2017 Digital Future Project

Surveying the Digital Future

The 15th annual study on the impact of digital technology on Americans

Center for the Digital Future

The 2017 Digital Future Report

Surveying the Digital Future

Year Fifteen

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The 2017 Digital Future Report

Surveying The Digital Future

Fifteen annual studies on the impact of digital technology

Welcome to "Surveying the Digital Future," the findings from the annual survey by the Center for the Digital Future at USC Annenberg on the impact of the internet and related technology on Americans.

This report marks the completion of the 15th annual study by the Center of the views and behavior of internet users and non-users in the United States. After 15 studies, we continue to find profound and enlightening information about how digital technology is changing American life.

You will find details about these changes – findings on more than 100 issues – in the pages that follow, as well as details about specific topics of note in the Trends section beginning on page 143.

The Center continues this work in its role as one of the first research organizations to devote its primary efforts to exploring the views and behavior of internet users and non-users in the United States. The Center 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 focal point of comprehensive, year-to-year examination of the impact of online technology in the United States.

The objective of our 15threport 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 primary focal points of our research. Through our 15 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 14 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 at USC Annenberg. 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 Center for the Digital Future at USC Annenberg: 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 on television as it 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 better understand the effects of the internet as it grows, and not as a postscript after it has matured.

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

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

Why an ongoing study of the internet?

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

- The Digital Future Project looks at the social impact of the internet – Most internet studies gather data about who is online, how long they are online, and what they do online. The Digital Future Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.
- The project focuses on internet non-users as well as users – The Digital Future Project follows how the behavior and views of internet users differ from those of non-users. Especially important is noting changes in the behavior and views of individuals who are initially non-users and later become users.
- The project looks at the same group of people year after year – The Digital Future Project comprehensively examines the effects of the internet over the course of years on the same group of people. The research team maintains a core sample of respondents, and tracks short-term and long-term changes in their behavior, lifestyle, attitudes, and internet use.
- A worldwide effort – The Center for the Digital Future at USC Annenberg 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 148). 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 2017 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 15th 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, Center for the Digital Future at USC Annenberg
Founder and Organizer, World Internet Project

The 2017 Digital Future Report

Surveying The Digital Future

Year Fifteen

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 143.

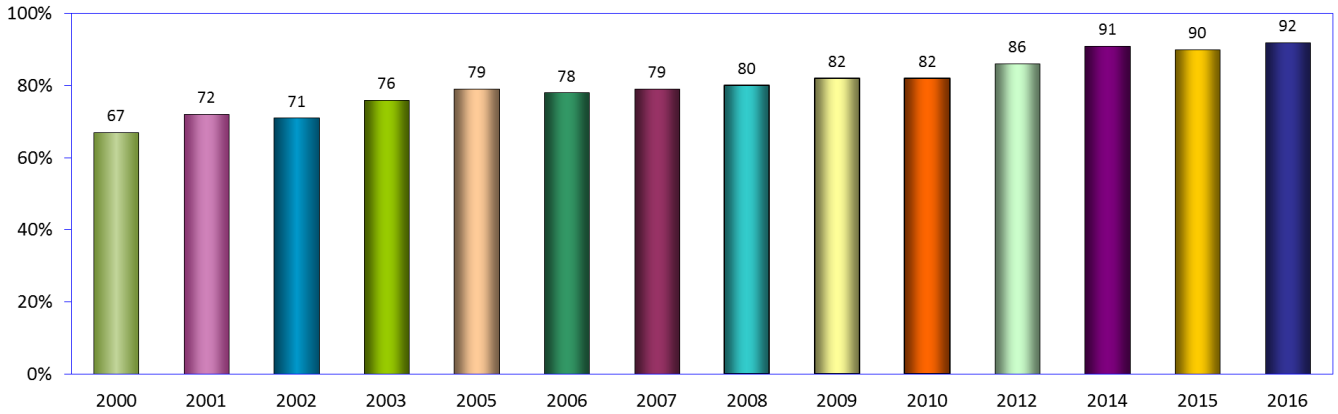
America on the internet

Percentage of American internet users	92%
Average hours per week online	23.6
Average hours per week online at home	17.6
Internet users who go online on a mobile phone	82%
Hours online at work (weekly)	14.3
Hours actively using the internet at work (weekly)	10.1

1. Do you use the internet?

In all of the Digital Future studies, large percentages of respondents have reported being internet users – more than two-thirds (67 percent) in 2000, and 80 percent or more since 2008. In the current Digital Future study, 92 percent of respondents are internet users, up slightly from 90 percent reported in 2015.

Do you use the internet?
(All respondents)



(Q200 K-1)

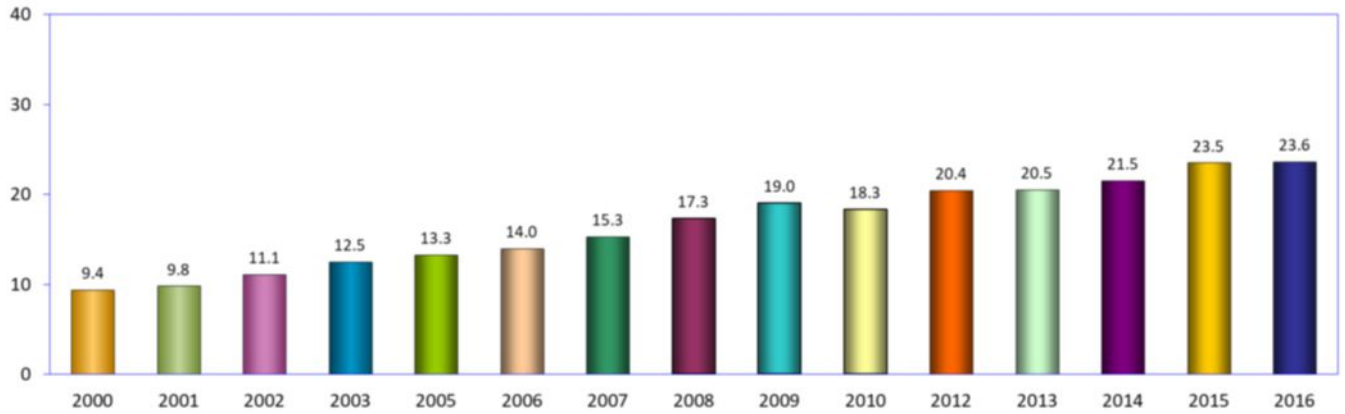
2. Hours per week online

The average number of hours that users go online has reached a new high level – now 23.6 hours per week, increasing only marginally over 2015.

The average number of hours spent online each week is now more than twice the number reported in 2000. Even though regular internet use was already the norm at the turn of the millennium, the average number of hours spent online each week since then has continued to increase every year except one (2010).

For more on this issue, see the Trends section on page 143.

Weekly hours online
(Internet users)



(Weekly hours online U-1)

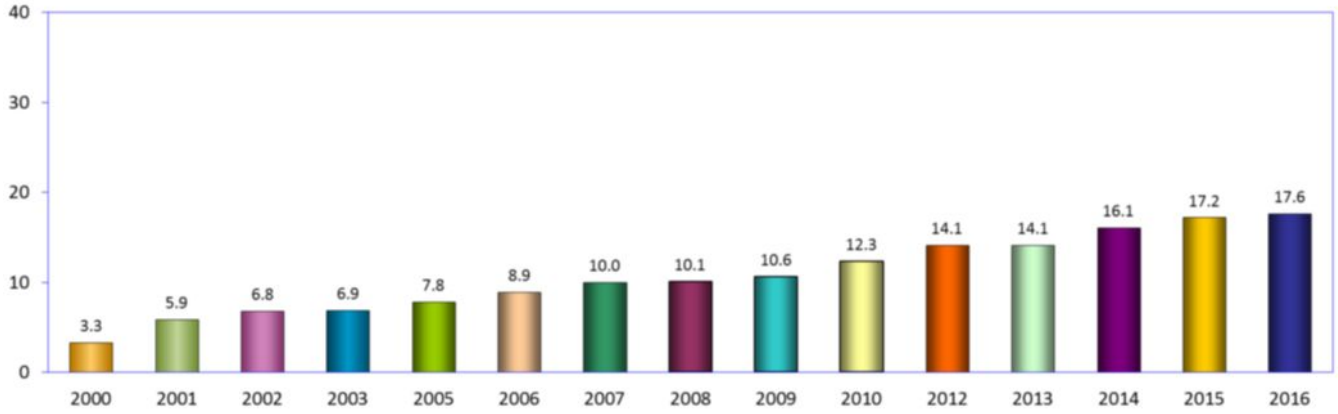
3. Using the internet at home: hours per week

As with the total number of hours spent online per week (see the previous question), the average hours per week spent online from home has continued to grow to the current level of 17.6 hours, another new high for the study.

Internet use at home has increased by more than 500 percent since 2000, and more than 100 percent since 2005.

For more on this topic, see the Trends section on page 143.

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

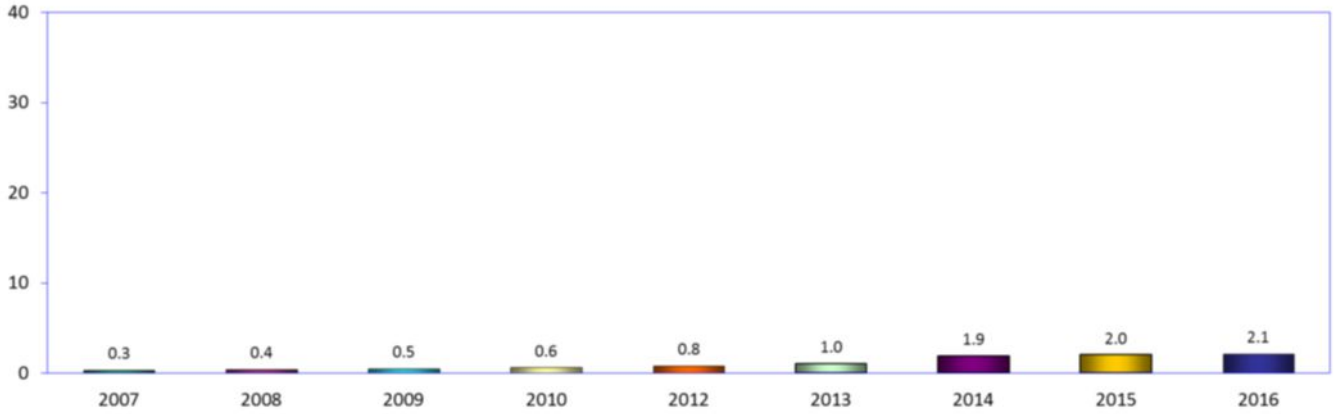


(Q350 U-1)

4. Using the internet away from home, work, or school

The average hours per week spent online away from work, home, or school continued to grow in the Digital Future study; although a relatively small amount of internet use – 2.1 hours per week – the average is nevertheless the highest number reported thus far in the surveys and more than double the hours since 2013.

How many hours per week do you use the internet from locations other than home, work, or school, , such as internet cafes, other people's homes, libraries, etc.?
(Internet users)



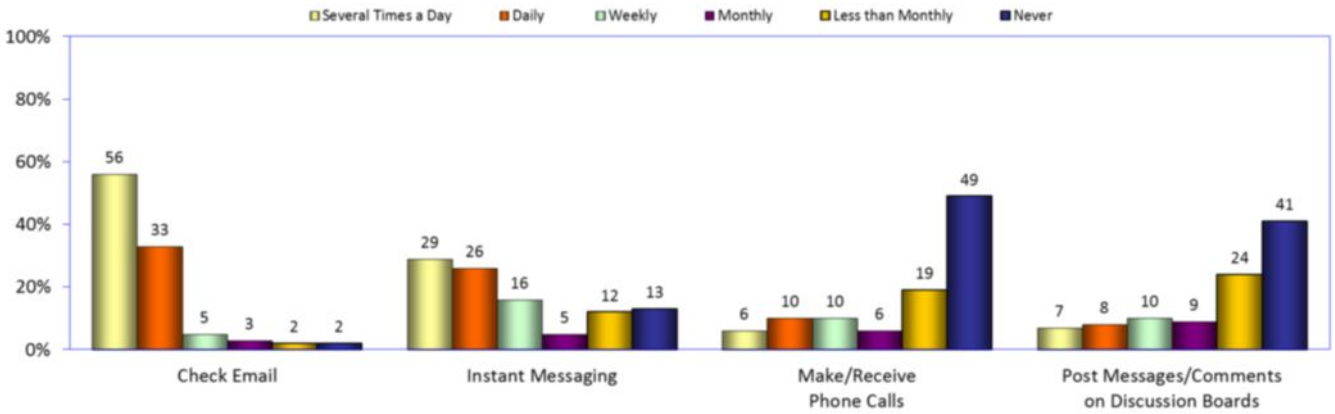
(Q412 U-1)

5. Activities on the internet: communications

Large percentages of users frequently go online to send or receive email, but much smaller percentages go online at least daily for other communication-related activities, such as instant messaging, to make or receive phone calls, and to post messages on discussion boards.

The current Digital Future study found that 89percent of internet users said they check their email at least daily (defined as once a day or several times a day). Fifty-five percent said they send instant messages at least daily, while 16 percent make or receive phone calls and 15 percent post on discussion boards that often.

Internet activities: communication services
(Internet users)



(Q708A U-1)

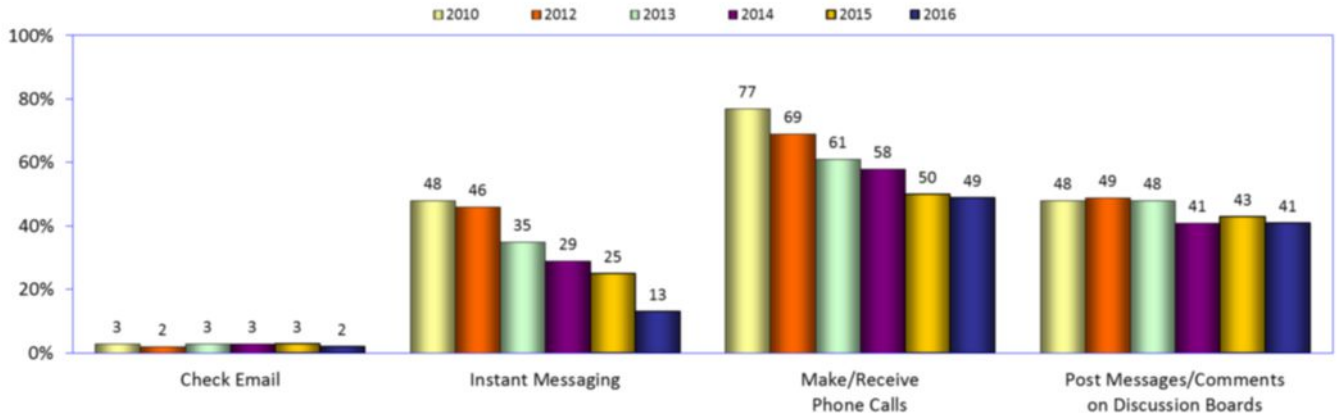
6. Activities on the internet: communications never used

What communication tools do internet users *never* use? The number of users who do not make or receive online phone calls continues to decline.

In the current study, 49 percent of users never make or receive online phone calls, down 28 percentage points from 2010. Thirteen percent of users said they never send instant messages, down from 25 percent in the previous study and down from 48 percent from 2010.

The number of people who never post on discussion boards (41 percent) or never check email (two percent) has remained relatively stable since 2014.

Internet activities: communication services
(Internet users - never)



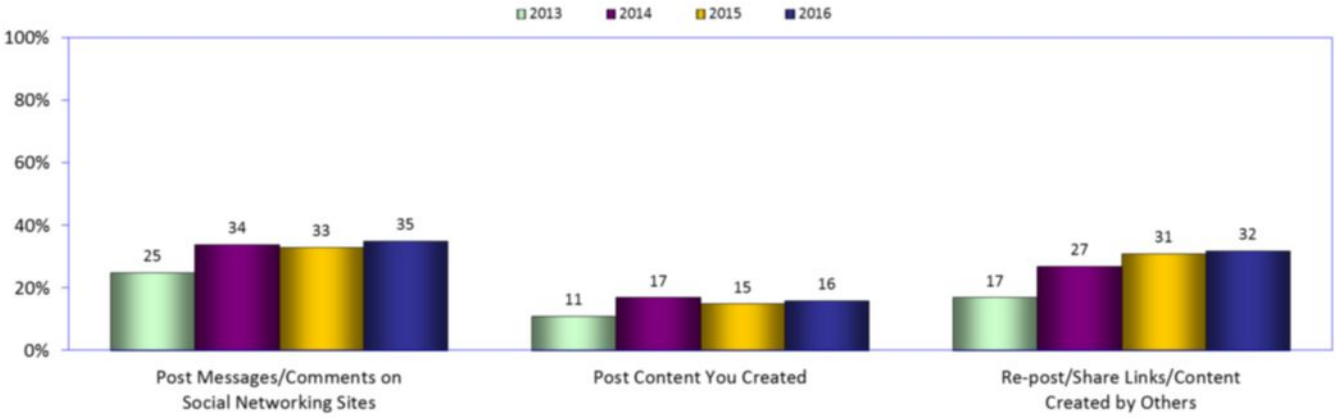
(Q708A U-3)

7. Activities on the internet: social networking

Which communication services do users access frequently?

Stable percentages of internet users report going online at least daily to post messages or comments on social networking sites (35 percent in the current study), or to post content they have created (16 percent in the current study). However, a steadily growing number of users go online at least daily to share links or repost content created by others – now 32 percent, an increase for the third year in a row and the highest percentage reported thus far in the Digital Future studies.

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



(Q708A U-4)

8. Activities on the internet: fact-finding, information sources, and education

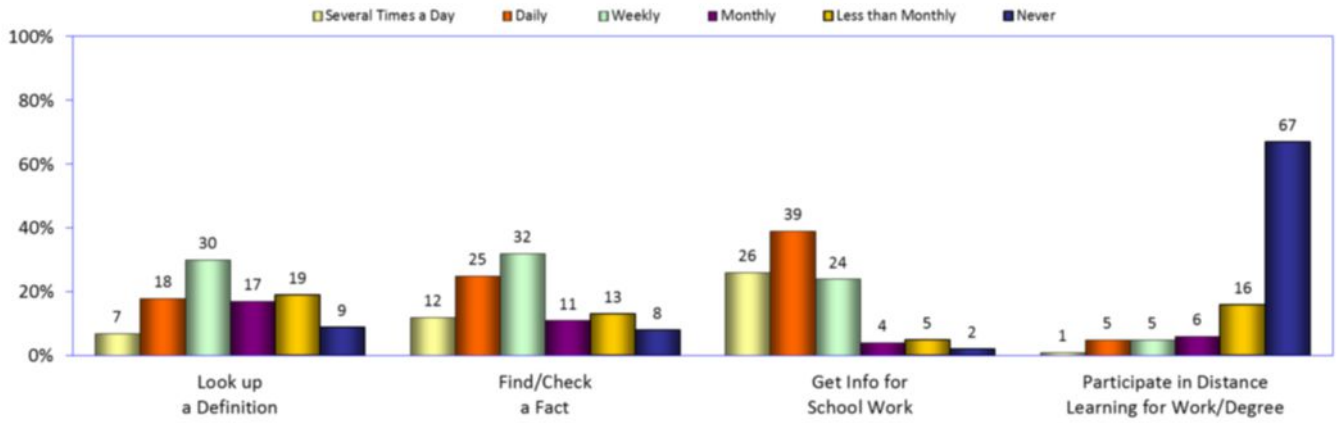
Large percentages of internet users go online at least weekly for basic information (several times a day, daily, or weekly).

The percentages of internet users who go online at least once daily to look up a definition, fact-check, or get information for school remain at or near peak levels in the Digital Future study – now 37 percent for daily fact-checking, and 25 percent for looking up a definition.

Nearly two-thirds of users who are students go online at least once daily get information for school (65 percent). For more on this issue, see the Trends section on page 143.

Sixty-nine percent of internet users go online at least weekly for fact-finding, and 55 percent go online for looking up the definition of a word.

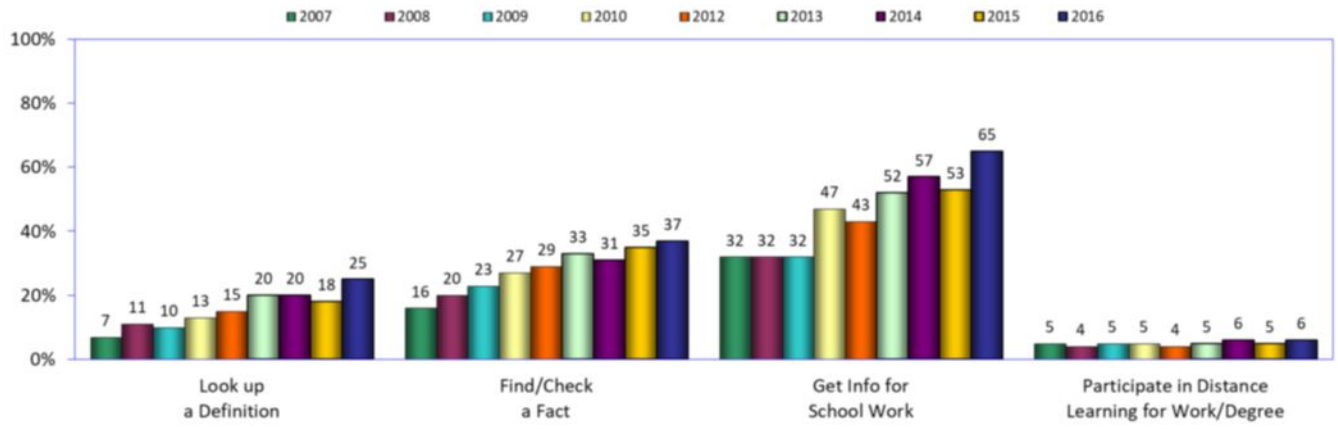
Internet activities: fact-finding, information sources, distance learning
(Internet users)



(Q708E U-1) (Schoolwork numbers are for users who are students)

Use of the internet at least daily for fact-finding, looking up definitions, and school work has increased consistently for 10 years, more than doubling in that time in each of these categories.

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

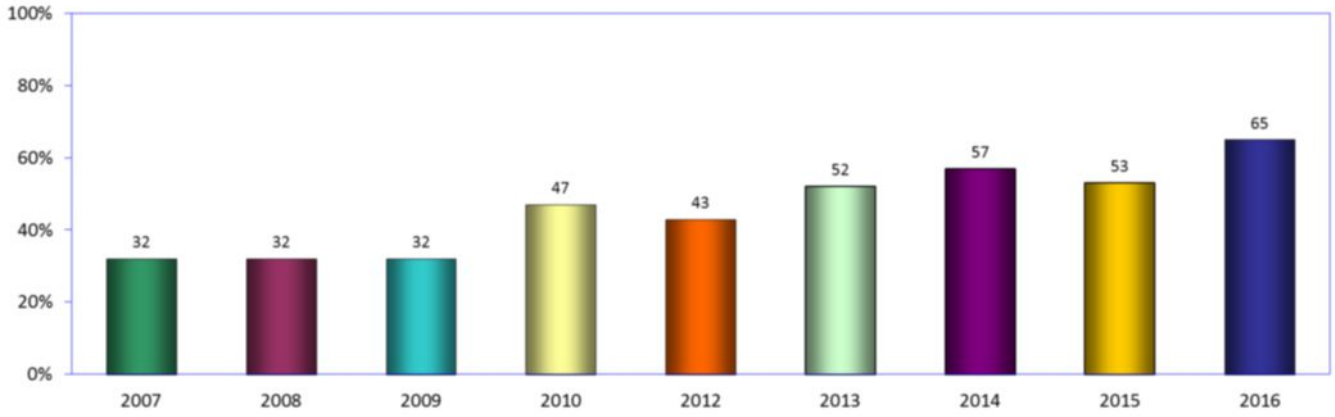


(Q708E U-2)

9. Going online for school work

Almost two-thirds of internet users in the current Digital Future study who are students (65 percent) go online for school-related work – more than double the 32 percent reported in 2007.

Internet activities: information for school-related work
(Internet users who are students)



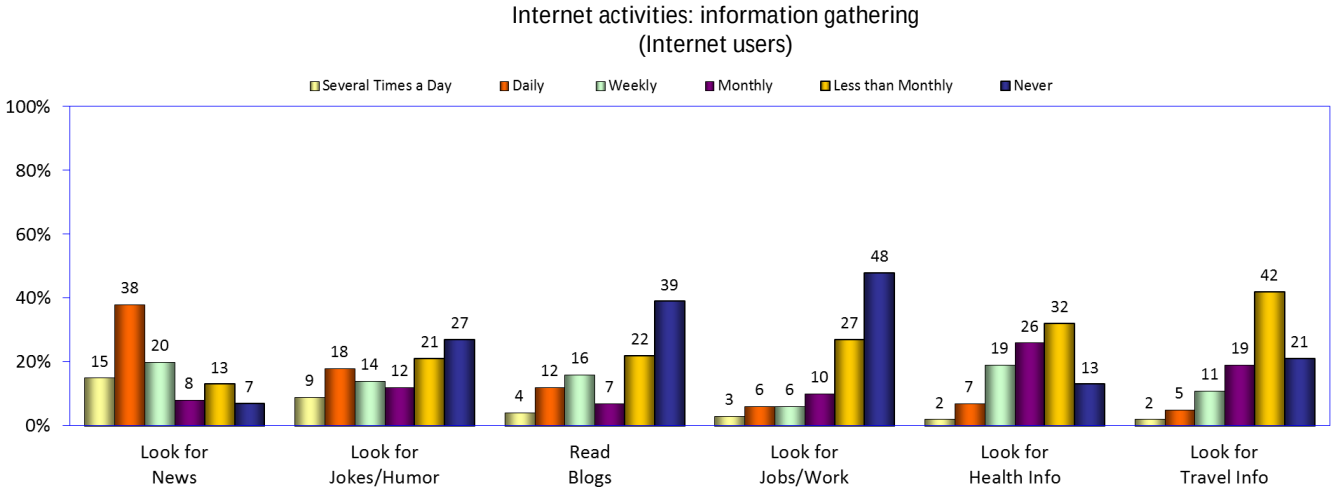
(Q708B U-3)

10. Activities on the internet: information gathering

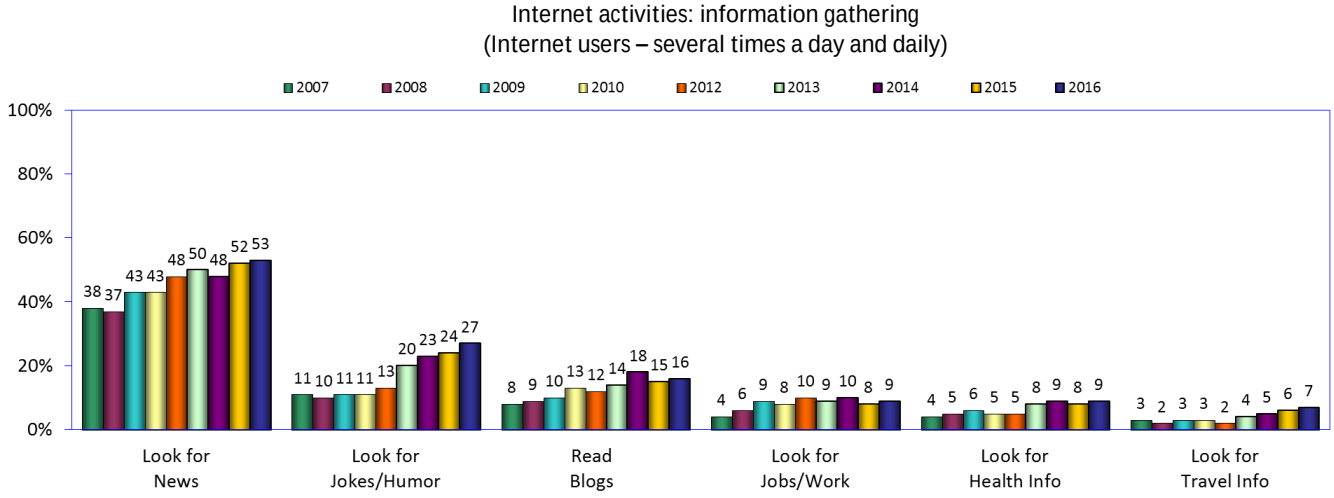
Large percentages of internet users go online regularly for news, as well as for health and travel information, but smaller percentages seek job information, read blogs, or look for humorous content.

Fifty-three percent of users go online to look for news at least daily, and 73 percent of users go online for news at least weekly.

Forty-one percent go online at least weekly to look for jokes or humorous content, 32 percent to read blogs, and 28 percent to look for health information.



(Q708B U-1)

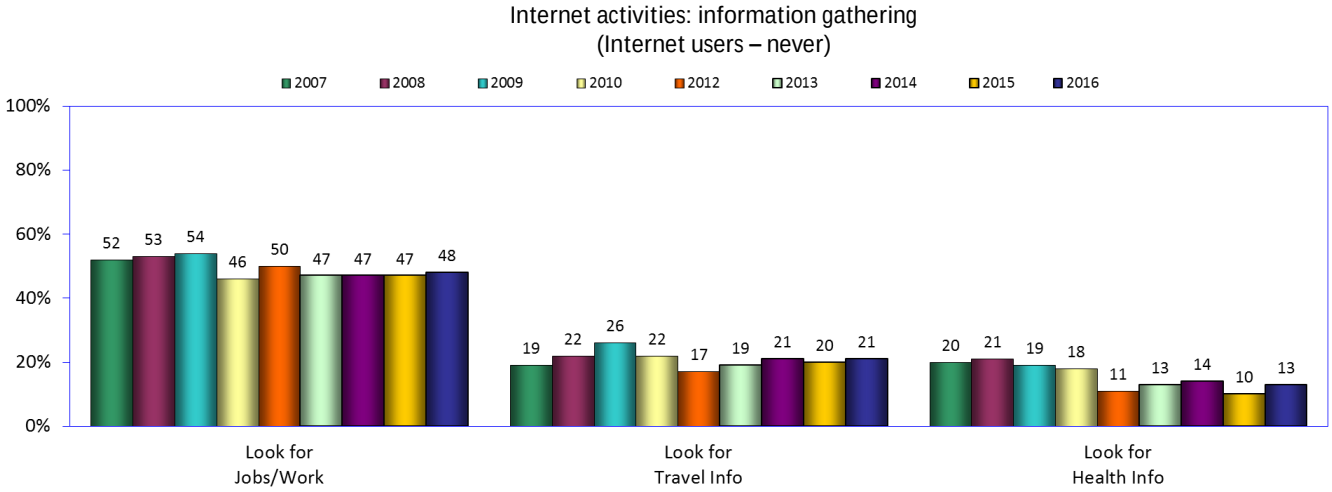


(Q708B U-2)

10. Activities on the internet: information gathering (continued)

Some types of online information are not typically gathered on a daily basis by large percentages of users, such as content about jobs, travel, and health issues.

Looking at users who never go online for such services shows generally stable percentages since 2007 for users who never go online for job and travel information, and generally similar percentages have remained relatively constant since 2012.

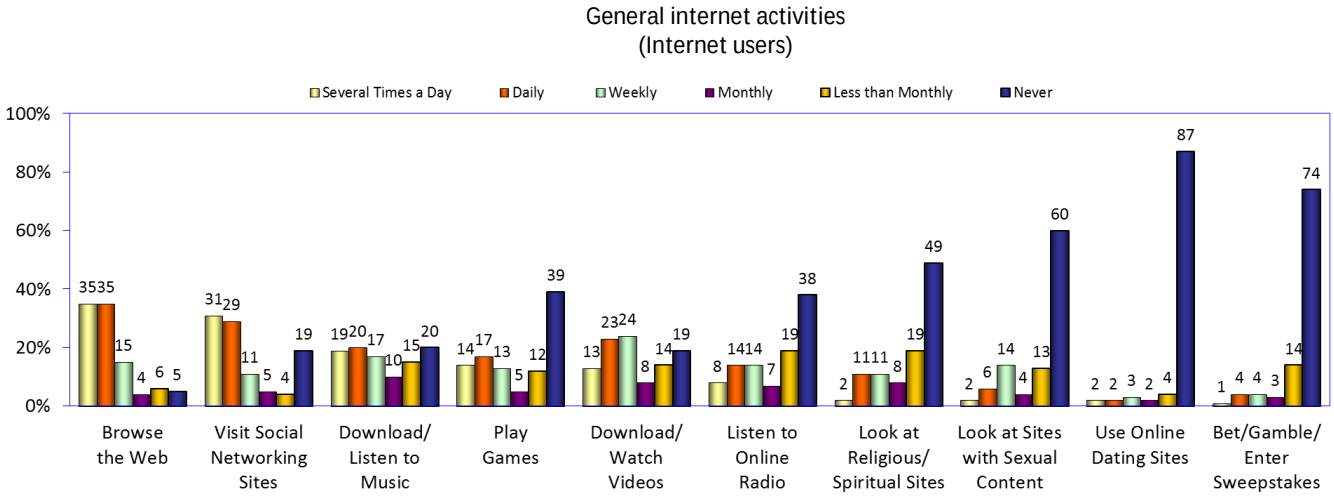


(Q708B U-3)

11. Activities on the internet

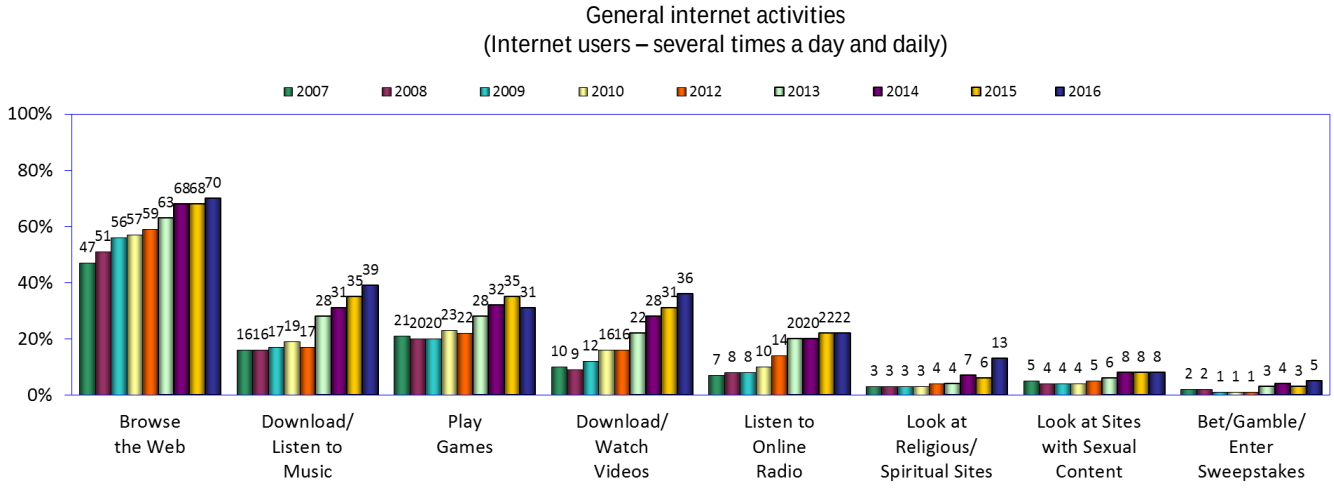
Eighty-five percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to generally browse the web, and 71 percent do so to visit social networking sites.

The next highest percentages were reported for those who download or watch videos (60 percent) followed by those who download or listen to music (56 percent), or play games (44 percent).



(Q708C U-1)(Questions about sexual content asked only of users age 18 and older)

Internet users reported the highest percentages thus far for daily use of many of the general online activities in the Digital Future studies. Only the percentage for playing games has declined from the previous year.



