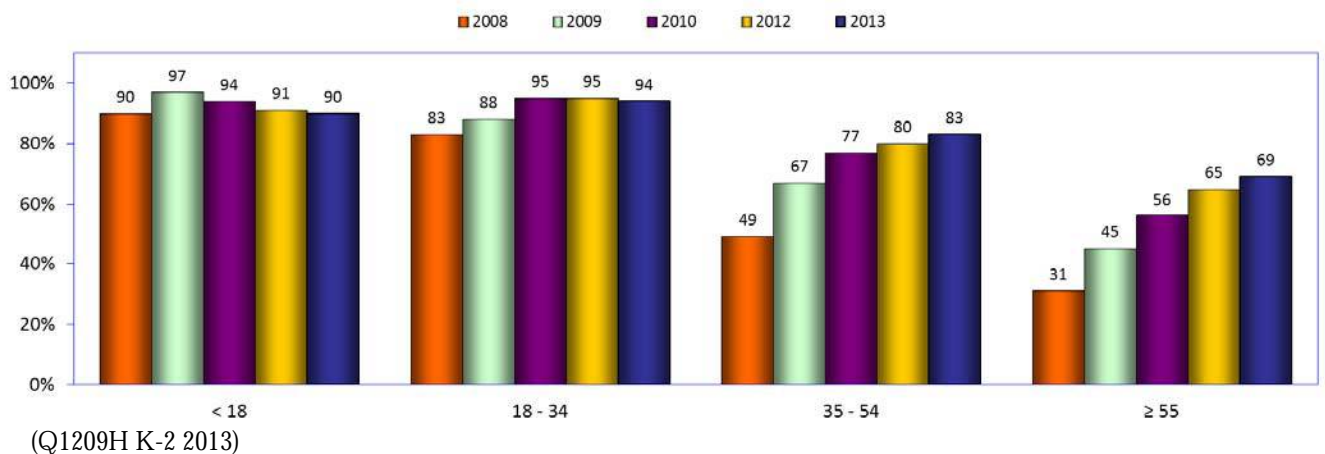
131. Why do users visit websites for video sharing and social networking?

Users who visit social networking or video sharing sites report a variety of reasons for using these sites, the most frequently-cited of which is to relax or fill time – at 65 percent of visitors, a new high for the Digital Future studies.

Other common responses include to be involved in conversation or social interaction (54 percent), or to find events and information (50 percent).

**Reasons for visiting video sharing and social networking websites
such as YouTube and Facebook
(Internet users who visit social networking sites)**
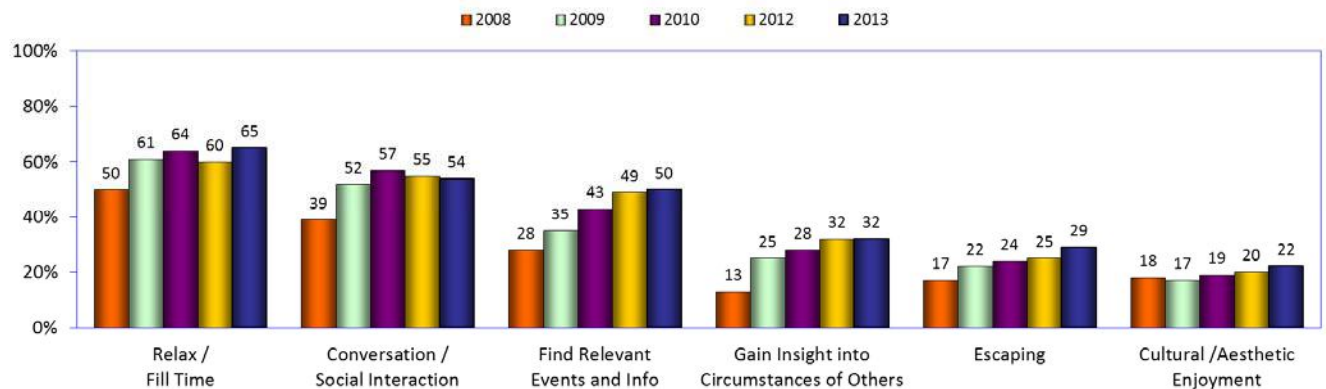
(Q1209I K-1A 2013) (Multiple responses possible)

**Reasons for visiting video sharing and social networking websites
such as YouTube and Facebook
(Internet users who visit social networking sites)**
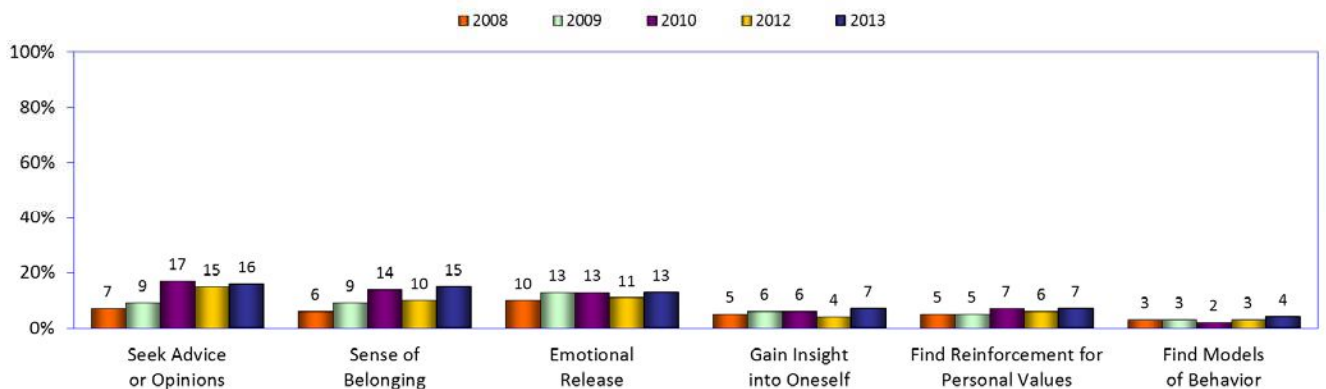
(Q1209I K-1B 2013) (Multiple responses possible)

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

Internet users in the current study report an average of 5.8 people with whom they maintain regular personal contact at least weekly through personal messages on sites such as Facebook, Twitter, or Google Plus – down marginally from the average of six people reported in 2012.

How many people do you maintain regular personal contact with on a weekly basis through individual messages (not posting to your entire network) on Facebook, Twitter, Google Plus?
(Internet Users)
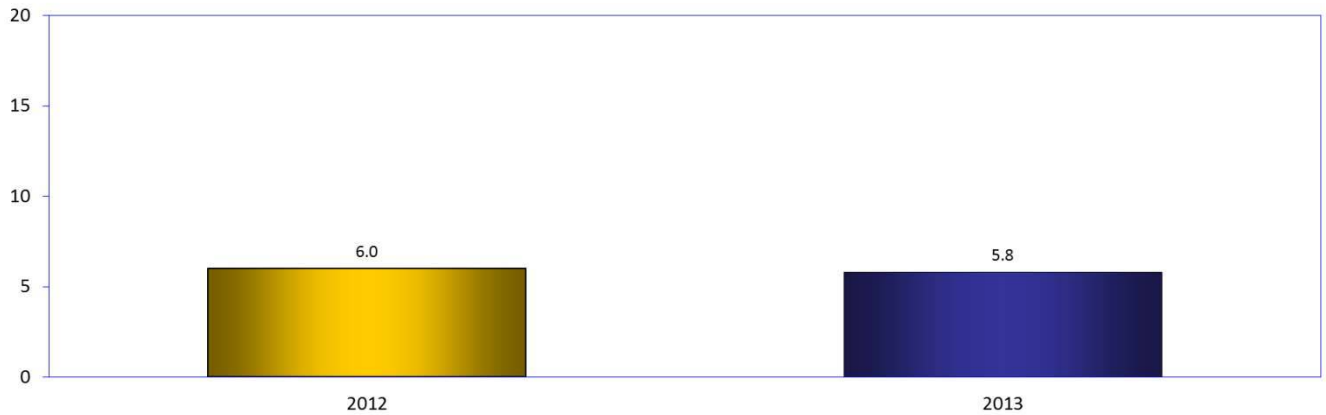
(Q290B K-1 2013)

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

Women report maintaining more weekly contact than men through individual messages on social networking sites such as Facebook: in the current study, women reported an average of 6.5 people, compared to 5.3 people for men.

How many people do you maintain regular personal contact with on a weekly basis through individual messages (not posting to your entire network) on Facebook, Twitter, Google Plus?
(Internet users)
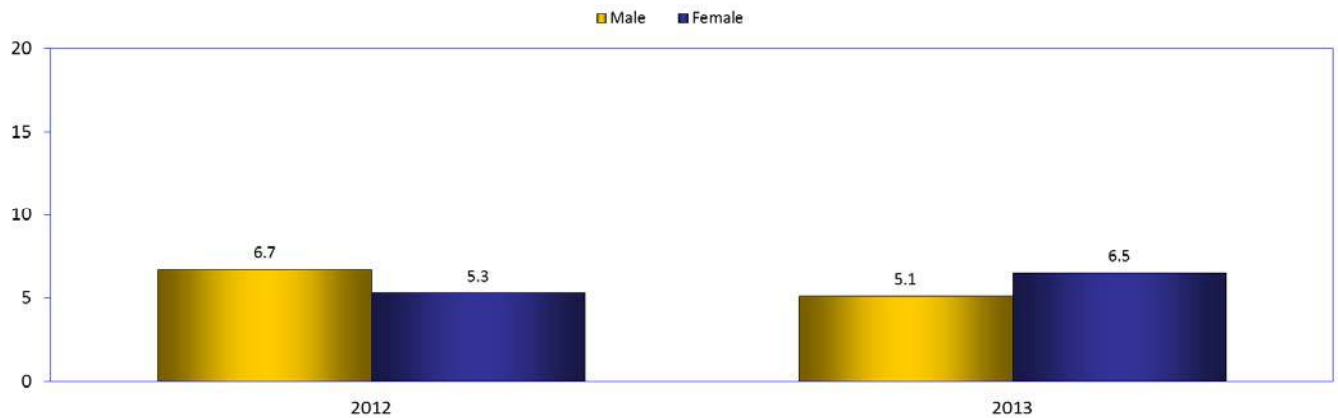
(Q290B K-2 2013)

134. 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, much smaller numbers of users say these social networking sites are important for helping them to maintain social relationships.

Overall, 42 percent of users in the current study said that social networking sites are important or very important to maintain social relationships, up from 38 percent in 2012. At the other extreme, 40 percent of users said social networking sites are not important, down from 44 percent in 2012.

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

(Q218 K-2A 2013)
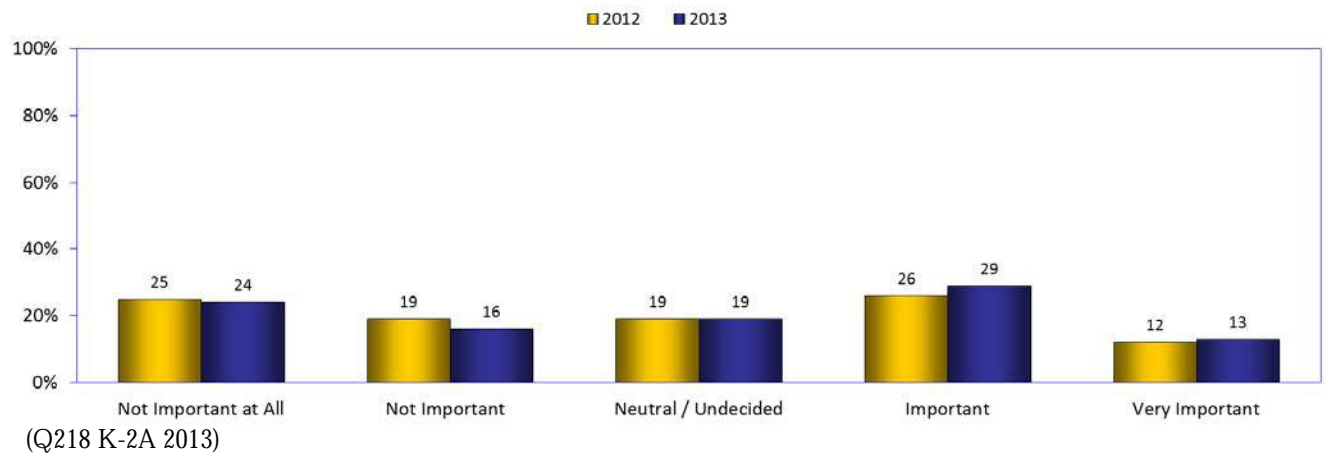
135. Importance of social networking sites for maintaining relationships (by age)

For young Internet users, social networking is vital for maintaining their social relationships. The current study found that the importance of social networking sites for maintaining relationships differed considerably by age.

More than half of users age 34 and under said that social networking sites are important for maintaining social relationships: 52 percent of users under 18, and 51 percent of users age 18 to 34. However, only 41 percent of users age 35 to 54, and 29 percent of users 55 and older, view social networking sites as important or very important for maintaining social relationships.

More than half of users age 55 and older, and 46 percent of users age 35-54, said that social networking is not important for maintaining relationships – this compared to only 20 percent of users under 18 and 26 percent of those age 18 to 34 responding to the same question.

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

(Q218 K-2B 2013)
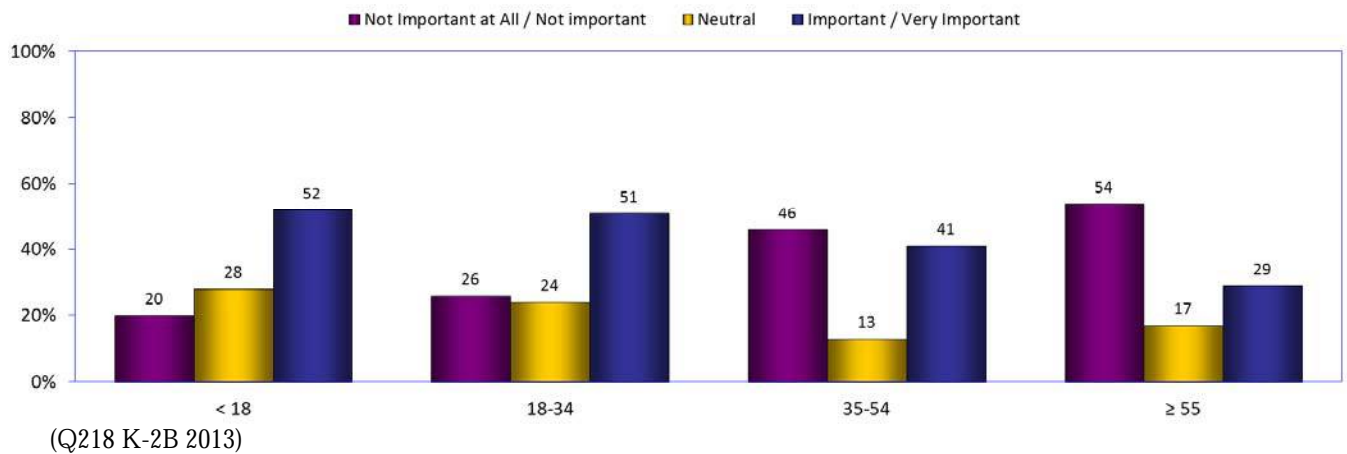
136. Creating content for video sharing or social networking sites

A growing percentage of Internet users create content for video sharing or social networking sites.

Forty-one 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 37 percent in 2012 and the highest level thus far in the Digital Future studies.

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

(Q1209J MD-1 2013)
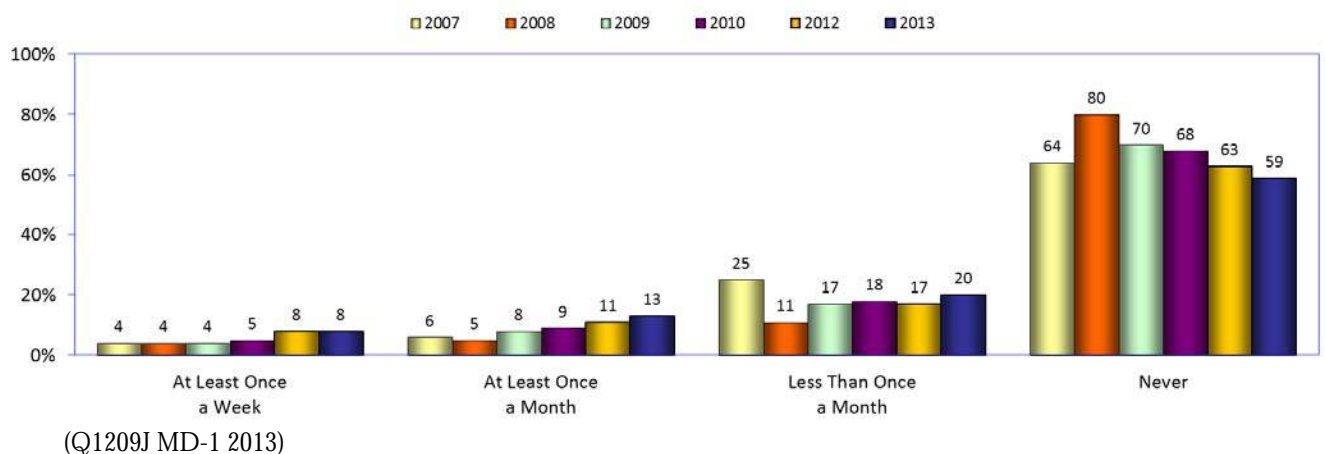
137. Social networking websites and concerns about privacy

Large percentages of respondents express high levels of concern about the privacy of their personal information on social networking sites.

Sixty-six 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 slightly from 68 percent in 2012.

Six percent of respondents are not concerned about their privacy while visiting 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-1 2013)
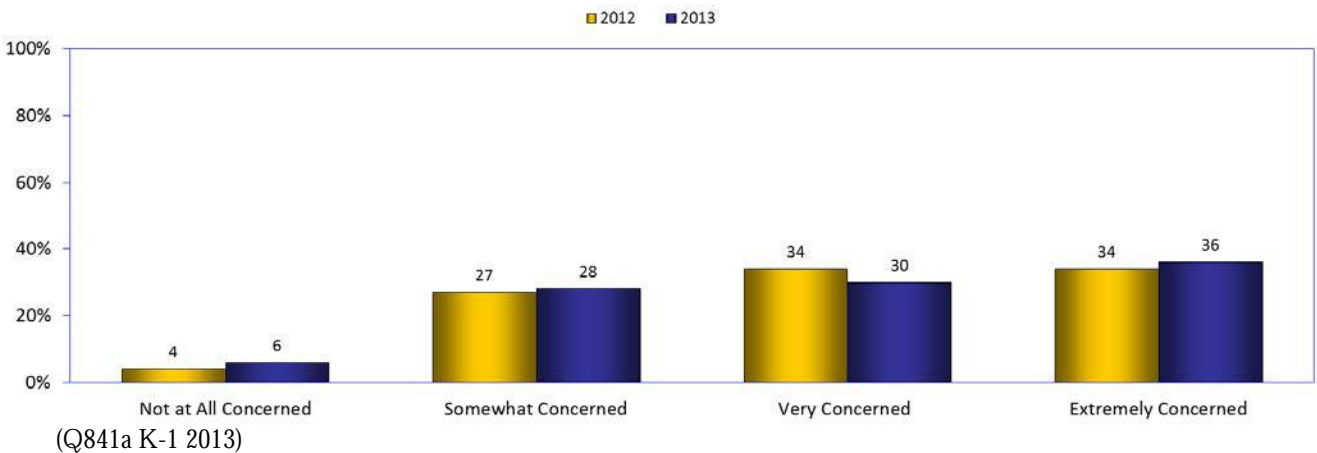
138. Concerns about the privacy of personal information on social networking sites: men vs. women

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

Sixty-nine percent of women and 64 percent of men said they were very concerned or extremely concerned about the privacy of their personal information on social networking sites.