(Q708C U-2)(Questions about sexual content asked only of users age 18 and older)

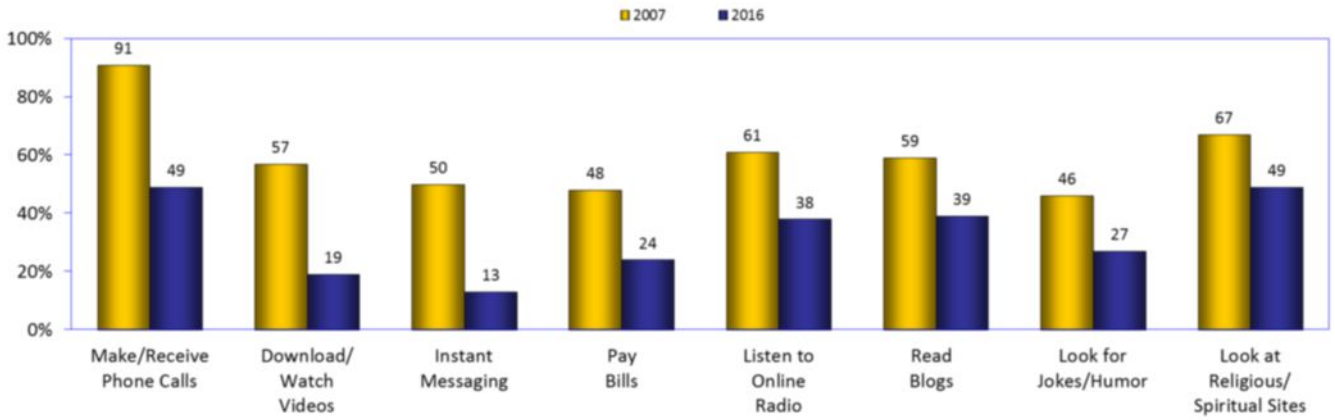
12. Online activities never done by some internet users: nine-year trends

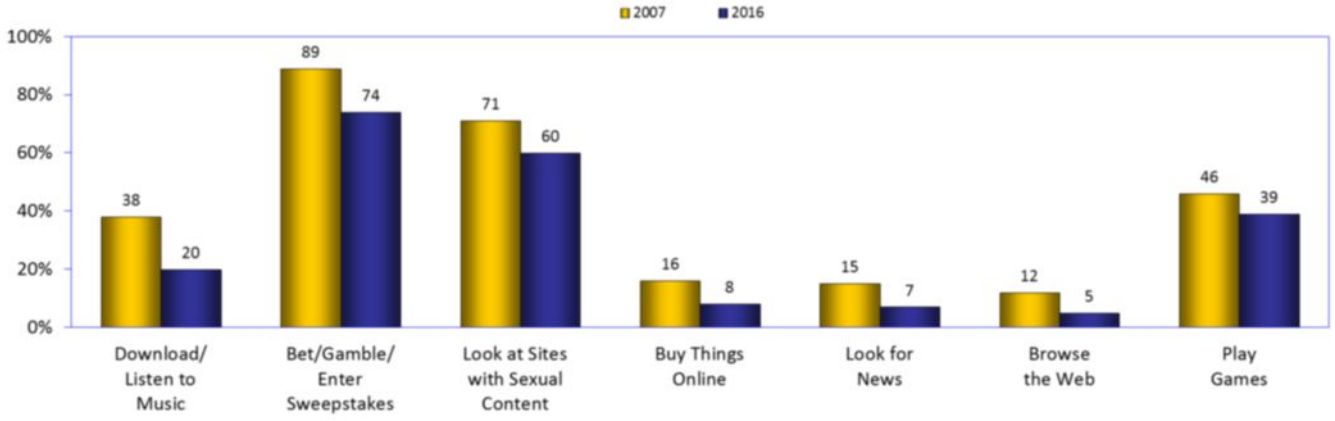
What do some internet users never do online?

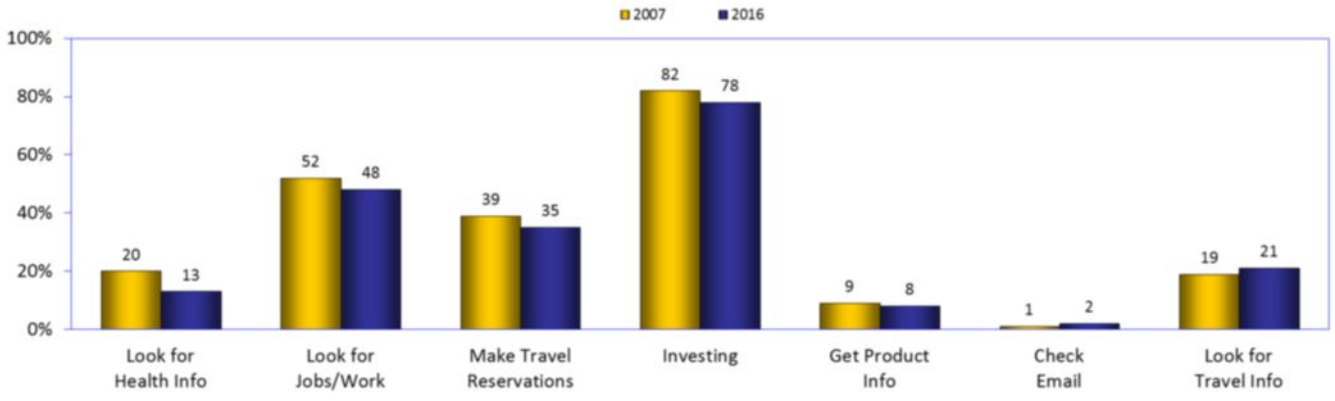
Comparing current findings to 2007 about the activities that some internet users never do shows the largest drop in the percentages of those who do not go online for phone calls – now 49 percent, a drop from 91 percent in 2007.The percentage of those who never go online to download or watch videos has declined to 19 percent of users, down from 57 percent in 2007.

The number of internet users who said that they never use instant messaging or texting has declined to 13 percent of users – an all-time low for the Digital Future studies.

General internet activities
(Internet users – never)







(Q708A-E U-1a, b, and c)

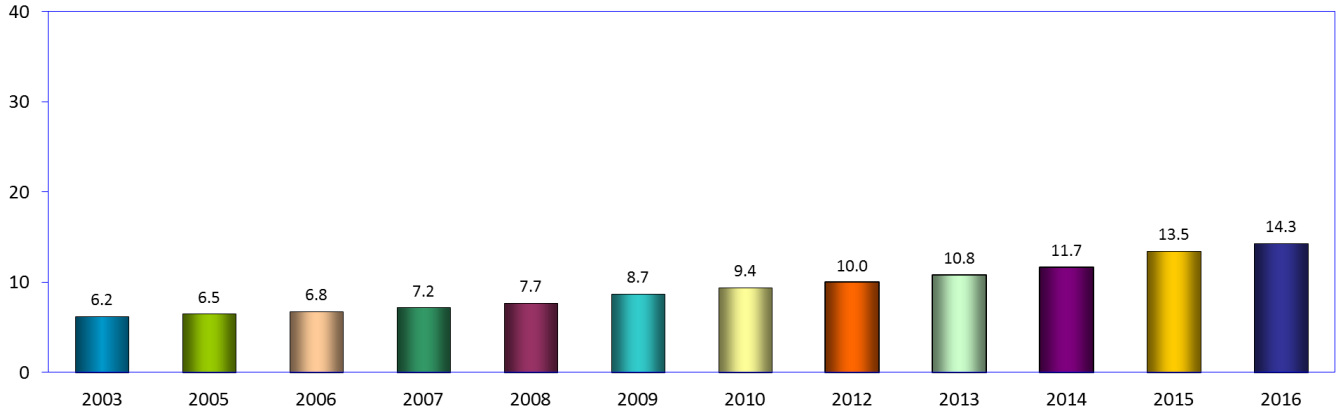
13. The internet at work

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

The average number of hours online at work has grown or remained stable in every study since this question was first asked in 2003, and has now reached an average of 14.3hours per week – the highest level reported to date and more than double the amount reported in 2003.

For more on this topic, see the Trends section on page 143.

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



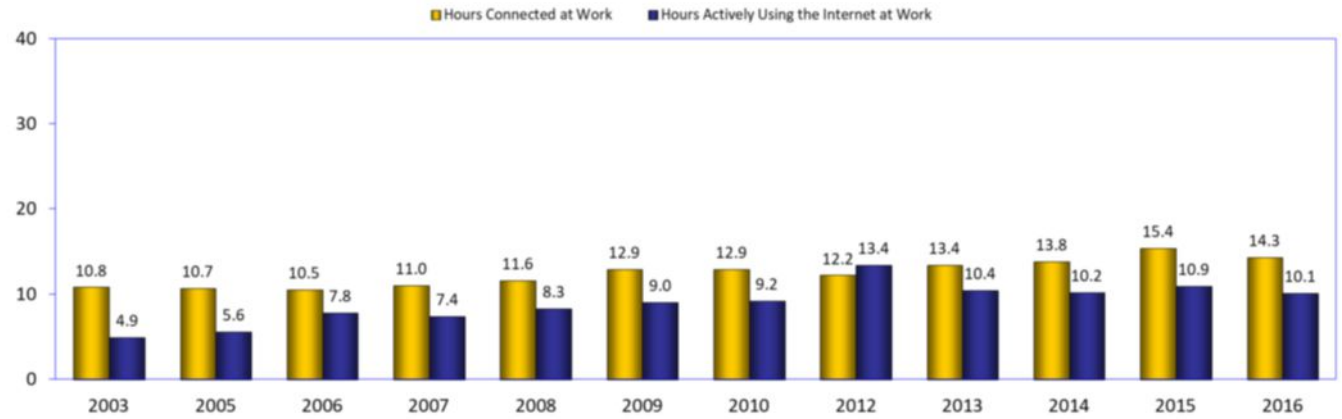
(Q370 U-1)

14. The internet at work: active use

Year-to-year comparisons show that every Digital Future study except 2005, 2006, 2012, and now the current study found that the amount of time that internet users are connected while at work has either remained stable or increased.

We also examined active use of the internet at work. In the current study, the amount of time that users said they are actively using the internet at work has decreased to 10.1 hours, the lowest level since 2010.

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



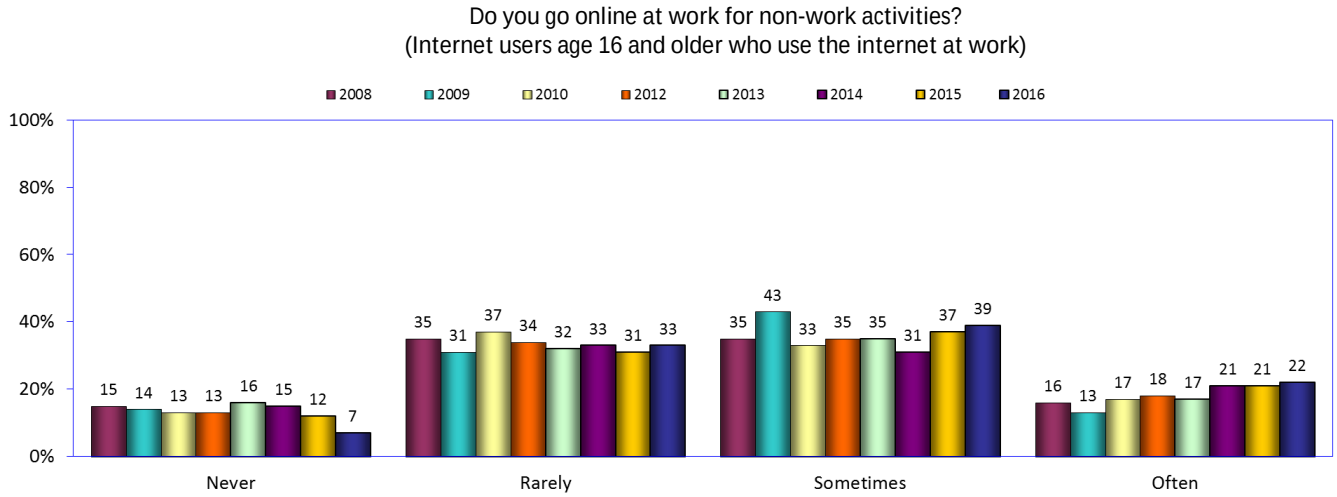
(Q370 x 400 U-1)

15. The internet at work: non-work activities

Although users report a modest decline in hours they are actively using the internet at work for business purposes (see the previous question), a growing percentage of users in the current study who go online at work said they use the internet for non-work related reasons, such as chatting, web surfing, instant messaging, and reading and writing personal emails.

Ninety-four percent of users who go online at work said they use the internet for non-work activities – an increase from 89 percent in 2015.

The highest percentage of users thus far in the Digital Future study said they sometimes or often go online at work for non-work activities– now 61percent, up from 58 percent in 2015.



(Q493 U-1)

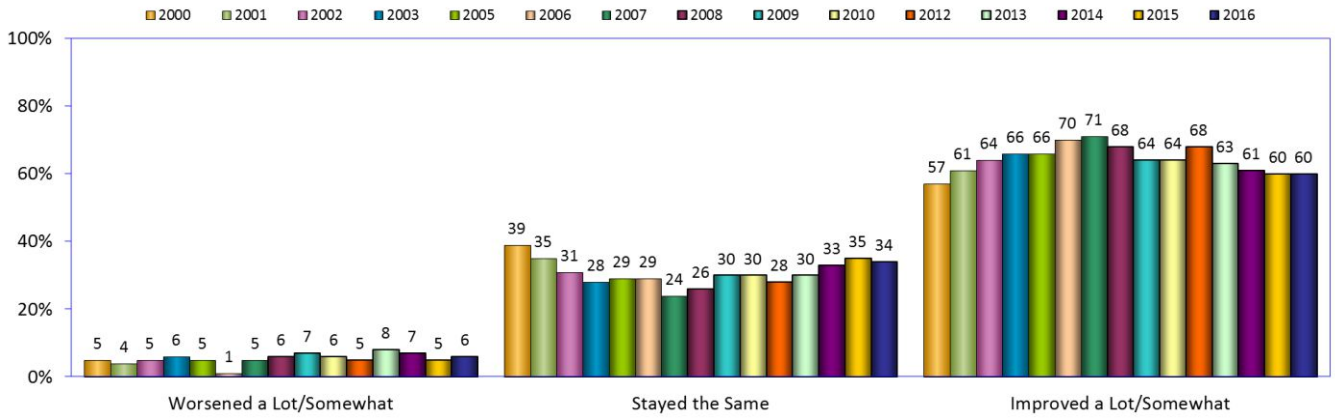
16. Productivity and the internet at work

Does the internet make users more productive at work? In the most current three years of the Digital Future studies, the percentages who said their productivity has stayed the same or improved has remained generally stable.

Sixty percent of users said their productivity has improved somewhat or a lot because of the internet, the same as in 2015 and well below the peak of 71 percent in 2007.

The small percentage of users who said that internet access at work has worsened their productivity somewhat or a lot increased to six percent – up marginally from five percent in 2015.

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

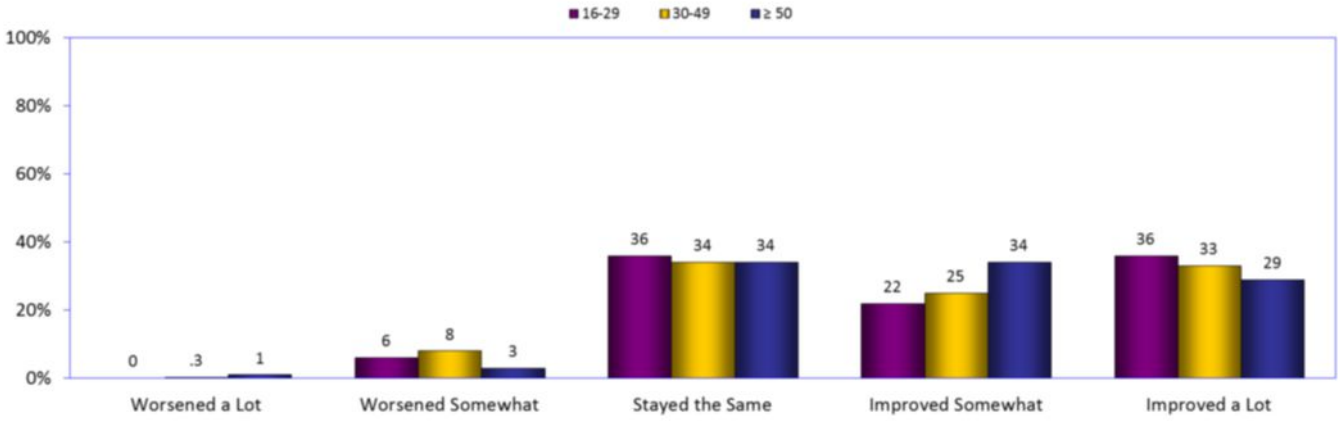


(Q491 U-1)

17. Productivity and the internet at work (by age)

The percentages of users who said that their productivity has improved because of the internet are greatest among users 50 and over (63 percent) – perhaps as a result of younger respondents not having the experience of working without digital technology.

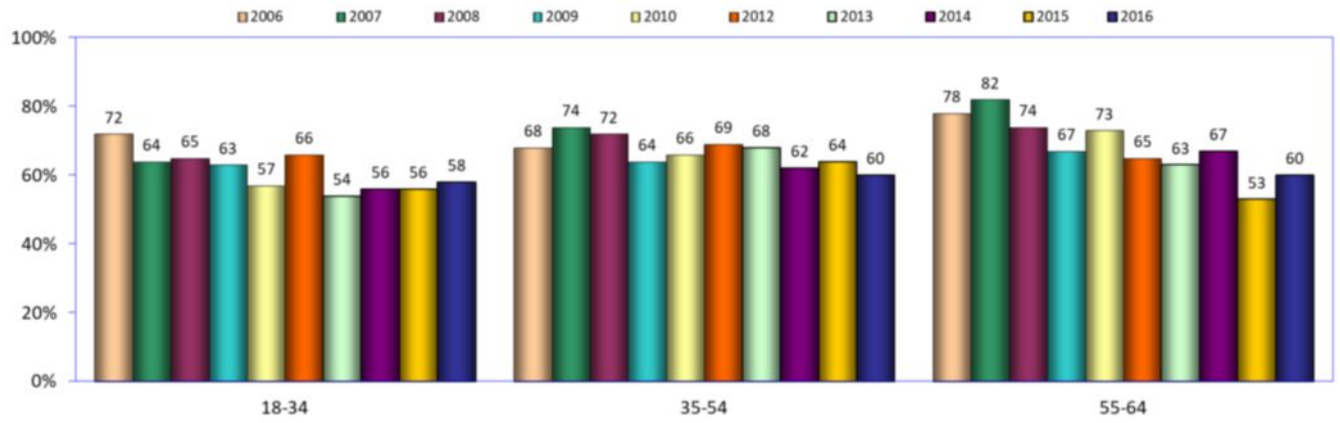
Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the internet at work)



(Q491 A-1)

Looking at views about productivity by age and internet at work since 2006 shows that, in general, the percentages who said that their performance and productivity has improved because of online access has either declined steadily (ages 35-54 and 55-64) or has remained generally the same for several years (ages 18-34).

Internet access at work: views about performance and productivity – improved a lot/somewhat
(Internet users age 16 and older who use the internet at work)



(Q491 A-2)

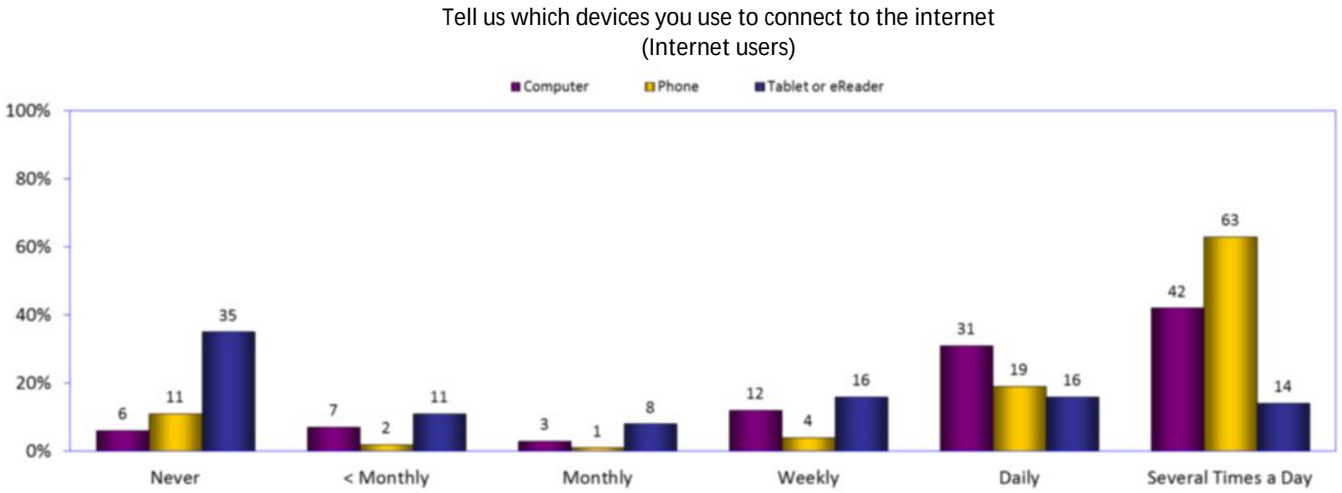
18. Connecting to the internet: types of devices

Mobile or smartphones are the most common devices used for daily connection to the internet – notably more than the use of personal computers, tablets, or eReaders.

Eighty-two percent of users go online at least daily through their phones – this compared to 73 percent of users who go online with a computer. Only 30 percent of users access the internet on a daily basis through a tablet or eReaders.

However, when the window is expanded to internet access at least weekly, users report using computers (85 percent) and phones (86 percent) at nearly the same level. Tablets or e-readers lag behind at 46 percent.

For more on this issue, see the Trends section on page 143.



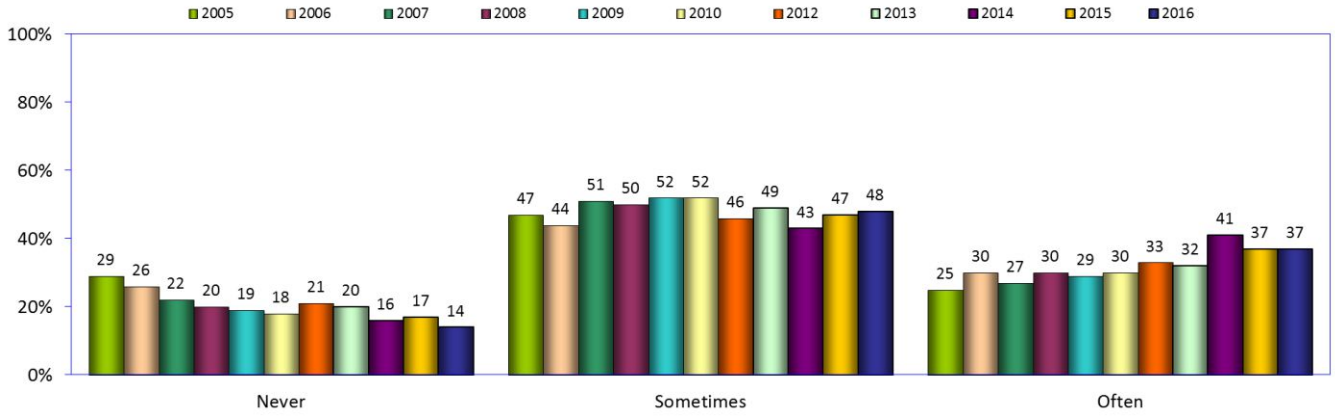
(Q426A U-1) (Multiple responses possible)

19. Surfing the web

The Digital Future study continues to find that going online without a specific destination is reported as one of the most popular internet activities.

Eighty-five percent of internet users report they often or sometimes go online without a specific destination – marginally above the 84 percent reported in 2014 and 2015.

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



(Q292 U-1)

Communication technology: impact on the world

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

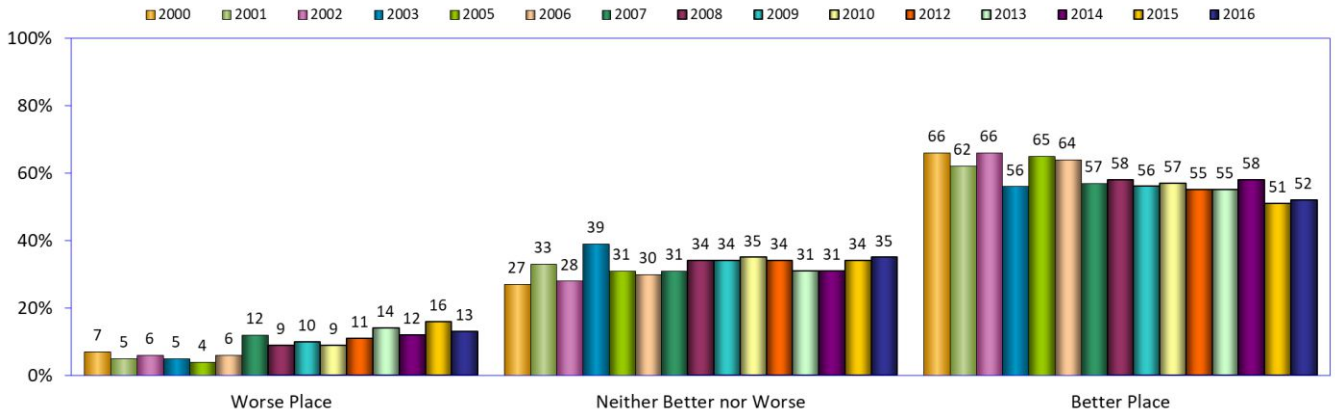
Does communication technology make the world a better or worse place?

The percentage of internet users who said communication technology makes the world a better place declined in 2015 to the lowest level yet reported in the Digital Future studies (51 percent). However, in the current study that number rose marginally to 52 percent.

The percentage of users who said that communication technology makes the world a worse place dropped to 13 percent in the current study after reaching a high for the studies in 2015 (16 percent).

For more on this issue, and the questions on the next two pages, see the Trends section on page 143.

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



(Q180 U-1)

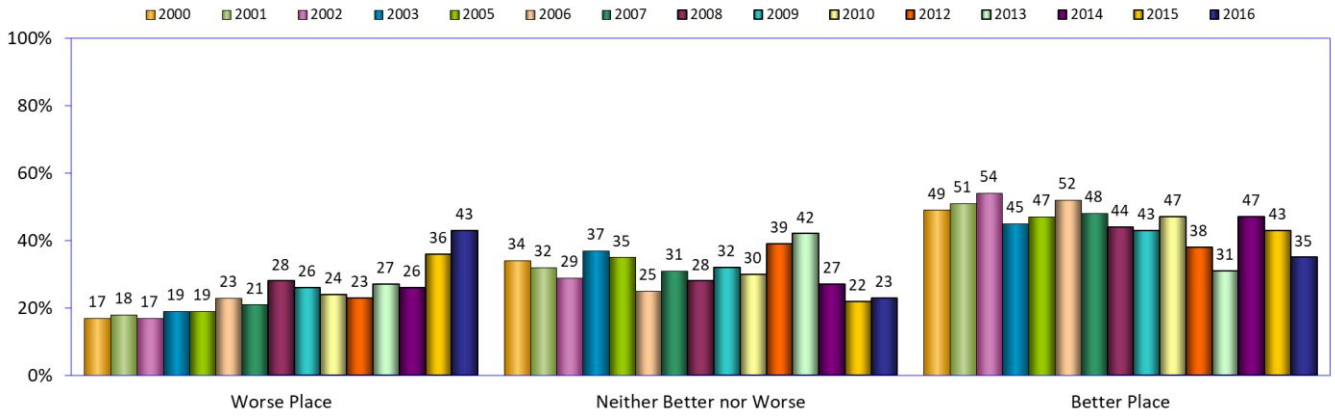
21. Communication technology: how does it affect the world? (non-users)

Internet non-users have increasingly negative views about the role of communication technology in the world.

The percentage of internet non-users who said that communication technology made the world a worse place has increased to 43 percent, its highest level in the Digital Future studies, up from 36 percent in 2015.

The percentage of non-users age 16 and older who said that communication technology made the world a better place decreased for the second year in a row – now 35 percent, down from 43 percent in 2015 and 47 percent in 2014.

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



(Q180 N-1)

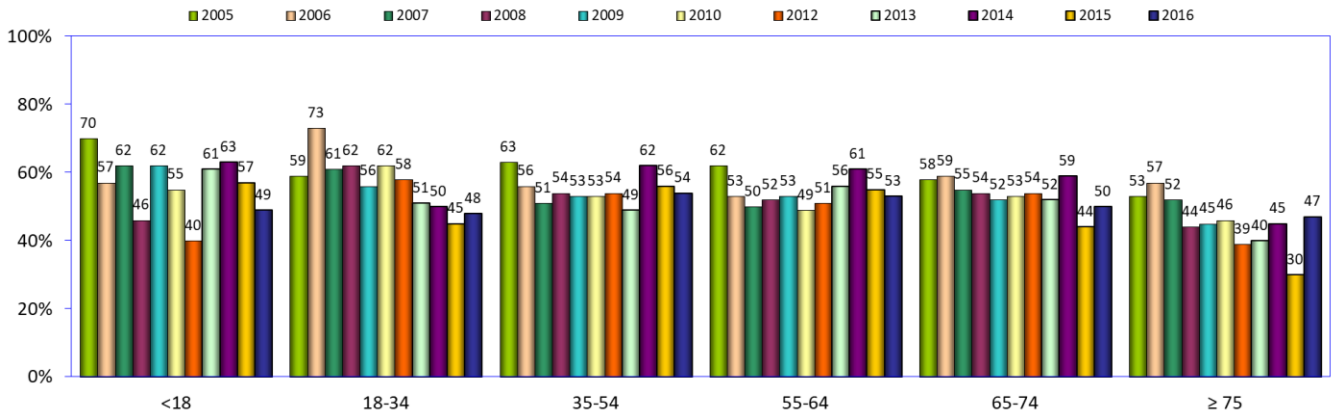
22. Communication technology: how does it affect the world?

Looking at responses by age of those who said communication technology has made the world a better place shows that the biggest changes are reported by the youngest and the oldest.

Forty-nine percent of respondents under 18 said that communication technology makes the world a better place, down considerably from 57 percent in 2015. However, growing percentages of respondents age 65 or over said communication technology makes the world a better place: 50 percent of those ages 65-74 (up from 44 percent in 2015), and 47 percent of respondents age 75 or over (a significant increase from 30 percent in 2015).

Views among respondents ages 18-34, ages 35-54, and ages 55-64 have remained generally stable or changed only marginally in the current study compared to 2015.

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



(Q180 A-1)

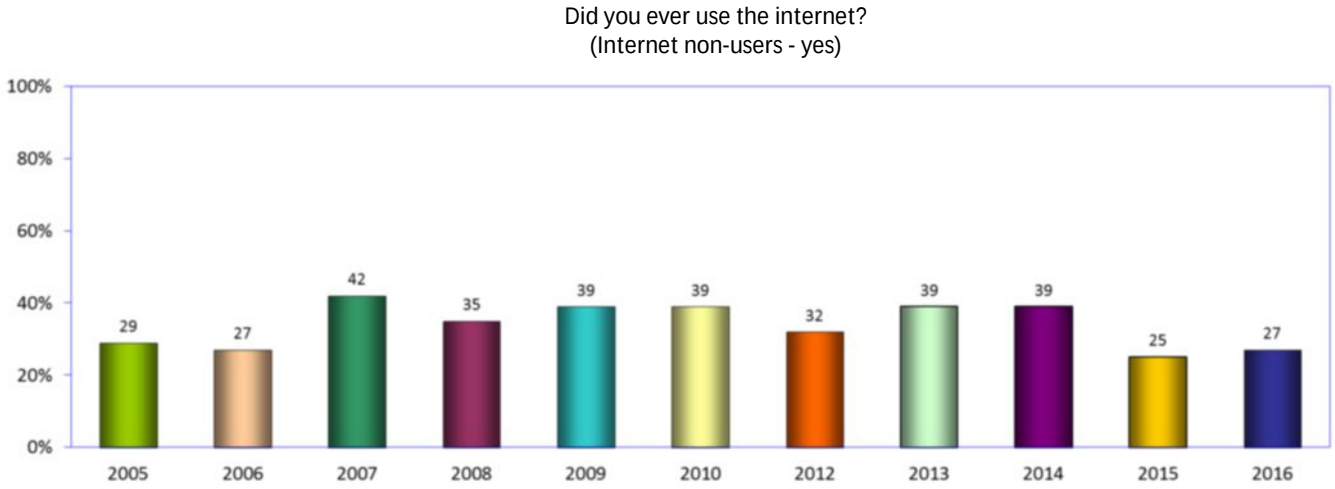
Internet non-users

Internet “dropouts” (percentage of non-users who previously went online)	27%
Will non-users go online in the next year? (not likely at all)	62%
Reason for not going online:	
No computer/device	39%
No interest	17%

Internet non-users: views about not going online

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

Have non-users ever gone online? Of respondents in the current study who are not currently using the internet, only 27 percent had previously gone online – 12 percentage points below 2014 and slightly above 2015.



(Q540 N-1)

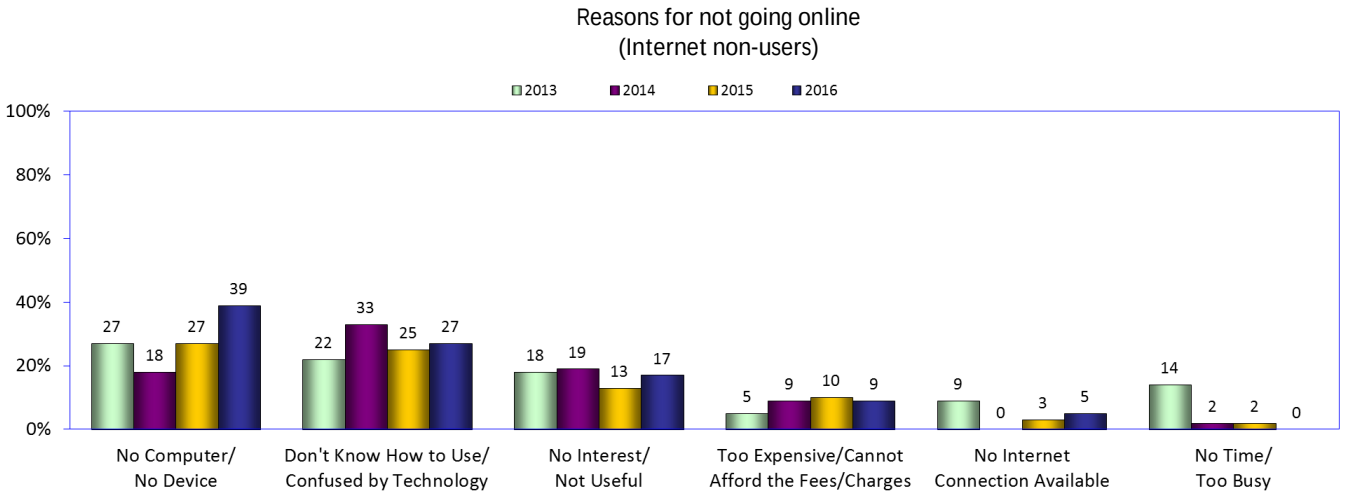
24. Internet non-users: reasons for not being online

Why are internet non-users not online? In the current study, the most-cited reason for not using the internet was lack of a computer/device, reported by 39 percent of non-users– a substantial increase from the 27 percent who reported the same response in 2015.

The second most-cited reason for not being online was lack of knowledge, reported by 27 percent of non-users–up from 25 percent reported in 2015.

The percentage of non-users who reported that they had no time or were too busy has dropped to zero from the two percent reported in 2014 and 2015.

For more on this issue, see the Trends section on page 143.

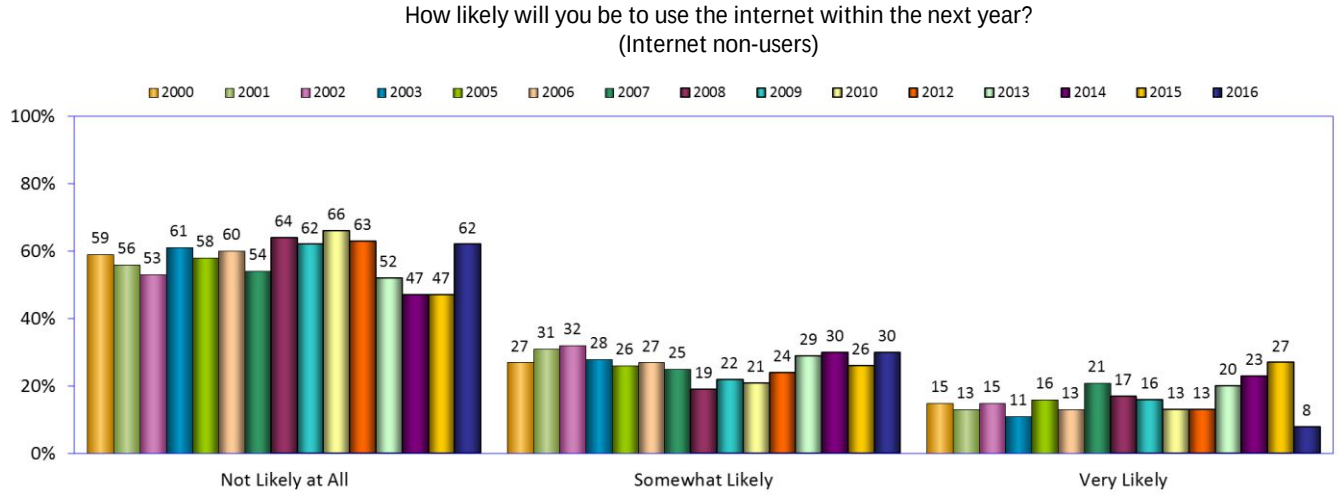


(Q591 N-1)

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

More than half of internet non-users (62 percent) in the current survey said they are not likely at all to go online in the next year – the highest number since 2012 and the first increase since 2010.