Twice the percentage of men (eight percent) compared to women (four percent) are not at all 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 16 and older)

(Q841A K-2 2013)
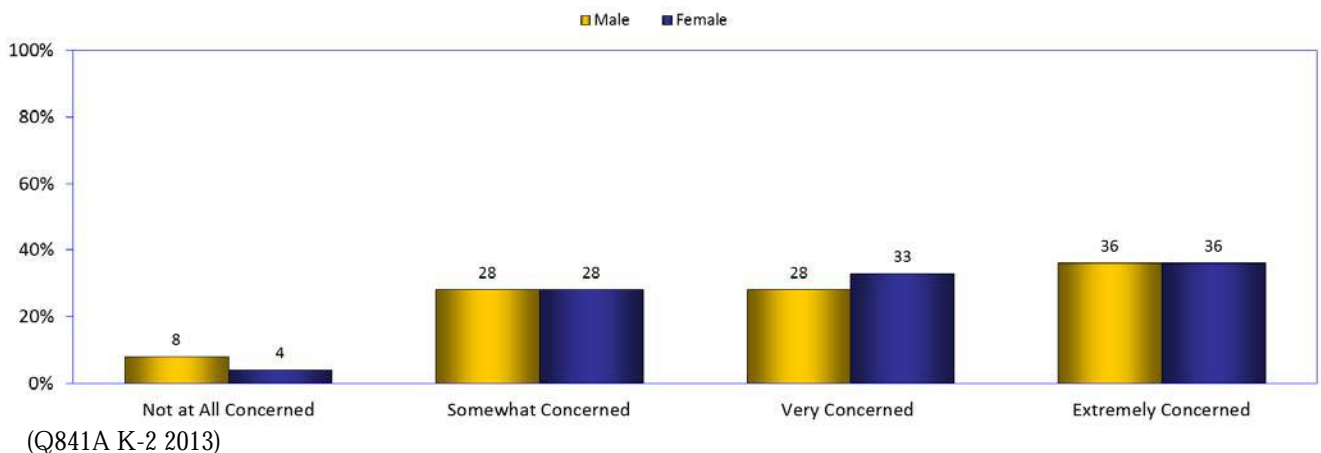
139. Altering a Facebook profile to avoid embarrassment

Do users of social networking sites alter their profile on a social network such as Facebook because of concern over potential embarrassment? More than one-third said yes.

In the current study, 34 percent of respondents who use social networking sites said they have altered their profile on a social networking site because they were concerned about potential embarrassment, a slight increase over 2012 (31 percent).

**Have you ever altered your Facebook/social network profile
because of concern over potential embarrassment?
(Internet users who said yes)**
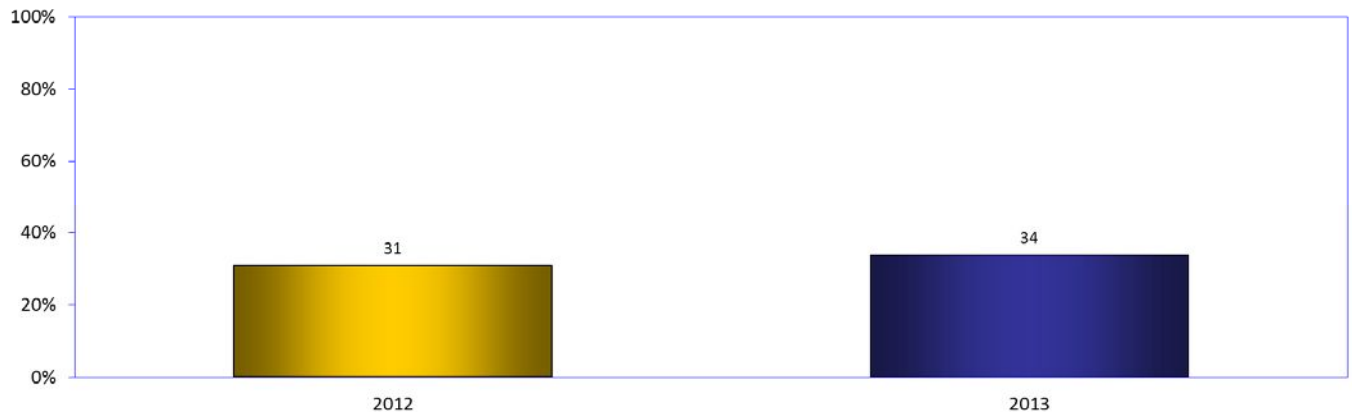
(Q841b K-2 2013)

Online dating

140. Online dating sites

A large majority of Internet users – 84 percent – have never used an online dating site such as Match.com or eHarmony. An additional seven percent have used online dating sites, but did not date anyone.

However, five percent of Internet users have casually dated one or more people through an online dating site, and four 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 18 and older)
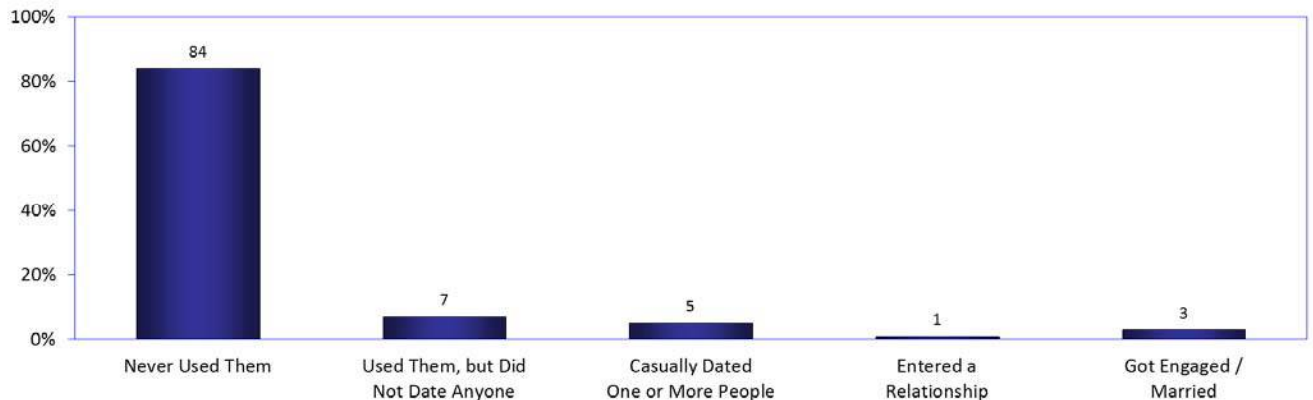
(Q960 K-1 2013)

141. Online dating sites: reaction to the experience

Looking specifically at Internet users who have used online dating sites shows that a large percentage – 42 percent – have not found a date through those sites. About one-third (32 percent) casually dated one or more people, while 27 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 18 and over who have used online dating sites)
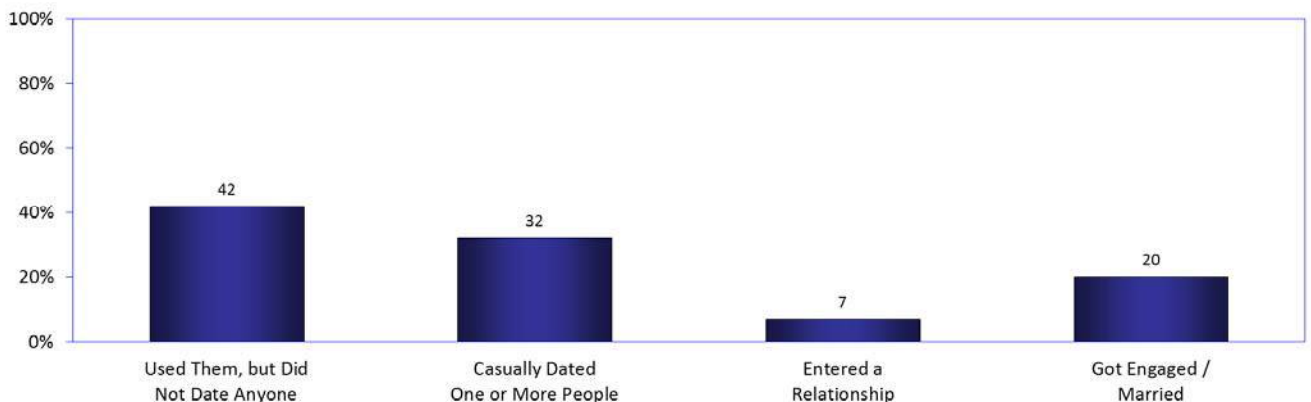
(Q960 K-2 2013)

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

142. Companies followed on Twitter

Internet users follow only a small number of companies on Twitter – an average of 1.5 in the current Digital Future study – however, that number has more than doubled since 2012.

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

(Q820 K-1 2013)
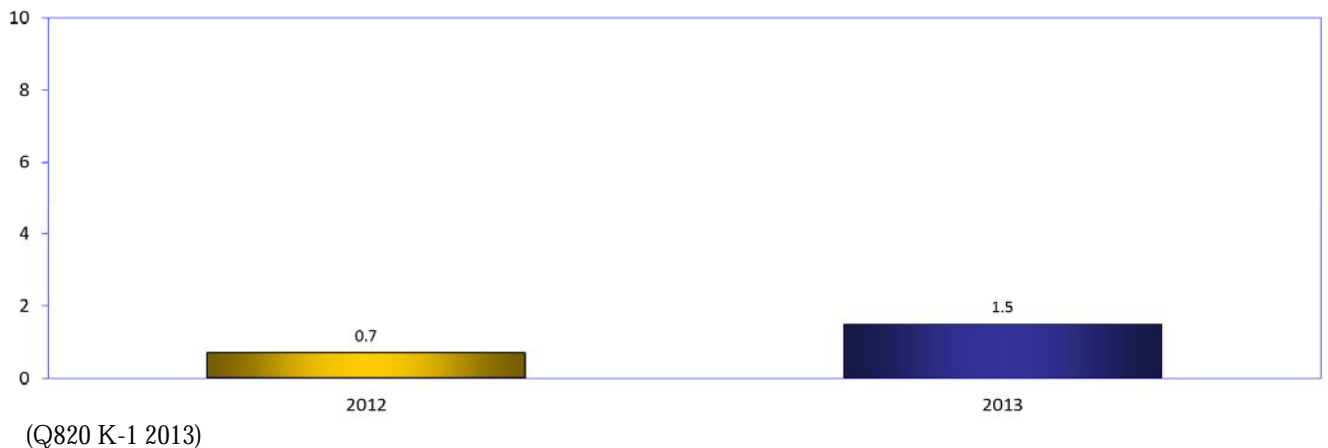
143. Companies friended on Facebook

Compared to the number of companies followed on Twitter (see the previous question), Internet users report that they have friended more companies or brands on social networking sites such as Facebook.

In the current study, users report friending an average of four companies or brands on social networking sites, up from 3.5 in 2012.

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

(Q821 K-1 2013)
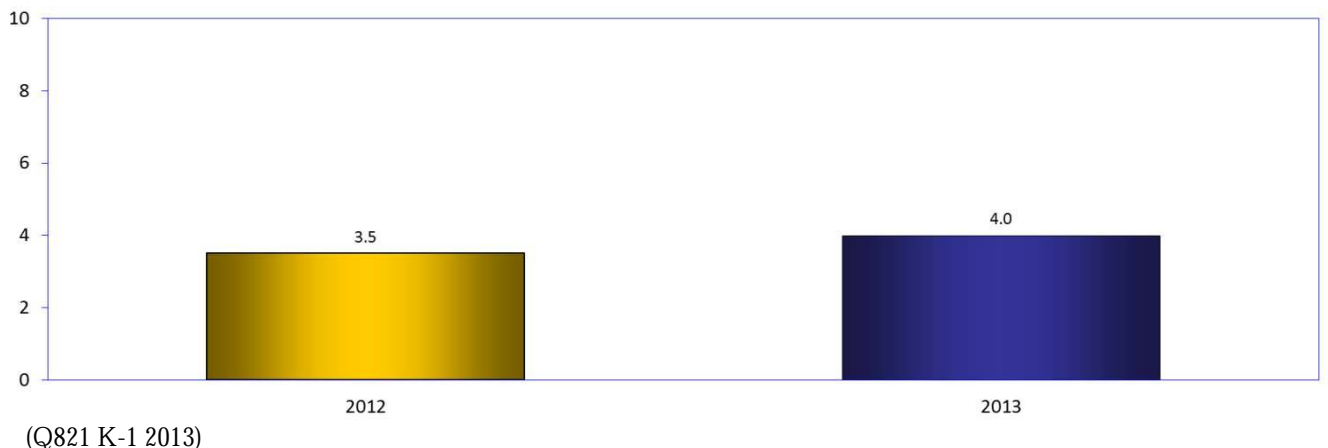
144. Following companies or brands on Facebook or Twitter: reasons why

In both the current study and in 2012, the reason reported by the largest percentage of users for following or friending companies or brands on Twitter or Facebook is the opportunity to obtain deals or discounts; 67 percent of users who friend companies or brands on social networking sites reported this reason, compared to 65 percent in 2012.

Other large percentages of users who friend companies or brands on social networking sites reported obtaining product or service information (56 percent, up from 55 percent in 2012), showing brand loyalty (43 percent, down from 45 percent in 2012), and showing others "what I like" (31 percent, up from 29 percent in 2012).

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)
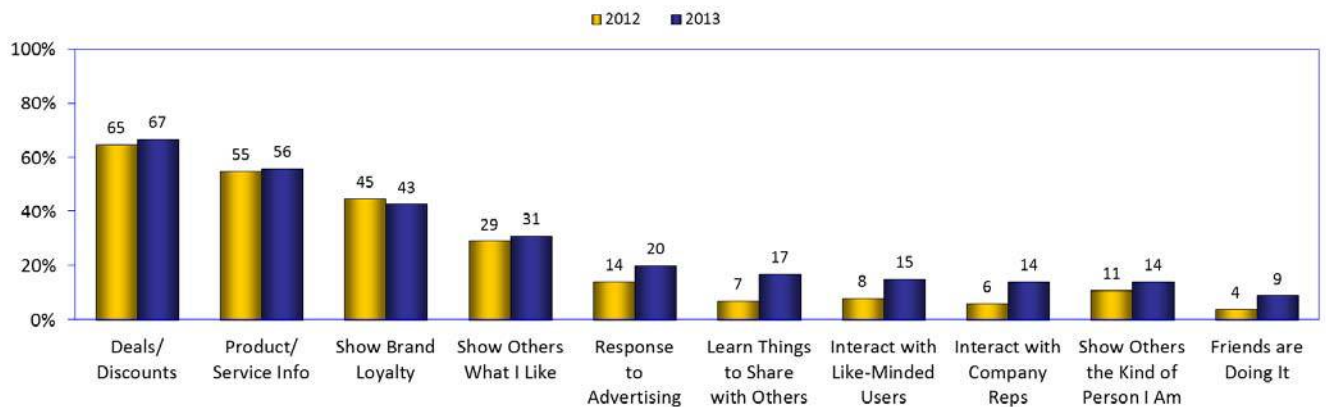
(Q822 K-1 2013)

145. Use of group coupons

Slightly more than one-third of Internet users – 33.8 percent – said they use group coupon sites, a modest increase over the 27.6 percent reported in 2012.

Do you use group coupon sites such as Groupon, Amazon Local, or Living Social?
(Internet users)
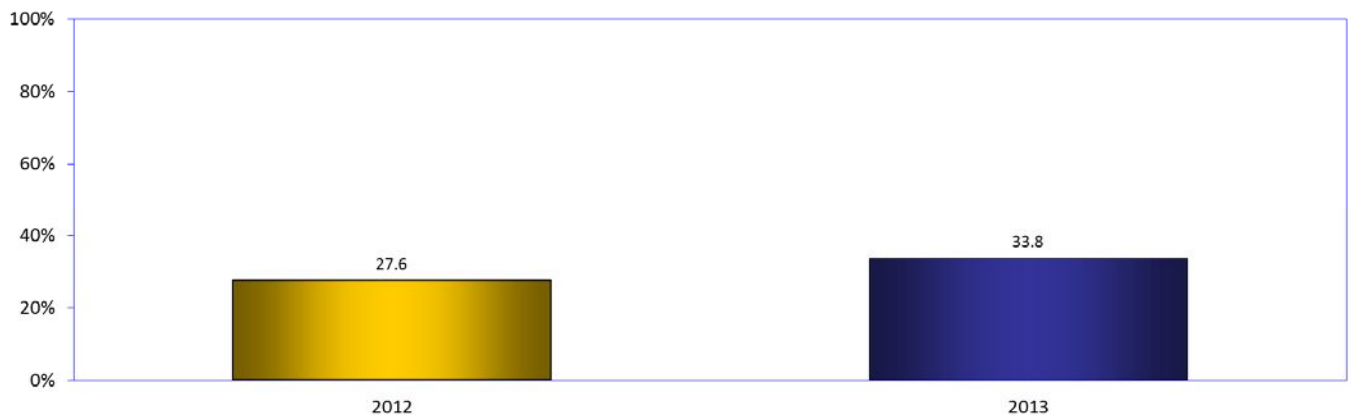
(Q825 K-1 2013)

146. Use of group coupons: men vs. women

In the current study, more women than men used group coupon sites such as Groupon, Amazon Local, or Living Social.

In the current study, 39 percent of women who go online use group coupon sites (up from 32 percent in 2012), compared to 32 percent of men (up from 29 percent in 2012)

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

(Q825 K-2 2013)
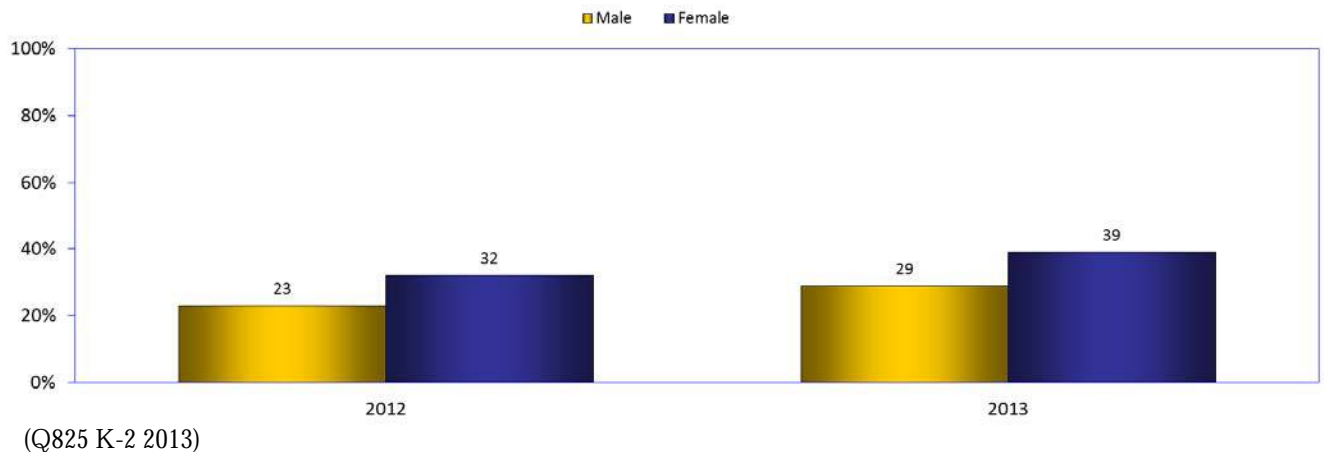
147. Attitudes about group coupons

A modest percentage of group coupon users say they use the coupons to feel more loyal to the merchant or feel more likely to buy from them again (27 percent). However, an almost identical percentage said they would return to that merchant only if they would receive comparable prices again.