Only eight percent of non-users said they are "very likely" to go online in the next year, the lowest number to date – a finding that may indicate that non-users believe their barriers to being online are unlikely to change.



(Q610 N-1)

Media use and trust

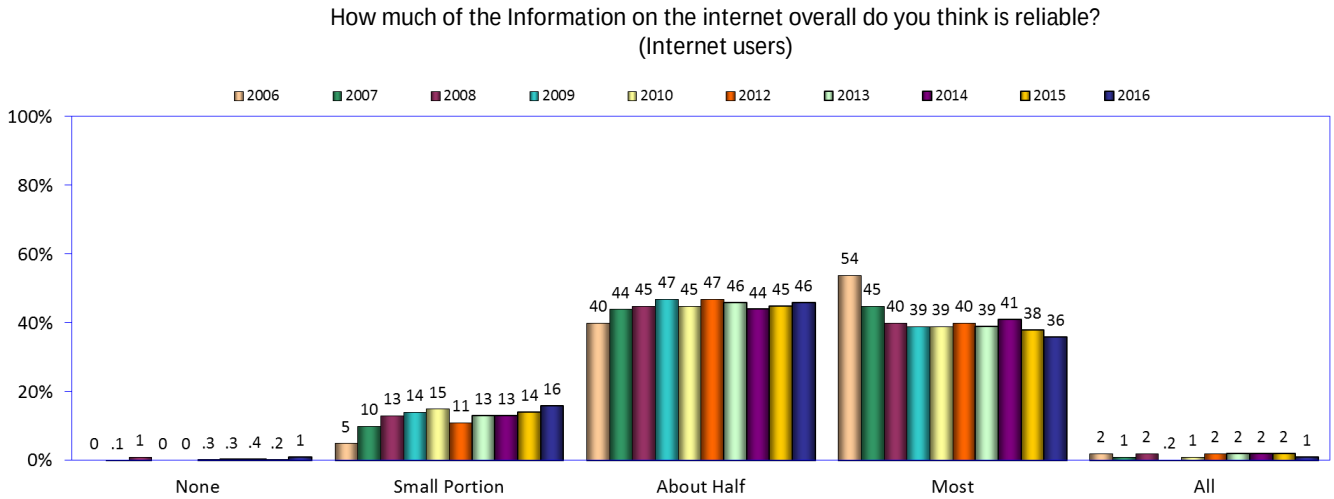
Users who said most or all information is reliable	
- online	37%
- posted on government sites	75%
- posted on established media sites	63%
Users who read print newspapers who would read the online edition of their paper if the print edition ceased publication	55%
Users who agree or strongly agree that the government should regulate the internet more than it does now	21%

Information on the internet: reliability and accuracy

26. Reliability of information online (users and non-users)

Internet users reported generally stable views about the reliability of online information. However, this year's Digital Future study found the lowest number of users reporting that most or all of the information on the internet overall is reliable– 37 percent, compared to 40 percent in 2015 and 43 percent in 2014.

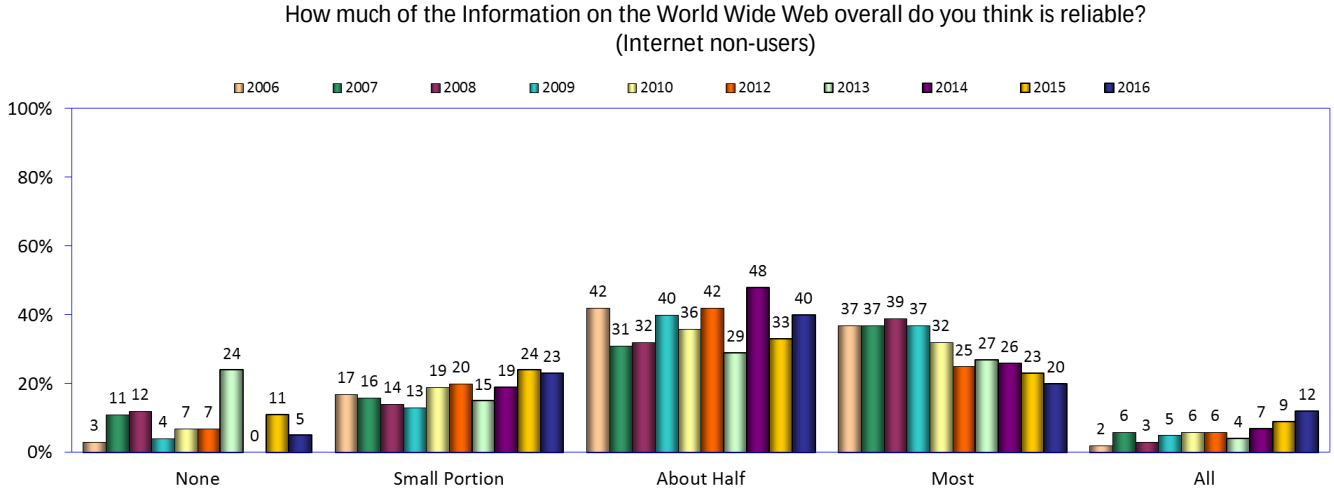
Similarly, the number of users reporting that only a small portion or none of the information on the internet overall is reliable hit a new ten-year high (17 percent).



(Q160 U-1)

Comparing findings for non-users from 2006 to 2016 shows that attitudes vary significantly from year to year. The percentages of non-users who said that most or all of the information online is reliable have remained generally stable for five years.

Notably, the percentage of non-users who said most of the information is reliable has declined for three years in a row, while the percentage who said that all of the information found online is reliable has increased every year for the same period.



(Q160 N-1)

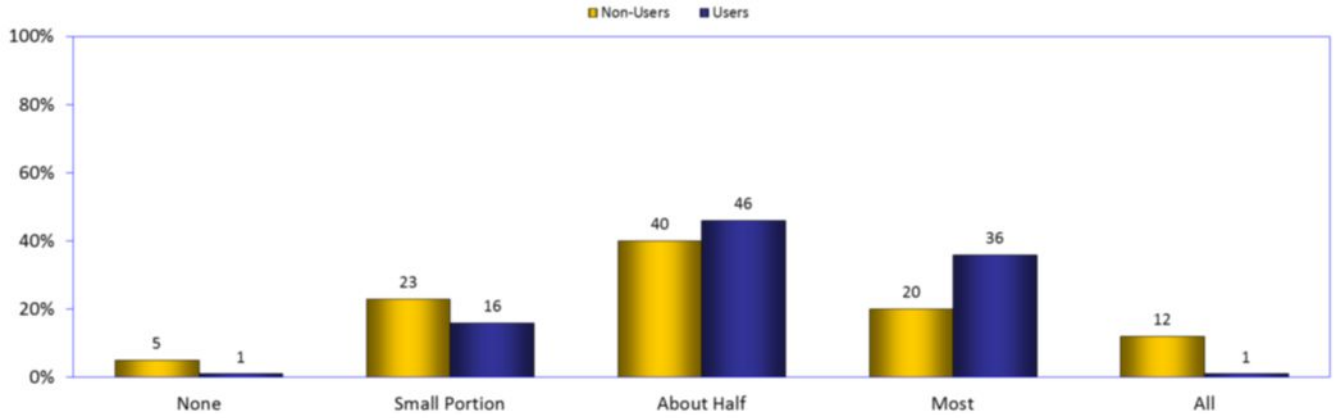
27. Information online: is it reliable? (users vs. non-users)

In the current Digital Future study, belief in the reliability of information found online is higher among internet users compared to non-users.

Thirty-seven percent of users said that most or all of the information online is reliable, compared to 32 percent of non-users who responded to the same question. Similarly, only six percentage points separate the two groups who responded "about half."

The gap is larger among those responding that less than half of information online is reliable: 17 percent of users compared to 28 percent of non-users said only a small portion or none of the information on the internet overall is reliable.

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



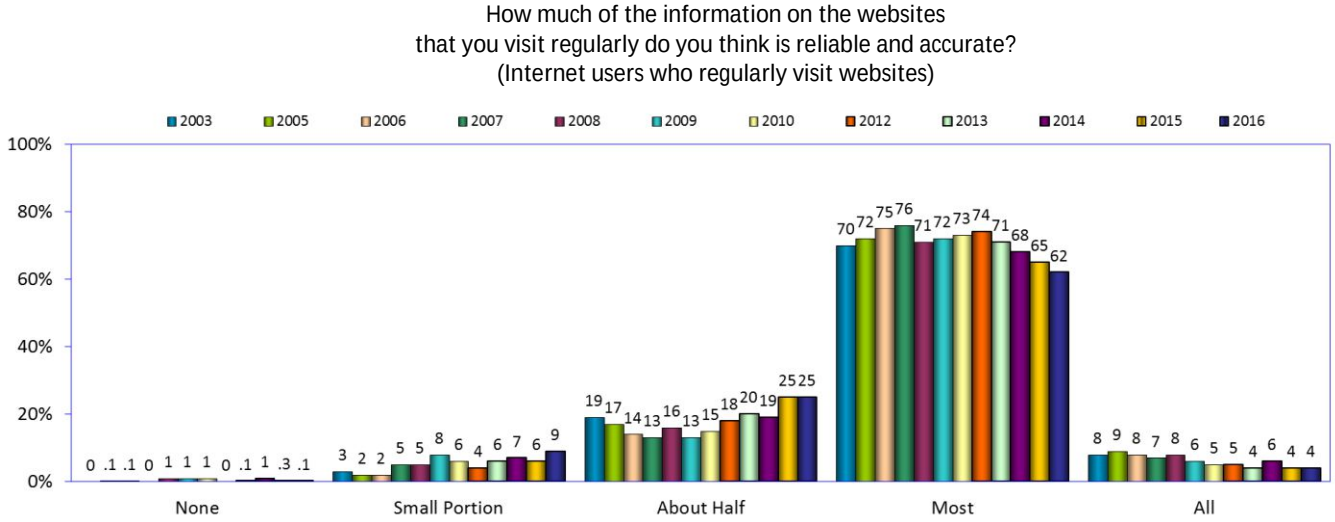
(Q160 R-1)

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

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

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

Sixty-six 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 69 percent in 2015, a decline for the fourth year in a row, and substantially below the peak of 83 percent in 2007 and 2006.



(Q170 U-1)

29. Information from media, government, individuals, search engines, and social media: reliability and accuracy

How do internet users view the reliability and accuracy of key types of information found online?

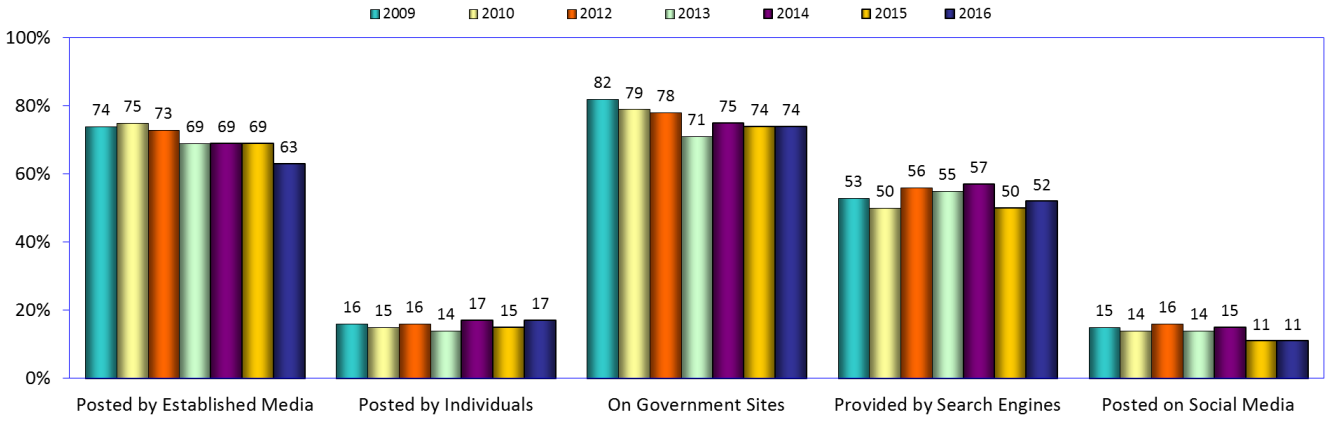
While content posted by the government and information provided by search engines is considered generally reliable and accurate by large and stable percentages of internet users, the percentage who said postings by established media are reliable and accurate declined to 63 percent – a new low for the Digital Future studies.

Seventy-four percent of users said the information posted on government sites is generally reliable and accurate – a level that has been stable since 2014. The percentage who said that information provided by search engines is generally reliable and accurate increased slightly to 52 percent of respondents in the current study, up from 50 percent in 2015.

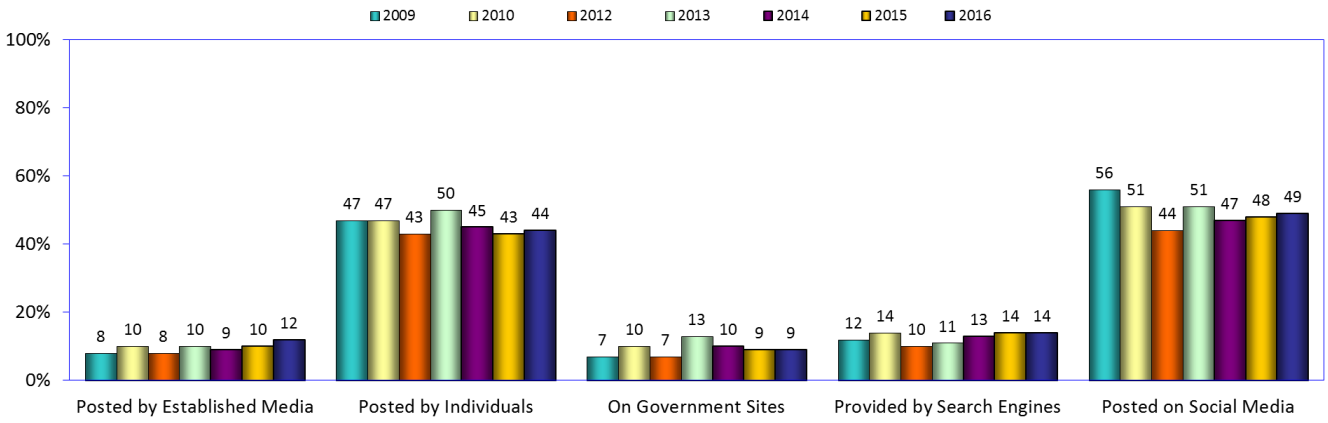
Even the much-lower percentages of respondents who said that information posted by individuals or on social networking sites is reliable and accurate have changed only marginally since 2009; in the current study the percentage of users who said that information posted by individuals is reliable and accurate increased slightly to 17 percent, up from 15 percent in 2015. .

For more on this issue, see the Trends section on page 143.

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



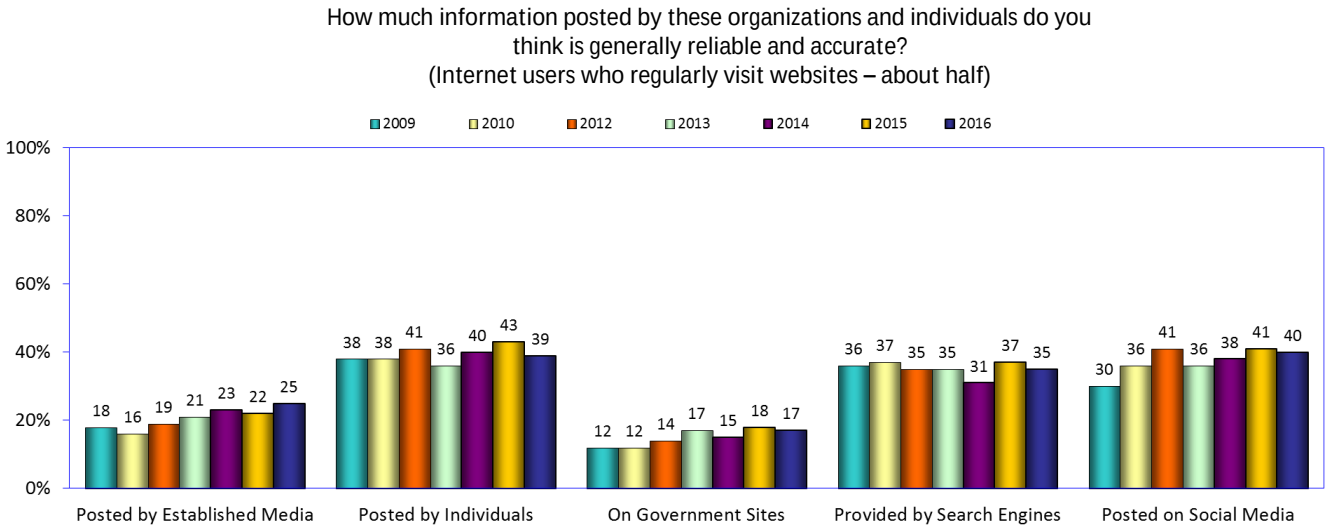
How much information posted by these organizations and individuals do you think is generally reliable and accurate?
(Internet users who regularly visit websites – none/a small portion)



(Q173 U-6 and U-7)

29. Information from media, government, individuals, search engines, and social media: reliability and accuracy (continued)

In 2015, only trust in established media showed a decline. Conversely, in 2016 it is the only category which showed an increase – reaching a new high level since 2009. While the other four categories all showed declines over 2015, overall attitudes remain relatively stable since 2009.



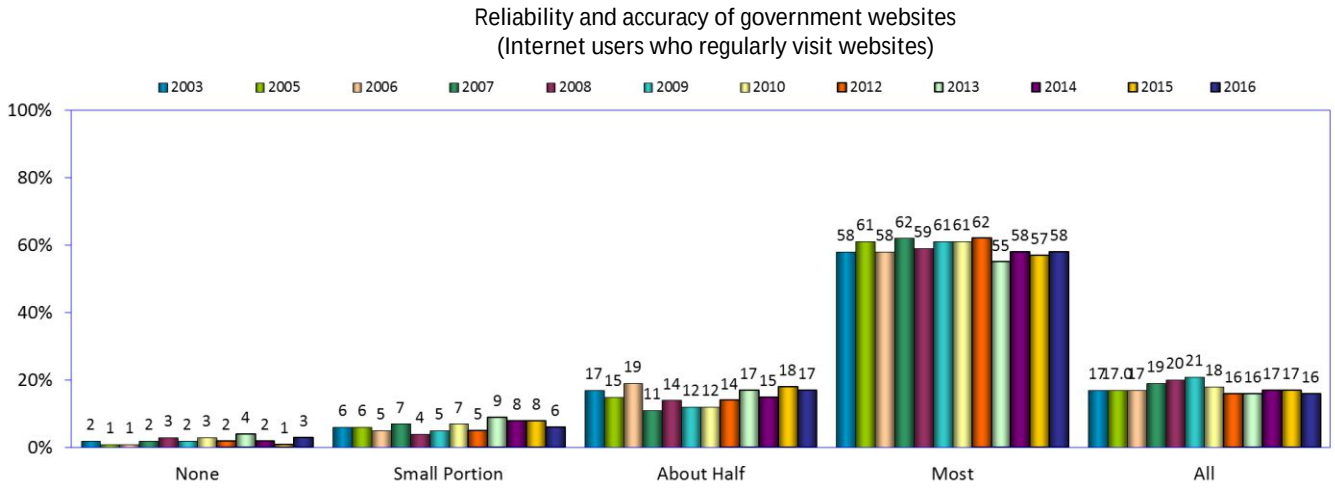
(Q173 U-8)

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

30. Government websites: reliability and accuracy

Seventy-four percent of users reported that most or all information on government websites is reliable and accurate – only the third time in 11 years that the number has dropped below 75 percent.

In the current study, nine percent of internet users who regularly visit websites said that a small portion or none of the information on government websites is reliable and accurate – the same percentage as in 2015.



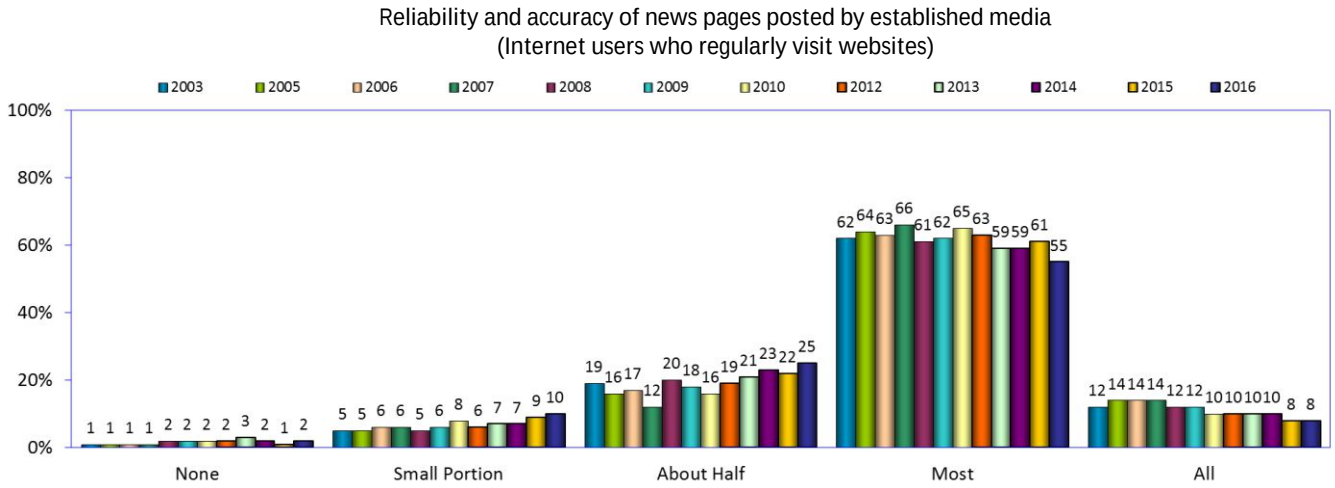
(Q173 U-3)

31. Media web pages: reliability and accuracy

Until 2012, more than 70 percent of users 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, that percentage has dropped below 70 percent for the fourth year in a row. Sixty-three percent of users said that most or all of the information posted by established media is reliable and accurate, the lowest level yet.

The numbers saying about half (25 percent) or none/small portion (12 percent) are both at the highest level to date.



(Q173 U-1)

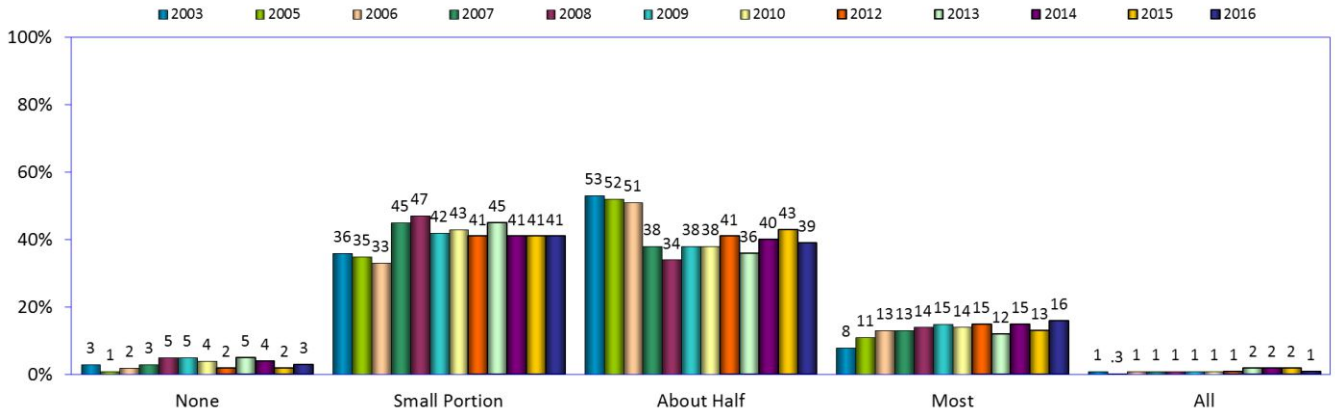
32. Information posted by individuals: reliability and accuracy

As in all of the previous Digital Future studies, very small percentages of internet users believe that information posted by individuals is reliable and accurate.

In the current study, 17 percent responded that most or all of the information is reliable, up slightly from 15 percent in 2015. Since 2006, between 14 and 17 percent of users believe that most or all of the information posted by individuals is accurate.

However, at the other extreme, the percentage who said that only a small portion or none of the information on web pages posted by individuals is reliable and accurate has increased marginally to 44 percent of internet users – up from 43 percent in 2015.

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



(Q173 U-2)

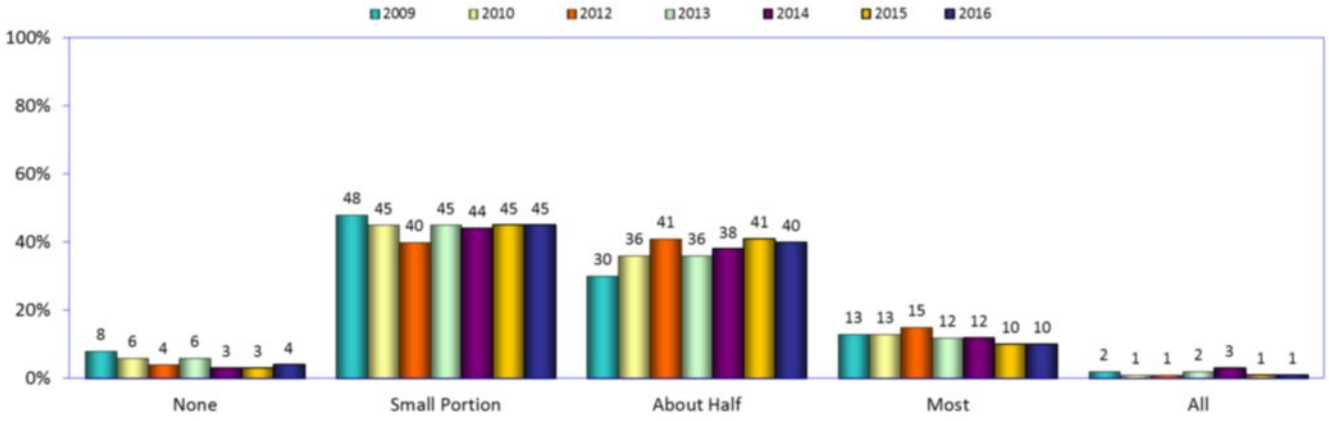
33. Information on social networking sites: reliability and accuracy

Reinforcing the views about the reliability and accuracy of information posted by individuals, internet users reported similar low levels of faith about the reliability and accuracy of information they find on social networking sites such as Facebook.

For the second year in a row, only 11 percent of internet users said that most or all of the information on social networking sites is reliable and accurate. At the same time, the percentage who said that none or a small portion of information on social networking sites is reliable and accurate increased to 49 percent, up marginally from 48 percent in 2015.

Those reporting that about half is reliable and accurate decreased marginally.

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



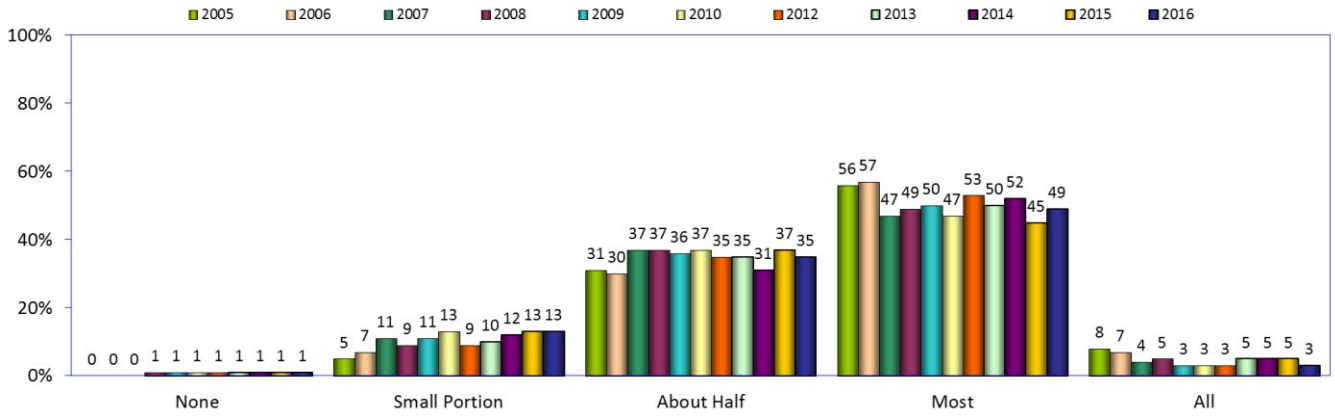
(Q173 U-5)

34. Information provided by search engines: reliability and accuracy

Fifty-two percent of users said that most or all of the information provided by search engines such as Google is reliable and accurate, up from 50 percent in 2015 but significantly below the 64 percent reported in 2005 and 2006.

Those who said that a small portion or none of the information provided by search engines is reliable and accurate remained at 14 percent of users.

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



(Q173 U-4)

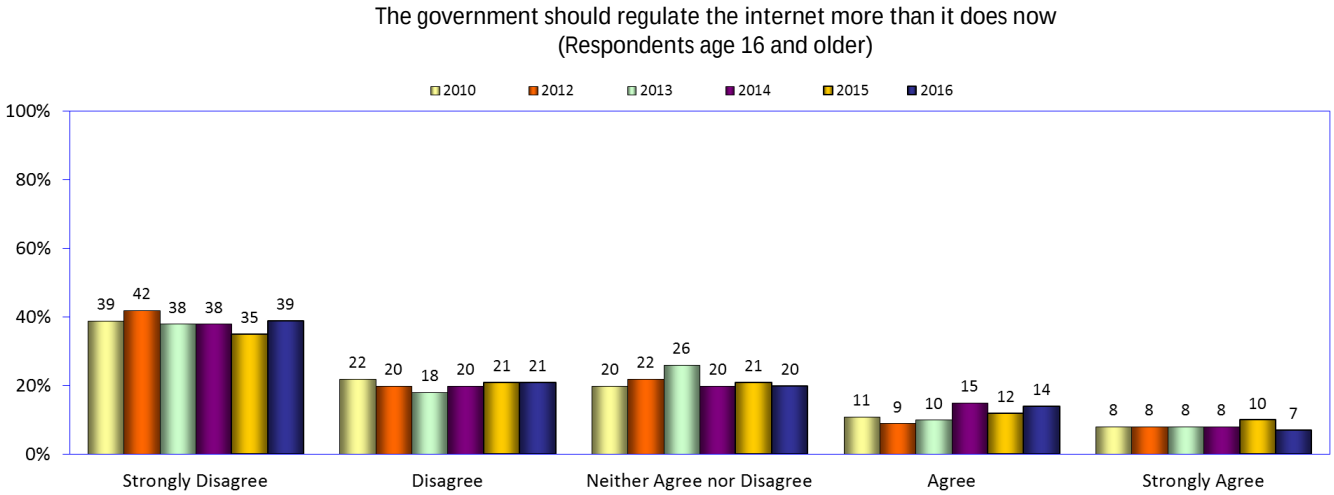
Views about regulation and the internet

35. The internet and government regulation

Consistently small percentages of respondents in the Digital Future studies said that the government should regulate the internet more than it does now, and that percentage declined in the current study.

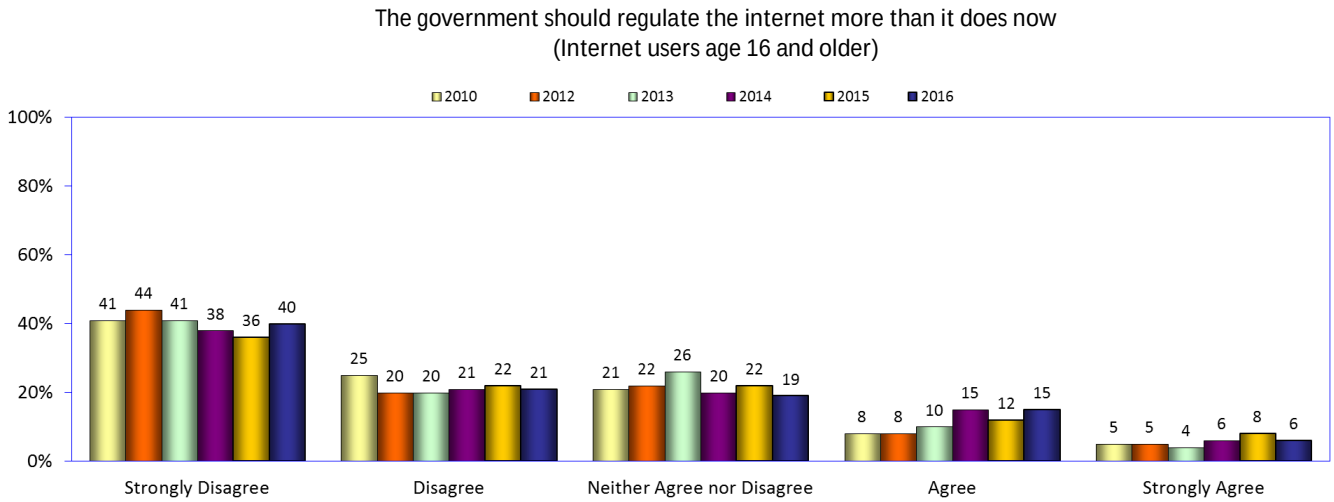
Twenty-one percent of all respondents agree or strongly agree that the government should regulate the internet more, down marginally from 22 percent reported in 2015.

The percentage of those who disagree with more government regulation of the internet has increased – now 60 percent of respondents, up from 56 percent in 2015.



(Q195E R-1)

Looking specifically at internet users shows marginally higher levels of disagreement with the idea of more government regulation of the internet. Sixty-one percent of users age 16 and older disagree or strongly disagree with more government regulation of the internet (below), compared to 60 percent of respondents age 16 and older (above).

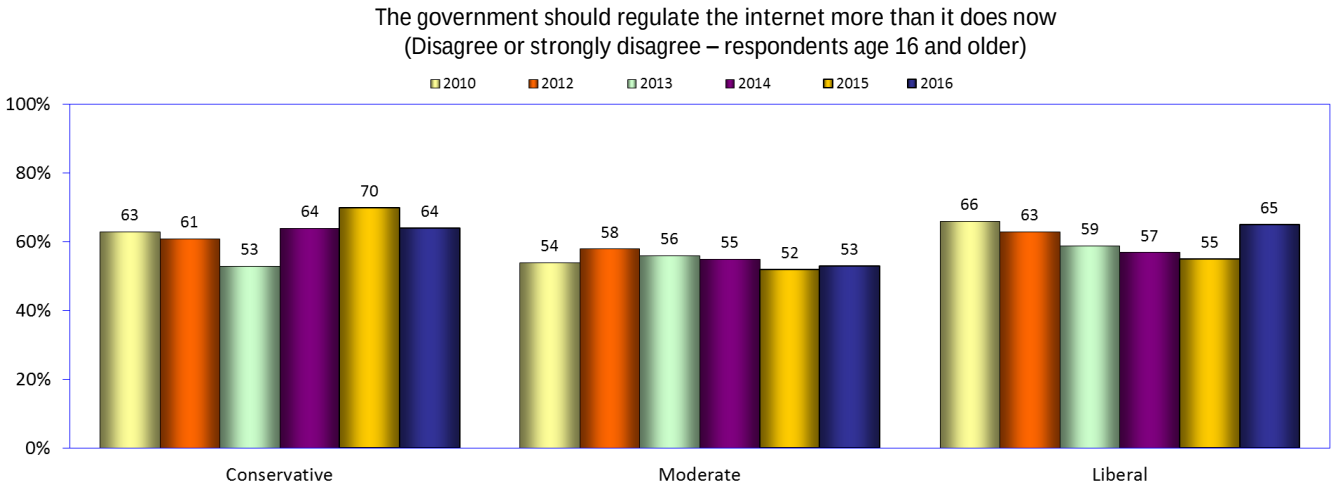


(Q195E U-1)

36. The internet and government regulation (by political views)

Large percentages of respondents with all political viewpoints said that the government should not increase its regulation of the internet.

Nearly two-thirds of respondents who identify themselves as either conservative (64 percent) or liberal (65 percent) disagree or strongly disagree that the government should regulate the internet more than it already does.