Almost half of group coupon users – 45 percent – said their use of the coupon has no effect on their relationship with the merchant, the same percentage as reported in 2012.

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

(Q826 K-1 2013)
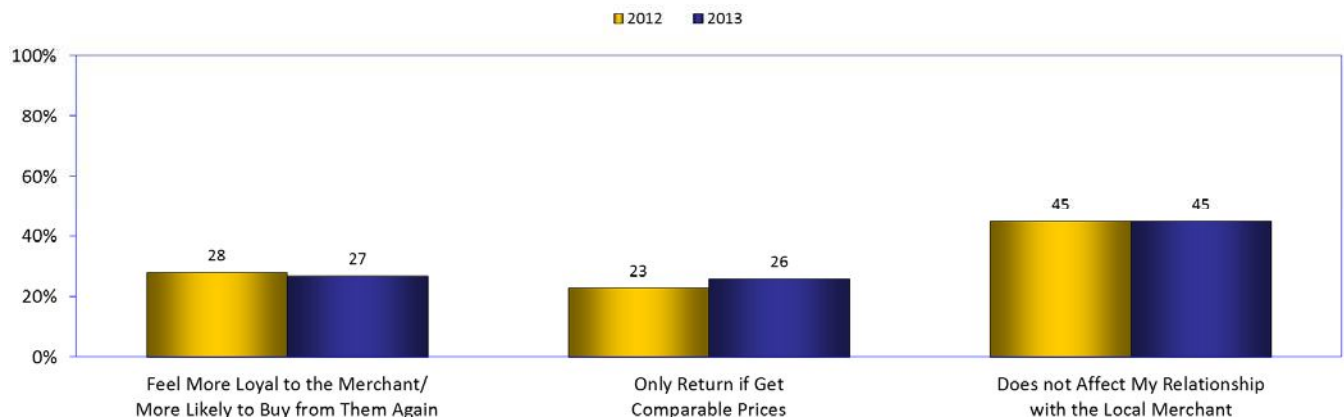
Children and the Internet

Adults who said the children
in their households. . .
. . .spend too much time online   31%
. . .spend too much time
   watching television   30%

Children who said that
going online is very important
or extremely important
to their school work   74%

Adults who said that using the Internet
has improved the grades of
the children in their households   33%

Adults who deny Internet use
as a punishment tool   56%

Children and the Internet

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

A high percentage 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, that percentage is generally declining, and has now reached its lowest level in the studies: 63 percent.

The moderate percentage of adults who said the children in their household spend too much time online declined slightly – now 31 percent, down marginally from the peak of 32 percent in 2012.

The percentage of adults who said the children in their households spend too little time online – a percentage that had reached its lowest level in 2012 – increased to six percent of adults with children in the household.

For more about the adult views about the amount of time that children in their households spend online, see the Trends section on page 153.

Children online - the right amount of time?
(Respondents age 18 and older with children in the household)
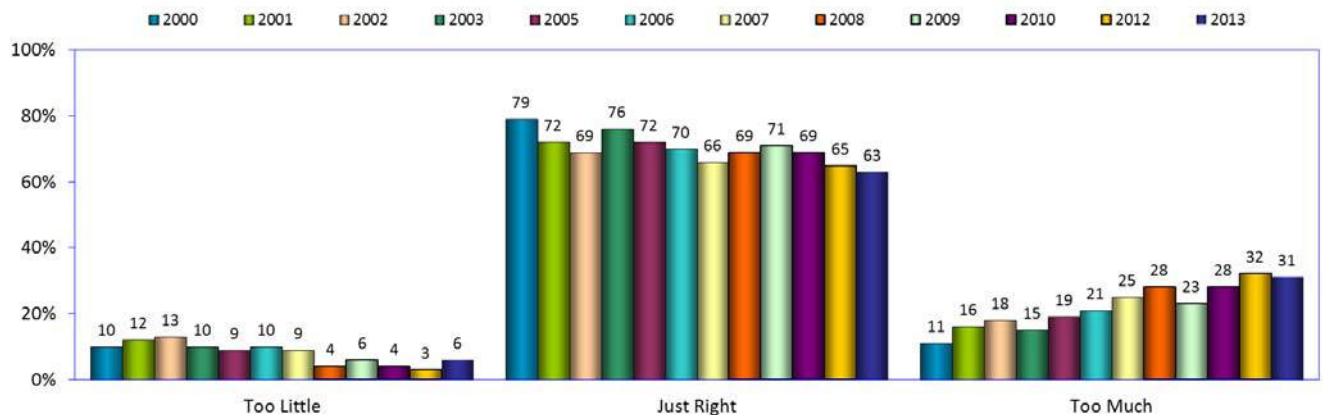
(Q1120 K-3 2013)

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

While the percentage of adults who said the children in their household are spending the right amount of time online is declining (see the previous question), the percentage of adults who said that the amount of time that household children are spending watching television is just right has increased for the fifth study in a row.

Almost two-thirds of adults (65 percent) said that the amount of time children in their households watch television is just right, an increase from 59 percent in 2012 and a new high for the Digital Future studies.

The percentage of adults who said the children in their households spend too much time watching television declined to 30 percent – down from 41 percent in 2010 and 2012, and 49 percent in 2008.

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

(Q1120 K-2 2013)
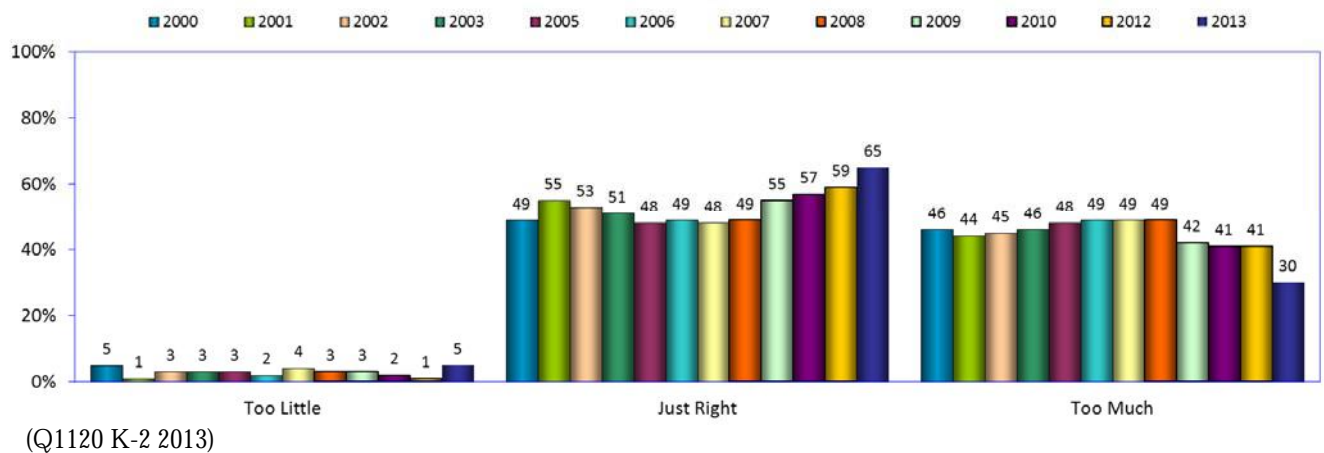
150. Television and the Internet: the right amount of time for children? (at a glance)

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 2013)
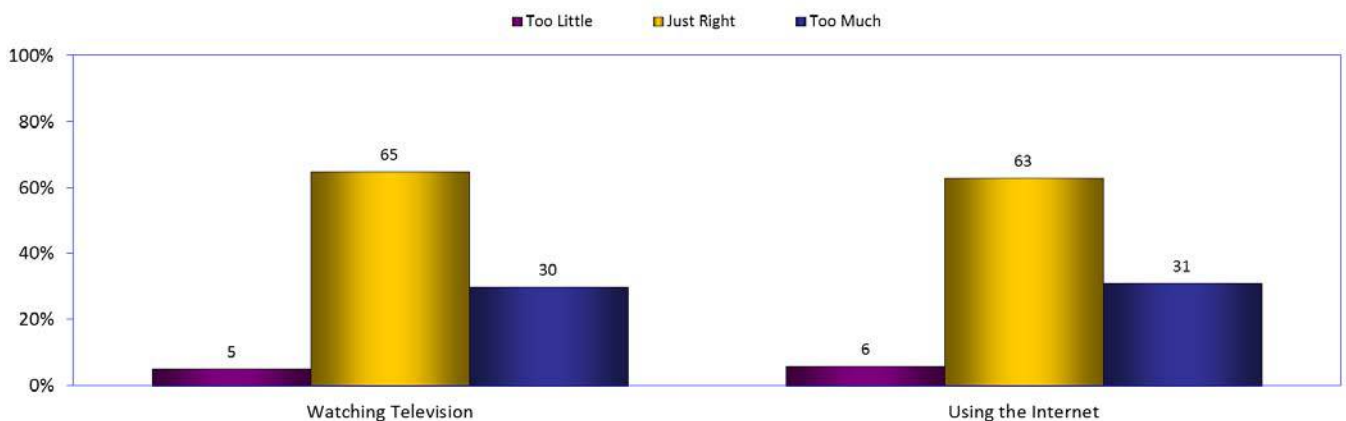
151. The Internet and schoolwork: children's views

The Digital Future study continues to find a wide difference between the views of children and adults about the value of the Internet for schoolwork (see this question and page 124).

In the current study, 74 percent of Internet users age 18 and younger said that going online was very important or extremely important for their schoolwork, up from 61 percent in 2012, which had been the low percentage in the Digital Future studies, but below the 77 percent reporting the same response in 2010.

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 1-4 percent for all of the studies, dropped to zero in the current study.

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

(Q1135 K-1 2013)
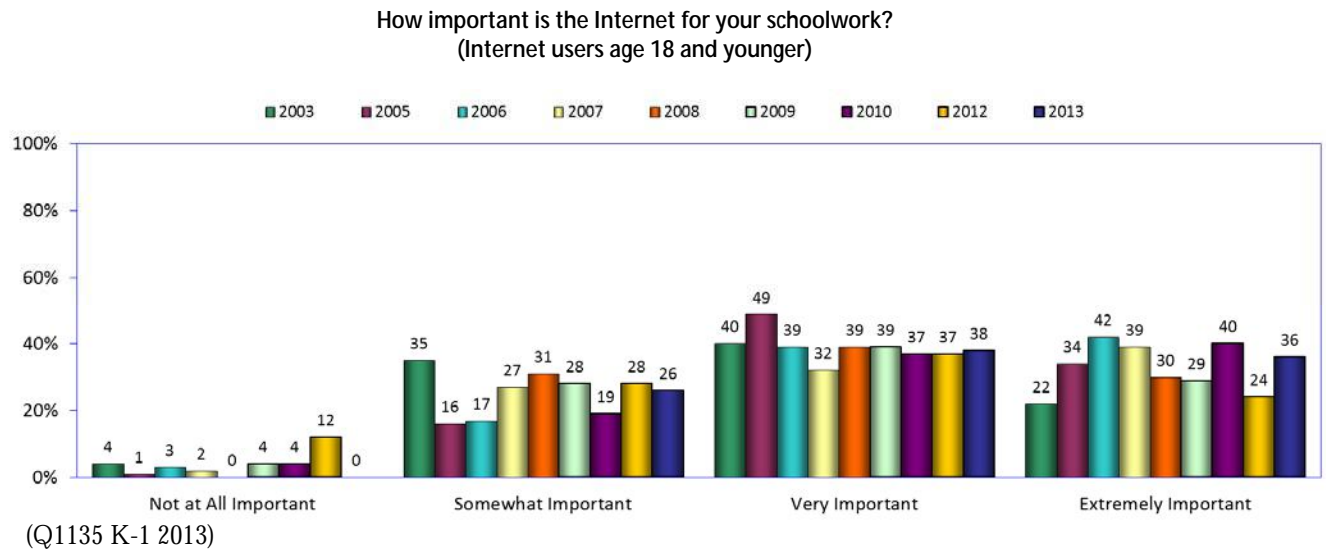
Note: Internet users who are students reported 5.7 hours of Internet use at school, outside the home, up from four hours a week in 2012.

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

(Q410 K-1 2013) (Note: Not all respondents in this data are children)
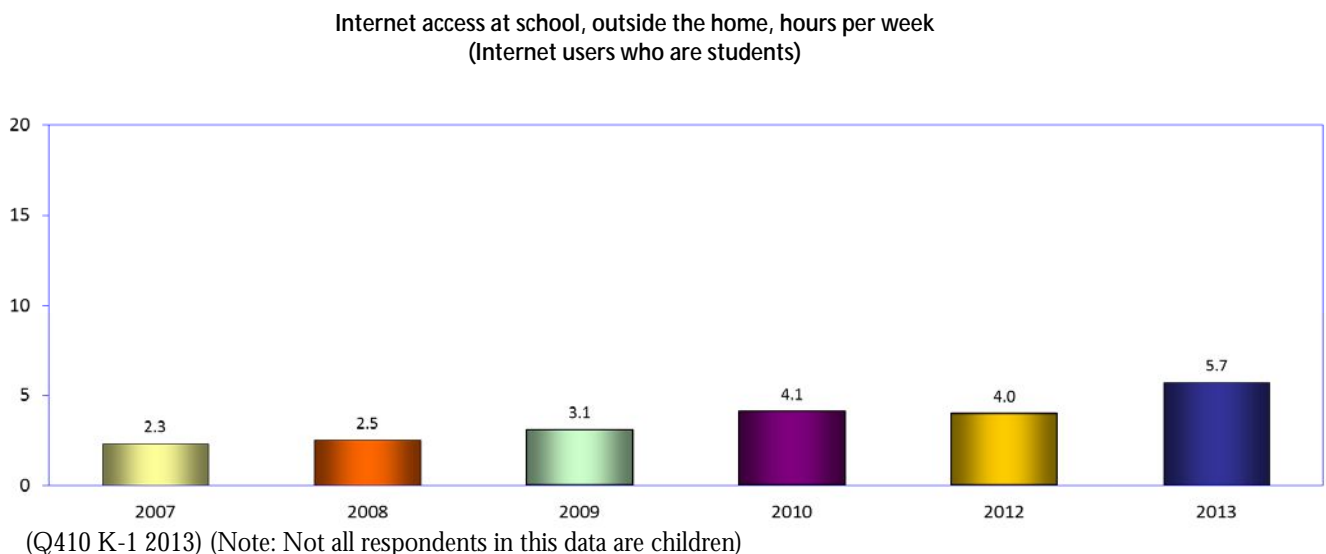
152. The Internet and schoolwork: children's views – 2003 vs. 2013

Comparing the views of Internet users age 18 and under in 2003 and the current study shows a notable increase in the percentage of those who reported that the Internet was extremely important (from 22 to 36 percent).

How important is the Internet for your school work?: Ten Year View
(Internet users age 18 and under)

(1135 MD-1 2013)
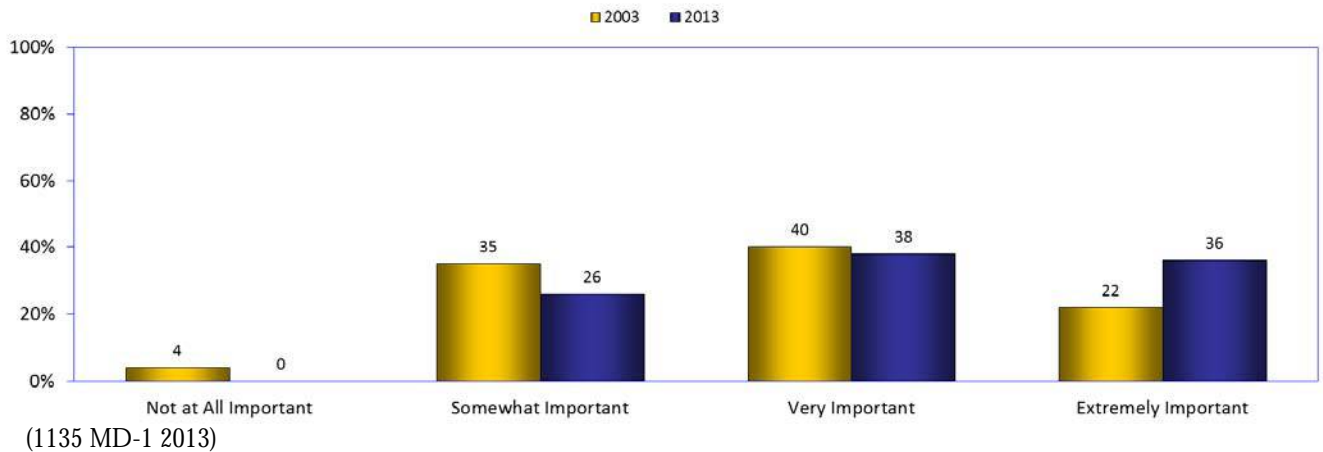
153. Internet use and school grades: the adults' view

Even though very large percentages of children said that the Internet is important or very important for their studies, adults continue to report much different views about the effect of the Internet on grades.

One-third of adults said the Internet has improved the grades of the children in their households – down from 40 percent in 2012, and much lower than the 66 percent who said that going online has no effect on grades or has hurt grades (up from 61 percent in 2012).

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)
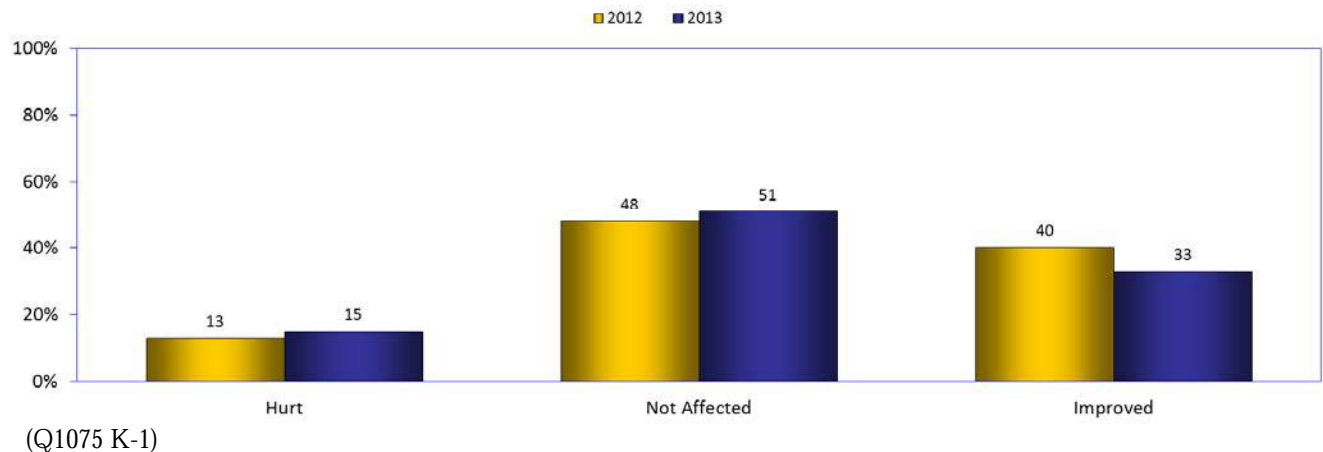
154. Internet use and television viewing: use as a punishment tool

For the third time in the Digital Future studies, the percentage of adults who said they use denial of Internet access to the children in their households as a punishment tool is higher than the percentage who use denial of television as punishment.

In the current study, 56 percent of adults with children in their households said they deny Internet access as a punishment tool, a marginal increase over 2012 after four years of decline from the peak of 62 percent in 2007.