(Q195E P-1)

Using offline media

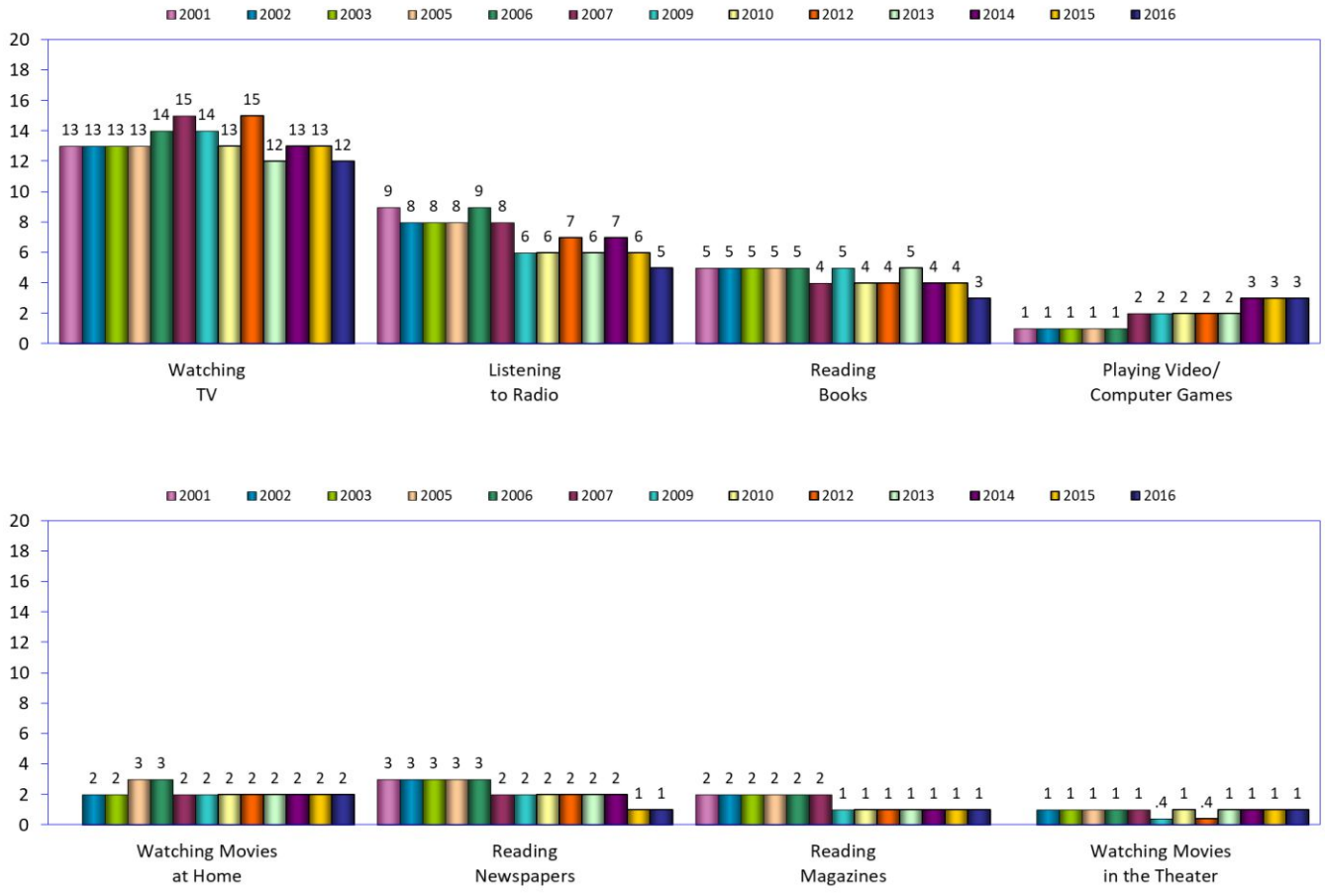
37. Offline media

In 2016, the number of hours spent using every category of offline media decreased or remained the same as the previous year.

Respondents in the current study spent an average of 12 hours per week watching television, down marginally from the 13 hours reported in 2015.

In contrast, respondents spent a combined total of five hours reading offline publications (books, magazines, and newspapers), marginally lower than the six hours reported in 2015.

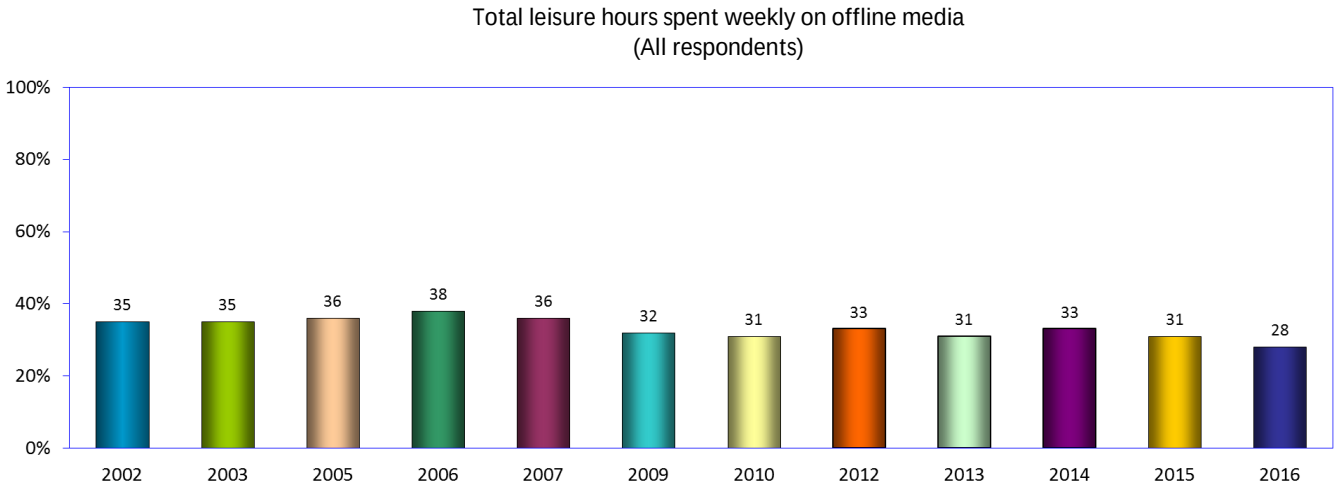
Leisure hours spent weekly on offline media
(All respondents)



(Q690 R-1a-b)

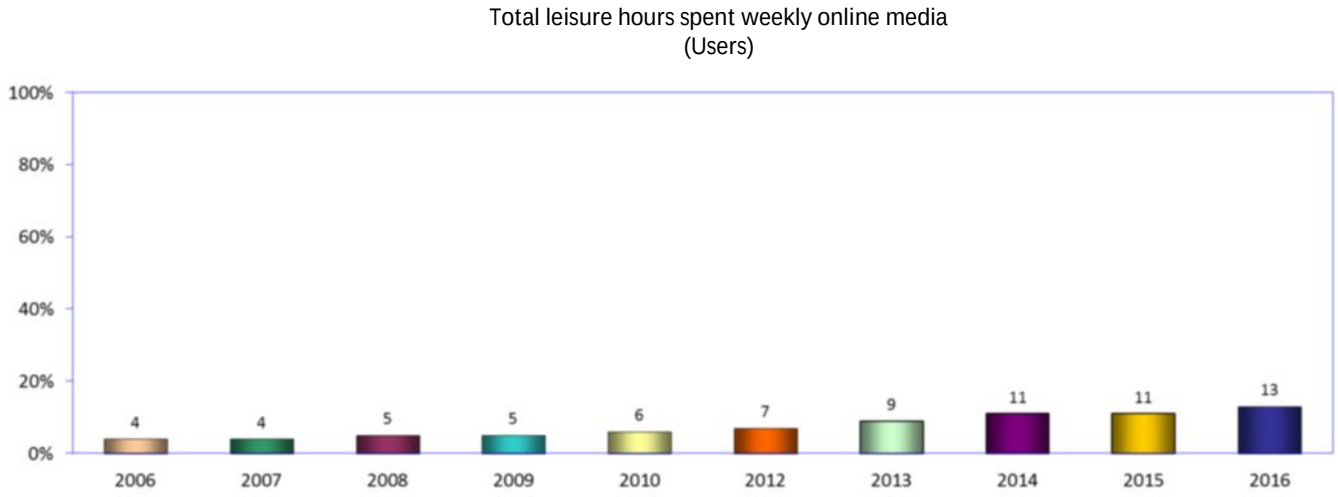
38. Offline and online media

Overall, respondents in the current study reported the lowest number of hours with offline media of any year in the Digital Future project – now 28 hours, down from the previous low of 31 hours.



(Q690 R-2)

By comparison, internet users reported a steadily increasing number of hours with online media – now 13 hours weekly, the highest number of hours reported thus far in the studies.



(Q700U-1)

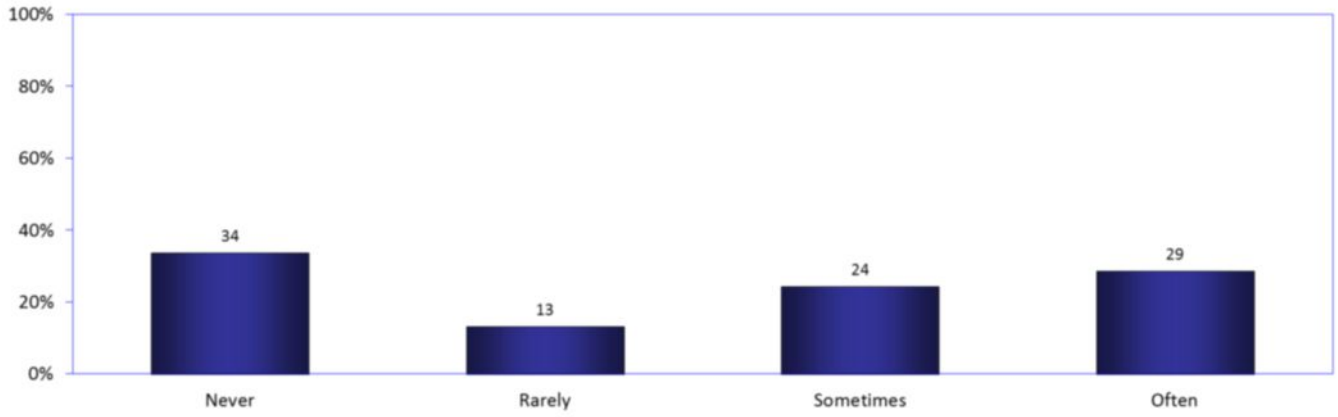
Going online for media content – free or paid

39. On demand television and movies

A large percentage of internet users watch television programs on demand on their televisions, computers, or mobile devices; 53 percent reported this viewing sometimes or often.

About one-third of internet users do not watch television programs on demand.

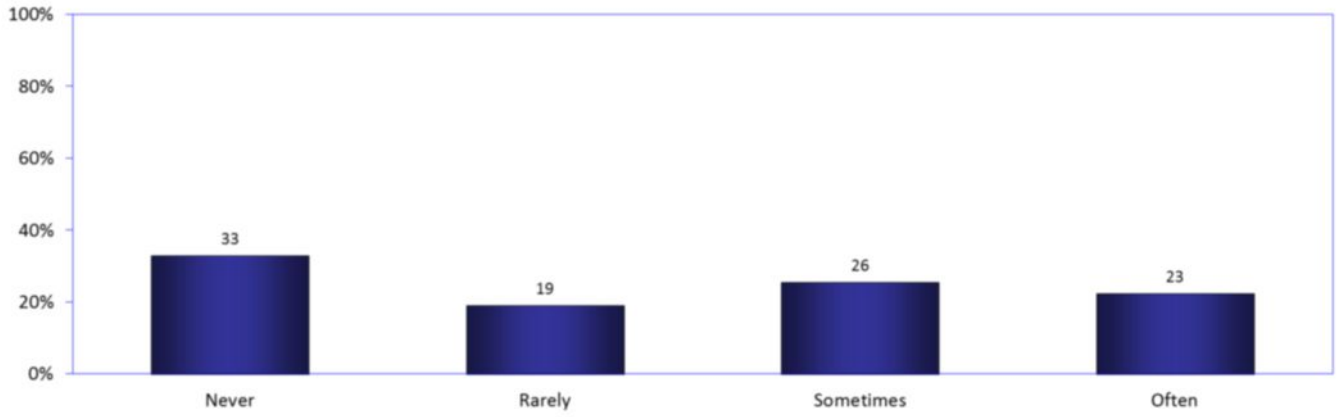
Watch television programs via your cable or satellite service on demand on your TV, computer or mobile device
(Internet users)



(Q701B U-7)

Compared to on-demand viewing of television programs, a similar percentage – 49 percent – watches movies on demand sometimes or often.

Watch movies via your cable or satellite service on demand on your TV, computer or mobile device
(Internet users)

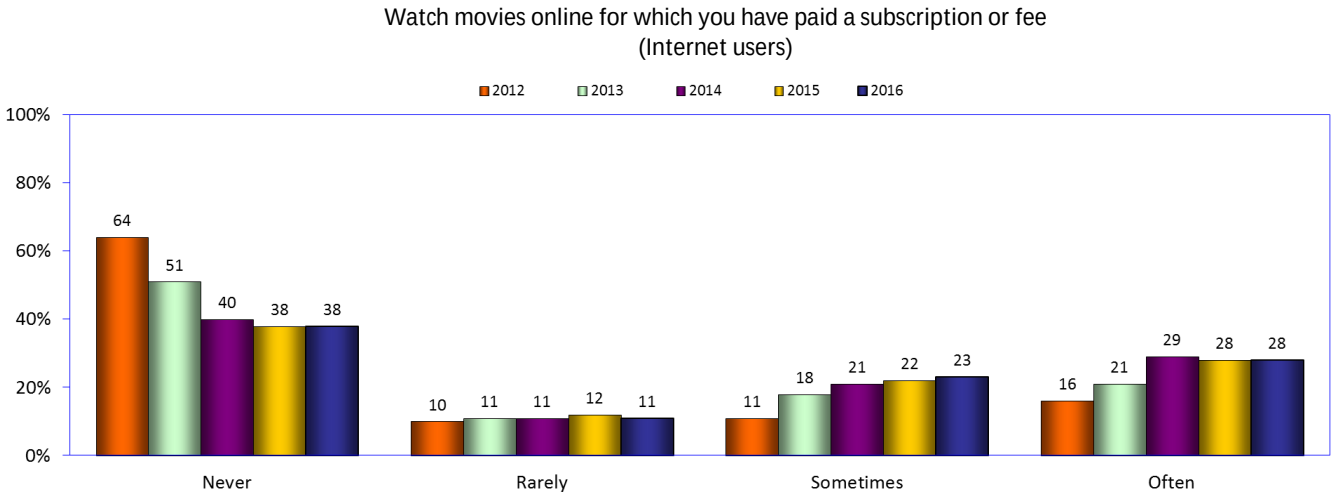


(Q701B U-8)

40. Subscription or fee-based movies

Fifty-one percent of internet users in the current Digital Future study sometimes or often pay to watch movies online, up marginally from 50 percent in 2014 and 2015.

Notably, 38 percent of internet users said they never watch online movies for a fee, the same as in 2015.

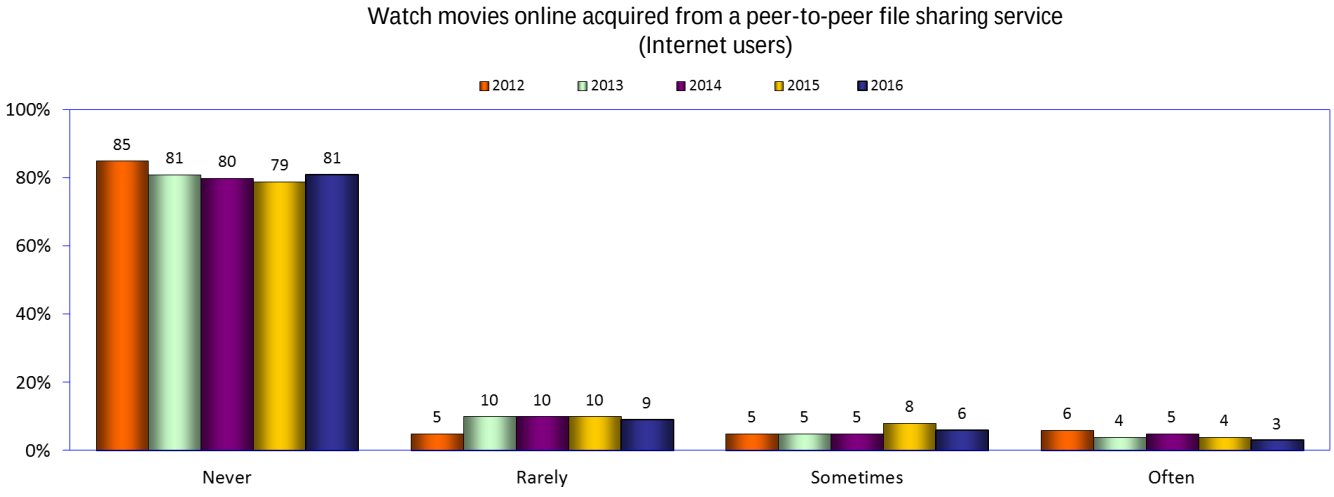


(Q701B U-4)

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

While large percentages of internet users pay for online movies, only a small number of users watch 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 from 12 percent in 2015.



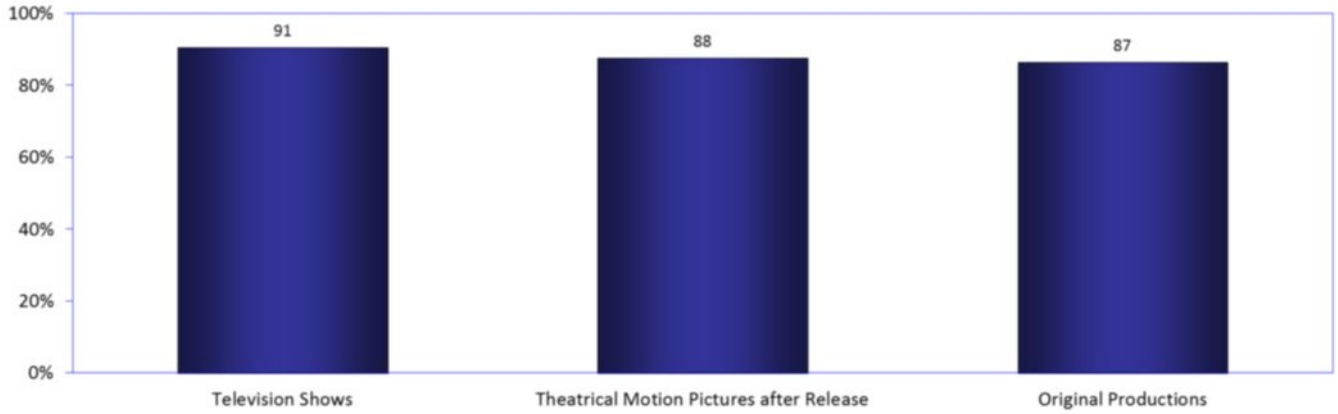
(Q701B U-5)

42. Content from online movie services

Large percentages of internet users who pay for an online movie service such as Hulu, Netflix, or Amazon watch all forms of content on those services.

Of particular note is the 87 percent of users who use these services for the rapidly-developing field of original productions – a percentage nearly equal to the 91 percent who watch television shows and 88 percent who watch theatrical motion pictures after release.

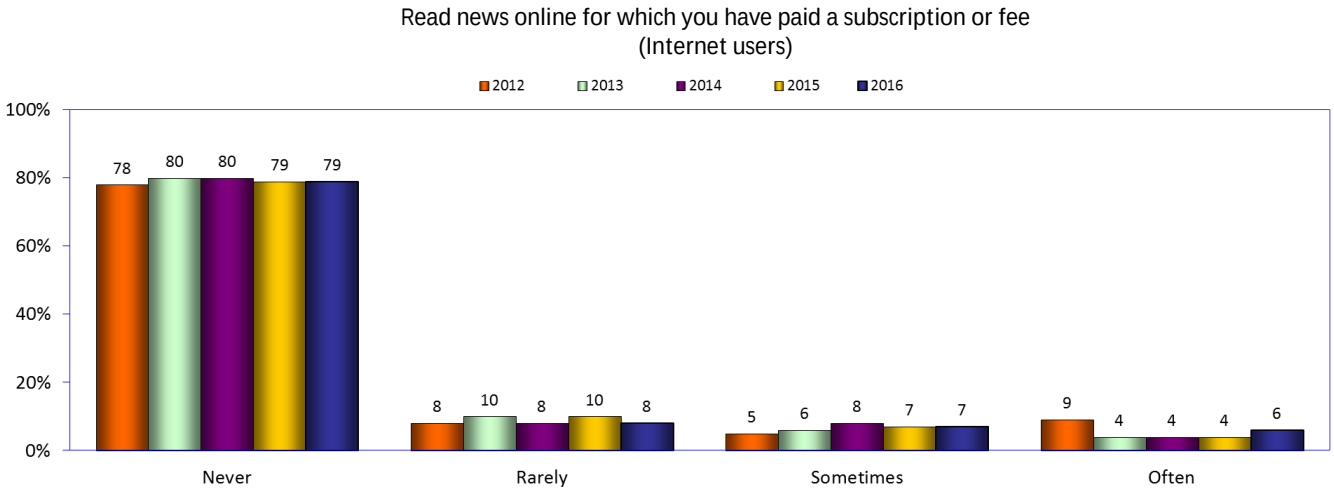
With your online movie service (such as Hulu, Netflix, and Amazon), which of the following do you watch?
(Internet users with online movie service)



(Q702C U-1)

43. Subscription or fee-based online news

Very small percentages of internet users reported that they sometimes or often read subscription news online for a fee – now 13 percent, up marginally from 11 percent in 2015. Seventy-nine percent never pay for online news, the same as in 2015.

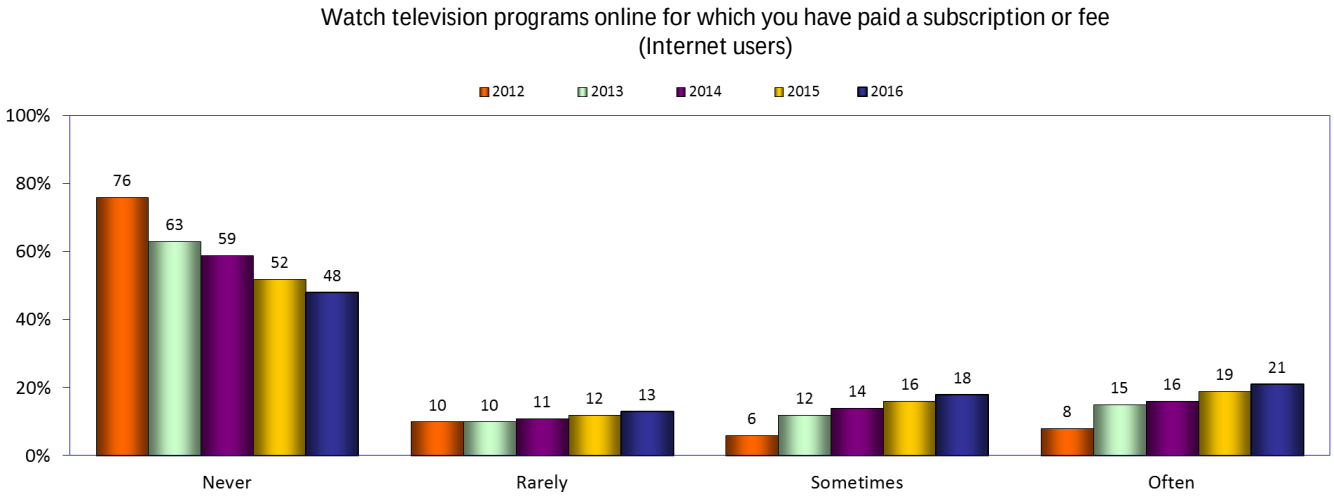


(Q701B U-1)

44. Subscription or fee-based television programs

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

Thirty-nine percent of users said they sometimes or often watch paid television programs online, up from 35 percent reported in 2015.

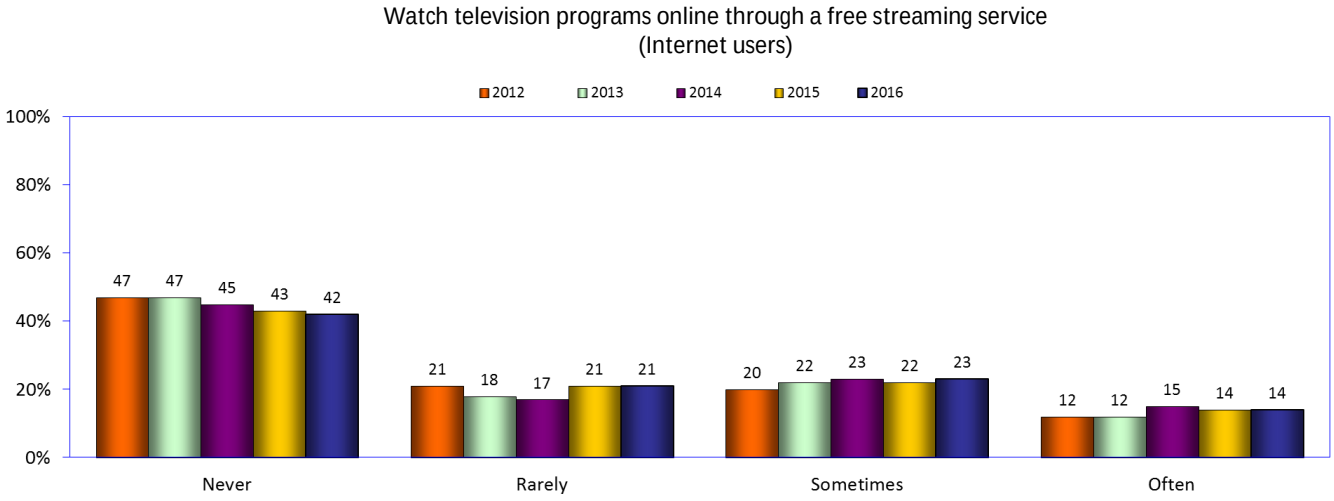


(Q701B U-2)

45.Watching television through a free streaming service

Thirty-seven percent of internet users sometimes or often watch television programs online through a free streaming service, up marginally from 36 percent in 2015.

Forty-two percent of users in the current study never watch free online television programs, down from the 43 percent reported in 2015.

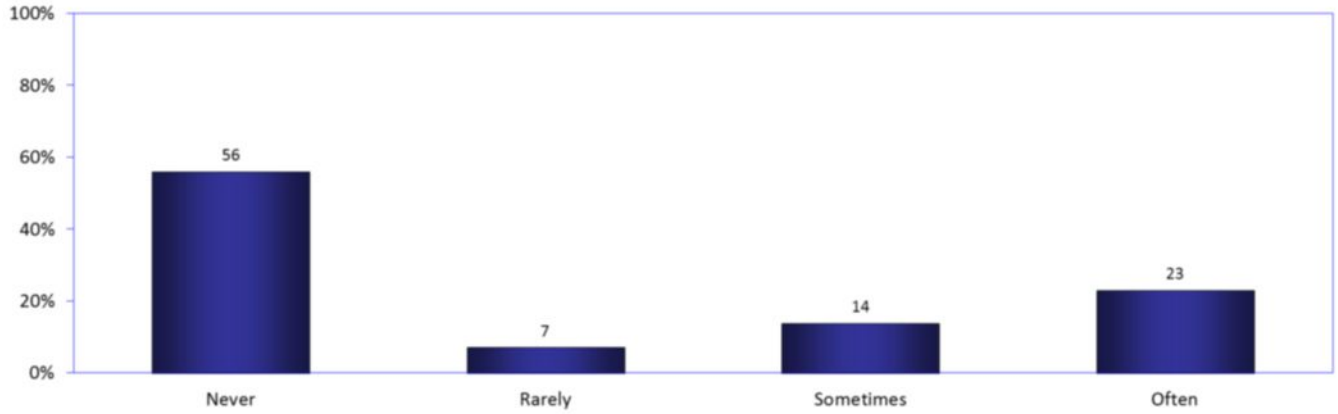


(Q701B U-3)

46. Online music: streaming and purchases

A significant percentage of internet users – 37 percent –sometimes or often paid for streaming music.

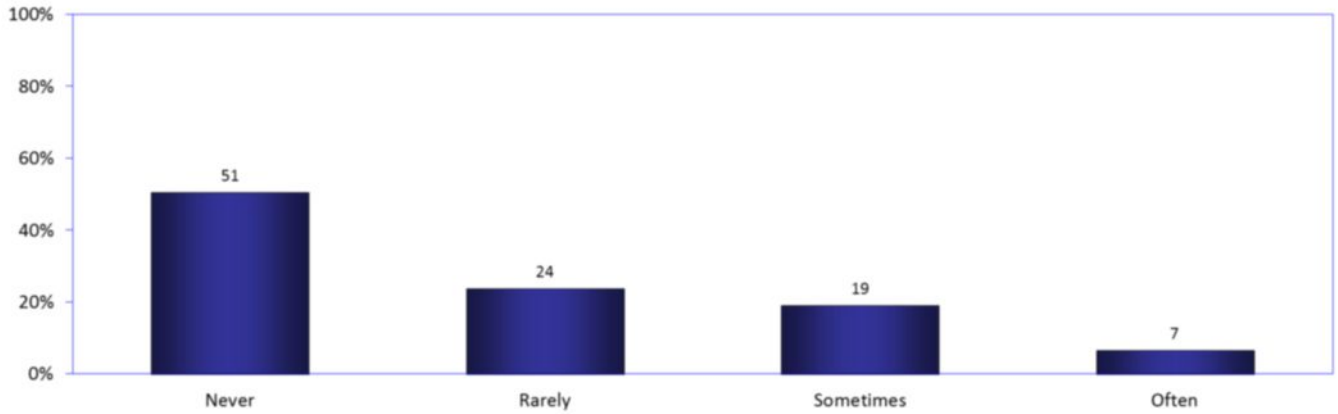
How often do you listen to music online for which you have paid a subscription or fee
(such as through Spotify, Napster, Amazon or Apple Music)
(Internet users)



(Q701B U-6)

Compared to respondents who listen to music online, an even smaller percentage reported buying music sometimes or often on the internet through iTunes, Amazon, or Google Play.

Buy music online as MP3s (such as through iTunes, Amazon or Google Play)
(Internet users)



(Q701B U-9)

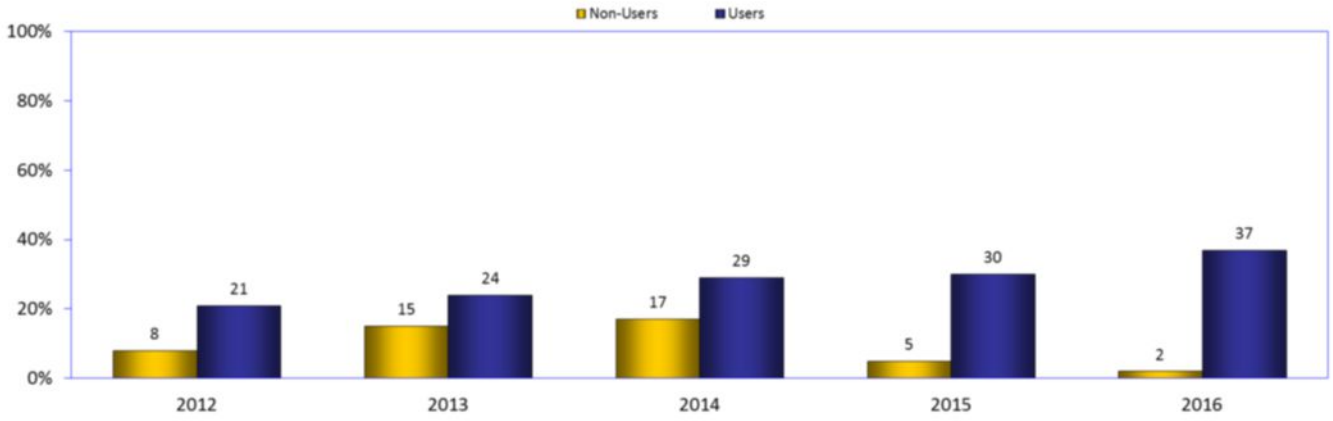
47. Will viewers give up cable television and watch online programming instead?

A growing number of internet users may "cut the cord."

The percentage of internet users who said they are likely or very likely to cut back or give up their cable or satellite service and watch online television instead continued to increase in the current study – now 37 percent, up significantly from 30 percent in 2015.

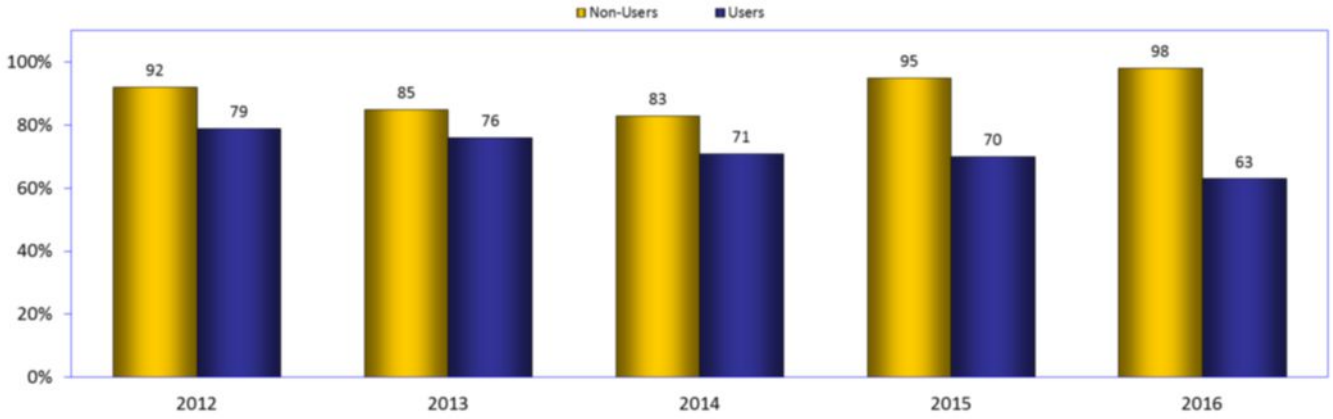
The number of internet non-users who said they will give up cable or satellite in favor of watching television online has dropped to only two percent – a low for the Digital Future studies and more validation that non-users expect to remain offline as indicated in Q610 (see page 27).

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 – likely or very likely)



(Q706A R-1)

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 – unlikely or very unlikely)



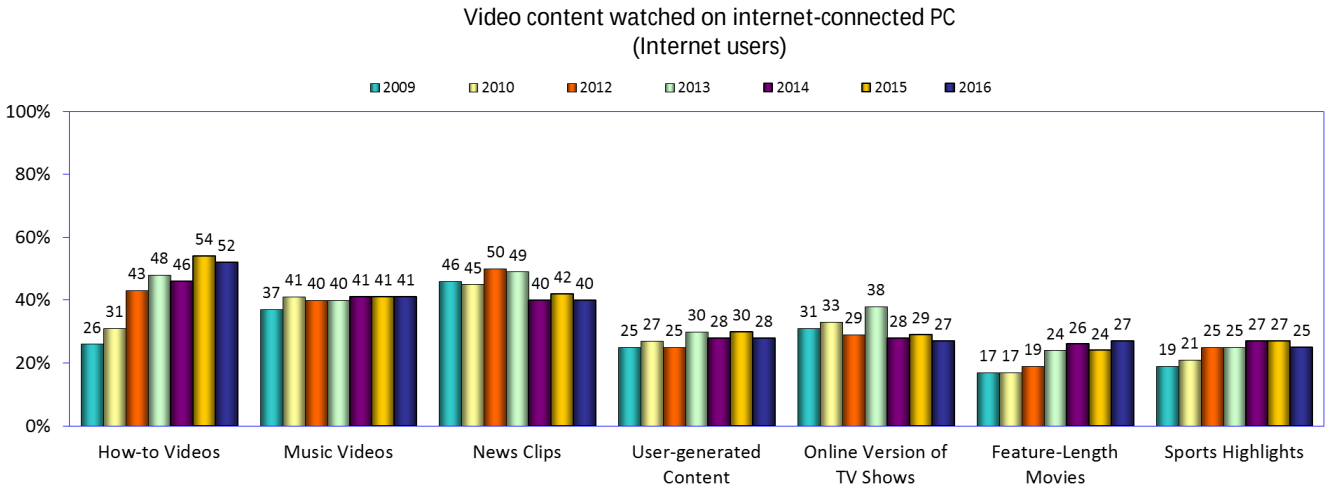
(Q706A R-2)

Watching video content on PCs and smartphones

48. Watching video content on PCs

Large percentages of internet users who watch video content on PCs reported watching a wide range of programming, the most popular being how-to videos (52 percent), music videos (41 percent), and news clips (40 percent).