Fifty-four percent of adults with children in their households deny television viewing as punishment, the same as in 2012.

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 2013)
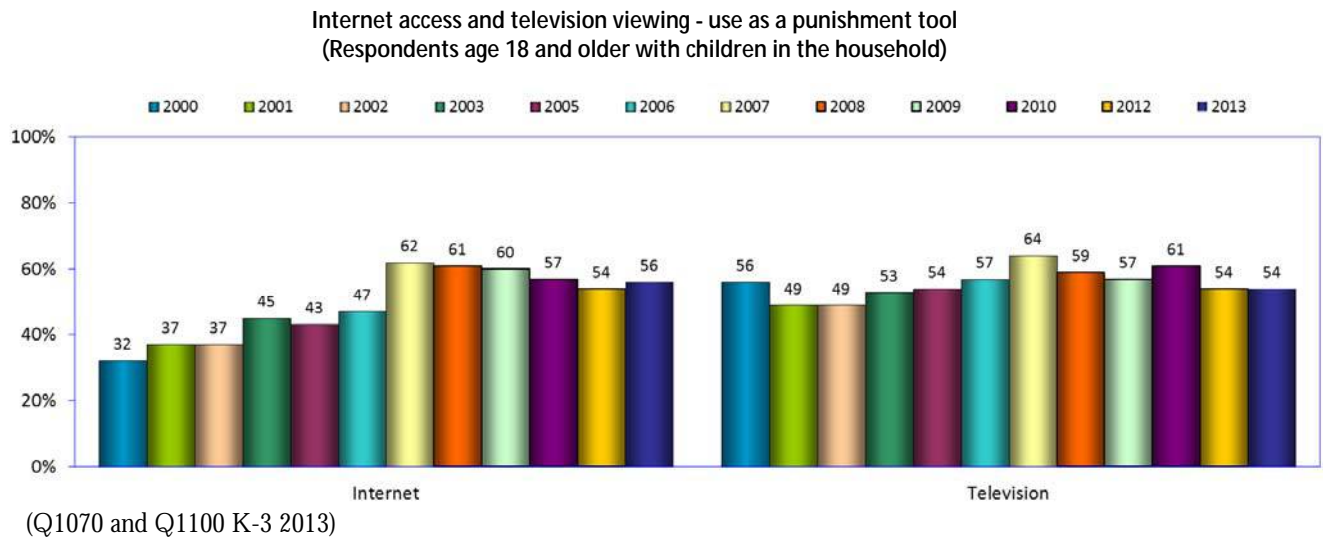
Children, parents, and social networking

155. Do parents monitor their children's behavior on social networking sites?

A smaller percentage of adults in the current Digital Future study – 61 percent – said they monitor the activity of the children in their households when on social networking sites such as Facebook, compared to 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)

Of the adults who do not monitor the social networking activity of the children in their households, 42 percent in the current study cite trust as the explanation: either they trust their children or they believe that monitoring online behavior would show lack of trust – up slightly from 40 percent reporting the same responses in 2012.

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)
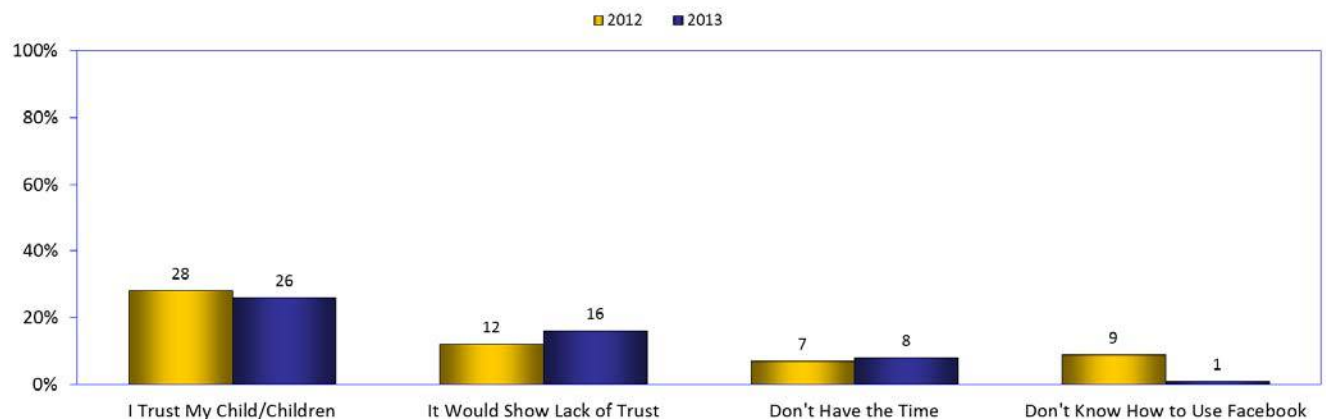
(Q1106 K-1)

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

While 61 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), only half 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)**
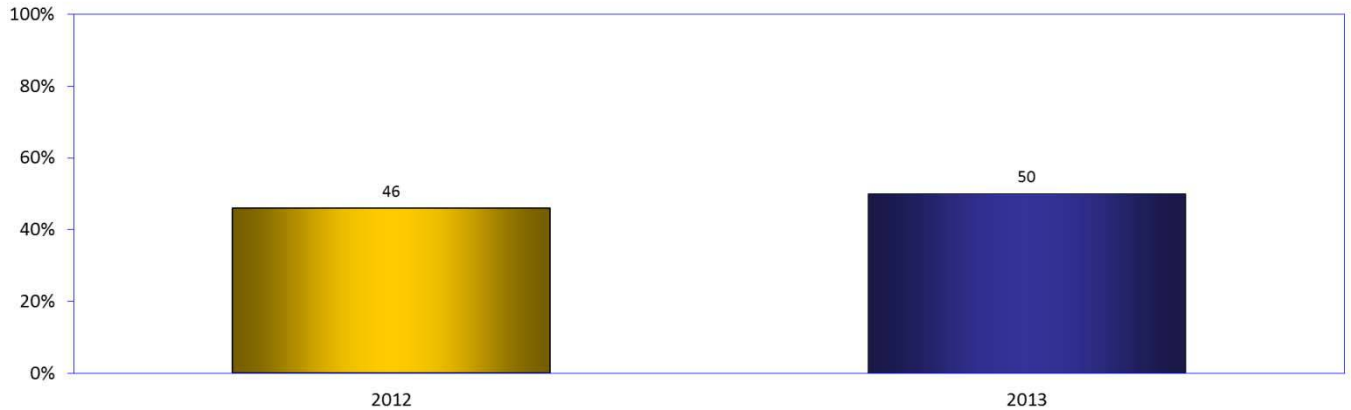
(Q1104 K-1)

157. Mobile phones and Facebook accounts – what age is appropriate for children?

At what age should children be allowed to have a mobile phone or Facebook account? Respondents reported an average age of 14 for mobile phones – up from 13 in 2012. For Facebook accounts, respondents in the current study said children should wait until they are 15 – the same as in 2012.

At what age is it appropriate for a child to have a mobile phone or a Facebook account?
(All respondents)
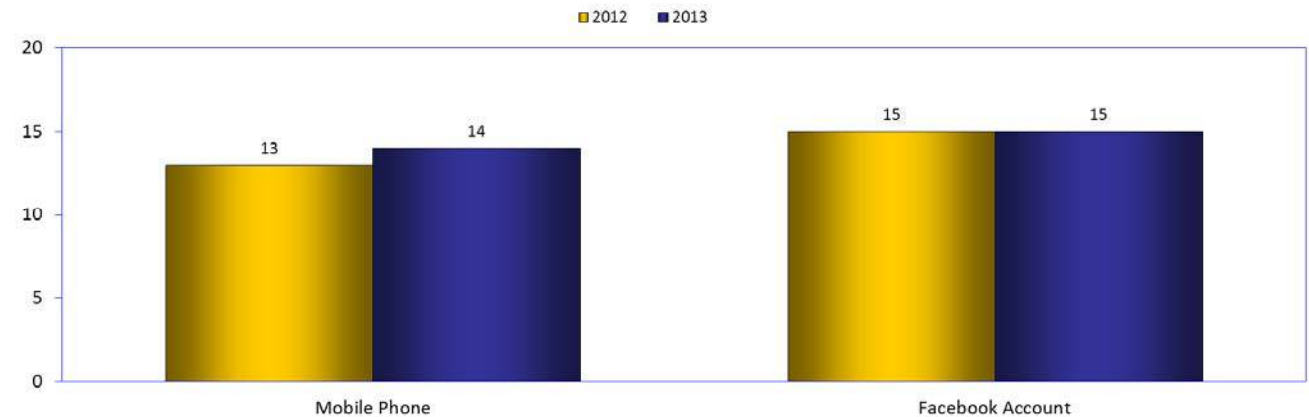
(Q1136 K-1)

158. Mobile phones and Facebook accounts – what age is appropriate? (Internet users vs. non-users)

Internet users and non-users have roughly similar views about the ages when it is appropriate for children to have either a mobile phone or a Facebook account, with users reporting slightly lower ages for mobile phones (13 vs. 14 reported by non-users), as well as Facebook (15 vs. 16 by non-users).

At what age is it appropriate for a child to have a mobile phone or a Facebook account?
(All respondents)
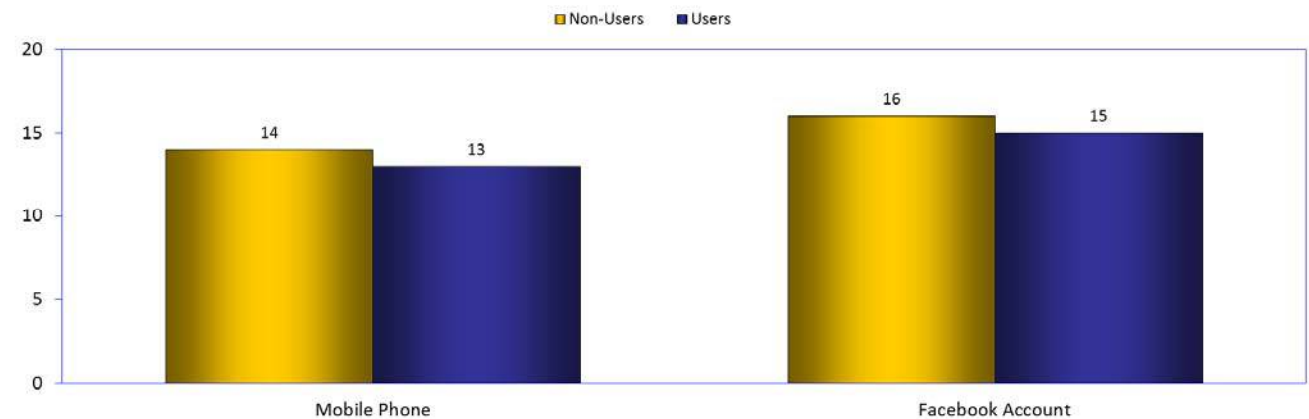
(Q1136 K-2)

Political power and influence

Users who said. . .

. . . the Internet has become important
for political campaigns   71%

. . . by using the Internet public officials
will care more about what
people think   32%

. . . the Internet helps people
to better understand politics   58%

. . . the Internet can give people
more say in what government does   32%

. . . by using the Internet people like you
can have more political power   34%

Users who said it is safe to say whatever
they think about politics while online   31%

The Internet and the political process

159. The Internet's importance in political campaigns

A large and growing percentage of respondents to the Digital Future study continues to agree that the Internet has become important for political campaigns.

Seventy-one percent of respondents age 16 and older agree or strongly agree that the Internet has become important for political campaigns, up marginally from 2012 and 2010. And, the percentage of respondents expressing the strongest level of agreement reached a new high for the second year in a row: 42 percent.

The percentage who do not think that the Internet is important in political campaigns increased marginally to 11 percent of respondents, up from 10 percent in 2012 but still near the lowest level thus far in the Digital Future studies.

For more about the Internet and the political process, see the pages that follow and the Trends section on page 153.

The Internet has become important for the political campaign process
(Respondents age 16 and older)
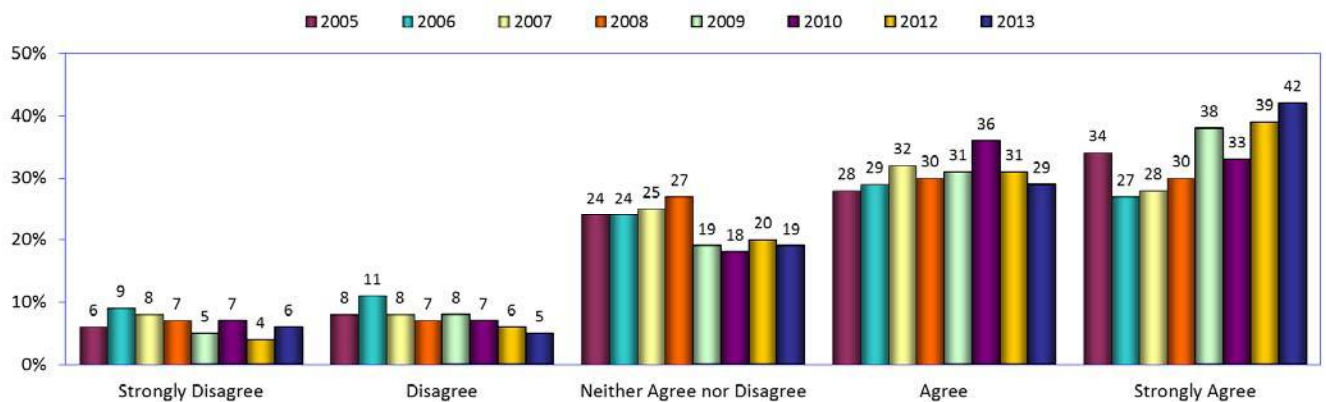
(Q190E K-1 2013)

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

More than ever, those who go online believe that the Internet is important for the political campaign process.

The percentage of Internet users who think the Internet is important in political campaigns has increased to a new high level in the Digital Future studies.

Seventy-five percent of users agree or strongly agree that the Internet has become important for political campaigns, up from 71 percent in 2012 and an increase from the previous high response of 72 percent in 2010.

As with the overall response (see the previous page), the percentage reporting the strongest level of agreement also reached a new high for the studies (44 percent).

The percentage of Internet users who do not think the Internet is important in political campaigns has dropped to nine percent, down marginally from 10 percent reported in 2012.

The Internet has become important for the political campaign process
(Internet users age 16 and older)
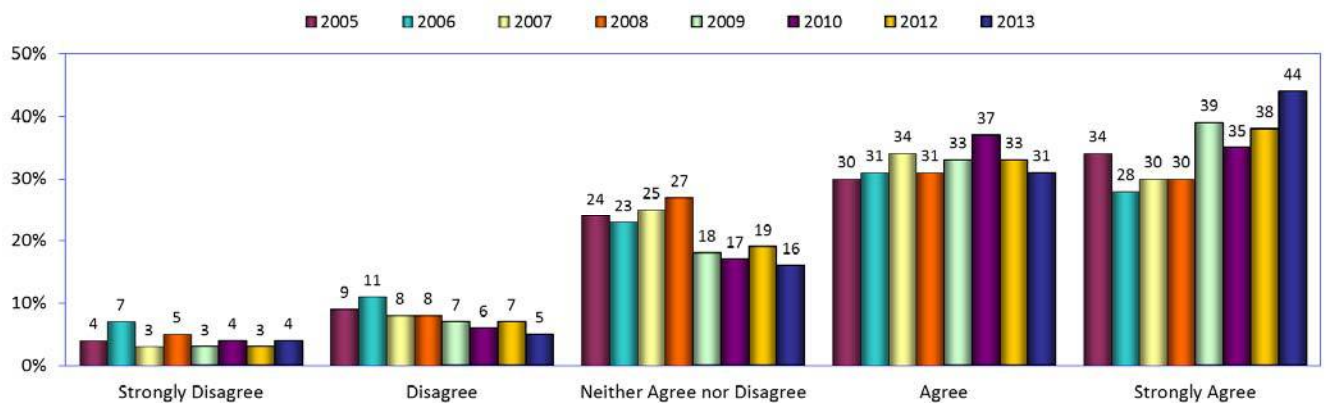
(Q190E K-3 2013)

161. 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 significant differences in 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, only 52 percent of non-users report the same view.

Conversely, 17 percent of non-users disagree or strongly disagree that the Internet has become important for political campaigns, compared to nine percent of users with the same view.

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

(Q190E K-2 2013)
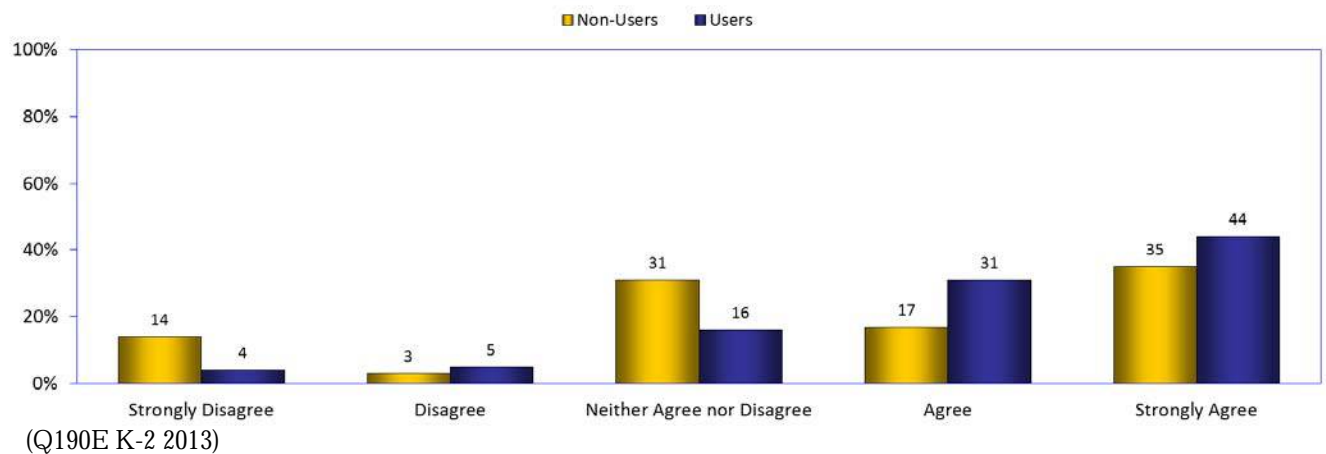
162. Is the Internet a tool for political influence?

Do Internet users believe that online technology can create influence with public officials? A modest but growing percentage of respondents in the current study agree.

In the current study, 32 percent of respondents believe that by using the Internet, public officials will care more about what people like them think, an increase from 29 percent in 2012, and a new high for the Digital Future studies.