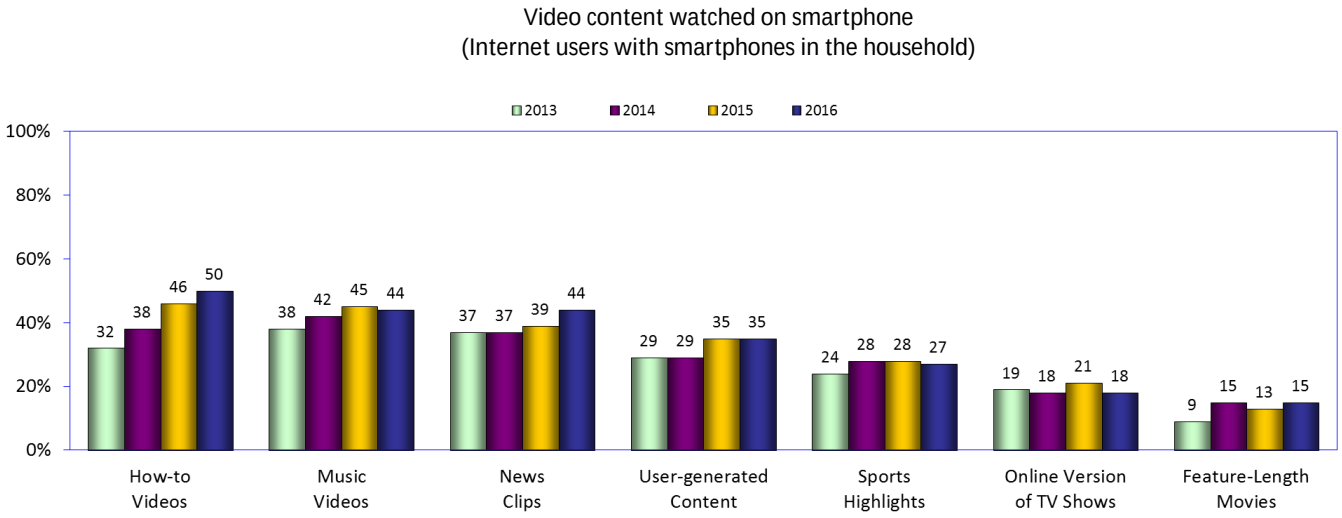
The percentage of users who view feature films was the only category of video content viewing to increase in the current study (now 27 percent, up from 24 percent in 2015).



(Q1215A U-1) (Multiple responses possible)

49. Watching video content on smartphones

Mirroring the results for PCs, more users watch how-to videos on their smartphones (50 percent) than any other category. News clips and music videos are the next most popular categories (44 percent for each).



(Q1215C U-1) (Multiple responses possible)

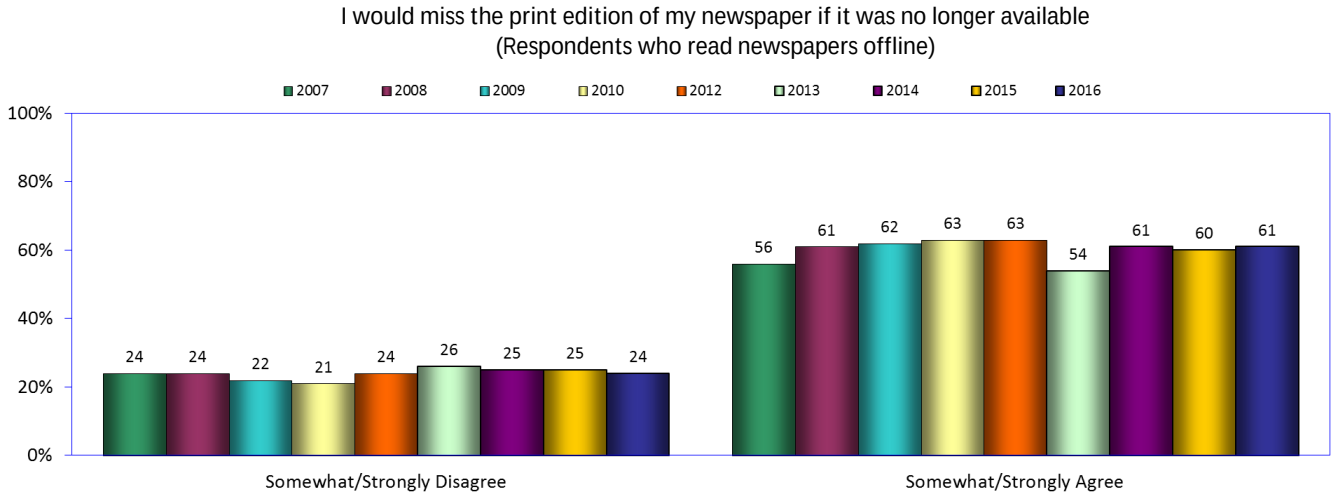
Newspapers: print and online

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

Large percentages of internet users who continued to read print newspapers remain loyal to their publications. The percentage of those who would miss the print edition of their paper increased only marginally in the current study – possibly because the remaining print readership has declined to the point where loyalty is the strongest.

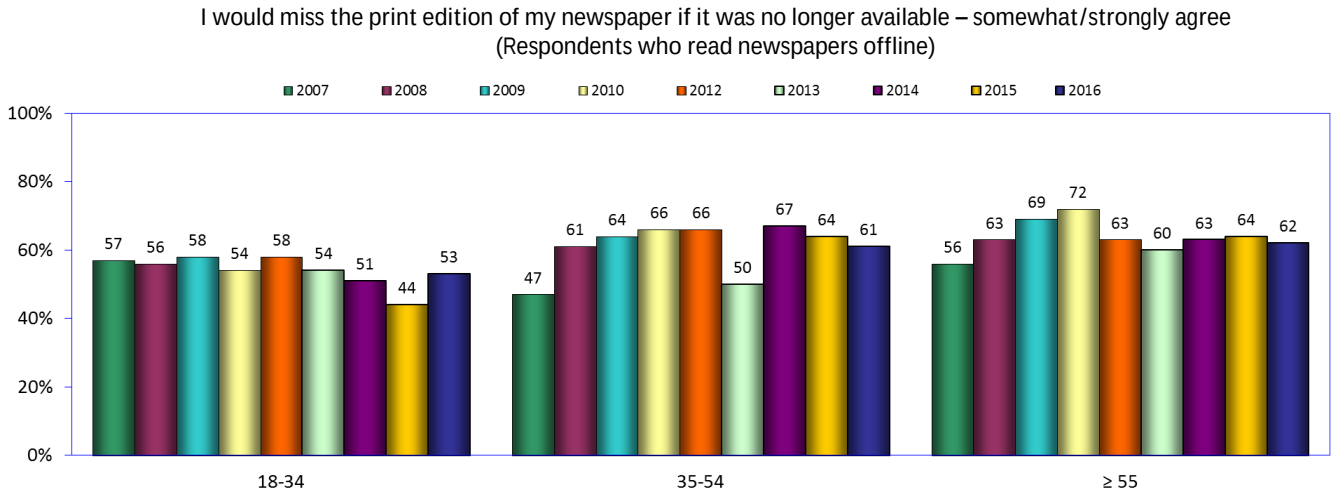
Sixty-one percent of internet users who read a print newspaper reported that they would miss the paper if it ceased to exist, down marginally from 60 percent in 2015.

At the other extreme, the percentage who would not miss their print paper is generally stable – now 24 percent, down from 25 percent in 2015 and 2014.



(Q703 U-2)

Broken down by age, similar percentages reported that they would miss their offline newspaper.



(Q703 A-1)

51. Alternatives to print newspapers

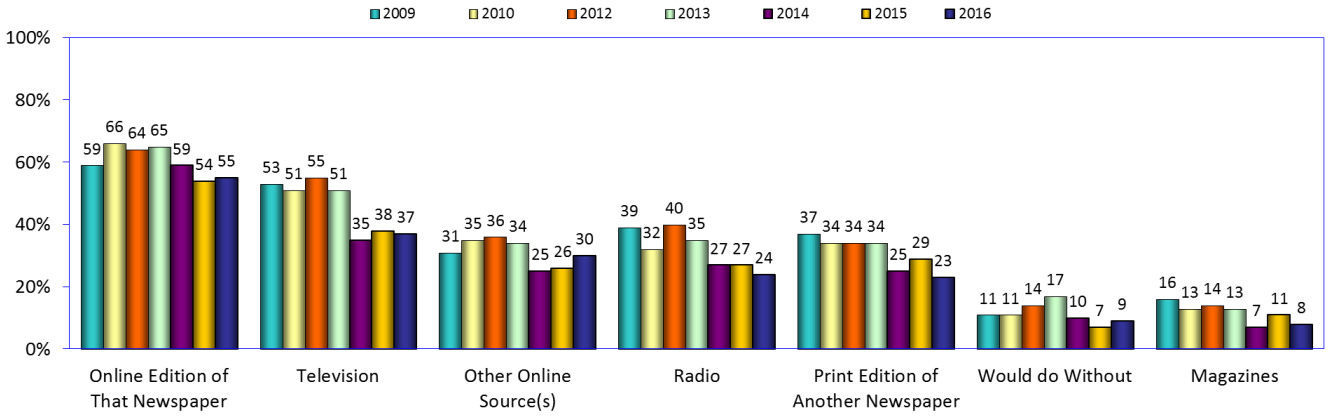
How would readers of print newspapers fill the gap if their paper was no longer published?

A majority of respondents in the current study – 55 percent – said they would switch to the online edition of their newspaper, about the same as the 54 percent reported in 2015.

With multiple responses possible, 85 percent said they would turn to an online source (either the online edition of their paper or other online source). Sixty-one percent would use radio or television as an alternative to their print newspaper.

However, less than one-fourth of print newspaper readers said they would turn to the print edition of another newspaper if their current newspaper was no longer published – a new low for the Digital Future studies.

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



(Q704A U-1) (Multiple responses possible)

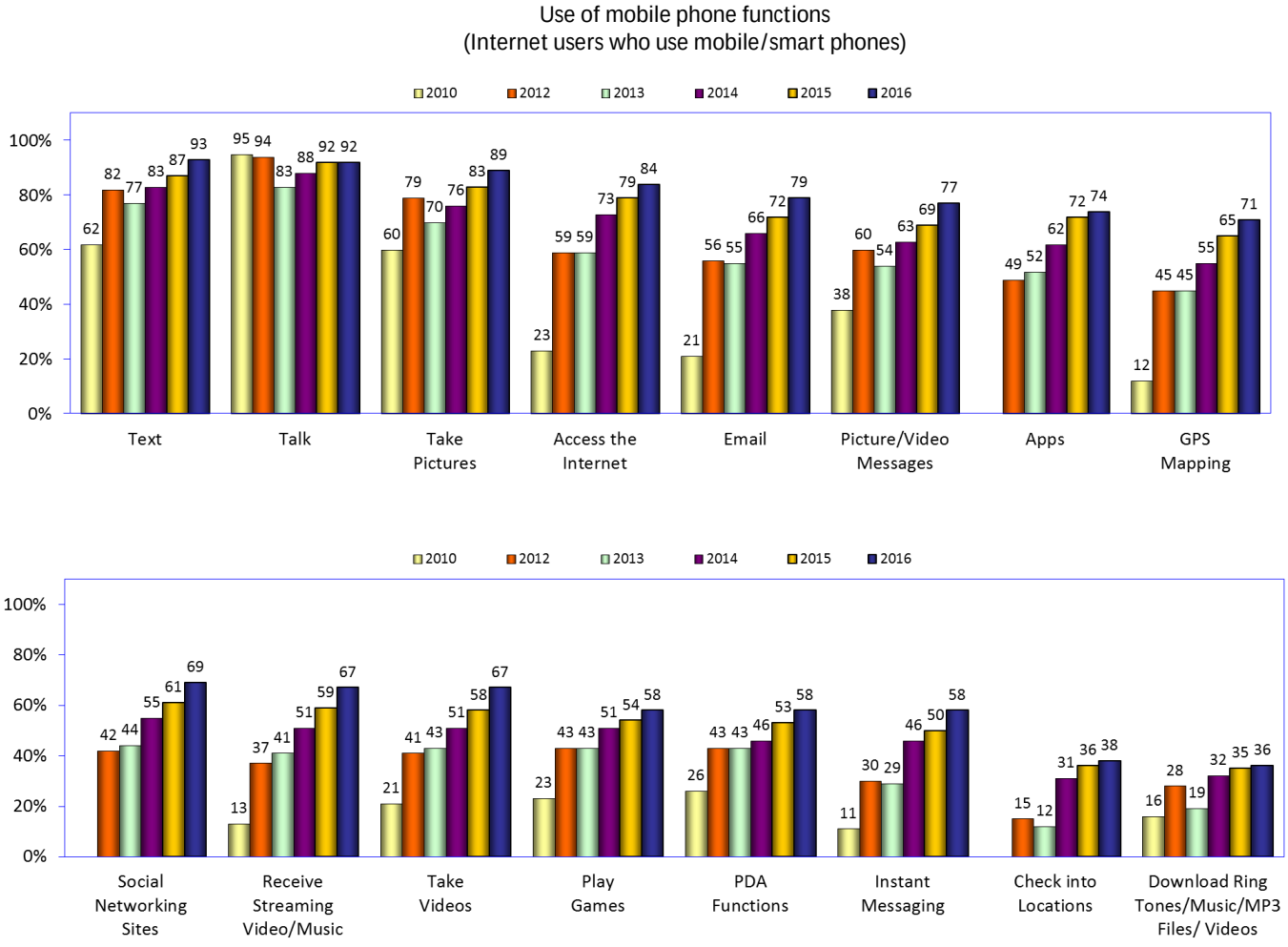
Mobile phone functions

52. Use of mobile phone functions

For the first time, texting has edged out talking as the most common function – now used by 93 percent of internet users with a mobile phone or smart phone – an increase of six percentage points over 2015.

Ninety-two percent of users with mobile phones or smart phones use their device for talking, the same number reported in 2015.

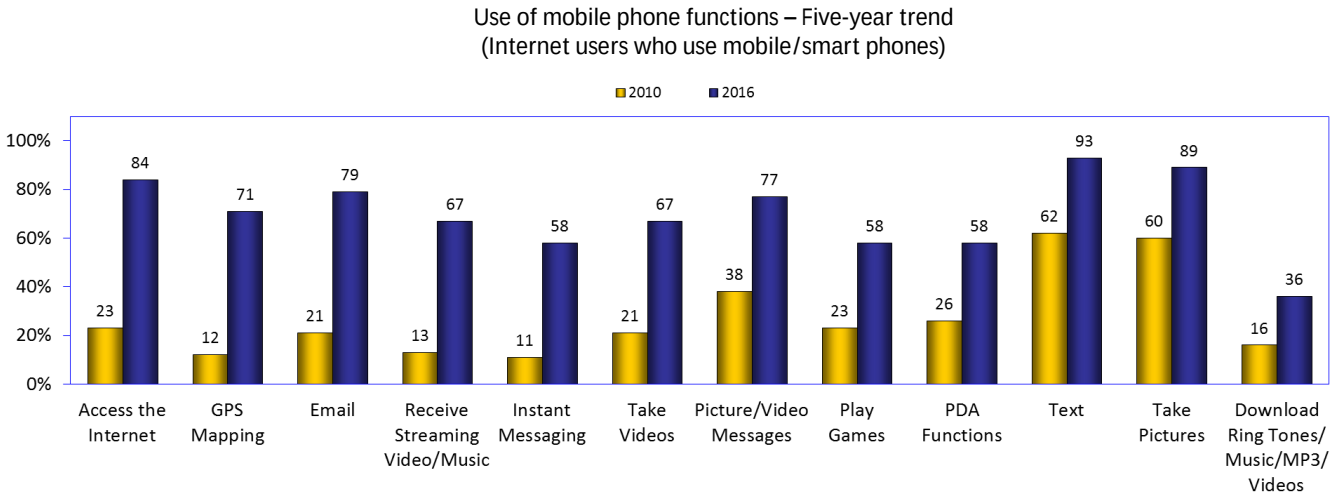
Taking videos showed the greatest increase over 2015 (nine percentage points), followed by social networking, streaming video/music, and instant messaging (eight percentage points).



(Q149 S-1a and S-1b)

53. Use of mobile phone functions: six-year trends

The growth in the use of functions available through mobile phones or smart phones from 2010 to 2016 has been remarkable in several categories. Accessing the internet had the greatest increase (61 percentage points) followed by GPS mapping services (59 percentage points) and email (58 percentage points).



(Q149 S-2)

Sending and receiving messages online

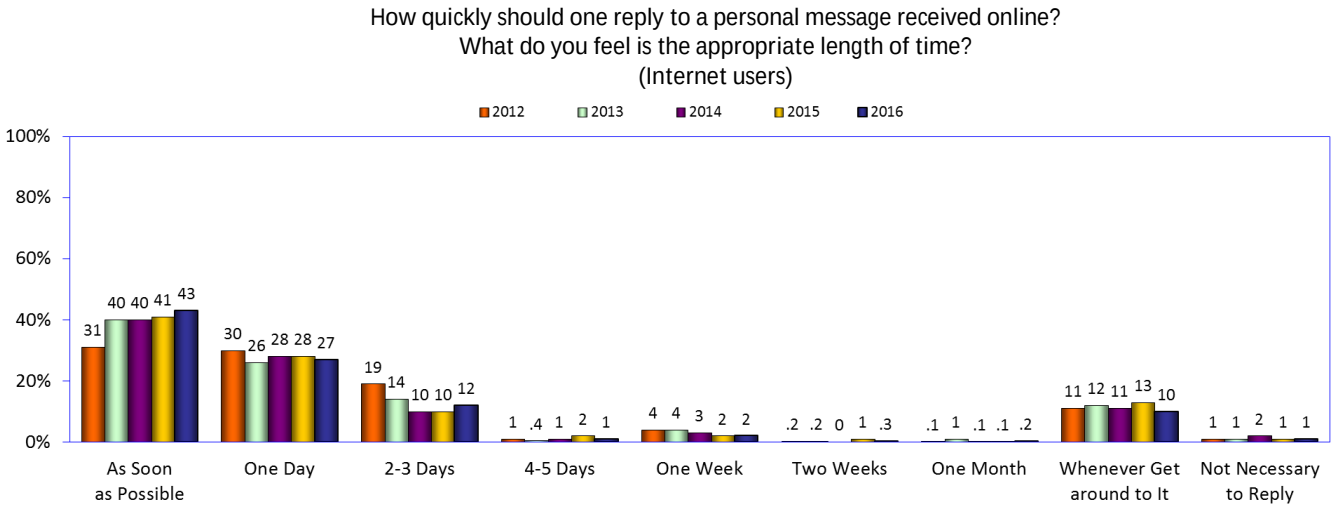
54. Online messages: how quickly should one reply?

Internet users want fast response to online communication.

Large and growing percentages of internet users said that a quick response to personal messages received online is most appropriate.

Seventy percent of users said that one should reply in one day or as soon as possible, up marginally from 69 percent in 2015 and the highest response thus far in the Digital Future studies.

At the other extreme, 11 percent said a reply should be sent "whenever one can get around to it" or that replying is not necessary, down from 14 percent in 2015 and the lowest level reported in the studies.



(Q264 U-1)

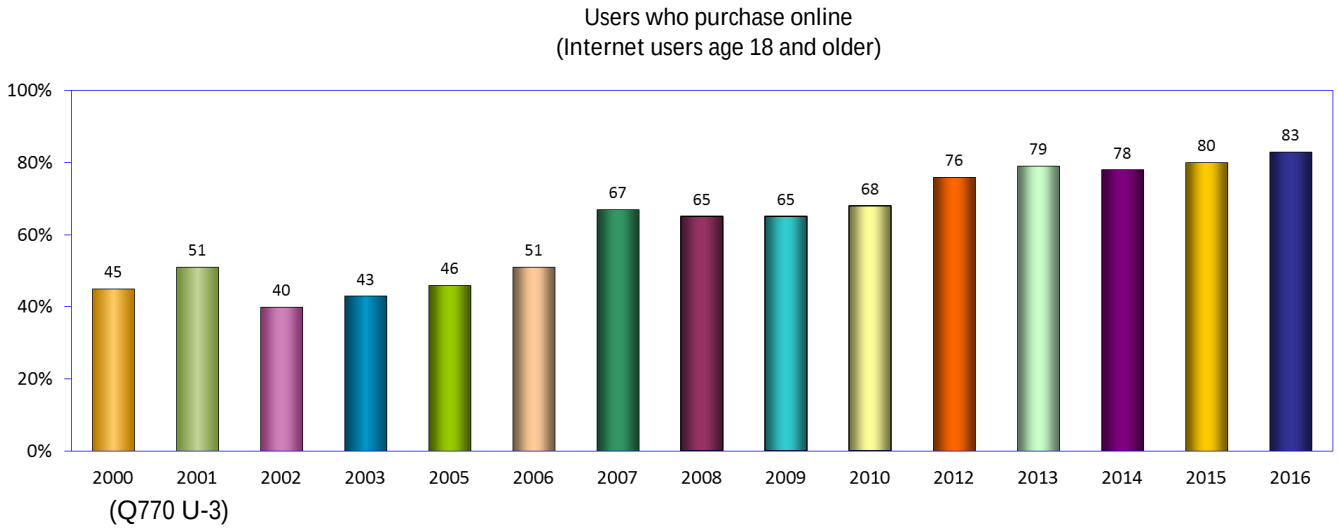
Consumer behavior

Adult users who buy online	2000	45%
	2016	83%
Internet users who are very concerned or extremely concerned about the privacy of personal information when or if buying online	2001	66%
	2016	48%
Internet users who are very concerned or extremely concerned about the security of credit card information when or if buying online	2001	71%
	2016	45%
Internet users who said that online purchasing has reduced their buying in traditional retail stores	2000	65%
	2016	75%

Consumer behavior

55. How many Americans are buying online?

In the current study, 83 percent of internet users age 18 and older said they buy online, up from 80 percent in 2015 and a new peak for the Digital Future studies.

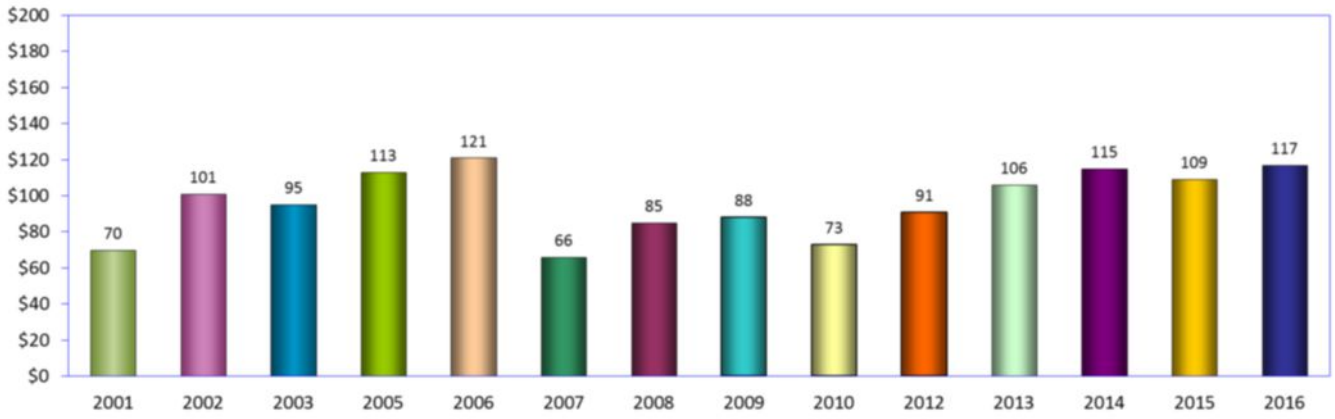


(Q770 U-3)

56. Online spending

Internet purchasers in the current study reported a modest increase in monthly spending online – now $117 per month, up from $109 in 2015.

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



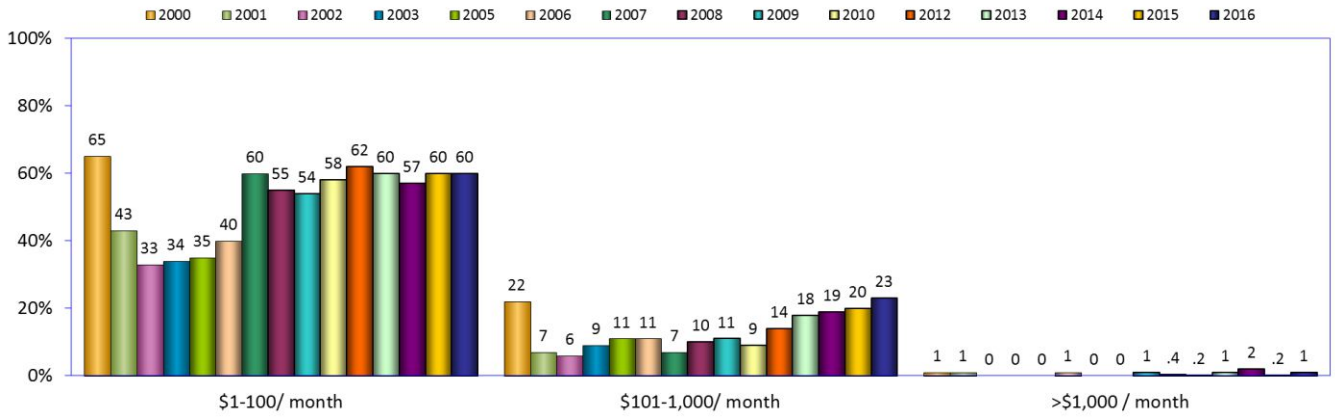
(Q770 U-1)

57. How much are online purchasers spending?

The number of internet purchasers age 18 and older who spend $101-$1,000 per month increased to 23 percent, up from 20 percent in 2015; those spending more than $1,000 per month increased marginally, from near-zero to one percent.

Sixty percent of internet purchasers spent $1-$100 monthly, the same as in 2015.

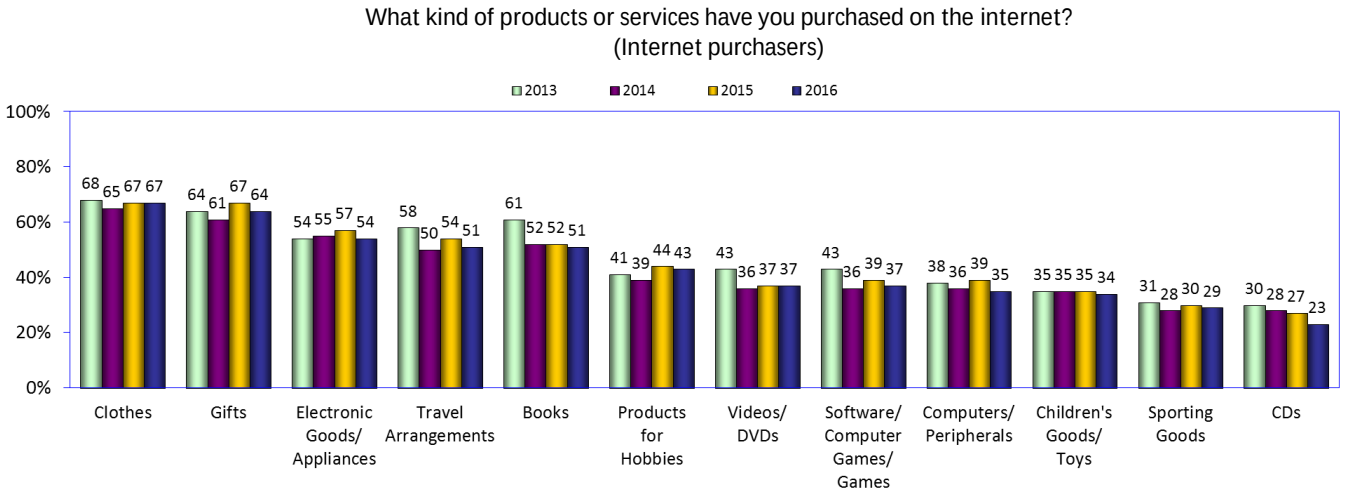
In an average month, how much do you personally spend on products or services purchased over the internet?
(Internet purchasers age 18 and older)



(Q770 U-2)

58. Types of online purchases

Compared to earlier studies, every category of product purchased recorded slightly smaller or the same percentages of internet buyers compared to 2015.



(Q810 U-1)

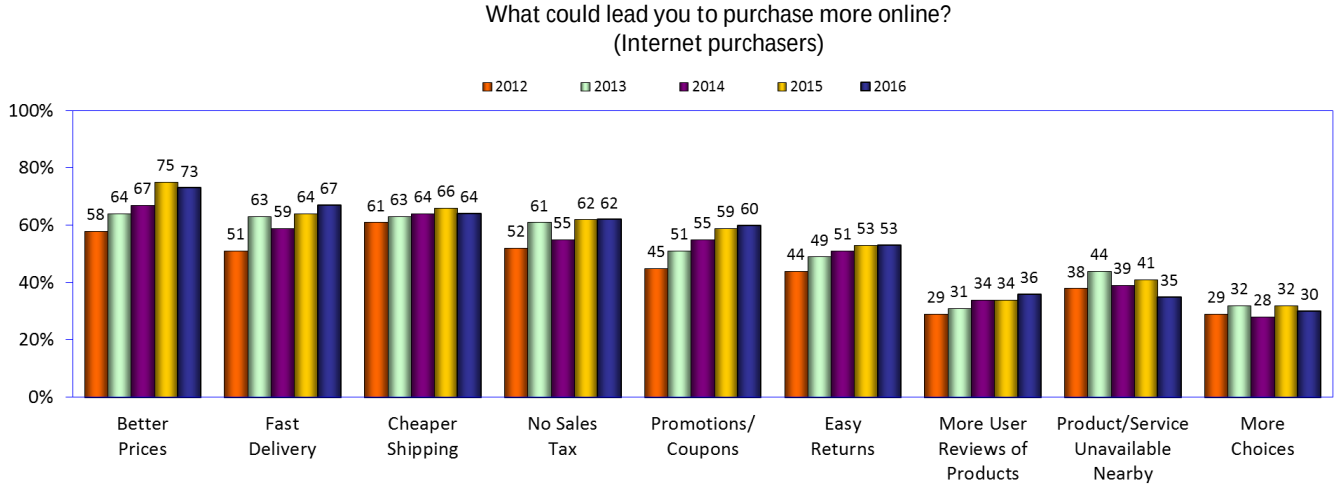
59. What would lead buyers to make more online purchases?

For the last four years of the study, better prices, cheaper shipping, and fast delivery have been the most important factors that would lead internet purchasers to buy more online. (In 2012, fast delivery was surpassed by no sales tax.)

While better prices was reported by the largest percentage of internet purchasers in the current study as a motivator to encourage more online buying (73 percent), fast delivery (67 percent) saw the greatest growth over 2015, while the percentage looking for cheaper shipping declined slightly (64 percent).

Promotions/coupons (60 percent) and user review of products (36 percent) also experienced growth over 2015 and reached their highest levels in the study.

The largest drop reported was for "products/services unavailable near me" – down six percentage points from 2015.



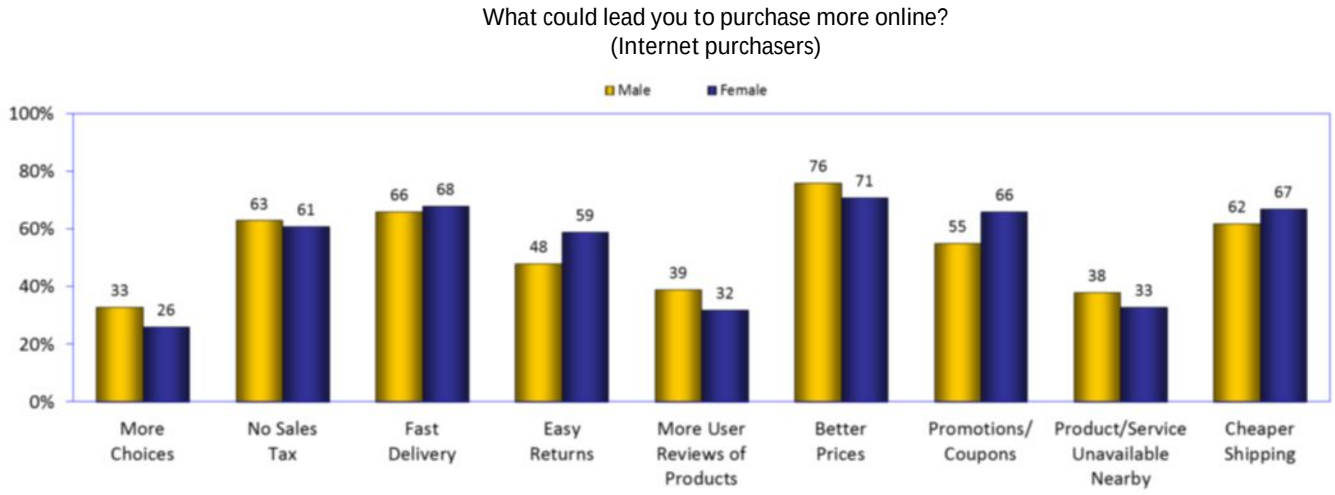
(Q811 U-1)

60. What would lead buyers to make more online purchases? (men vs. women)

Looking at the views among men and women about factors that lead to more online purchasing, more than half of women cited better prices (71 percent), followed by fast delivery (68 percent), cheaper shipping (67 percent), promotions/coupons (66 percent), no sales tax (61 percent) and easy returns (59 percent).

More than half of men reported better prices (76 percent), followed by fast delivery (66 percent), no sales tax (63 percent), cheaper shipping (62 percent), and promotions/coupons (55 percent) as factors that could lead them to purchase more online.

The biggest gaps between men and women in motivating factors that would lead to more online buying are easy returns and promotions/coupons – each factor preferred by 11 percentage points more women than men.



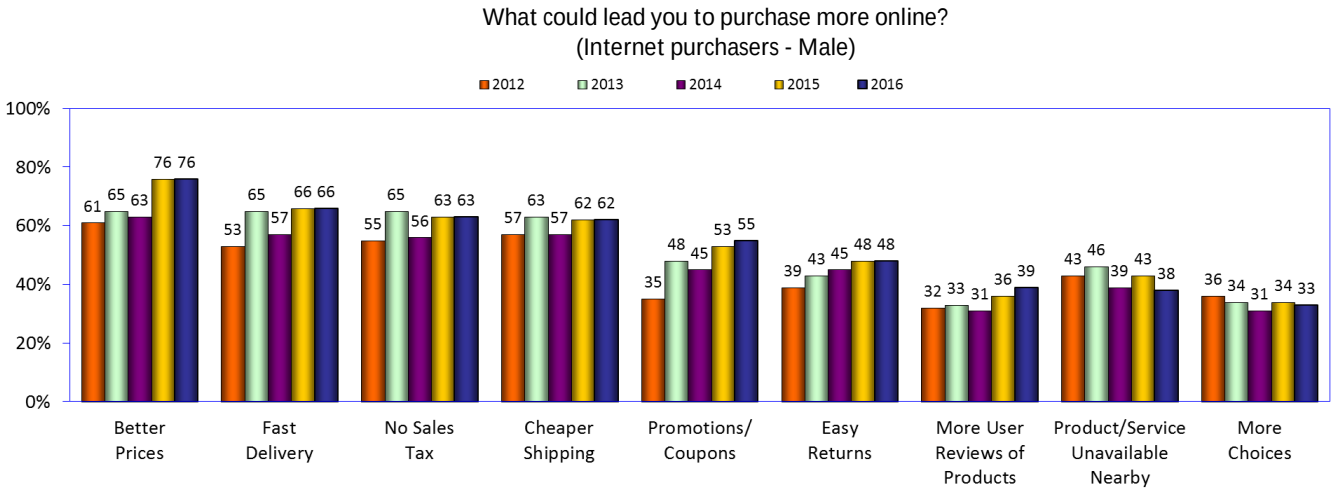
(Q811 G-1)

60. What would lead buyers to make more online purchases? (men vs. women continued)

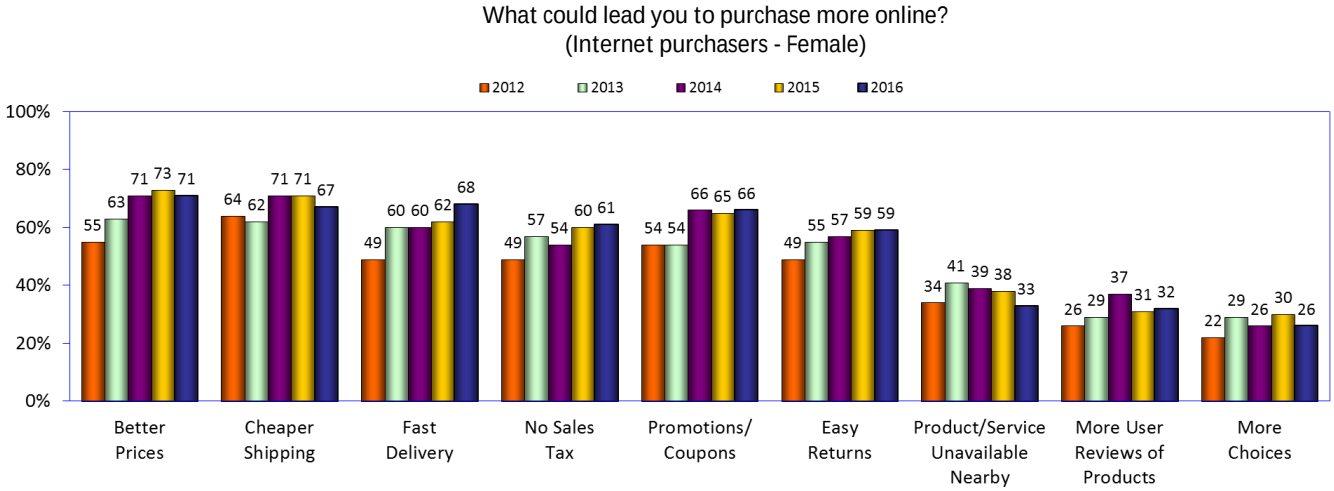
The ranking of factors by men and women is remarkably similar, with the same four categories appearing at the top of the scale.

Among men, the percentages in five of the nine categories remained the same. For those that recorded a change, the greatest shift was in product/service unavailable nearby (five percentage point decrease).

Women's views varied more widely since 2015. Only one category (easy returns) reported the same figure as in 2015. The greatest changes were in fast delivery (six percentage point increase), and product/service unavailable nearby (five percentage point decrease).



(Q811 G-2)



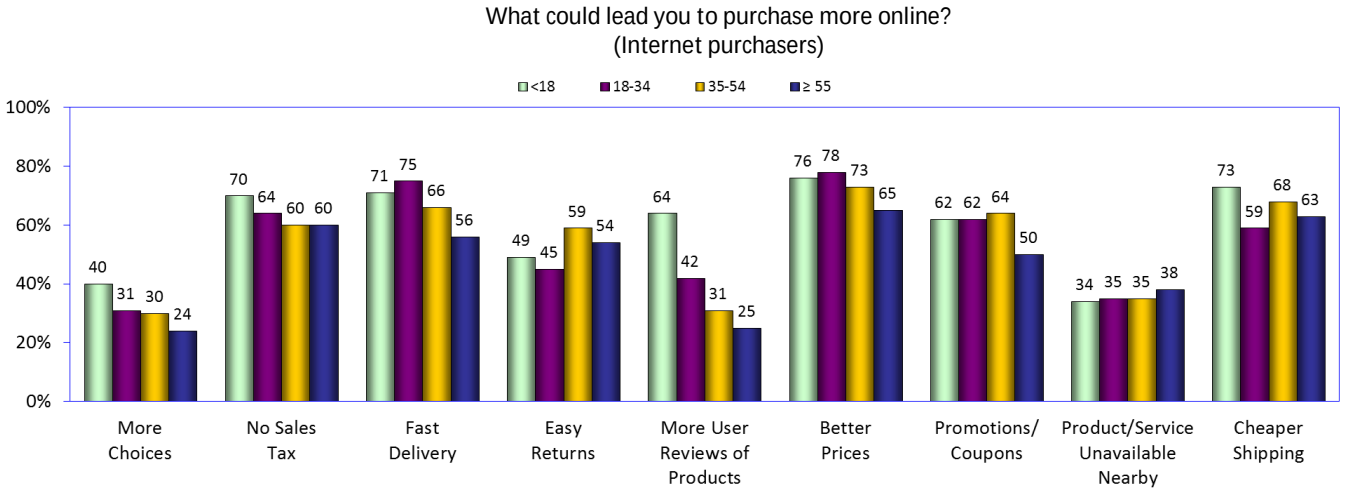
(Q811 G-3)

61. What would lead buyers to make more online purchases? (by age)

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

However, higher percentages of internet purchasers under 18 compared to other age ranges cited cheaper shipping, more user reviews, no sales tax, and more choices as reasons that could lead to increased online buying.

Purchasers age 18-34 reported the highest percentages for fast delivery and better prices



(Q811 A-1)

Buying online: privacy concerns and credit card security

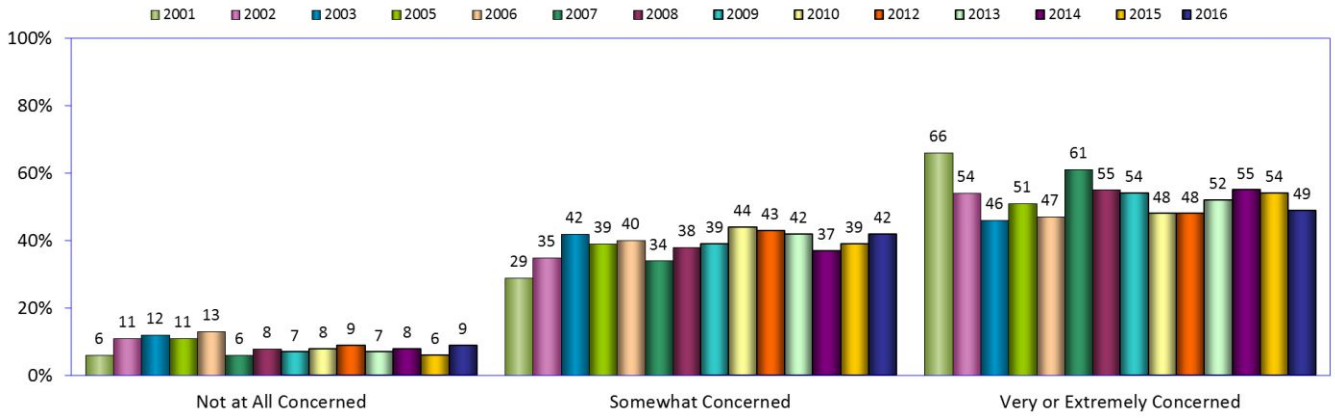
62. Privacy concerns when buying online

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

Ninety-one percent of respondents age 16 and older expressed some level of concern (somewhat concerned, very concerned, or extremely concerned) about the privacy of their personal information when or if buying online, down from 93 percent in 2015.

However, respondents reporting the highest levels of concern(very or extremely concerned) decreased to 49 percent, down from 54 percent in 2015.

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



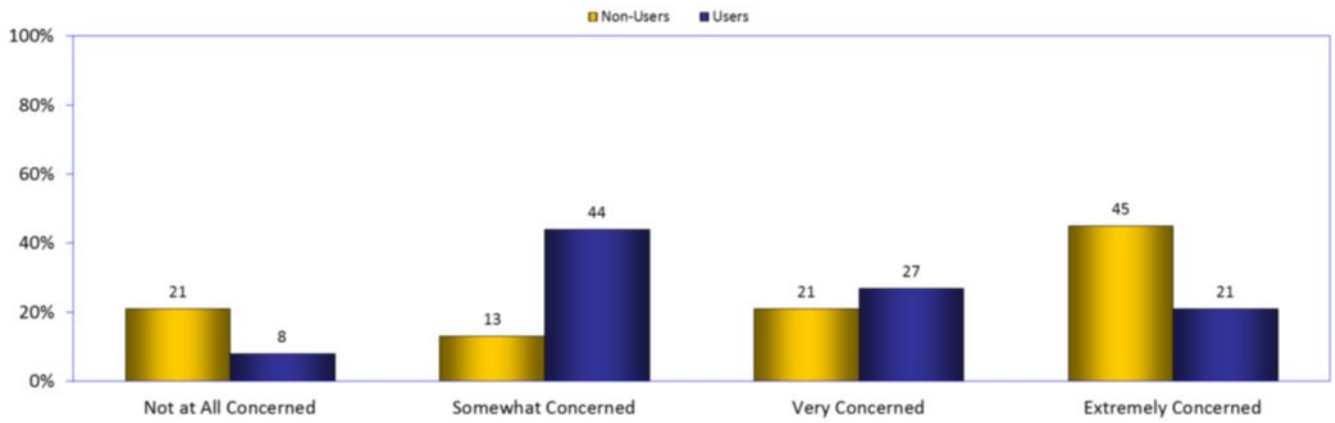
(Q840 R-1)

63. Privacy: comparing concerns among internet users vs. non-users

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

Sixty-six percent of internet on-users reported the highest levels of concern (very concerned or extremely concerned), compared to 48 percent of users. Forty-four percent of users are only somewhat concerned, compared to 13 percent of non-users.

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



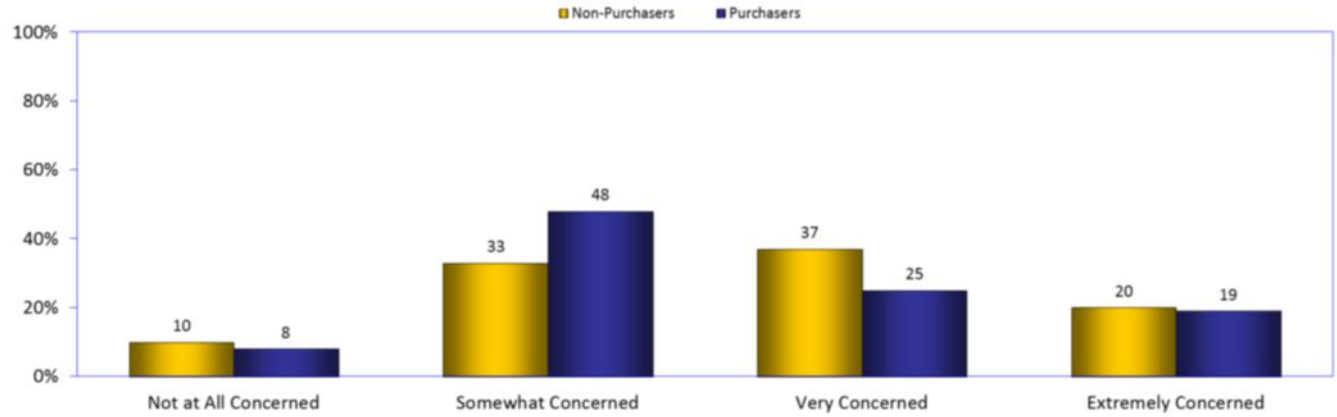
(Q840 R-2)

64. Privacy concerns (internet non-purchasers vs. purchasers)

Are internet users who buy online less concerned about the privacy of personal information than users who do not buy online?

Although almost all internet users expressed some level of concern about the privacy of personal information when or if buying online, the current study found lower percentages of purchasers who are very or extremely concerned (44 percent) compared to non-purchasers (57 percent).

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



(Q840 U-1)

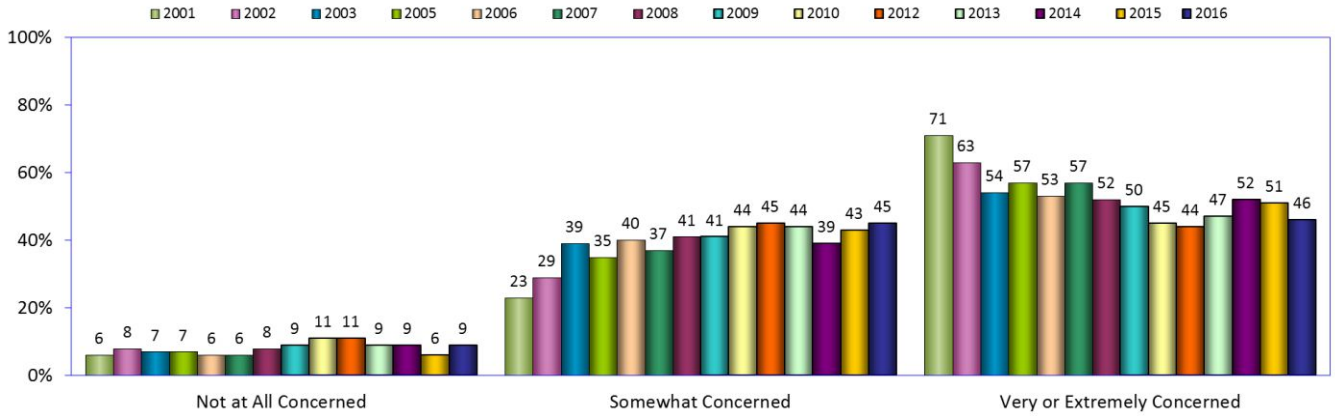
65. Credit card information: concerns about security

Almost all respondents continued to reported some concerns about credit card security when or if they buy online, and the current Digital Future study found that the percentage of respondents expressing the highest levels of concern has decreased.

The current study found that 46percent 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, down from 51 percent in 2015 and dipping below half for only the fourth time.

However, the total respondents who expressed some level of concern has remained generally stable – varying between 89 percent and 94 percent in every year of the study.

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)



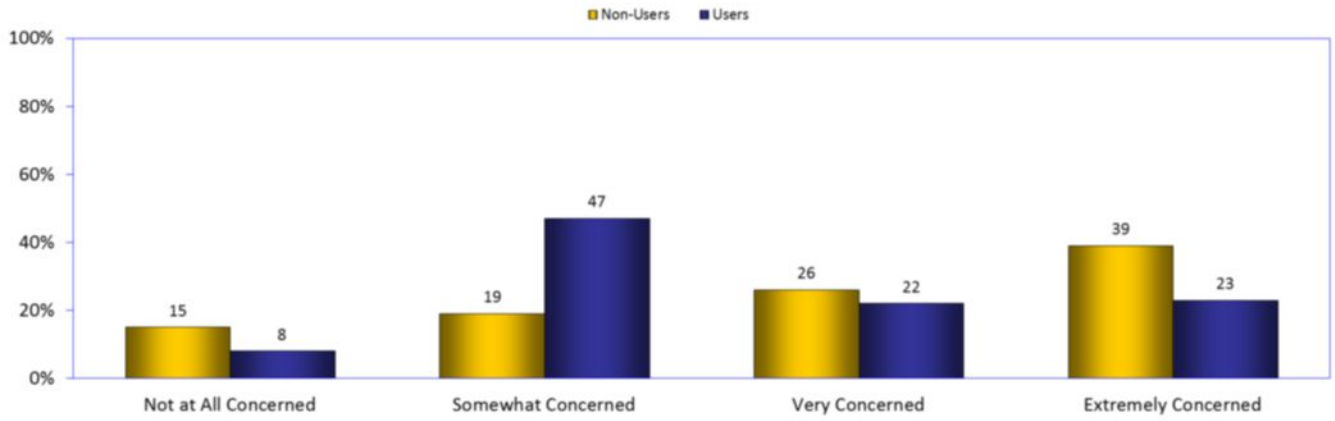
(Q830 R-1)

66. Credit card security concerns (users vs. non-users)

Non-users expressed much more concern than users about the security of their credit card information when or if they would ever buy online.

Forty-five percent of users with a credit card compared to 65 percent of non-users said they would be very concerned or extremely concerned about their card security when or if buying online.

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



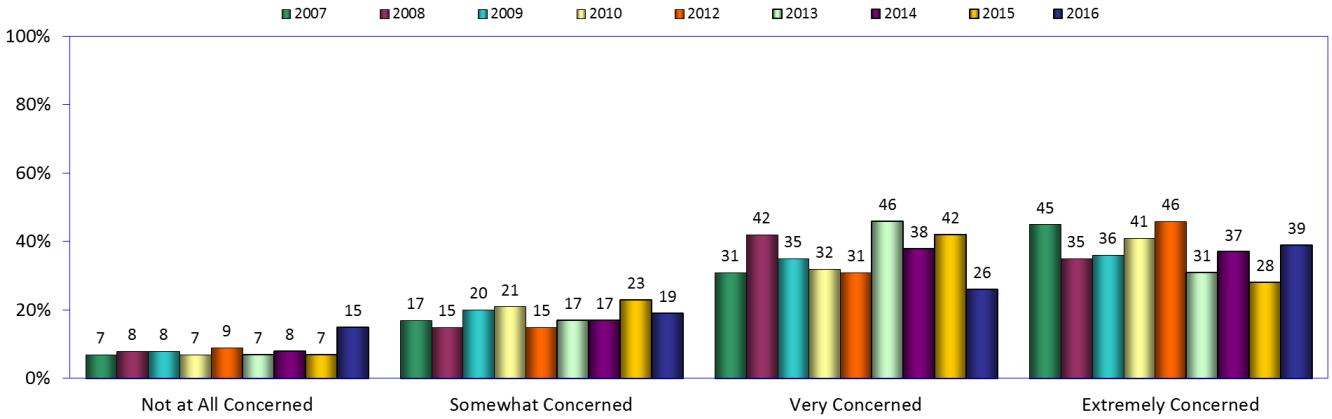
(Q830 R-2)

66. Credit card security concerns (users vs. non-users) (continued)

With the exception of a few modest peaks, concerns about credit card security have remained high but have declined modestly since these questions were asked in 2007.

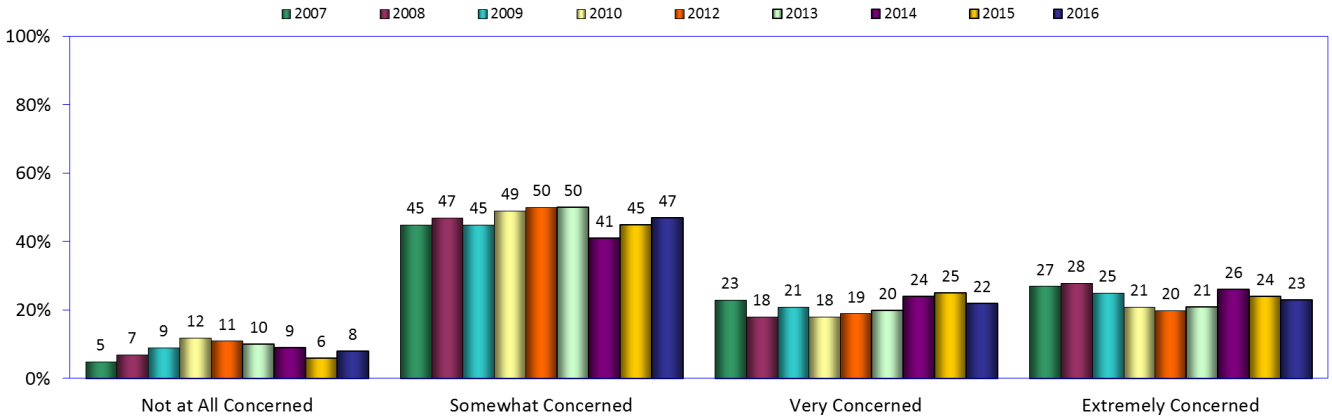
In the current study, 65 percent of non-users age 18 and older who have a credit card said they are very or extremely concerned about the security of their credit cards when or if they bought online – this compared to 76 percent in 2007.

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 non-users age 18 and older who have a credit card)



(Q830 (N-1)

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)



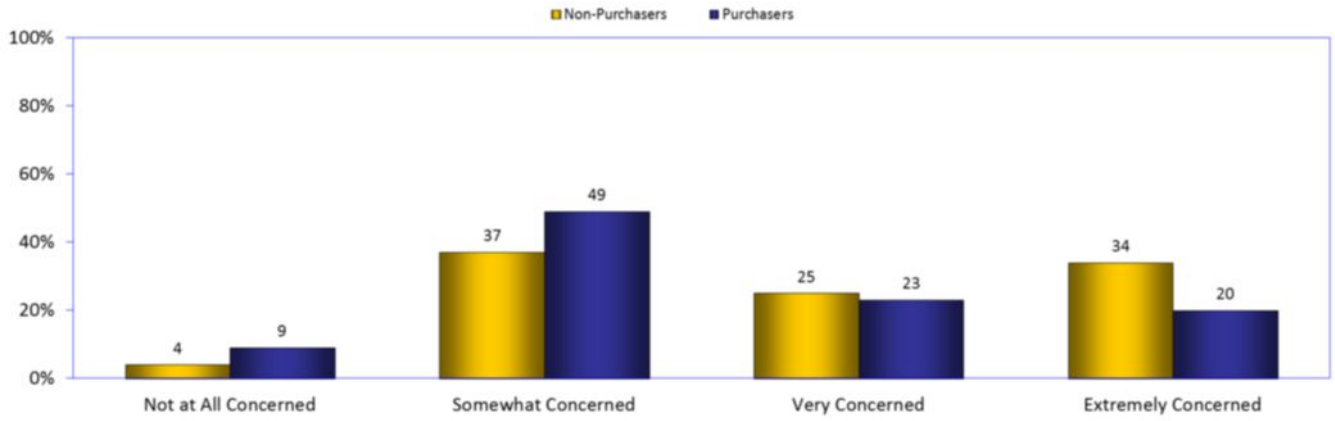
(Q830 (U-1)

67. Credit card information concerns (internet non-purchasers vs. purchasers)

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

Forty-three percent of purchasers compared to 59 percent of non-purchasers age 18 and older who have a credit card said they would be very concerned or extremely concerned about credit card security when or if buying online.

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



(Q830 U-2)

Buying: online vs. traditional retail stores

68. Buying online: effects on traditional retail purchasing

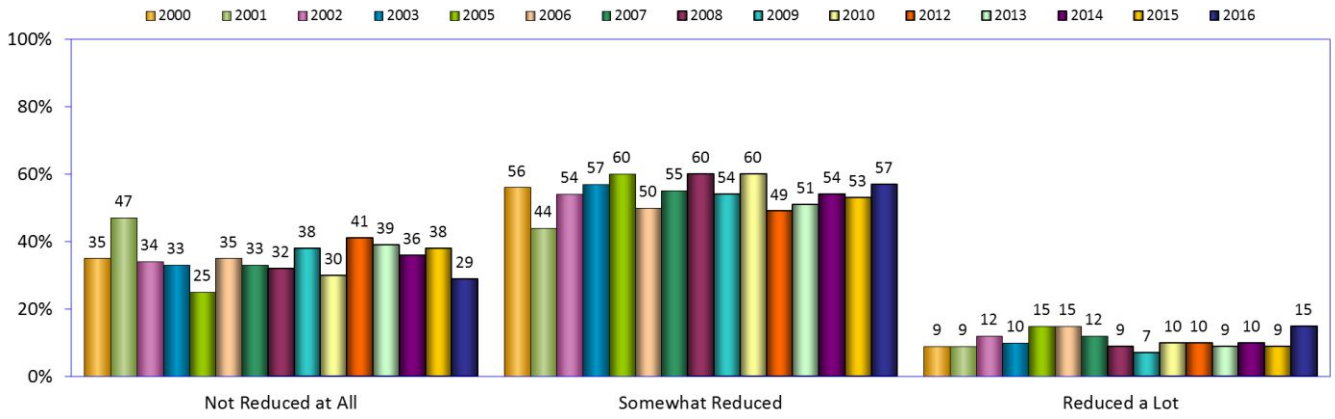
How does buying online affect buying in retail stores?

Seventy-two percent of internet users who buy online said that their internet purchasing reduces their retail purchasing somewhat or a lot, up significantly from 62 percent in 2015.

Twenty-nine percent of internet buyers said their online buying has had no effect on their traditional in-store retail purchasing, down from 38 percent in 2015.

For more on this issue and the topics on the next four pages, see the Trends section on page 143.

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



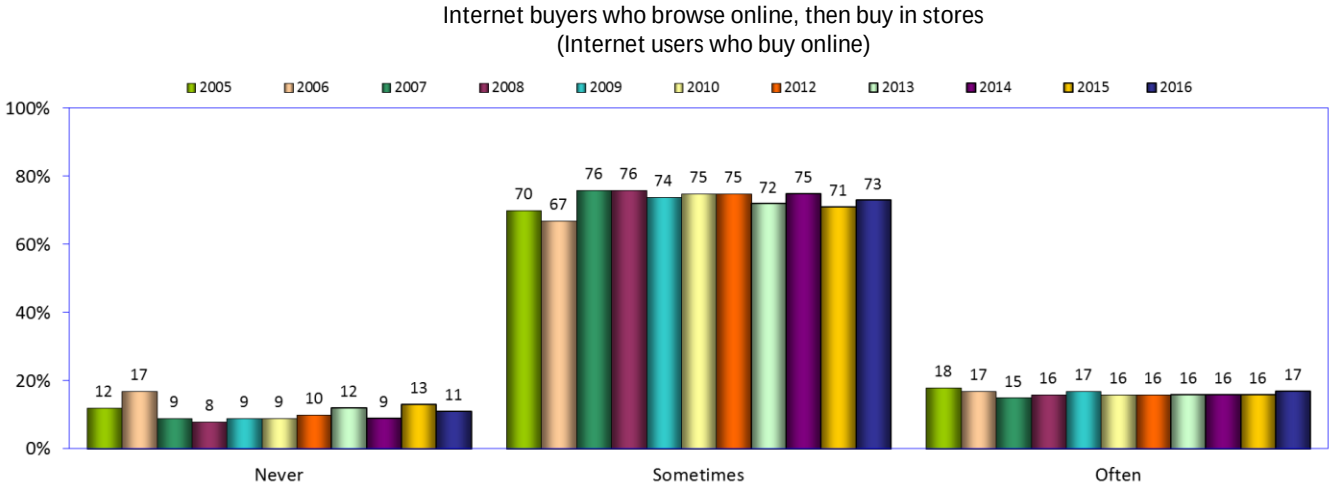
(Q860 U-1)

69. Browsing and buying products: retail stores vs. the internet

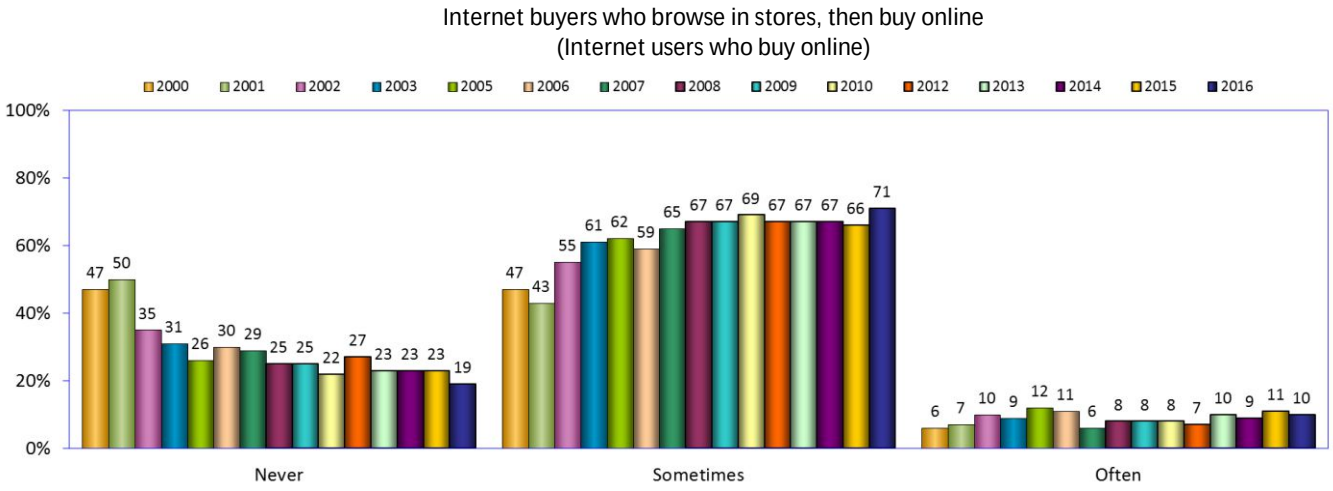
Large percentages of users who buy online will sometimes or often browse on the internet and then buy in stores, while smaller percentages browse in stores and then buy online.

Ninety percent of those who purchase on the internet said that they sometimes or often browse online and then buy in traditional retail stores, up from 87 percent who reported that response in 2015.

Eighty-one percent of users said they browse in stores and then buy online, up from the 77 percent reported in 2015 and the highest level to date.



(Q910 U-1)



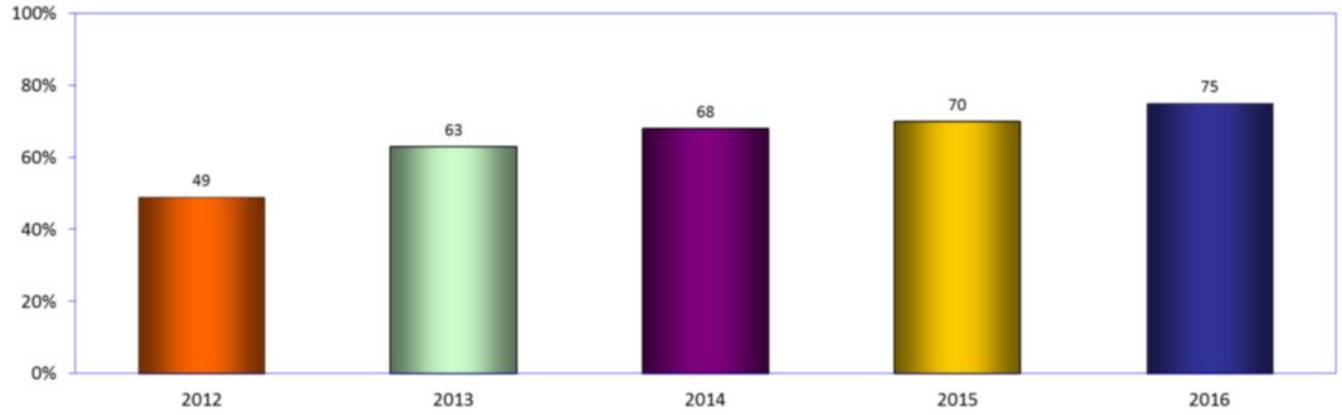
(Q900 U-1)

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

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

In the current study, 75 percent of online purchasers who browse locally but buy online said they have compared prices on a mobile device while in a store to see if there is a better deal available on the internet, up from 70 percent in 2015, and 26 percentage points higher than in 2012.

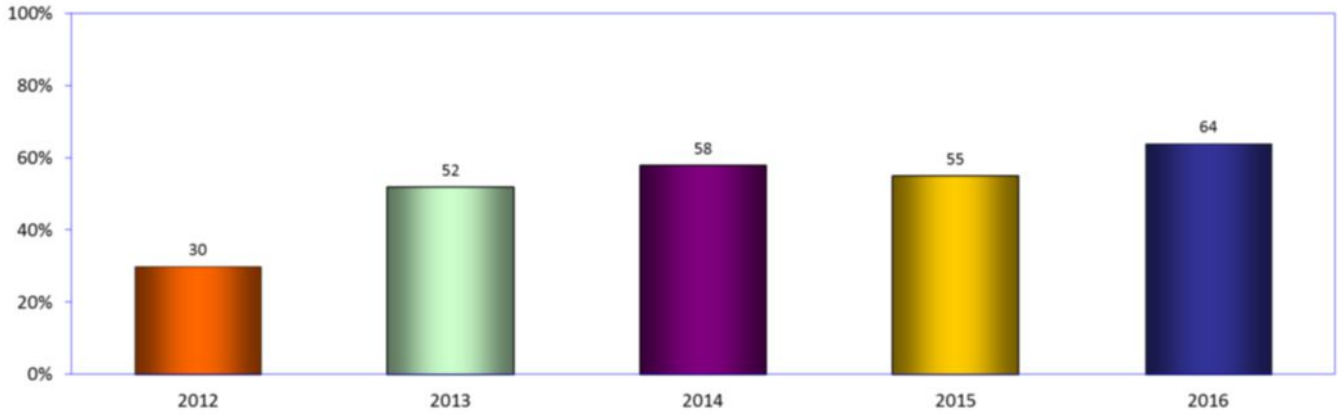
Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available online?
(Online purchasers who browse for products in local stores but purchase online)



(Q901A U-1)

Sixty-four percent of users said they have used a mobile device while in a store to determine if a better deal was available at another store nearby – up from 55 percent in 2015 and more than twice the number reported when this question was first asked in 2012.

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



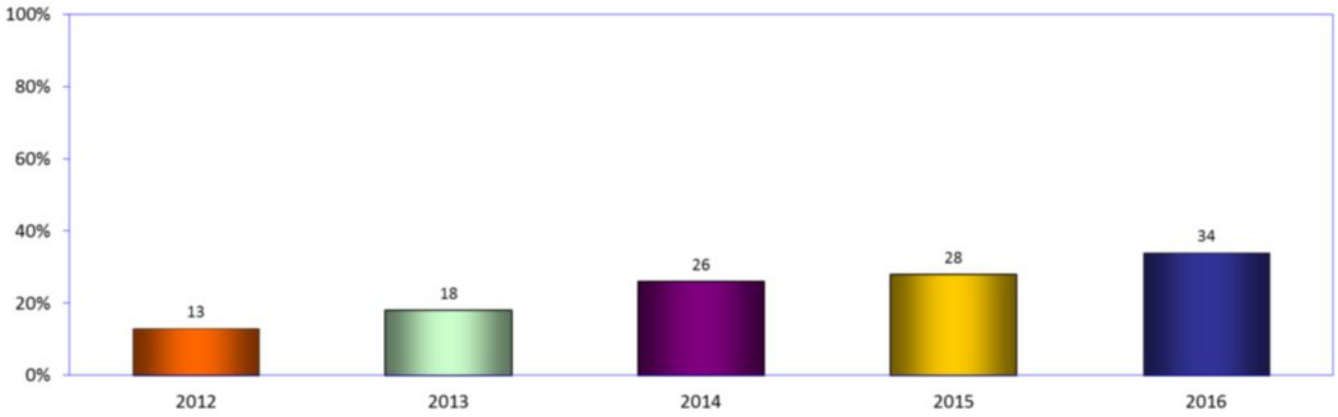
(Q902 U-1)

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

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

Thirty-four percent of online purchasers who browse locally but purchase online said they have purchased a product online with a mobile device while in a store – up from 28 percent in 2015 and almost three times the percentage reported in 2012.

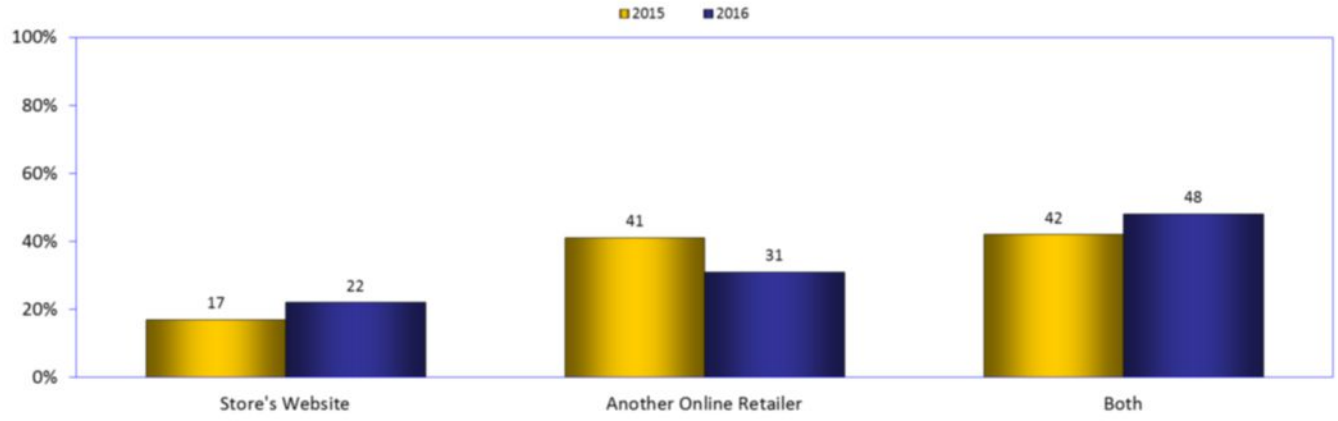
Have you ever purchased a product online on your mobile device while in the store?
(Online purchasers who browse for products in local stores but purchase online)



(Q901C U-1)

For thirty-one percent of these purchases, the buyers have used another retailer's website, while 48 percent have ordered from both the store and another retailer's website.