The percentage that does not agree with the statement, while still significant at 36 percent, has dropped to the lowest level 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)
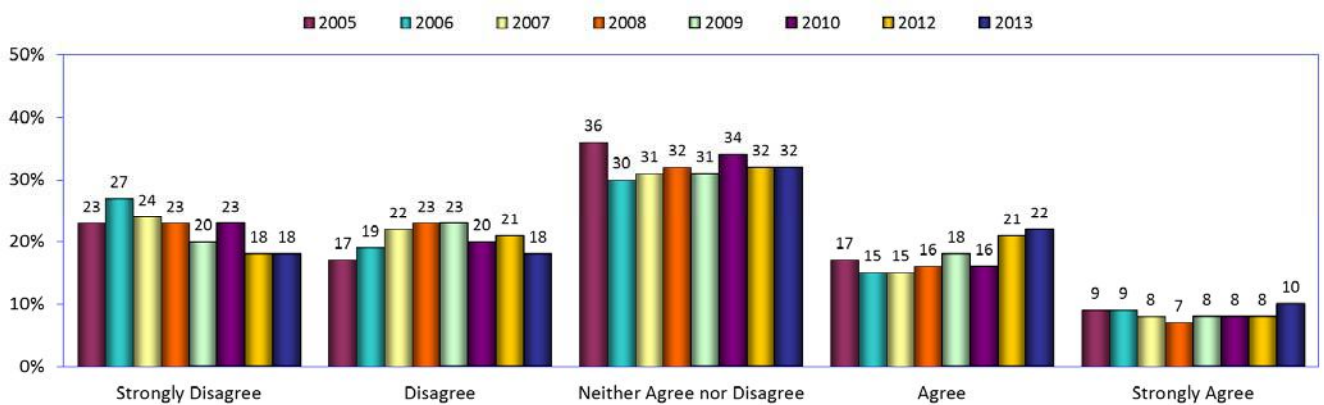
(Q190D K-1 2013)

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

Among Internet users age 16 and older, 34 percent agree that the Internet can make public officials care more about what people like them think, up from 28 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)
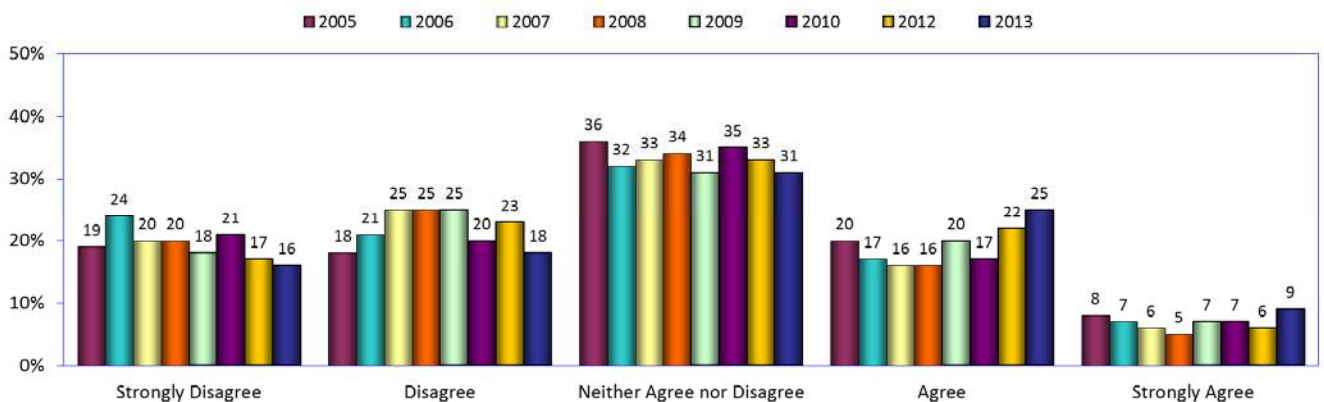
(Q190D K-3 2013)

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

A much lower level of Internet non-users compared to users agree that the Internet can be a tool for political influence: 22 percent of non-users vs. 34 of users.

On the other hand, a larger percentage of non-users (41 percent) than users (34 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 2013)
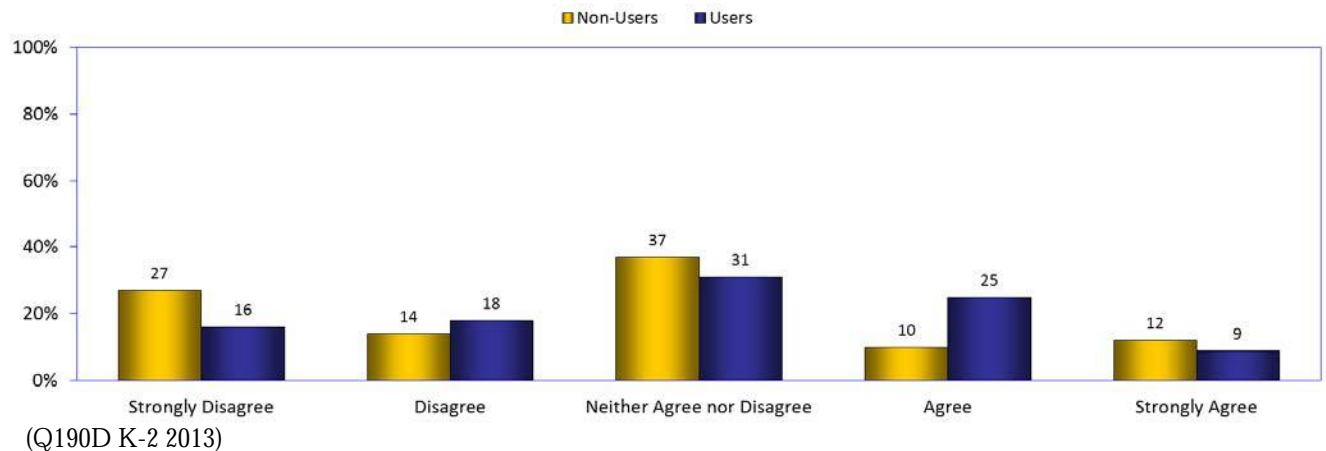
165. The Internet: a tool for understanding politics

A new high percentage of respondents said the Internet allows people to better understand politics.

Fifty-eight percent of respondents agree or strongly agree that the Internet allows people to better understand politics, up from 53 percent in 2012 and 2010.

The percentages of respondents agreeing that the Internet can help people better understand politics have been on a general upward trend since 2000, when only 40 percent agreed or strongly agreed with this statement.

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

(Q190C K-1 2013)
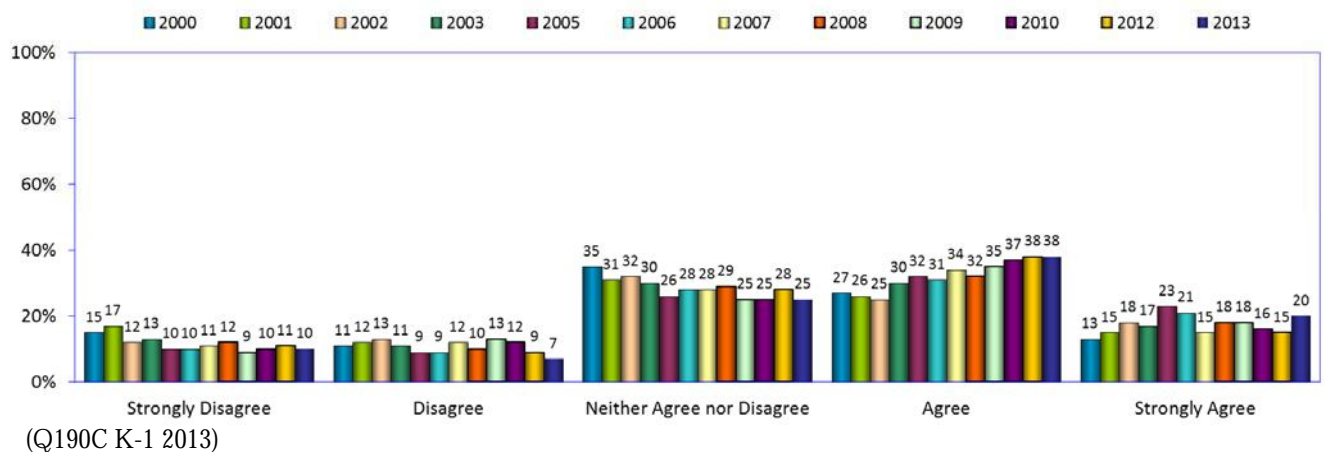
166. The Internet: a tool for understanding politics (Internet users)

Sixty-three percent of users agree or strongly agree that going online can help people better understand politics, up from 57 percent in 2012.

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

(Q190C K-3 2013)
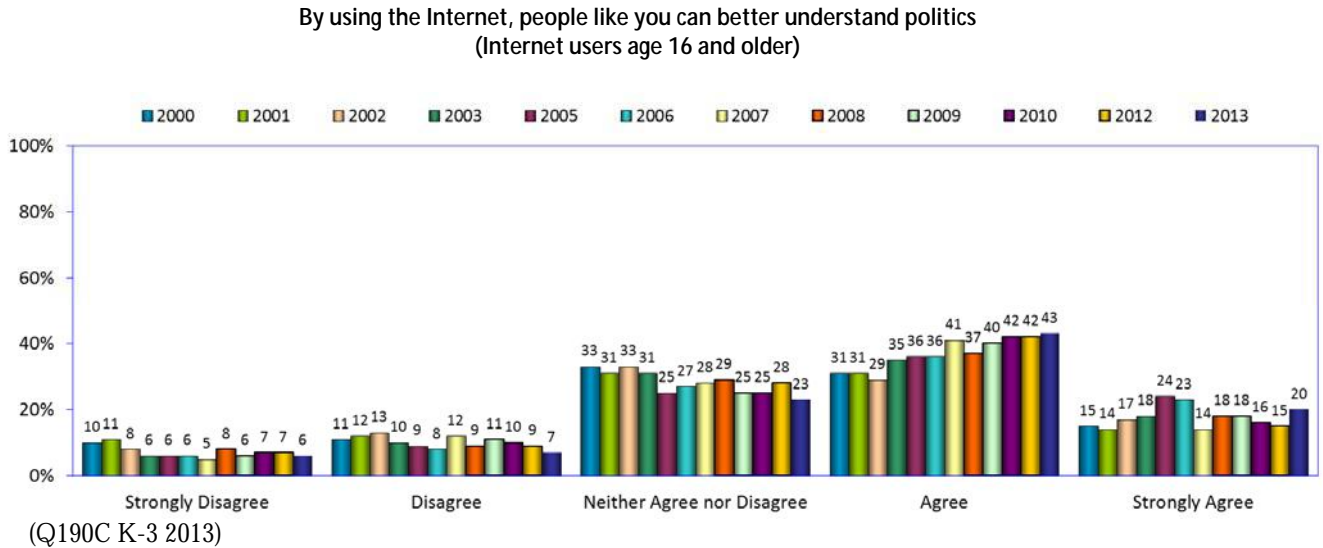
167. The Internet: a tool for understanding politics (Internet users vs. non-users)

Much higher percentages of users compared to non-users agree that the Internet allows people to better understand politics.

Sixty-three percent of users age 16 and older in the current study said that using the Internet allows people to better understand politics, compared to 34 percent of non-users.

More than twice the percentage of non-users compared to users disagree or strongly disagree with this statement: 31 percent for non-users and 13 percent for users.

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

(Q190C K-2 2013)
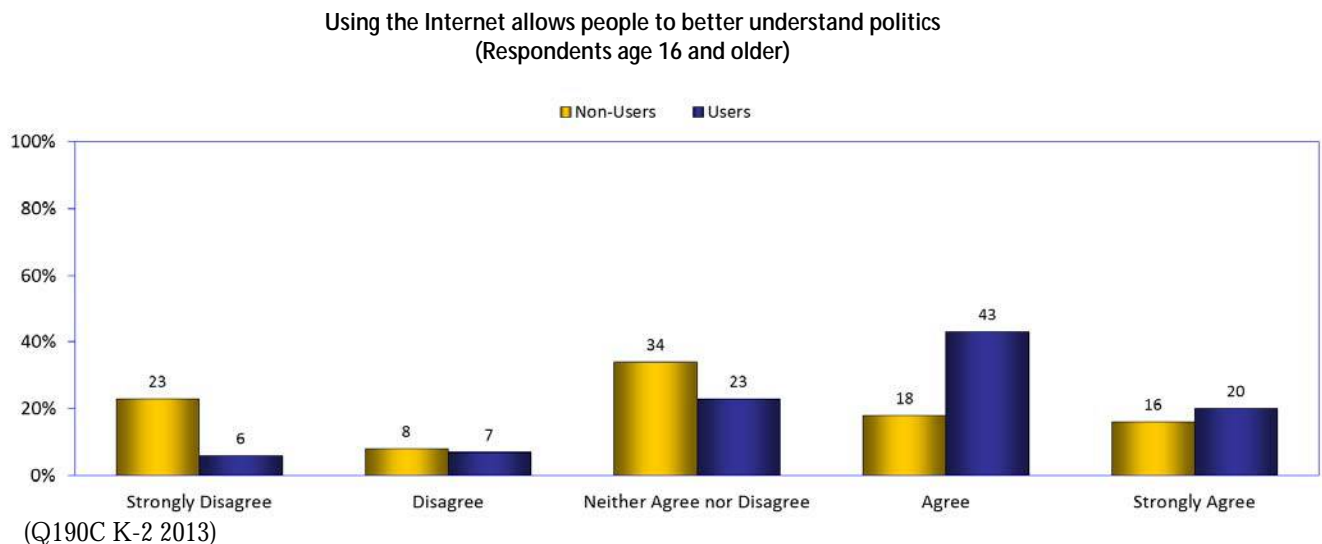
168. Does the Internet give people more say in what the government does?

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

In the current study, 32 percent of respondents agree or strongly agree that the Internet can give people more of a say in what government does – up from 28 percent in 2012.

Conversely, 36 percent of respondents disagree or strongly disagree that the Internet gives people more say in what the government does, down from 40 percent in 2012 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)
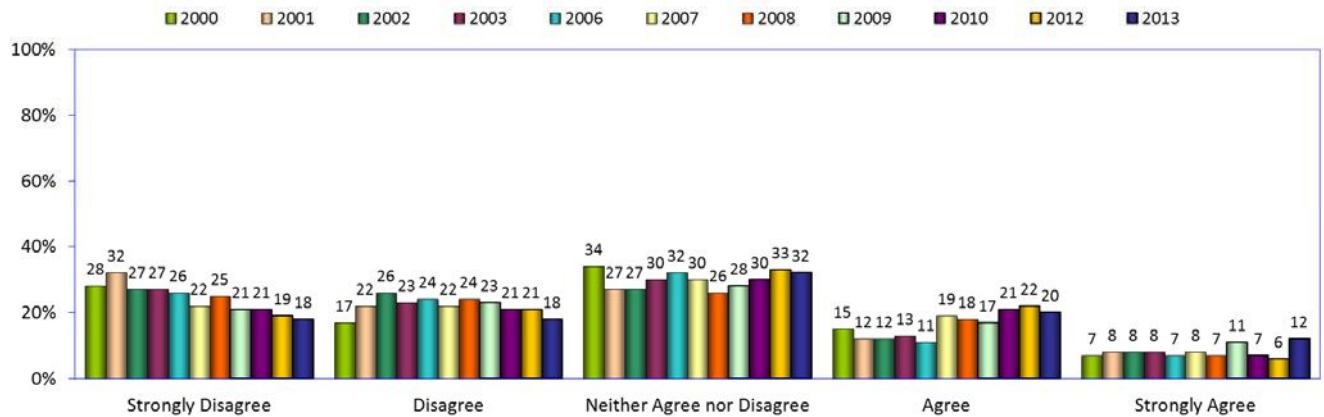
(Q190B K-1 2013)

169. 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 has increased after declining for two years in a row.

Thirty-two 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 from 28 percent in 2012 and 30 percent in 2010.

However, the percentage of users who disagree with this issue is remaining generally stable. Thirty-nine percent of users age 16 and older disagree or strongly disagree that the Internet can give people more say in government, a slight increase from 37 percent in 2012 and the same as in 2010.

By using the Internet, people like you can have more say in what the government does
(Internet users age 16 and older)
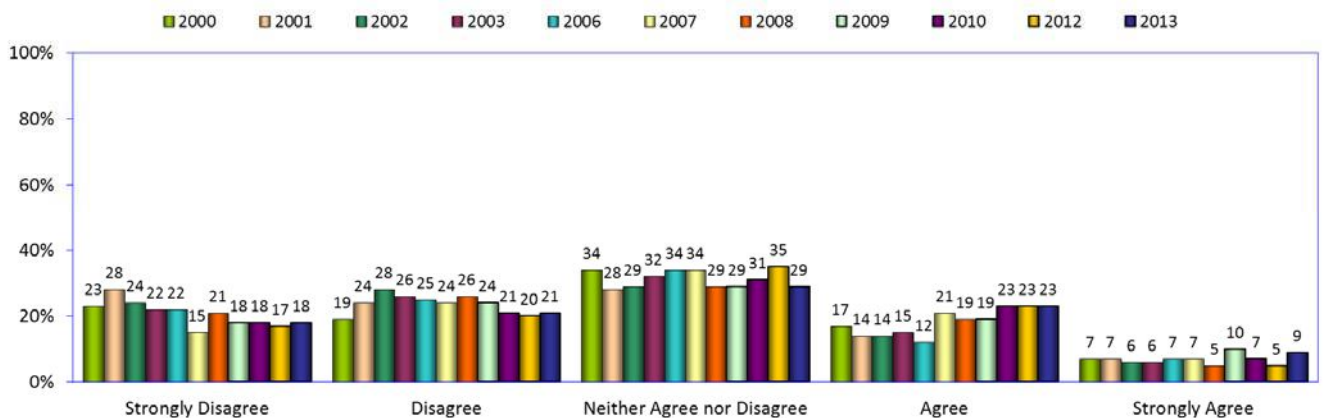
(Q190B K-3 2013)

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

A larger percentage of users (32 percent) compared to non-users (23 percent) age 16 and older agree or strongly agree that the Internet gives people more say in what the government does.

Perhaps surprisingly, a larger percentage of users (39 percent) compared to non-users (29 percent) disagree or strongly disagree with the idea that the Internet can help people like them have more say in what 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 2013)
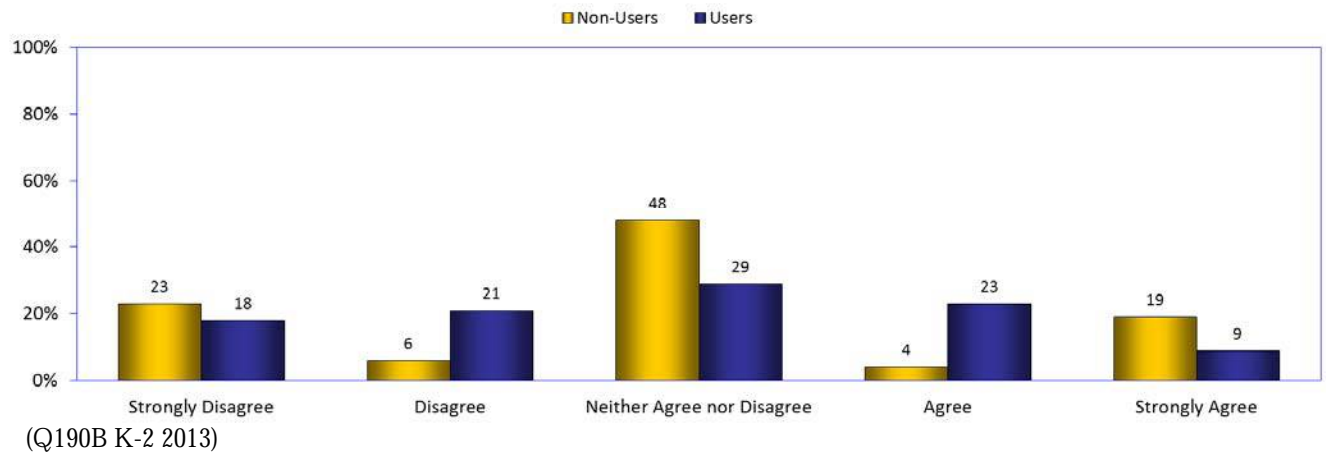
171. The Internet as a tool to help gain political power

The percentage of respondents age 16 and older who said that the Internet is a tool to help them gain political power increased for the second year in a row.

In the current study, 34 percent of respondents agree or strongly agree that people like them can use the Internet to gain more political power, an increase from 32 percent in 2012 and 31 percent in 2010 and 2009.