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

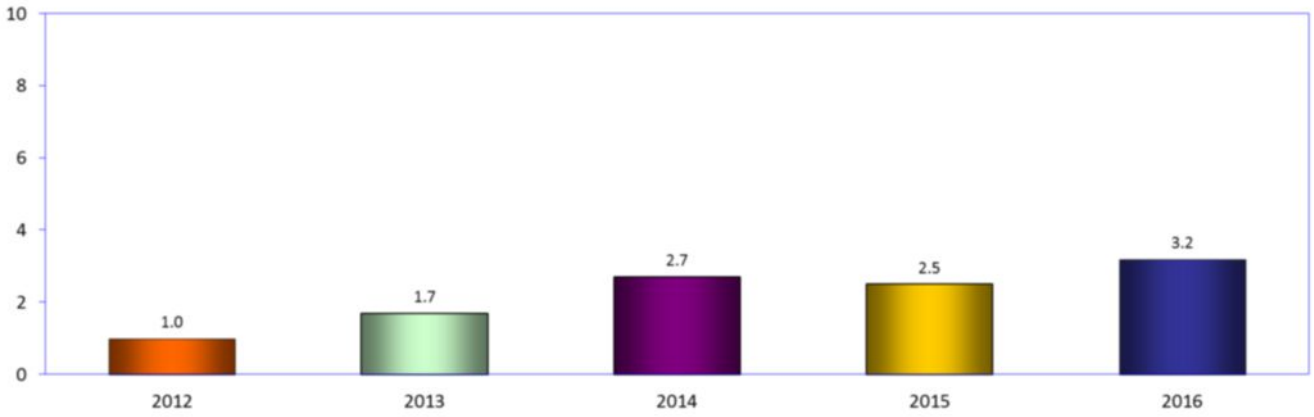


(Q901DU-1)

72. Using smartphones to buy products

How often do smartphone owners use their phones for purchasing? In the current study, smartphone users buy products with their phones an average of 3.2 times per month, an increase from 2.5 times per month in 2015 and the highest number to date.

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



(Q152 S-1)

Communication patterns

Users who said the internet is important or very important for maintaining social relationships		62%
Mobile phone users who said texting is important or very important for maintaining social relationships		69%
Average number of friends met in person whom they originally met online	2010	2.4
	2016	6.0
Users who have been bullied or harassed online		14%
Users who have received unwanted sexual attention online		23%

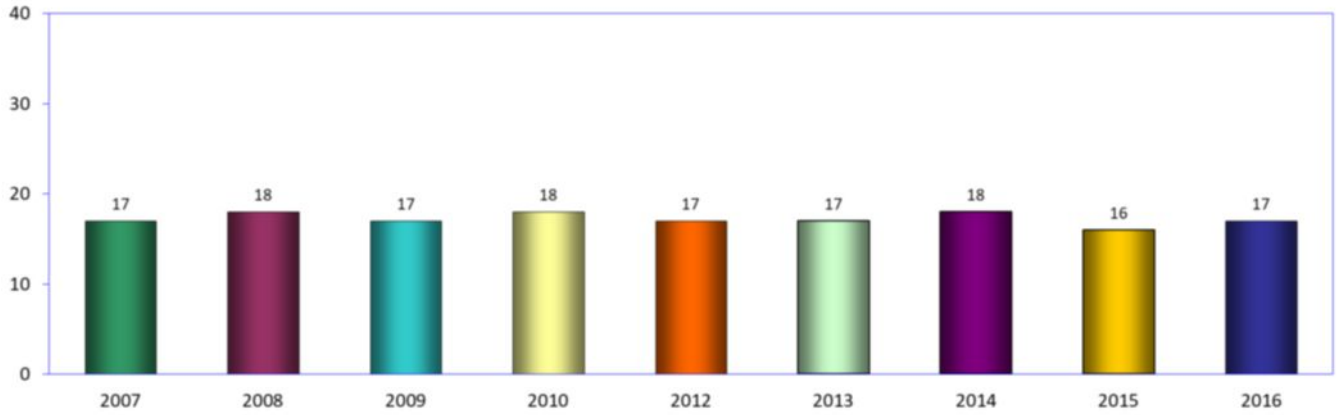
Communication patterns

73. 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 reported a marginally higher amount of time socializing face-to-face with their family – now 17 hours per week, up from 16hours in 2015.

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

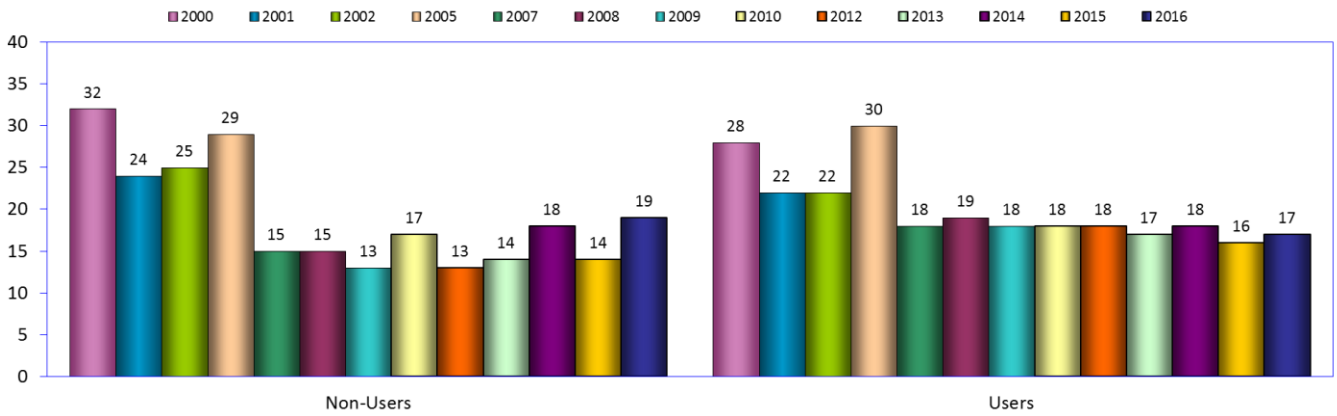


(Q1140 R-1)

74. Time spent socializing with family (users vs. non-users)

Internet users in the Digital Future studies generally reported spending more time than non-users socializing face-to-face with their families. However, in the current study, internet users reported spending two hours less per week socializing face-to-face with their families compared to non-users.

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

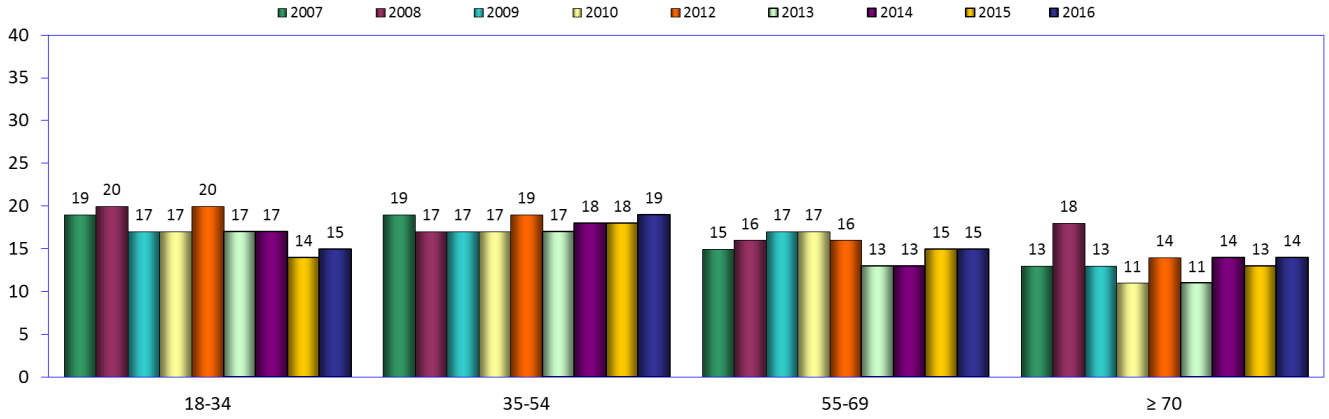


(Q1140 R-2)

75. Time spent socializing with family (users by age)

Internet users of all ages in the Digital Future study said they generally spend about the same amount of time socializing face-to-face with their families as in previous years. For the third year in a row, users age 35-54 spent the most time face-to-face with their family (19 hours per week). The lowest figure was reported by users age 70 or older (14 hours per week).

During a typical week, how many hours do you spend socializing face-to-face with your family?
(Internet users age 18 and over)



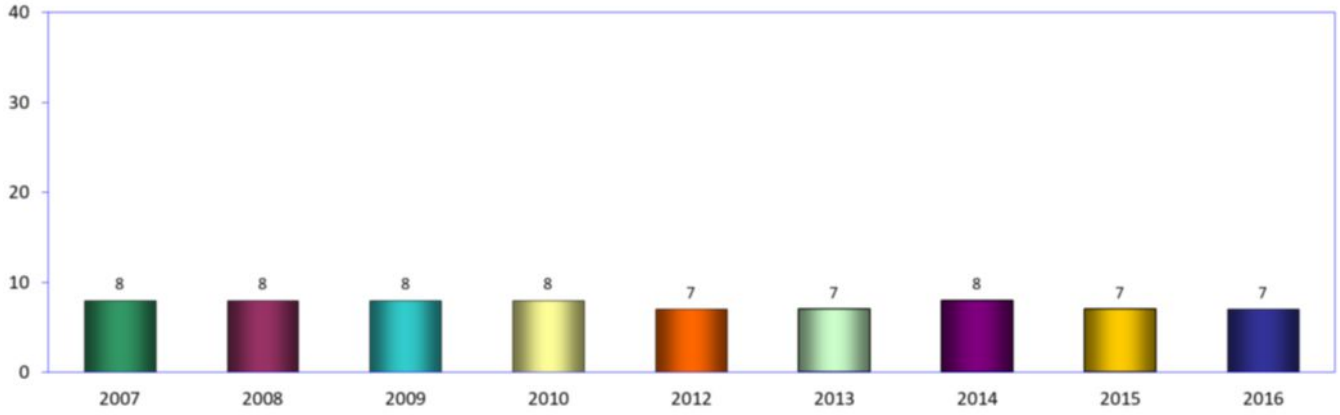
(Q1140 A-1)

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

As with time spent socializing with family (see page 73), respondents reported generally consistent amounts of time spent socializing face-to-face with friends outside of school or the office in most years in the Digital Future studies.

In the current study, respondents said they spend an average of seven hours each week socializing face-to-face with friends, the same as in 2015.

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



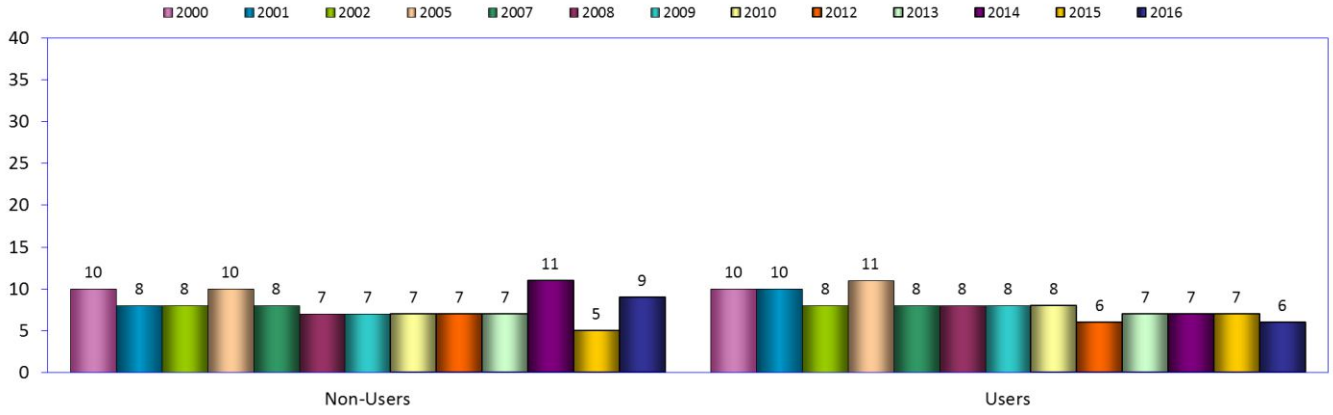
(Q1160 R-1)

77. Time spent socializing face-to-face with friends (users vs. non-users)

Users and non-users in most years of the Digital Future studies reported socializing face-to-face about the same amount of time with friends.

However, in the current study, non-users reported socializing face-to-face with friends an average of nine hours weekly, up from five hours in 2015. By comparison, users reported spending six hours per week socializing face-to-face with friends, down marginally from seven hours in 2015.

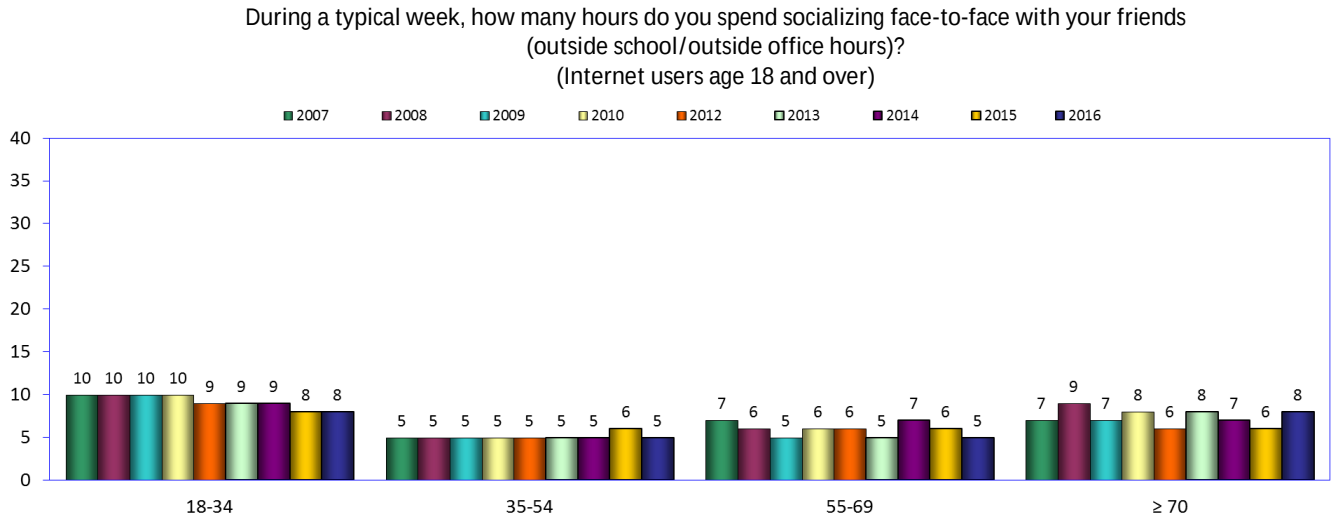
During a typical week, how many hours do you spend socializing face-to-face with your friends (outside school/outside office hours)?
(All respondents)



(Q1160 R-2)

78. Time spent socializing face-to-face with friends: users by age

Internet users of all ages in the Digital Future studies spend varying amounts of time socializing face-to-face with friends. Users age 18-34 and those age 70 or older spend the most amount of time face-to-face with their friends (8 hours per week in the current study).



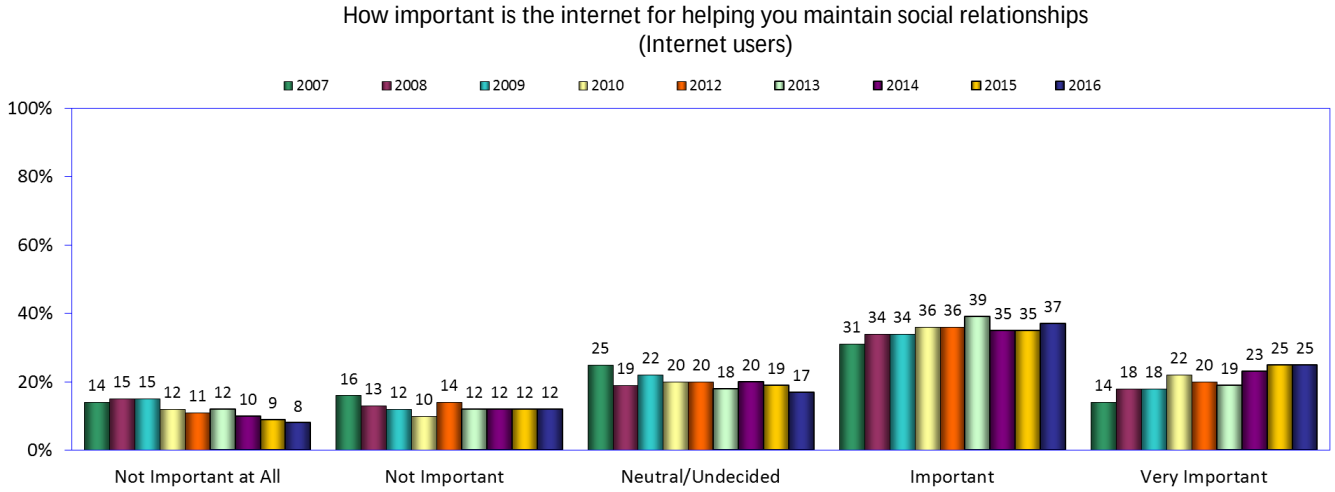
(Q1160 A-1)

79. The internet and social relationships

A large and growing percentage of internet users said that going online helps them maintain social relationships.

Sixty-two percent of users said the internet is important or very important in maintaining social relationships, up from 60 percent in 2015 and the highest level reported in the Digital Future studies.

Twenty percent said that the internet has no importance in maintaining their social relationships – down from 21 percent in 2015 and the lowest level so far in the studies.

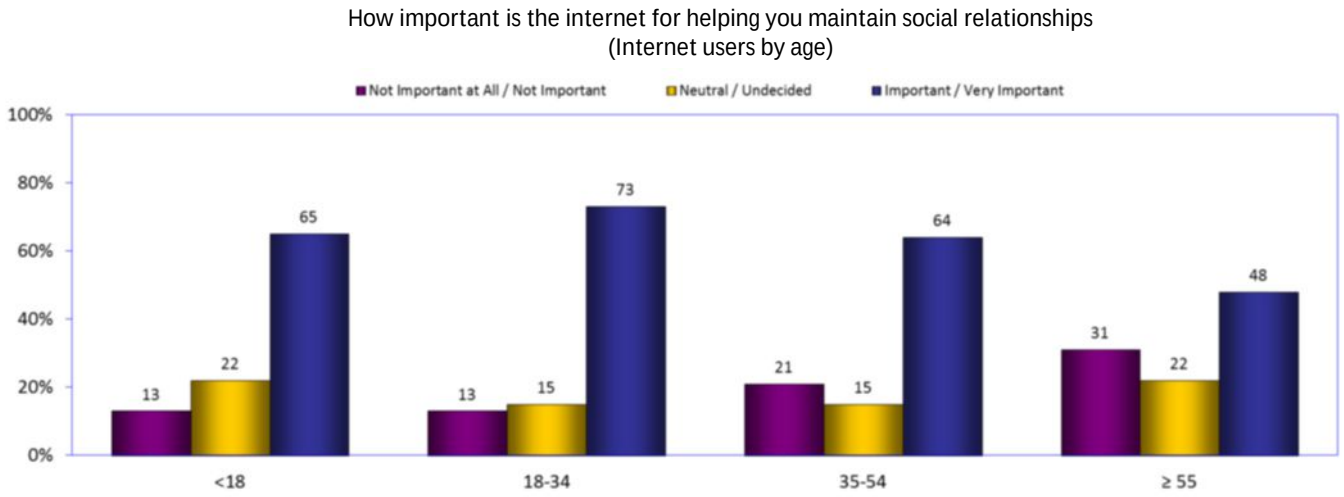


(Q218AU-1)

80. The internet and social relationships (by age)

The internet is considered important for maintaining social relationships by users of all ages, but as age increases, that view becomes less pronounced.

The percentage of those who consider the internet important or very important for social relationships is highest among users who are 18-34 (73 percent), followed by those under age 18 (65 percent). Slightly smaller percentages of users ages 35-54 (64 percent) and age 55 and older(48 percent) said the internet was important or very important for social relationships.

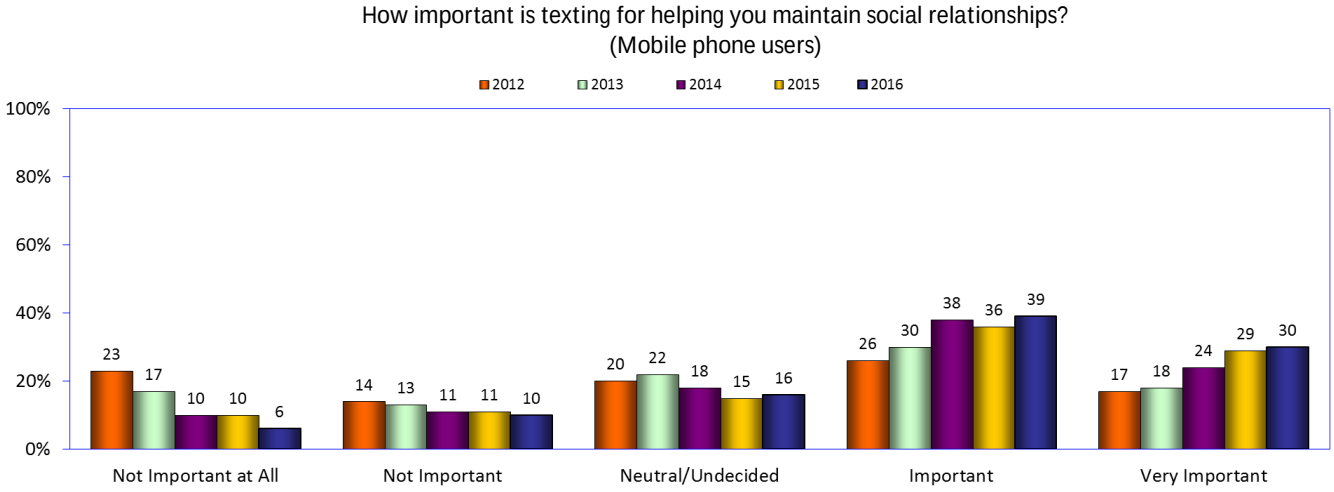


(Q218A A-1)

81. Texting and social relationships

Compared to internet users who said that going online is important for maintaining social relationships, an even larger percentage of mobile phone users (69 percent) continued to report that texting is important or very important for them to maintain social relationships – the highest percentage thus far in the Digital Future studies.

Only 16 percent of mobile phone users said texting is not important for maintaining their social relationships – down from 21 percent in 2015 and the lowest level to date.



(Q218EU-1)

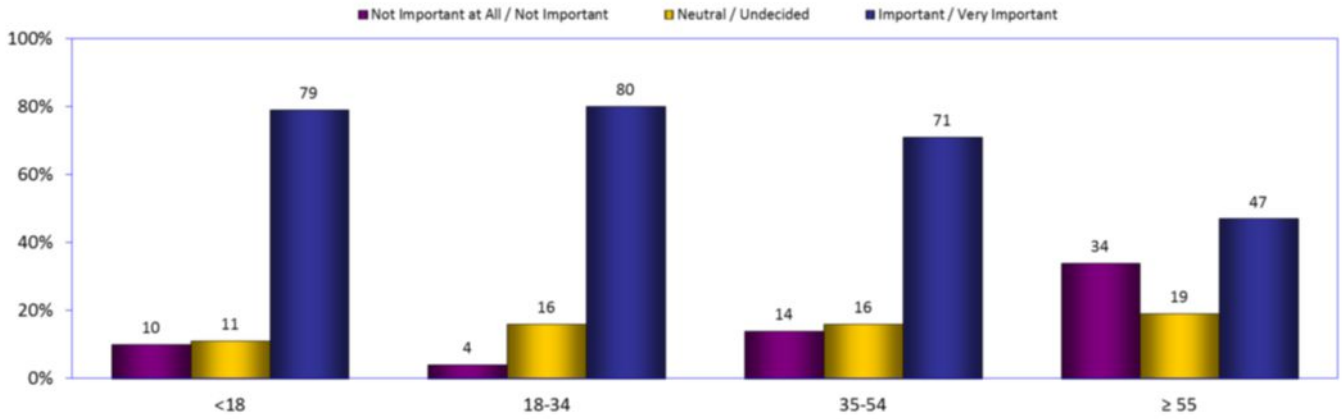
82. Importance of texting to maintain social relationships (by age)

As with views about the importance of the internet for maintaining social relationships (see page 78), larger percentages of younger users compared to older users consider texting important to maintaining social relationships.

Eighty percent of users age 18-34 said that texting is important or very important in maintaining social relationships, down marginally from the81 percent reported in 2015. And more than two-thirds of smartphone users under 18 (79 percent) said that texting is important or very important in maintaining social relationships – up from 69 percent in 2015.

Many older smartphone users also said that texting is important for their social relationships: 71 percent of smartphone users age 35-54, up from 67 percent in 2015; and 47 percent of smartphone users age 55 and older, up from 40 percent in 2015.

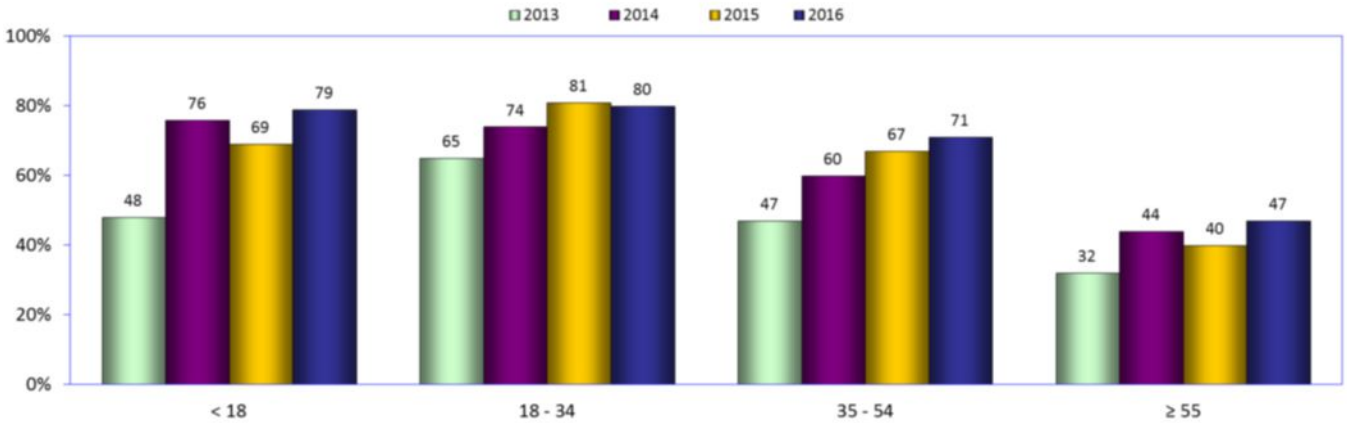
How important is texting for helping you maintain social relationships?
(Mobile/smartphone users)



(Q218EA-1)

Since 2013, steadily growing percentages of smartphone users age 35-54 said that texting helps maintain social relationships. For the last two years, smartphone users age 18-34 reported the largest numbers.

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



(Q218EA-2)

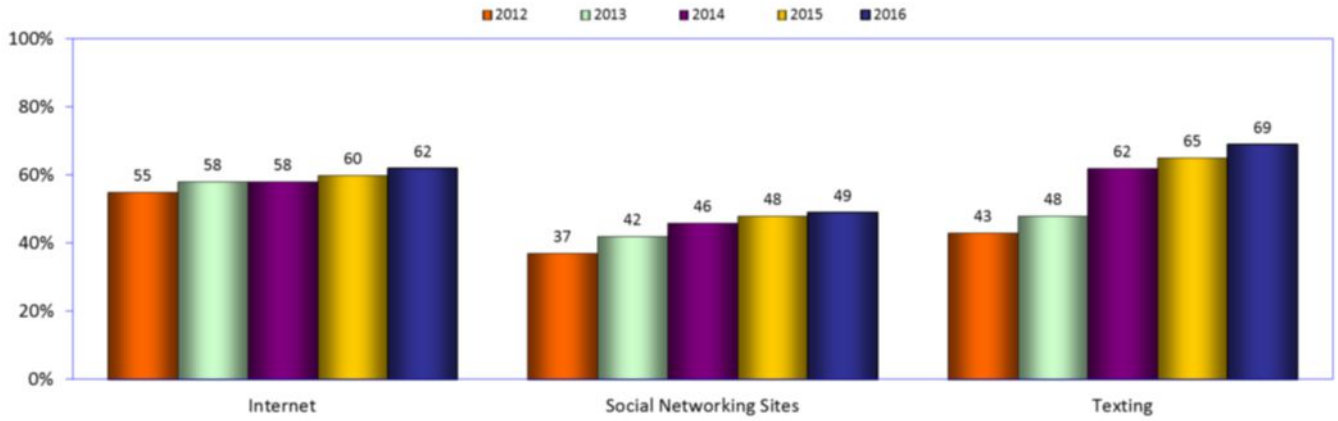
83. The internet, social networking sites, and texting in maintaining social relationships (at-a-glance)

Comparing responses in the five most recent years of Digital Future studies shows substantial and growing percentages of users who consider the internet, social networking sites, and texting important or very important for maintaining social relationships.

Using the internet is important to a large and generally steady percentage of users for maintaining social relationships – now 62 percent – while lower but growing percentages of users said social networking sites are important for maintaining social relationships (49 percent in the current study).

For the fourth year in a row, a growing percentage of internet users said that texting is important or very important – now 69 percent, up from 43 percent in 2012.

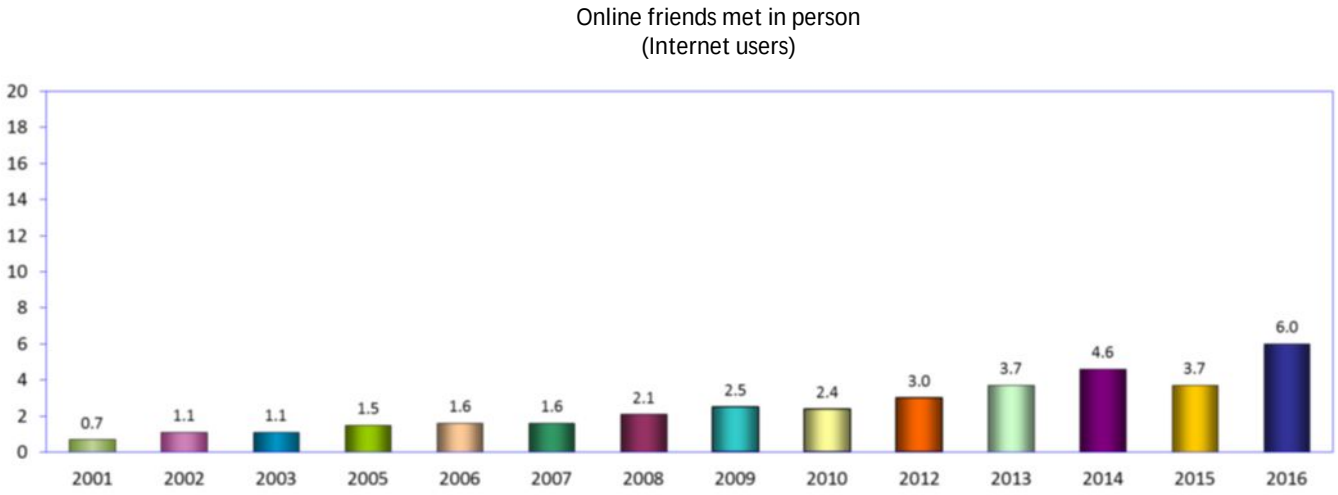
How important are these for helping you maintain social relationships?
(Internet users or mobile phone users – very important and important)



(Q218A / D / EU-1)

84. Friends met online, then met in person

The average number of online friends met in person increased significantly from the number reported in 2015 – now an average of 6.0 friends met in person, an increase from 4.6 in 2014 and a new high for the Digital Future studies.



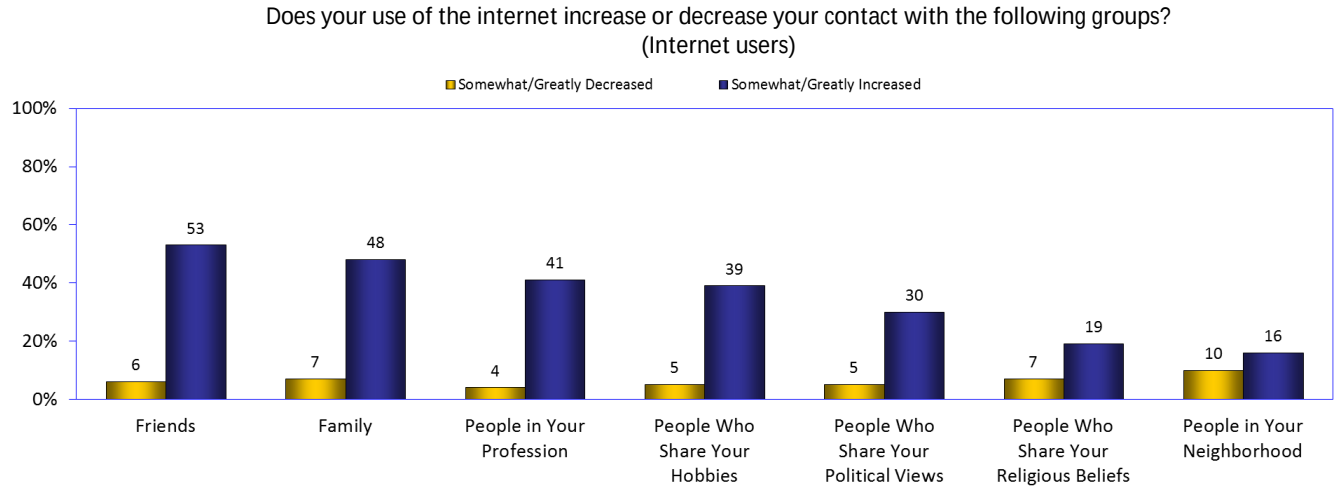
(Q320 U-1)

85. The internet**'s effects** on social contact

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

The largest percentages of increased contact were reported by users who said the internet somewhat or greatly increased their contact with friends (53 percent) and family (48 percent).Other large percentages were reported by users who said the internet increased their contact with people in their profession (41 percent), and people who share their hobbies (39 percent).

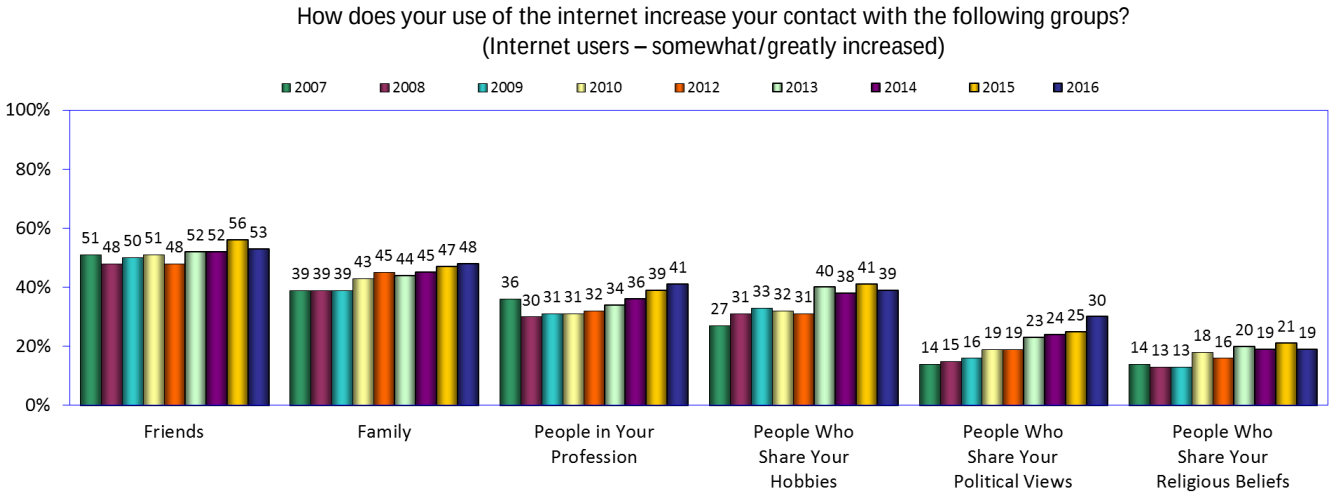
Ten percent or less of users in all categories said that the internet decreased their contact with family, friends, and key social groups.



(Q950 U-1)

86. The internet**'s effects on social contact**: 2007-2016

Comparing the effects of internet use on social contact since 2007 shows upward trends in contact with all groups across the board.