The percentage of respondents who disagree or strongly disagree with this statement declined to 31 percent – a new low for the Digital Future studies.

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

(Q190A K-1 2013)
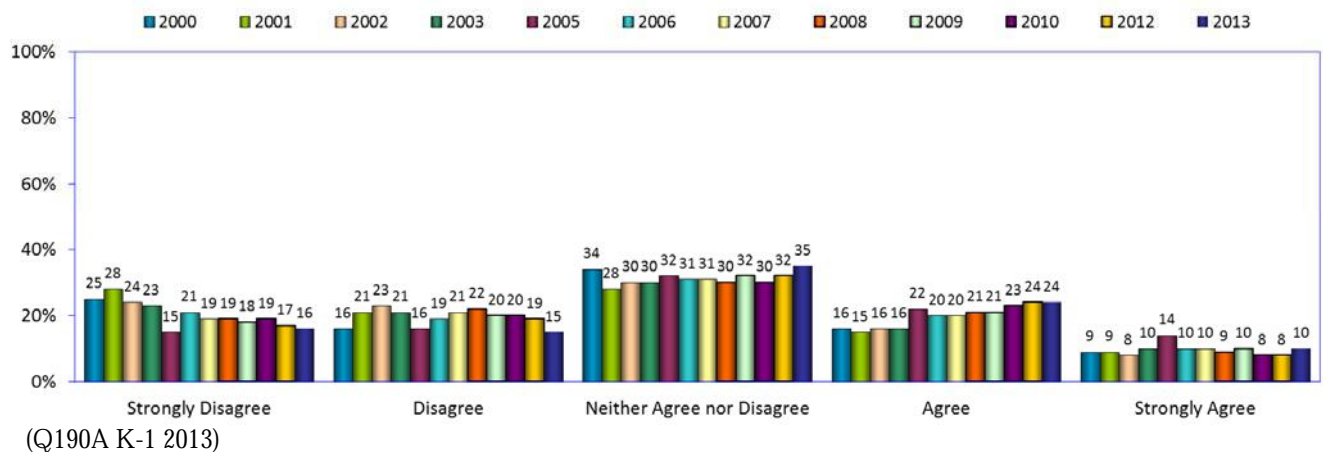
172. The Internet as a tool to help gain political power (Internet users)

An even higher percentage of users – 37 percent – compared to all respondents (see the previous question) agree or strongly agree that by using the Internet, people like them can have more political power.

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

(Q190A K-3 2013)
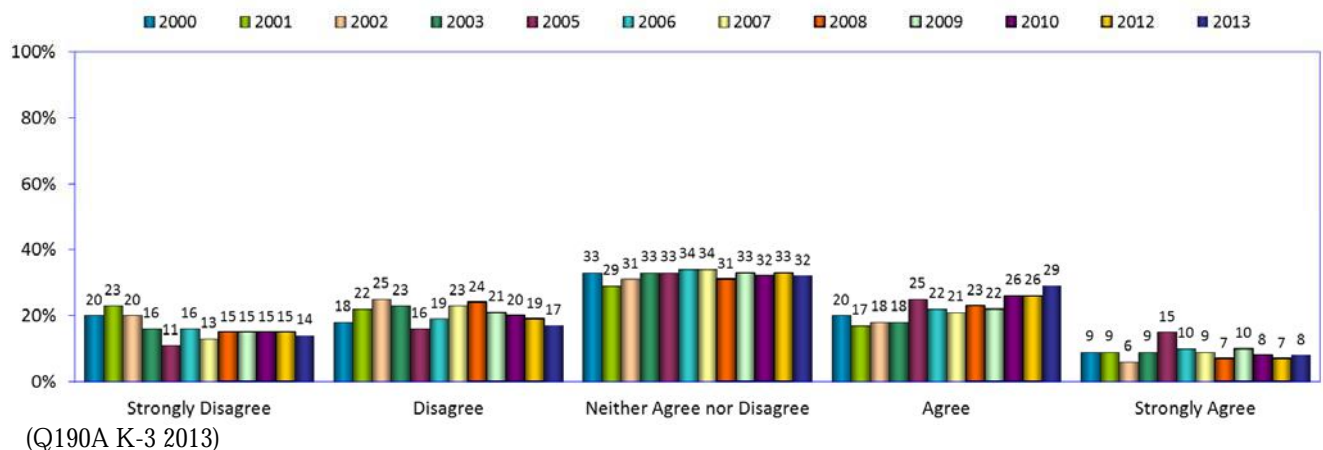
173. The Internet as a tool to help gain political power (Internet users vs. non-users)

Users and non-users report moderate differences in their views about the Internet's role as a tool to gain political power. Thirty-seven percent of users agree or strongly agree that by using the Internet people like them can have more political power, compared to 25 percent of non-users.

Conversely, 35 percent of non-users disagree or strongly disagree that the Internet can be a tool to help gain political power, compared to 31 percent of users.

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

(Q190A K-2 2013)
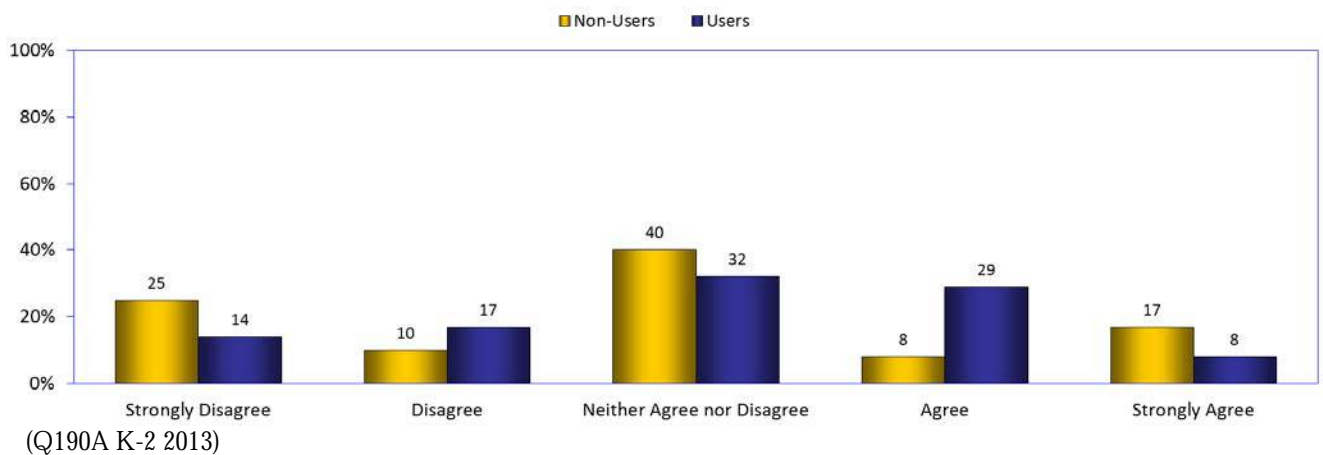
174. At a glance: views about the Internet and politics

Although the Digital Future studies have identified some changes in views about the role of the Internet in politics since the project began in 2000, looking in particular at the last five years – a period in which online communication for political purposes has increased extensively – now shows more than a slight change in views about the importance of the Internet in the American political process.

Responses to all of the questions about the role of the Internet in the political process show an increase in agreement of at least seven percentage points since 2008; the overarching question – is the Internet important for the political campaign process – shows a 14 percentage point increase in agreement.

Views about the Internet and politics
(Internet users – agree or strongly agree)
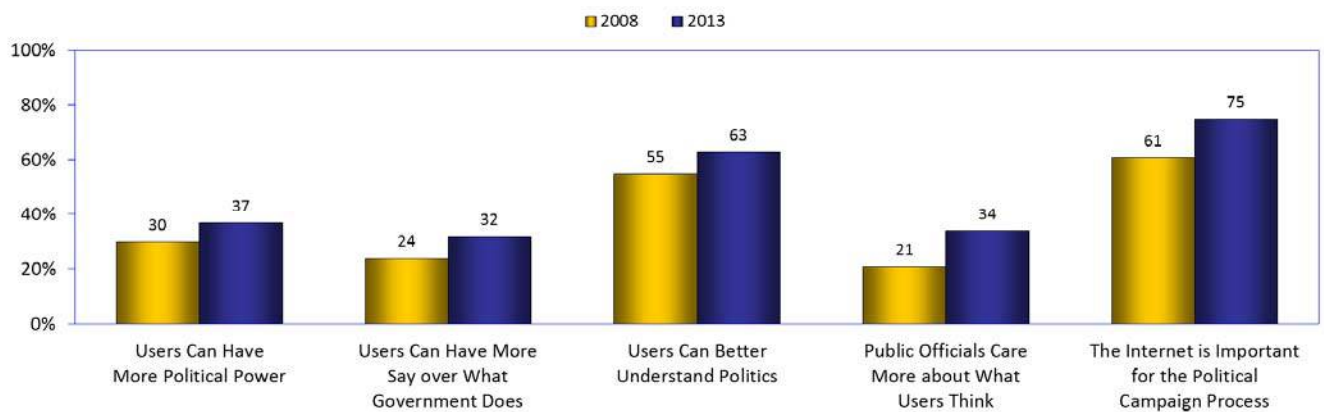
(Q190 MD-1 combined)

Views about the Internet and politics
(Internet users – disagree or strongly disagree)
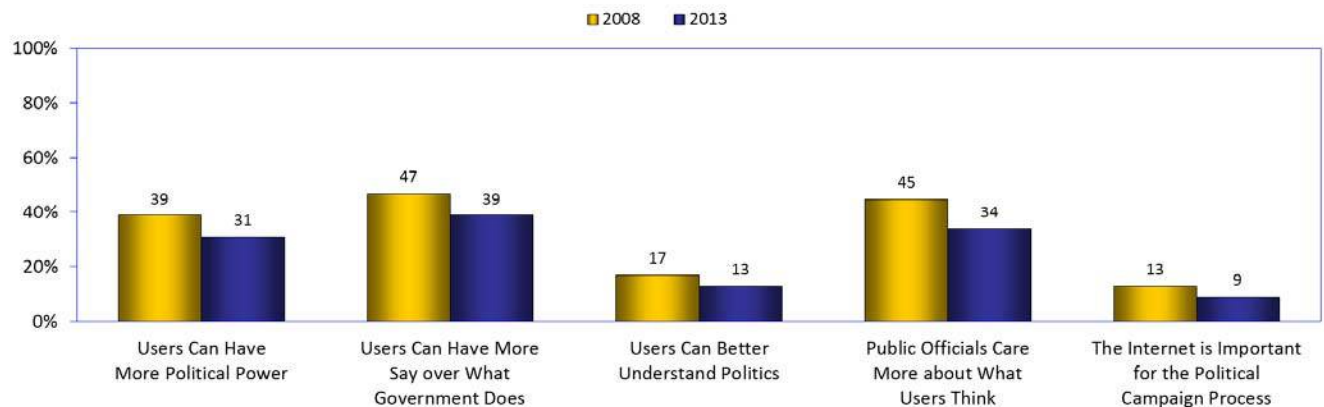
(Q190 MD-2 combined)

The Internet and free speech about politics and government

175. Personal political expression on the Internet

The Digital Future study found that 31 percent of respondents age 16 and older said it is safe to voice their views about politics while online – a slight increase from the 28 percent reported in 2012, but still marginally below the 33 percent reported in 2010. And the percentage of respondents who disagree or strongly disagree with this statement declined marginally – now 40 percent, down from 41 percent in 2012.

However, a much larger percentage of respondents said in general that they feel comfortable saying whatever they think about politics (see the second chart): 51 percent, up marginally from 50 percent in 2012.

For more about personal political expression on the Internet, see the Trends section on page 153.

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

(Q195B K-1 2013)

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

(Q195A K-1 2013)
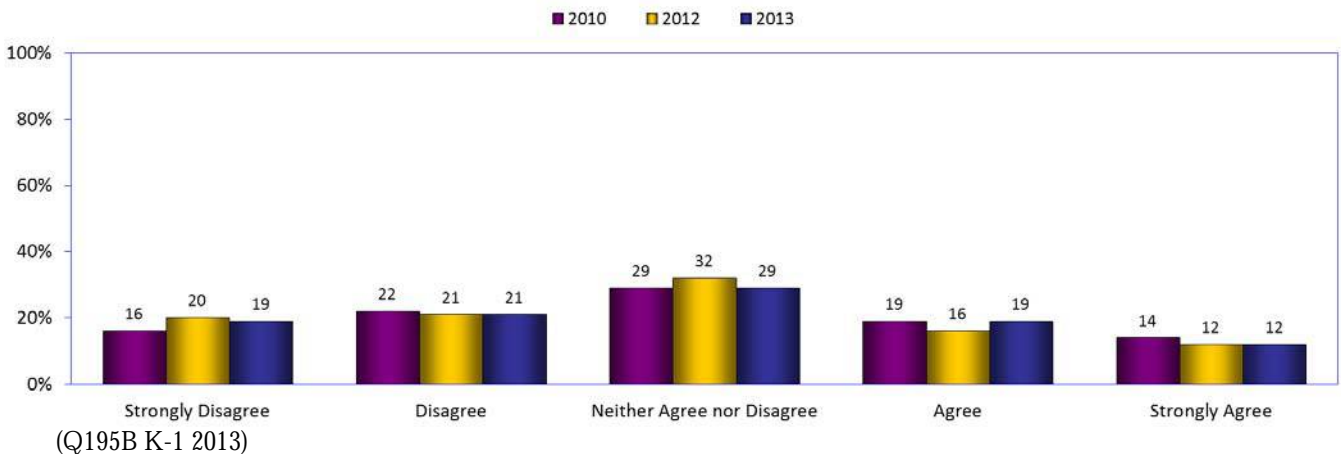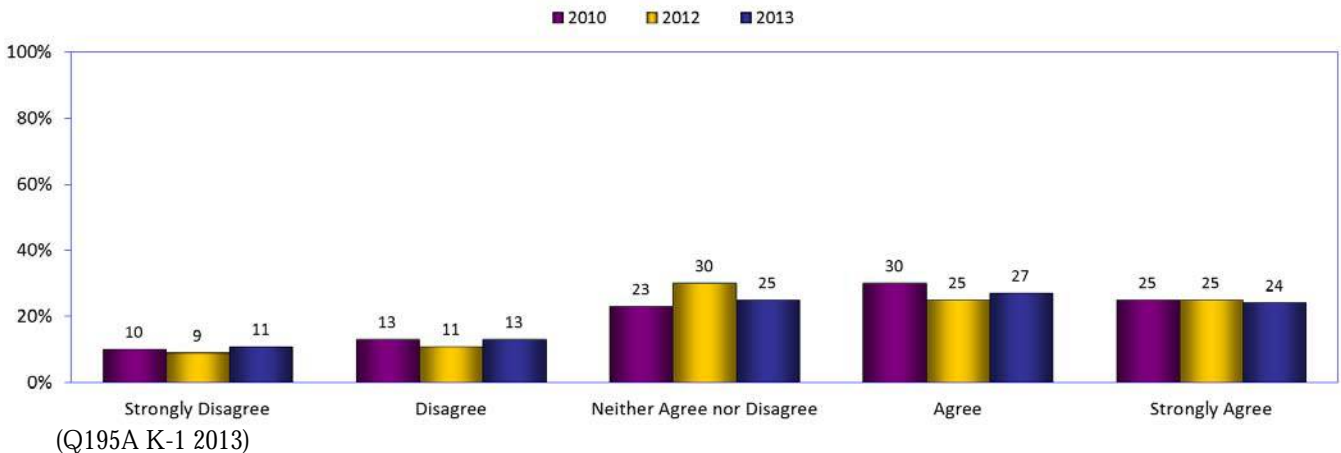
176. Personal political expression on the Internet (Internet users)

The percentage of users age 16 and older who said it is safe to say whatever they think online about politics has increased – now 30 percent, up from 28 percent in 2012 but down from 33 percent in 2010.

Also, a larger percentage disagree with this statement – now 41 percent in the current study.

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

(Q195B K-3 2013)
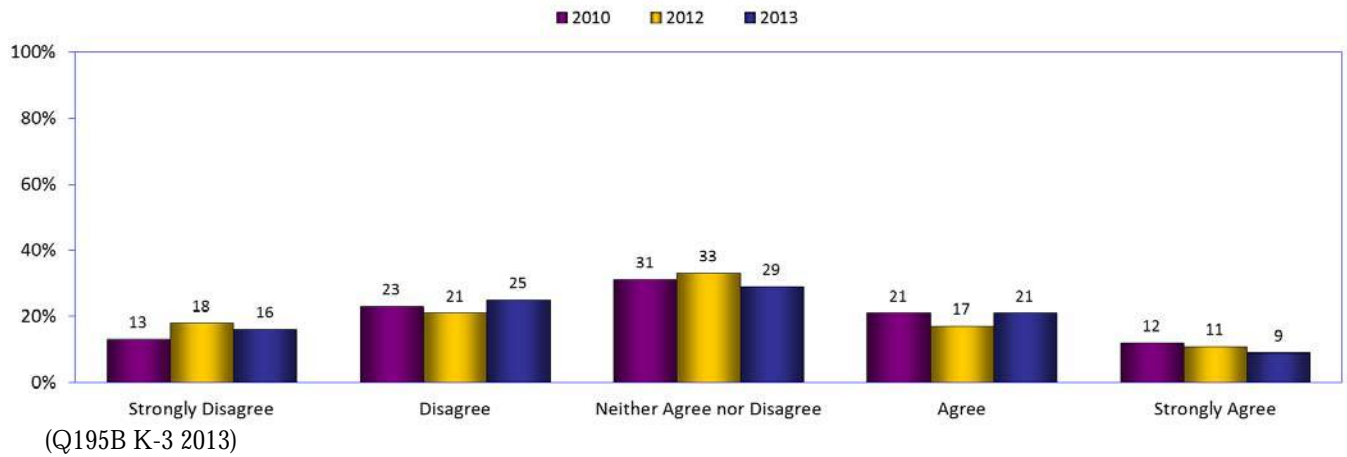
177. Personal political expression on the Internet (Internet users vs. non-users)

Thirty percent of users and 31 percent of non-users age 16 and older agree or strongly agree that on the Internet, it is safe to say whatever they think about politics. However, more than twice the percentage of non-users (20 percent) compared to users (nine percent) strongly agree with this statement, while almost twice the percentage of users (21 percent) compared to non-users (11 percent) simply agree with this statement.

Similarly, when asked if in general they feel comfortable saying whatever they think about politics, 52 percent of users and 47 percent of non-users agree or strongly agree. However, thirty-nine percent of non-users and 20 percent of users strongly agree, while eight percent of non-users and 32 percent of users simply agree with that statement.

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

■ Non-Users　■ Users

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Non-Users	30	8	31	11	20
Users	16	25	29	21	9

(Q195B K-2 2013)

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

■ Non-Users　■ Users

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Non-Users	16	6	32	8	39
Users	9	14	24	32	20

(Q195A K-2 2013)
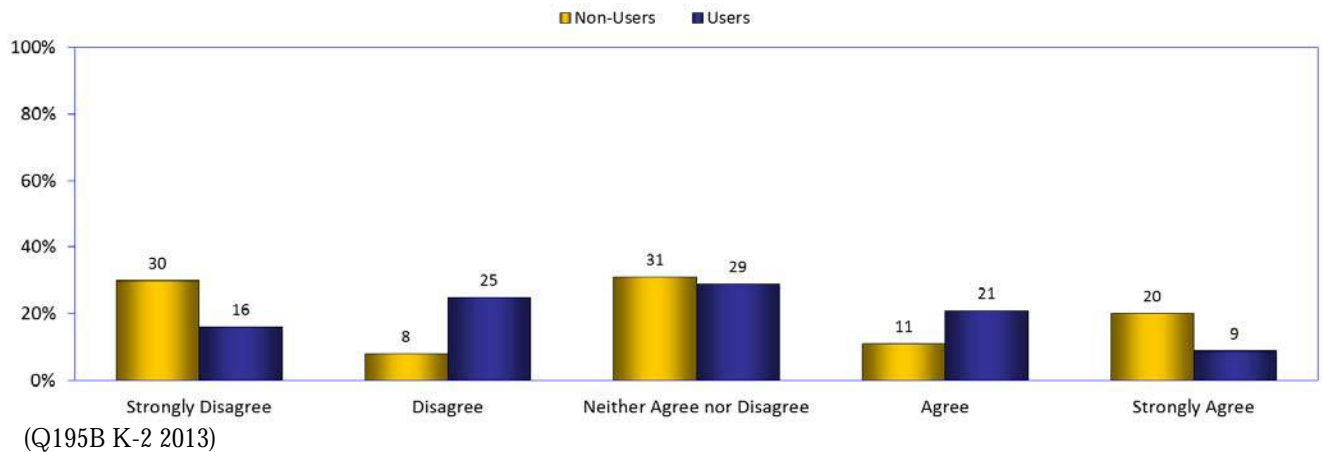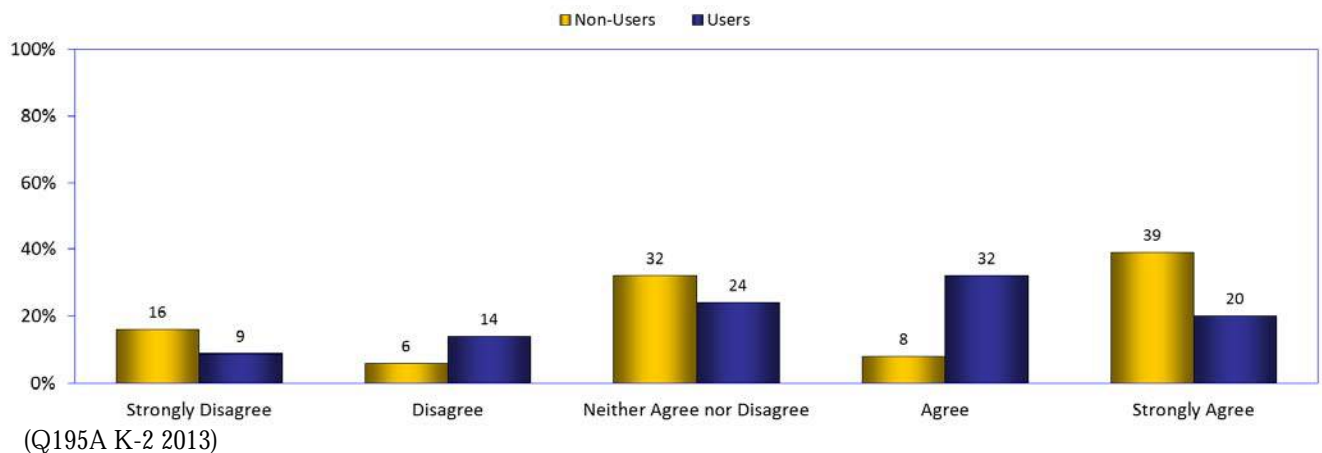
178. Criticizing the government while online

Even though only 31 percent of respondents age 16 and older believe it is safe to express their political beliefs on the Internet (see page 142), a much larger and modestly growing percentage believes that people should be free to criticize their government while online.

Sixty-nine percent of respondents agree or strongly agree that people should be free to criticize the government while online, an increase from 66 percent reported in 2012.

However, the percentage of respondents who do not think people should be free to criticize the government increased slightly in the current study – now 16 percent of respondents, up from 13 percent in 2012.

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

(Q195C K-1 2013)
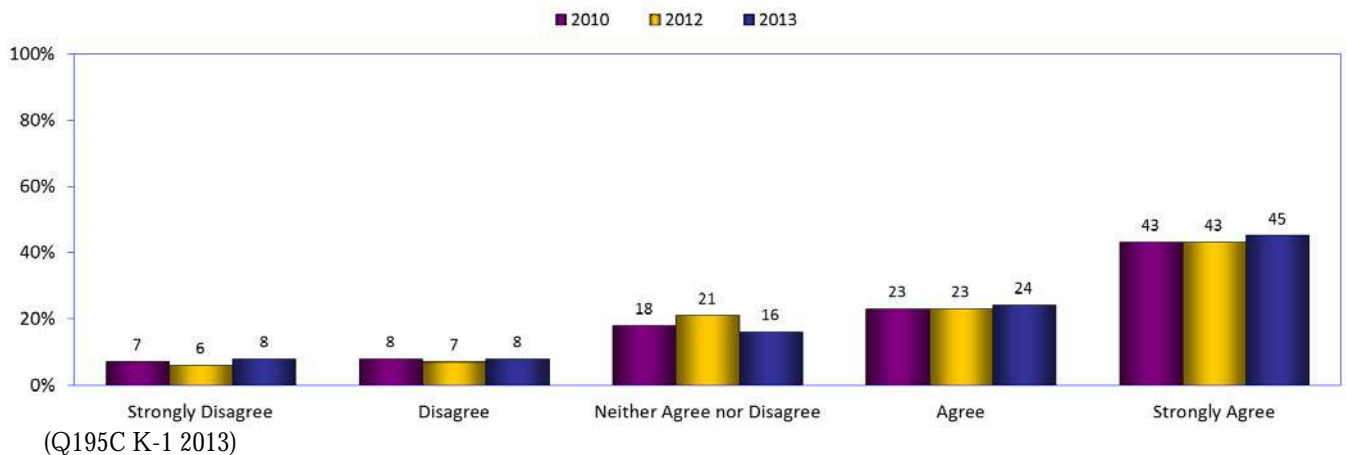
179. Criticizing the government while online (by political views)

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 liberals.

Agreeing with this concept were 67 percent of respondents age 16 and older who consider themselves conservative, 65 percent of those who describe themselves as middle of the road, and 78 percent of respondents who consider themselves liberals.

Less than 20 percent of respondents of all political persuasions disagree that people should be free on the Internet to criticize their government: 18 percent of conservatives, 17 percent of those middle of the road, and 11 percent of liberals disagree or strongly disagree.

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

(Q195C K-4)

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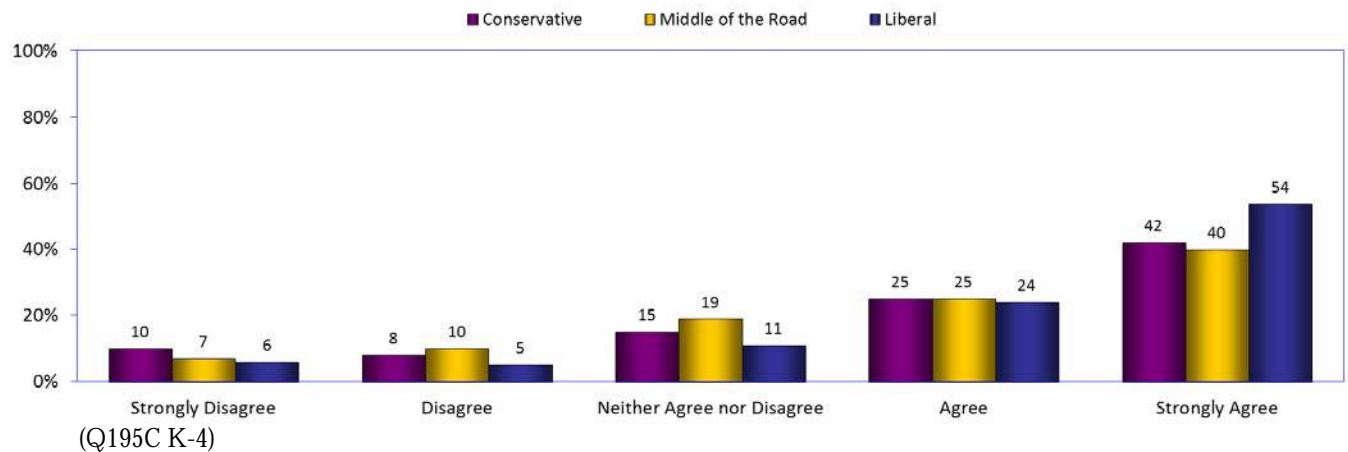
180. Criticizing the government while online (Internet users)

The percentage of users age 16 and older who believe that people should be free on the Internet to criticize their government increased to 72 percent in the current study, up from 69 percent in 2012. However, the percentage of users who disagree that people should be free to criticize the government while online also increased slightly to 15 percent of users, up from 10 percent in 2012.

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

(Q195C K-3 2013)
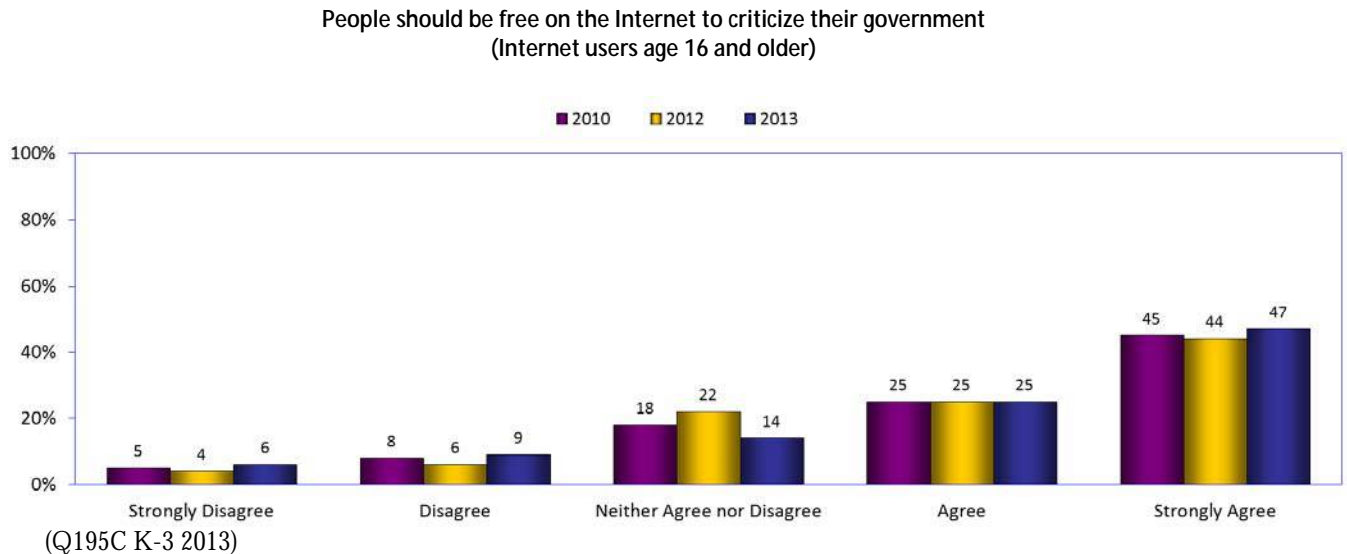
181. Criticizing the government while online (Internet users vs. non-users)

Users and non-users age 16 and older report moderate differences in views about criticizing the government while online. Seventy-two percent of users agree that people should be free on the Internet to criticize their government, compared to 52 percent of non-users with the same view.

At the other extreme, there is less of a difference in the responses: 23 percent of non-users compared to 15 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 2013)
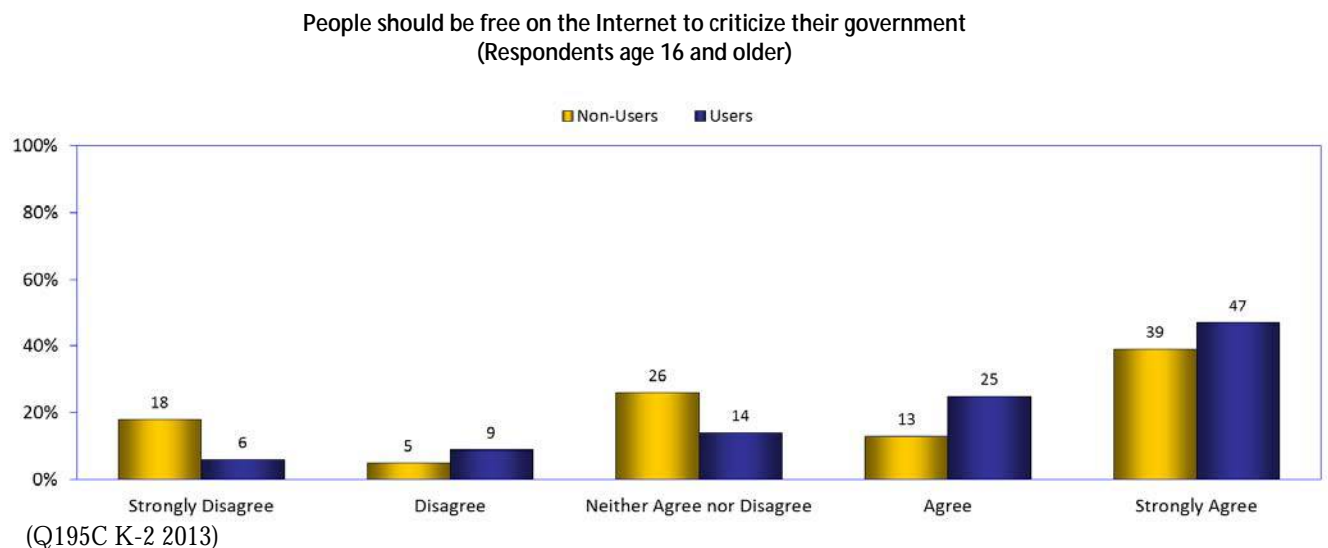
182. Free speech and extreme ideas while online

Compared to the responses about using the Internet as a platform to criticize the government (see the previous question), a lower percentage of respondents age 16 and older (52 percent) said it is OK for people to express their extreme ideas online, up from 47 percent in 2012, but the same percentage as in 2010.

A smaller percentage of respondents age 16 and older in the current study – 21 percent – disagree or strongly disagree that expressing extreme ideas online is OK, compared to 27 percent in 2012 and 22 percent in 2010.

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 2013)
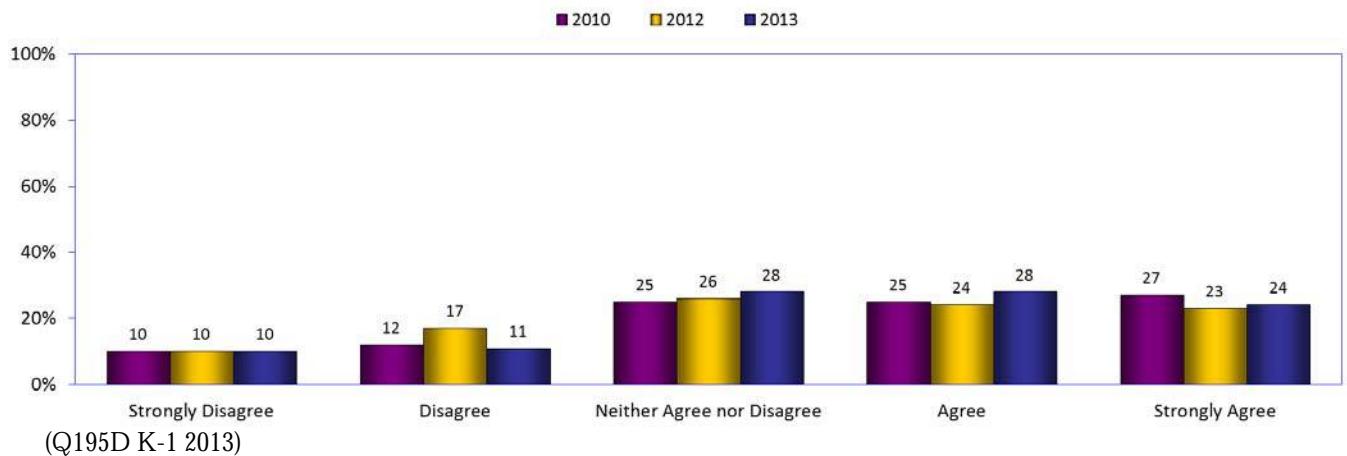
183. Free speech and extreme ideas while online (Internet users)

A marginally higher percentage of users age 16 and older compared to respondents overall agree or strongly agree that it is OK for people to express their extreme ideas on the Internet – now 53 percent, up from 50 percent in 2012.

The percentage of users who disagree with free expression of extreme ideas on the Internet declined to 21 percent of users, down from 25 percent in 2012.

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 2013)
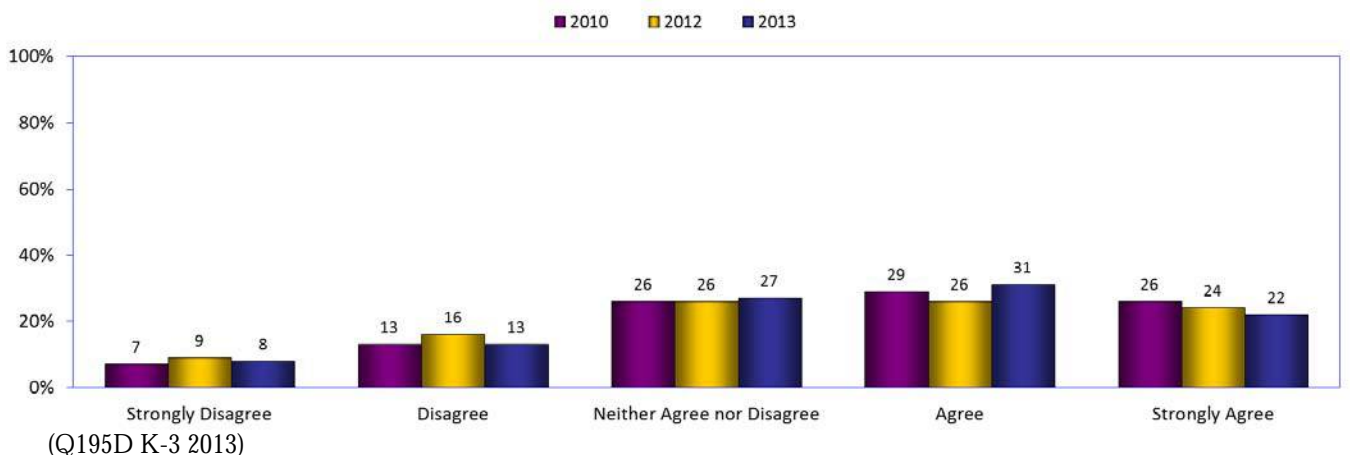
184. Free speech and extreme ideas while online (Internet users vs. non-users)

Forty-seven percent of non-users and 53 percent of users age 16 and older agree or strongly agree that it is OK for people to express their extreme ideas on the Internet. Identical percentages of users and non-users – 21 percent – 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 2013)
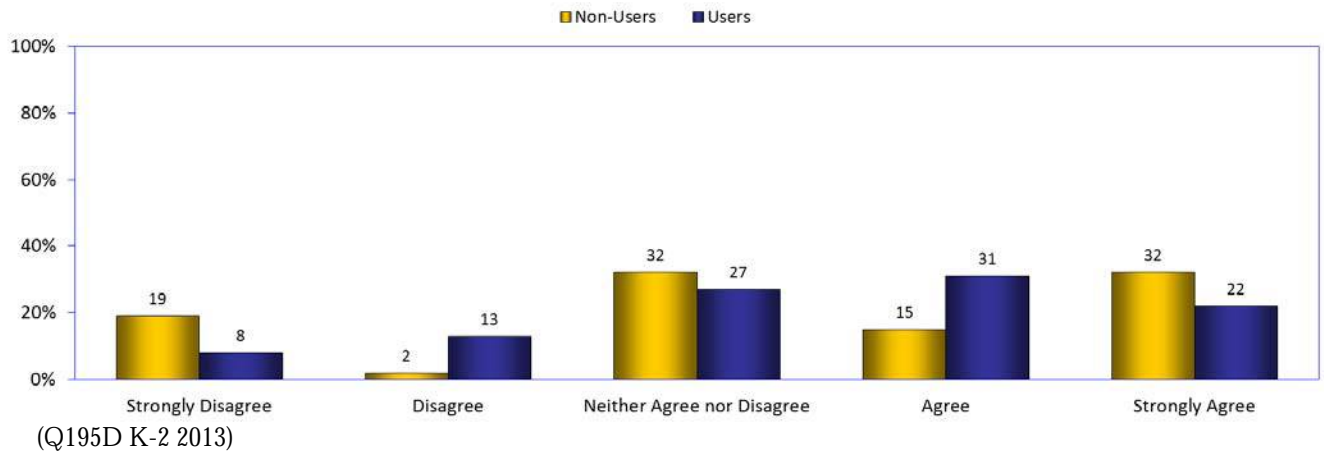
185. Personal political expression

Only a small majority of Internet users age 16 and older are comfortable speaking their minds about politics.

Fifty-two percent of Internet users age 16 and older agree or strongly agree that they feel comfortable saying whatever they think about politics, up marginally from 51 percent in 2012 and down from 56 percent in 2010.

The percentage of users who do not feel comfortable saying whatever they think about politics increased to 23 percent, up from 20 percent in 2012 and the highest level in the three years this question has been asked in the Digital Future studies.

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

(Q195A K-3 2013)
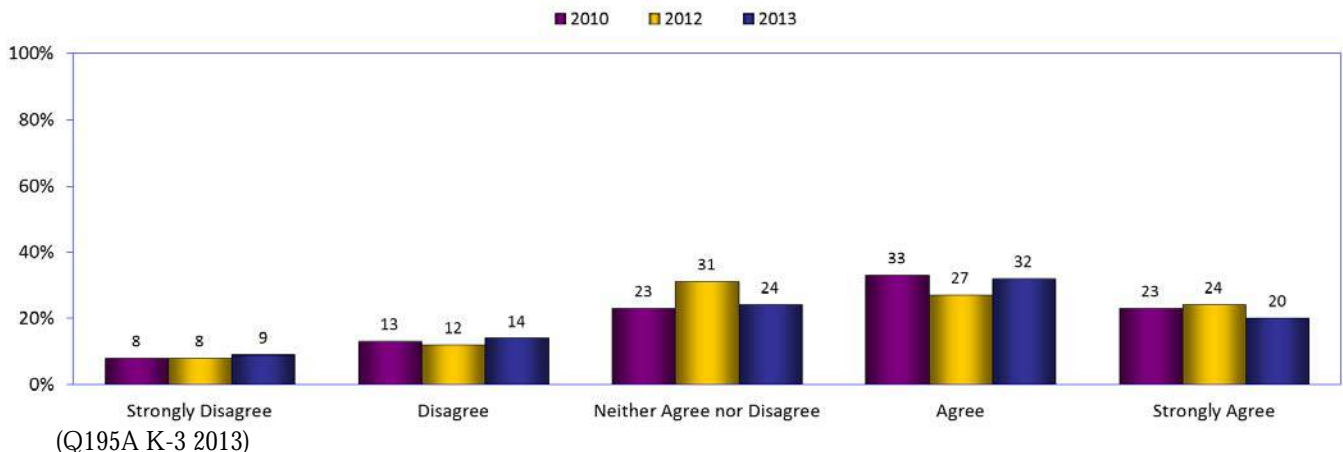
186. The Internet and government regulation (users)

A very small percentage of Internet users age 16 and older – 14 percent – agree that the government should regulate the Internet more than it does now, a marginal increase from 13 percent in 2012 and 2010.

Sixty-one percent of users disagree or strongly disagree with more government regulation of the Internet – but down from 64 percent in 2012 and 66 percent in 2010.

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

■ 2010   ■ 2012   ■ 2013

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
2010	41	25	21	8	5
2012	44	20	22	8	5
2013	41	20	26	10	4

(Q195E K-3 2013)
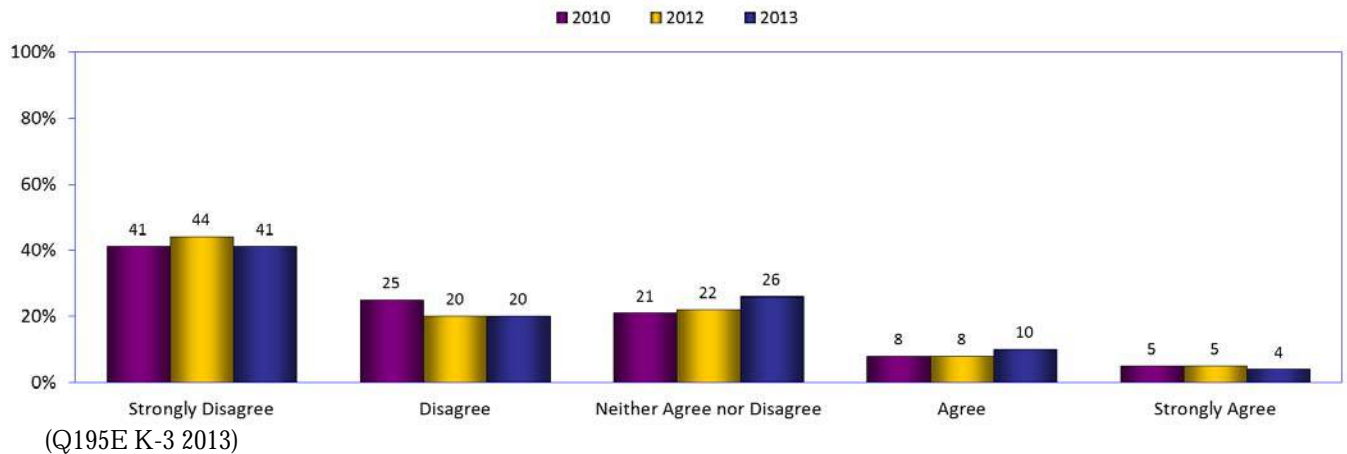
187. Political affiliation: users vs. non-users

Much higher percentages of Internet users (35 percent) compared to non-users (21 percent) identify themselves as politically somewhat liberal or very liberal. A higher percentage of users than non-users consider themselves middle of the road (30 percent of users compared to 18 percent of non-users).

Conversely, much higher percentages of non-users identify themselves as somewhat conservative or very conservative: 61 percent of non-users compared to 35 percent of users.

Political Views
(Respondents age 17 and older)

(Q1230 K-2 2013)
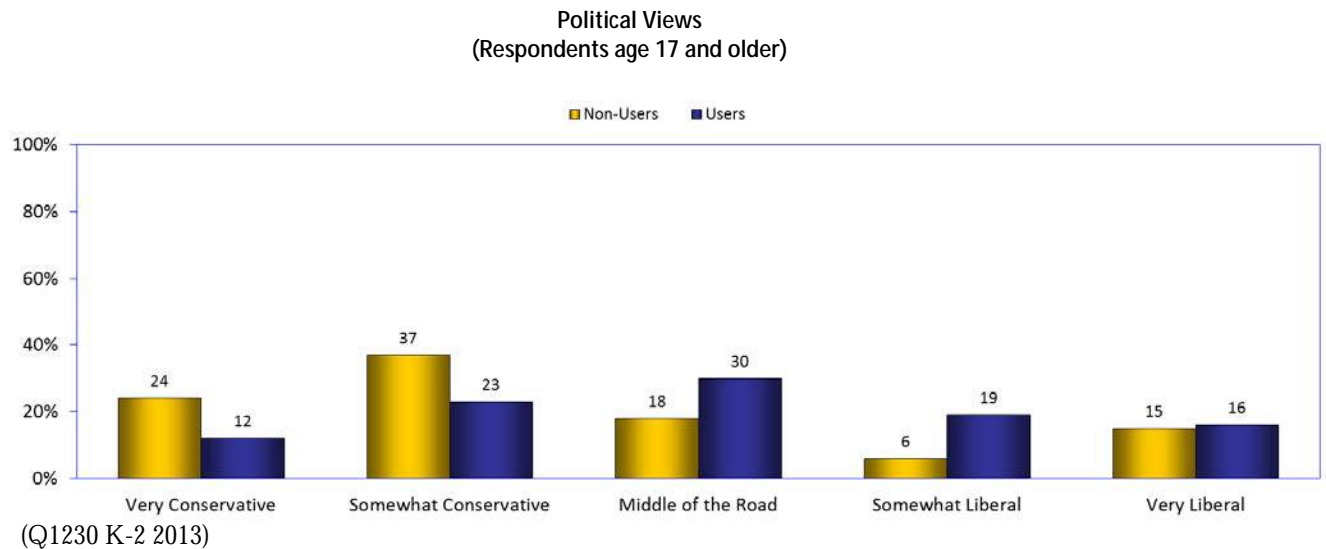
188. Political affiliation: users since 2000

Comparing political affiliation of Internet users in the Digital Future studies since 2000 shows a slight upward trend in the percentage reporting that they are liberal (now 35 percent), while those reporting conservative affiliation have trended slightly upward from 2000 to 2005, and then slightly downward ever since.

Political Views
(Internet users age 17 and older)

(Q1230 MD-2 2013)
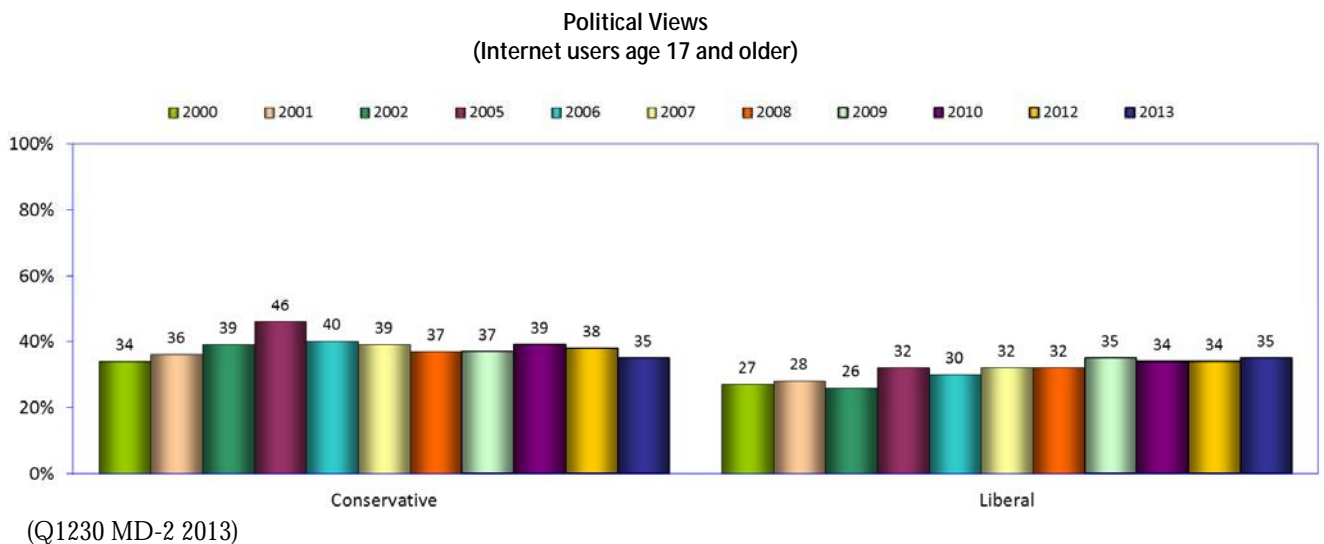
The 2014 Digital Future Project:
Trends and Issues

The Internet's role in the political process

In the last Digital Future Report, we pointed out that "the role of online technology as a shaper of policy or political influence remains unclear."

The role of the Internet in the political process seems to be clearing, and by our measures its importance is growing: new high percentages of Internet users agree that the Internet is important in political campaigns (page 131), helps create political influence (page 135), serves as a tool for understanding politics (page 135), and gives people more say in what the government does (page 136). And a near-high percentage agrees that the Internet is a tool to help gain political power (page 138).

Admittedly, respondents note the growing importance of the Internet more for some realms than others; for example, while 63 percent of users think the Internet can help people better understand politics, only 32 percent believe the Internet can help people have more say over what government does.

But the growing levels of agreement for all of these items indicate that users believe the Internet's role in the political process has evolved in ways that more closely engage voters – and also encourage government officials to listen.

Personal political expression on the Internet

Although online technology's place in the political process seems to be flourishing, the role of the Internet as a platform for political expression is not as certain. Thirty-one percent believe it is safe to voice their views about politics while online, in contrast to the 51 percent of respondents who said that they generally feel comfortable saying whatever they think about politics – online or off (page 143).

However, even though respondents may not feel comfortable expressing their views online, the belief that they should be allowed to do so was declared loud and clear; 72 percent of users believe that people should be free to criticize their government while online (page 146). Even expressing extreme ideas while online is supported by a growing majority of users – now 53 percent (page 147), although the percentage of users who do not feel comfortable saying whatever they think about politics increased to 23 percent, the highest level in the three years this question has been asked in the Digital Future studies (page 143).

Is online information reliable?

How reliable and accurate is the information we find online? This is an issue we have explored since the Digital Future Project began in 1999. Even though the level of faith in the general reliability of the information found on the Internet has been generally stable since 2008, 41 percent of users in the current study said that most or all of the information online is reliable – this compared to 55 percent of users in 2000.

Users have more faith in the websites they visit regularly – 75 percent said most or all of the information on the sites they visit regularly is reliable and accurate – but that percentage is the lowest thus far in the Digital Future studies. But even so, more than one-quarter (26 percent) said that half or less of the information on the sites they visit regularly is reliable and accurate – a new high for the studies (page 47).

The Internet at work: does it help or hurt?

Findings about the Internet at work raise intriguing issues about the role of online technology in the workplace. Except for 2003 and 2007, each of the Digital Future studies found that Internet users reported increased time actively going online at work compared to the previous year – now 10.4 hours per week, more than double the 4.6 hours reported in 2001, and a new high for the Digital Future Project (page 21).

A sizeable percentage of users said they are more productive because of the Internet (page 23). However, the percentage reporting that the Internet improves their productivity declined in 2013. In the current study, 63 percent of users with the Internet at work said that going online at work improves their productivity somewhat or a lot, compared to 68 percent in 2012 and the peak of 71 percent in 2007. At the same time, the percentage of users who said that Internet access at work has worsened their productivity somewhat or a lot increased slightly to eight percent; although a small percentage, it is nevertheless the highest figure reported thus far in the Digital Future Project.

The Internet and personal privacy: government and companies

Not surprisingly, a growing percentage of Internet users are worried about the government checking what they do online – 46 percent in the current study (page 101). But an even higher percentage – 56 percent – are concerned about companies checking what they do online. And almost all respondents – 91 percent – express some level of concern about their privacy because companies can track their online behavior (page 100).

Daily print newspapers: the downward spiral

The continuing demise of daily print newspapers is reflected in the findings of the Digital Future studies. While more than half (54 percent) of Internet users who continue to read print editions said they would miss the publication if it ceased to exist, that figure is the lowest thus far in Digital Future studies. And 26 percent would not miss their print paper, the highest level reported thus far in the Digital Future studies (page 62).

The percentage of readers who stopped reading a print publication remains stable at the highest level reported thus far in the Digital Future studies – 30 percent (page 63).

Internet use: the right amount of time for children?

The adult view about how much time online is proper for children continues to change, and the general trend is not in favor of Internet use. Even though a high percentage of adults in all of the Digital Future studies said that the children in their households spend the right amount of time online, that percentage has been generally declining, and has now dropped to its lowest level in the studies. The percentage of adults who said the children in their household spend too much time online has been increasing steadily since this question was first asked in 2000, and was 31 percent, only one percentage point below the peak reported in 2012 (pages 121).

Activities on the Internet: the fundamentals thrive

While online technology continues to evolve in many new directions – such as changes in social networking and increased use of mobile applications – the Digital Future studies also show that the percentages of users who go online regularly for the most basic Internet activities continue to increase.

The current study found continuing growth and new high levels of use for seven of the eight most common Internet activities: looking for news, fact-finding, looking up a definition, finding product information, downloading music, watching videos, and playing games (page 20).

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

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

Austria
Commission for Comparative Media and Communication Studies (CMC)
Academy of Sciences
www.oeaq.ac.at/cmc

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

Brazil
Instituto Brasileiro de Economia e Technologia
www.braeti.net

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

Cape Verde
Inove Research, LDA
http://research.inove.cv/

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

Croatia
Innovation Institute
www.innovation-institute.eu

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
Center for Political Research at Sciences-Po
www.cevipof.msh-paris.fr

Germany
Institut der deutschen Wirtschaft Koln Consult GmbH
www.iwkoeln.de/de

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

India
School of Journalism and Media Studies, IGNOU
www.ignou.ac.in/ignou/aboutignou/school/sojnms/introduction

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

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

South Korea
Yonsei University
www.yonsei.ac.kr

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 Arab Emirates
American University of Sharjah, Department of Mass Communication
www.aus.edu

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

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

Research Methods

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.

In the initial 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.

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.

The data were collected through a combination of telephone and web surveys.

From 2010 to 2013, 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 and password were emailed to the potential respondent to allow that respondent to complete the survey via the Web. 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.

From 2010 to 2013, 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 allowed.

Starting in 2010, all respondents have been paid a $10 incentive.

Interviews were conducted in English. Interviewing took place between September 18th and December 3rd, 2013.

To correct for discrepancies between the sample data and Census data, the sample data was weighted.

The final sample for the 2013 wave of the Digital Future Project was derived from two different sources, and this complicated the weighting procedure. The first portion of the sample consisted of respondents who had participated in the survey in the past. The second portion consisted of a new random sample that was recruited to replace dropouts. Because a large proportion of the existing sample skewed higher in age, quotas were retroactively enforced to dilute the extreme age skew.

Historically, the following variables were used in the weighting adjustments: gender, age, income, and education. However in 2012, ethnicity was added as an additional weighting variable, and then the two sub-sample sources noted above were weighted. Incorporating this many variables in the weighting scheme caused extreme weighting values for some respondents, so to preserve the integrity of the data, the weights were capped at 3.7. Note that the weights were not capped at a minimum value due to the age skew. Had weights been capped at a minimum value of 0.3 like in past years, the weighting scheme would have been less effective. A summary of demographic differences between the Census and the final weighted data can be found below for both 2012 and 2013.

Note: A cross-section of metrics was compared across many different weighting schemes, ranging from perfectly aligned Census targets to weighting values being capped at various levels. It was found that these metrics varied little, so despite the overall demographic targets not being completely aligned, the main survey data is relatively unchanged.

Decreased usage of landlines, coupled with lower cooperation rates has caused the RDD sample respondents to skew significantly older than the US population. From 2009 to 2013, we corrected for this by supplementing the data collected with a youth augment to balance the RDD sample. An age-targeted sample was used to recruit younger respondents (12-35) more directly. Individuals in the household meeting the specific age/gender requirement were directly invited to the survey. In 2012 and 2013, the sample was also supplemented with an augment of Hispanic and African-American respondents, as these groups were under-represented compared to Census figures.

In order to further balance the age skew, a separate youth augment was conducted between April and May, 2014. An additional 42 youth were added. These data were collected drawing from both existing sample with an incentive of $25, and from a new RDD phone sample with an incentive of $10.

Demographic data

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

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