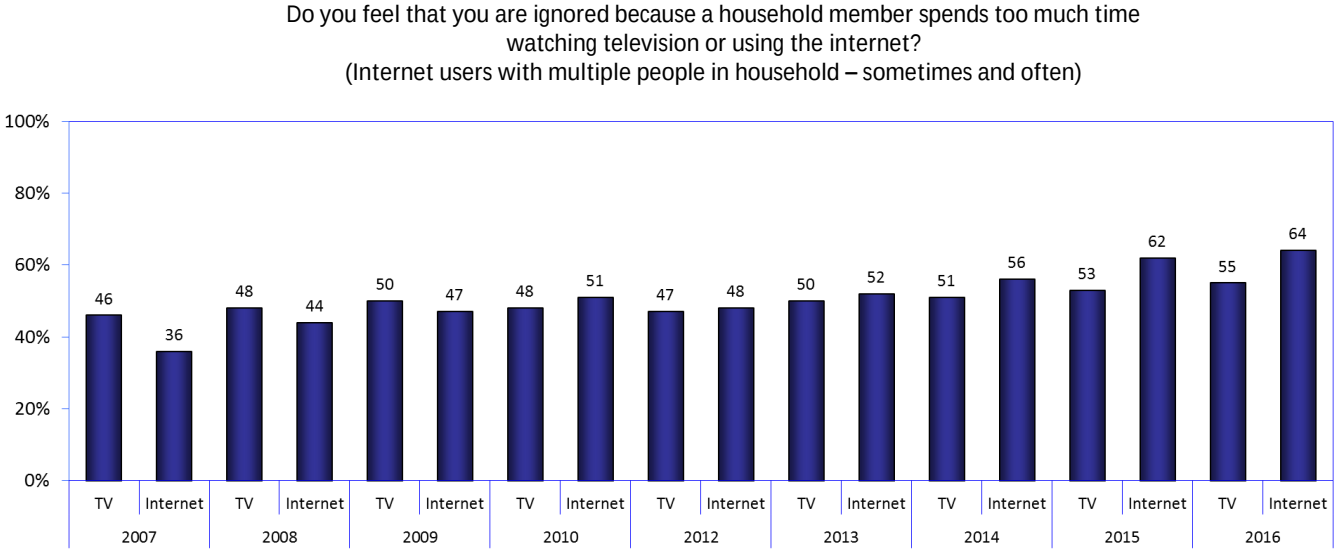


(Q950 U-2)

87. Are you ignored because of television or the internet?

Sixty-four percent of internet users said they are sometimes or often ignored because another member of the household spends too much time online – up from 55 percent in 2015, and now the peak level in the Digital Future studies.

The percentage of users who said they were ignored by a household member who spends too much time watching television increased to 54 percent, up from 52 percent in 2014 and also a new high level for the studies.

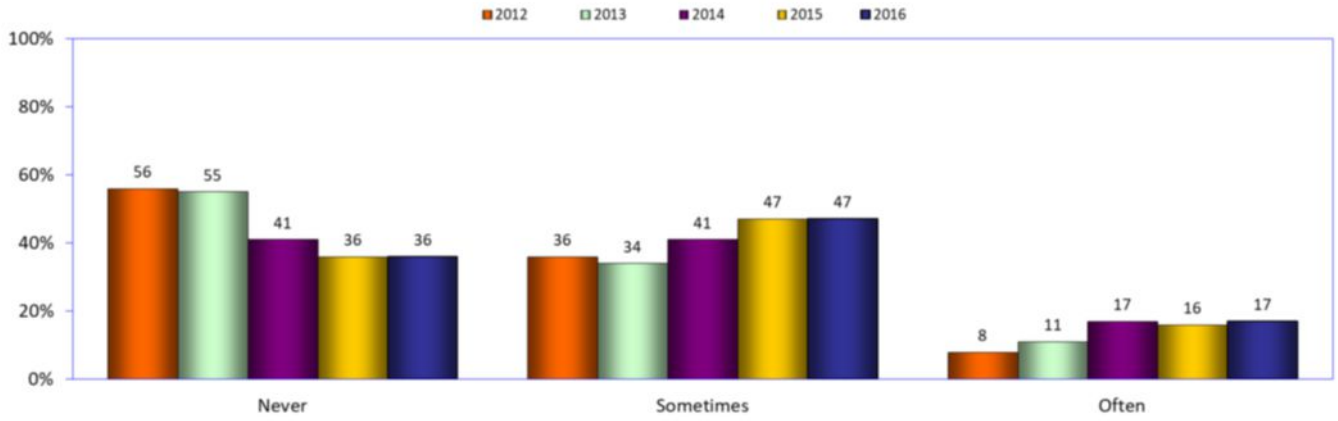


(Q1010 x Q1020 U-2)

88. Are you ignored because of mobile devices?

For the fourth year in a row, a growing percentage of mobile phone users (64 percent) said they were ignored because a household member spends too much time on a mobile device – either talking, texting, or web browsing.

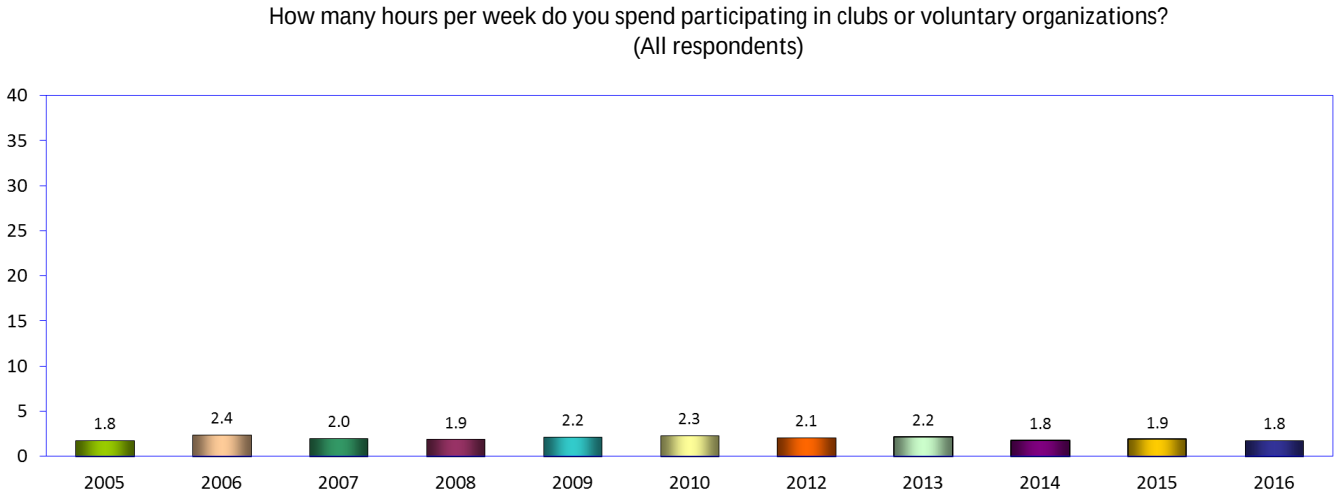
Do you feel that you are ignored because a household member spends too much time on a mobile device (talking, texting, web browsing, etc.)?
(Mobile phone users with multiple people in household)



(Q1022 S-1)

89. Time spent with clubs and volunteer organizations

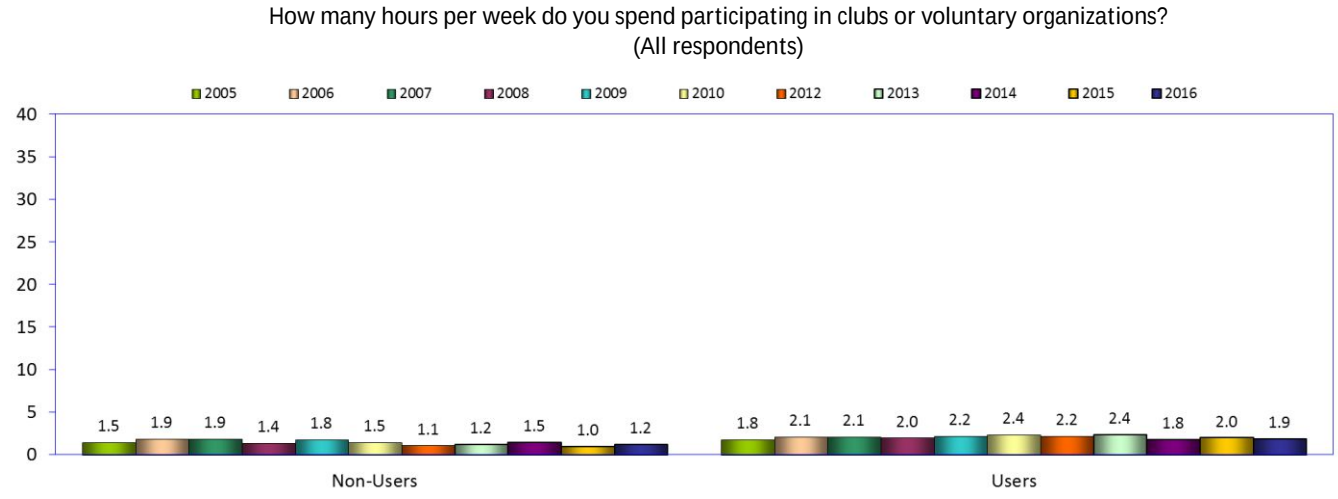
Respondents in the current study said they spend an average of 1.8 hours per week participating in clubs or voluntary organizations, essentially the same as in 2014 and 2015.



(Q1200 R-1)

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

Internet users in every Digital Future study since 2005 reported spending more time than non-users participating in clubs or voluntary organizations. In the current study, users reported spending nearly an hour more per week participating with clubs and volunteer organizations (1.9 hours per week for users compared to 1.2 hours for non-users).



(Q1200 R-2)

Views about privacy while online

91. Views about privacy

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

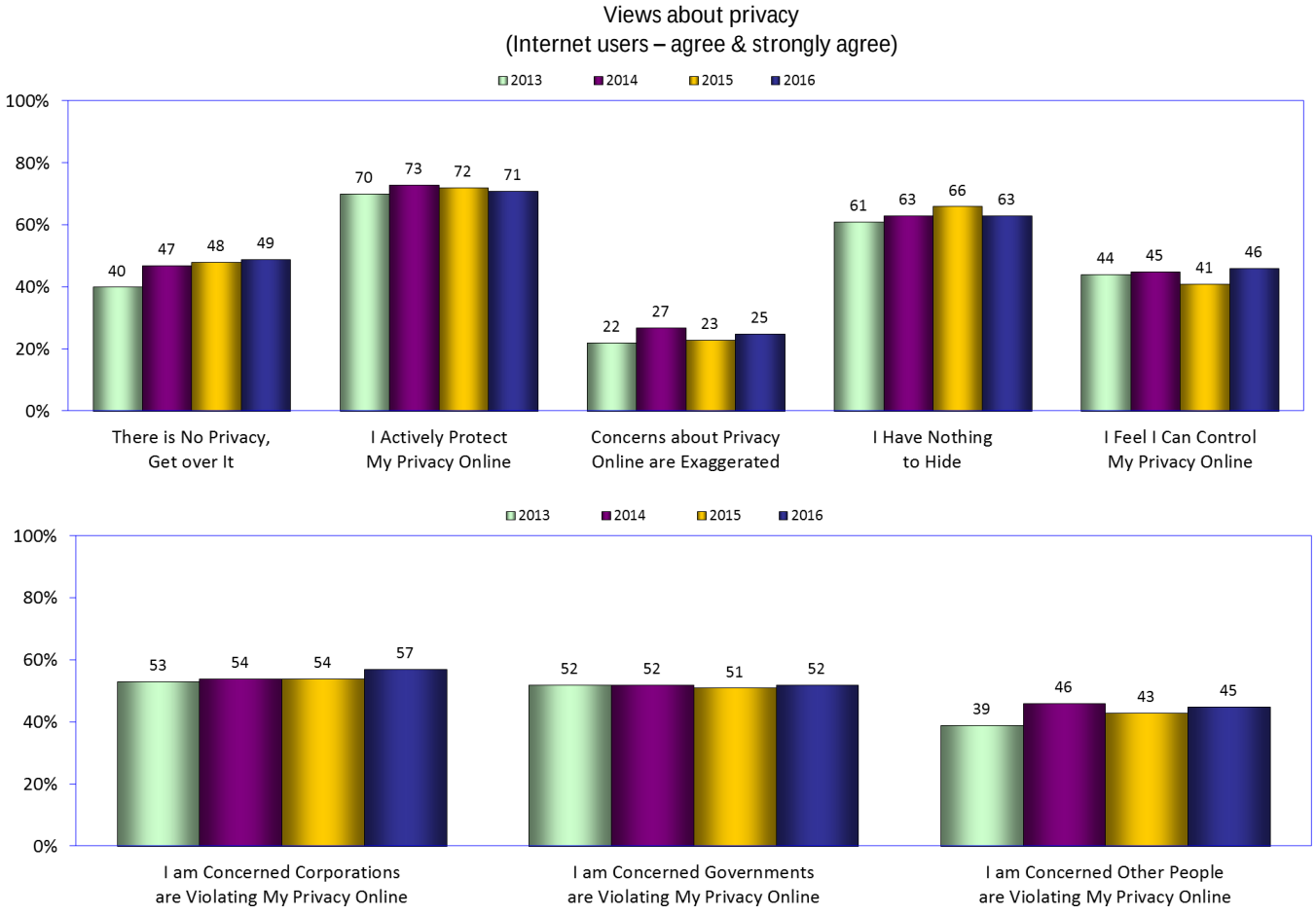
1. "I actively protect my privacy online."
2. "I have nothing to hide."
3. "I feel I can control my privacy online."
4. "There is no privacy – get over it."
5. "Concerns about privacy online are exaggerated."
6. "I am concerned corporations are violating my privacy online."
7. "I am concerned governments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

The survey found increased levels of agreement with all but two statements.

Looking at the first five statements, the largest percentage of users agreed or strongly agreed with the statement, "I actively protect my privacy online," reported by 71 percent of internet users, a slight decrease from 2015. The second largest percentage of users agreed or strongly agreed with the statement "I have nothing to hide" – a drop of three percentage points and the first time agreement has decreased.

Of particular importance – almost half of internet users now believe that privacy online does not exist: in the current study, 49 percent of users agree or strongly agree that "There is no privacy – get over it" – a view that has increased in every year this question has been asked.

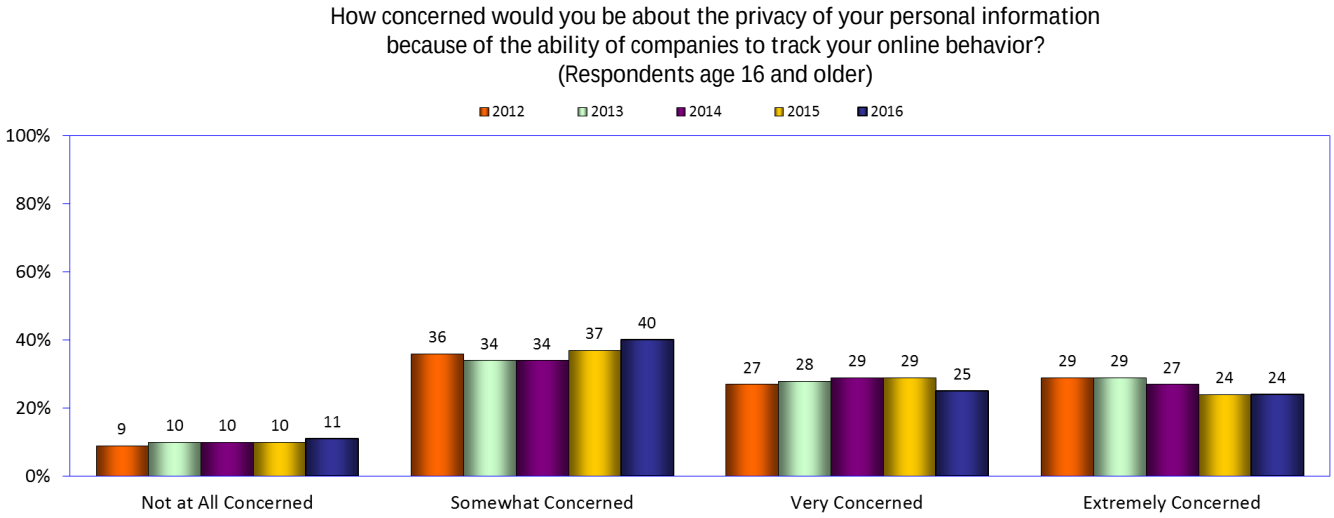
Of respondents asked about concerns over who might violate their personal privacy (see lower chart), the largest percentage (57 percent) was concerned about corporations, followed by governments (52 percent).



(Q844 U-1 and U-2)

92. Privacy of personal information and companies tracking online behavior

The vast majority of respondents age 16 and older – 89 percent – expressed some level of concern about their privacy because companies can track their online behavior, marginally below the 90 percent reported in 2015.

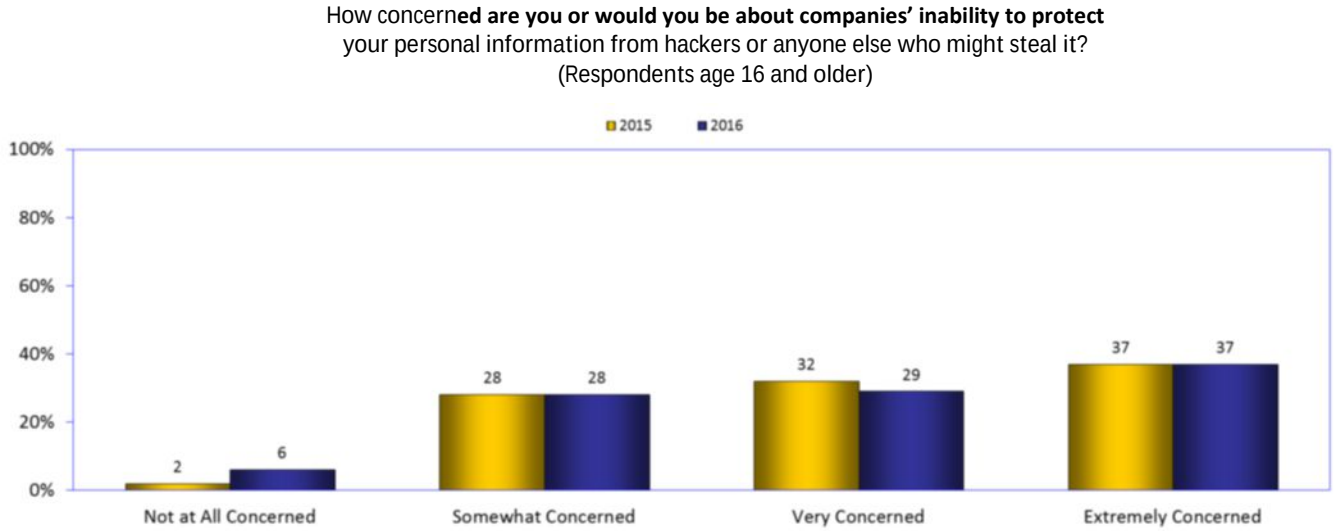


(Q843 R-1)

93. Privacy of personal information and **companies' ability to protect**

Compared to concerns about companies tracking online behavior, even larger percentages of respondents said they are concerned about companies' abilities to protect their personal information.

While 49 percent of respondents are very concerned or extremely concerned about company tracking their online behavior (see the previous question), 66 percent of respondents are concerned that companies are unable to protect personal information from hackers or data thieves.

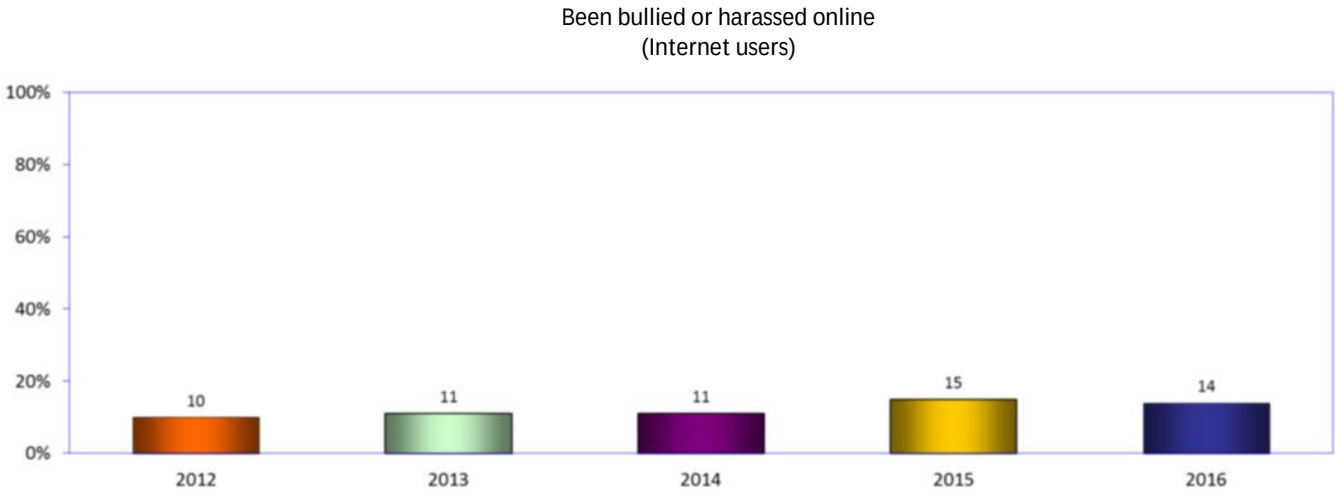


(Q843A R-1)

Online bullying and harassment

94. Have you been bullied or harassed online?

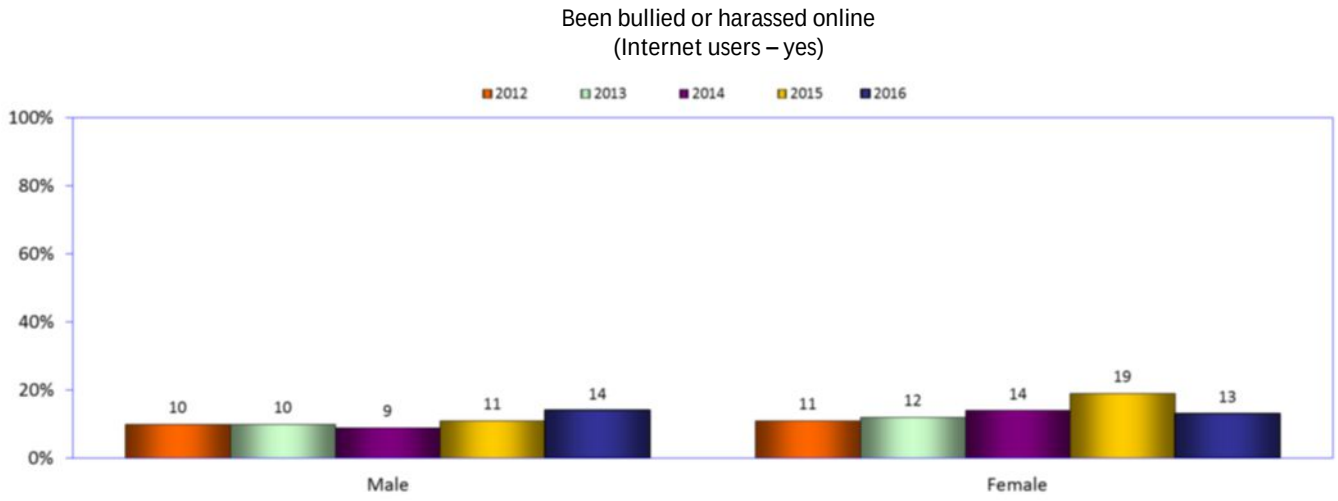
When internet users were asked if they had ever been bullied or harassed online, 14 percent responded yes – marginally less than in 2015 and the first decrease in the study.



(Q846 U-1)

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

For the first time in the study, more men than women reported being bullied or harassed – 14 percent vs. 13percent.

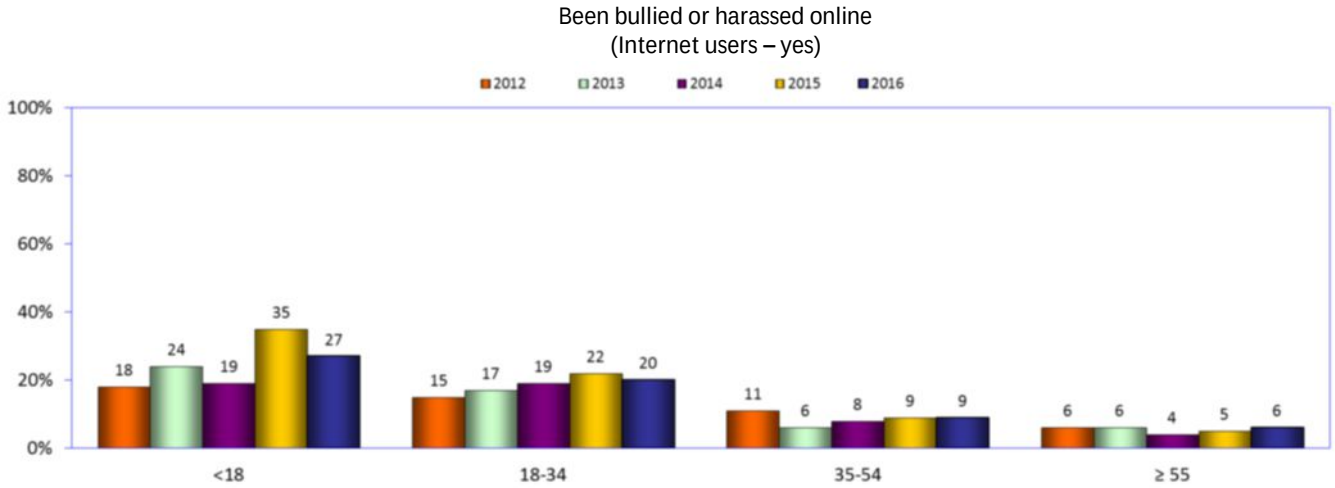


(Q846 G-1)

96. Online bullying and harassment (by age)

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

The largest percentages by far were reported by users under 18 (27 percent) and 18-34 (20 percent). But the number of users in both groups decreased compared to 2015.

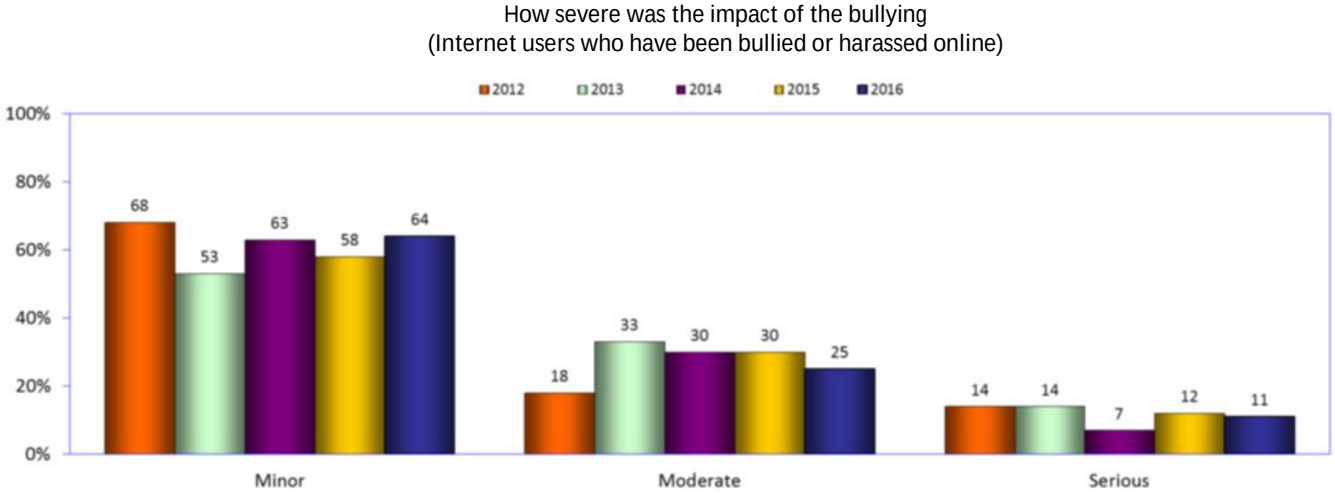


(Q846 A-1)

97. Online bullying and harassment: impact

Of those who have been bullied or harassed, 64 percent reported that the impact was minor, up from the 58 percent in 2015.

Eleven percent said that the impact of the bullying was serious, down from 2015.



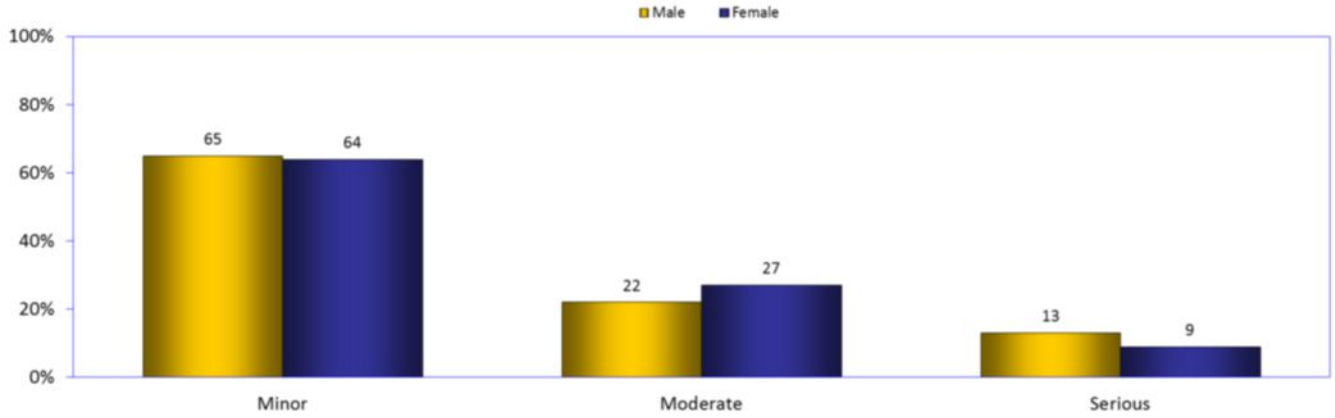
(Q847 U-1)

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

A near-equal percentage of women and men reported that the impact of the bullying was moderate or serious: 36 percent of women compared to 35 percent of men.

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

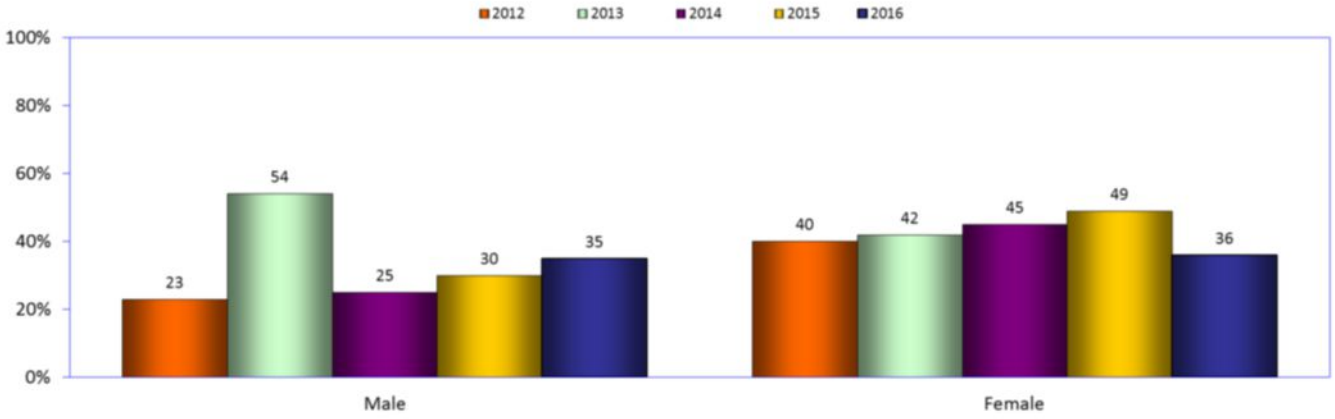
How severe was the impact of the bullying?
(Internet users who have been bullied or harassed online)



(Q847 G-1)

Looking at the severity of bullying shows a stronger growth trend of men who said the impact of the bullying was moderate or serious.

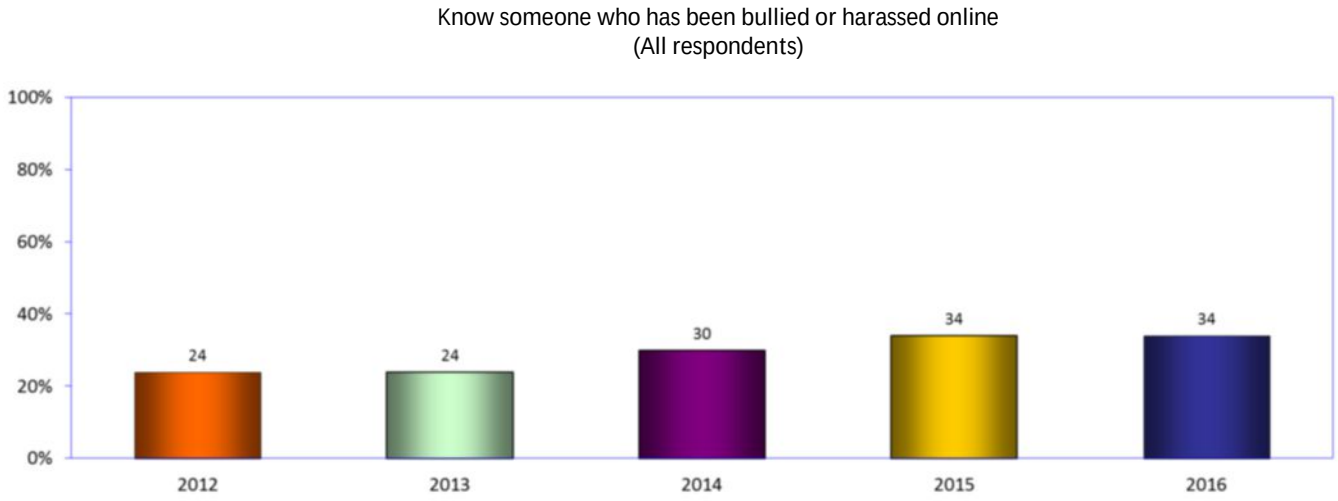
How severe was the impact of the bullying?
(Internet users who have been bullied or harassed online – serious & moderate)



(Q847 G-2)

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

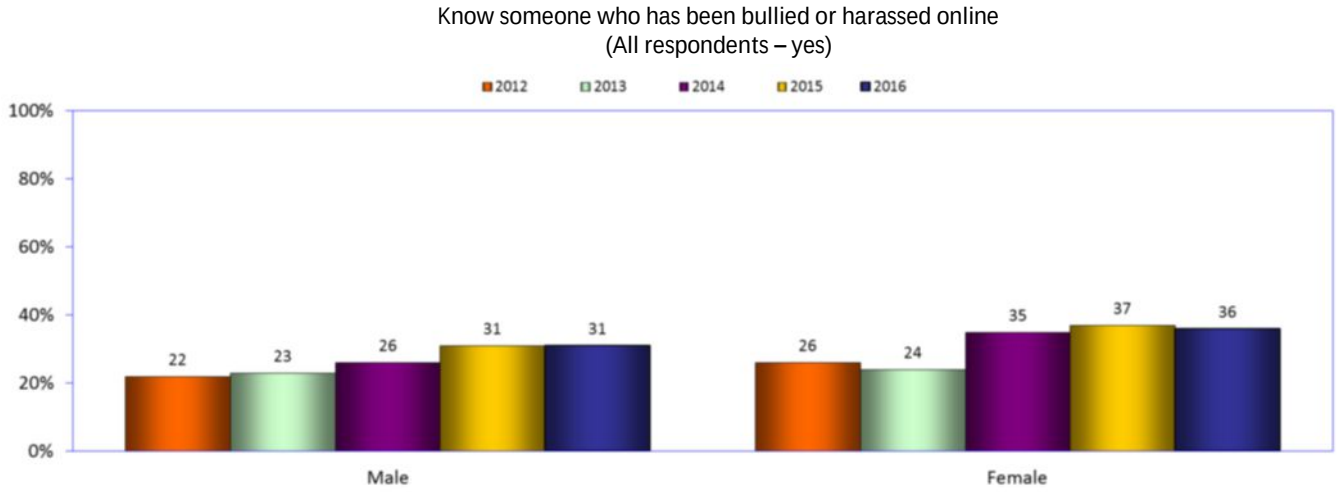
Although 14 percent of users said they have been bullied or harassed on the internet, more than twice the percentage of all respondents said they know someone else subjected to bullying or harassment online– now at 34 percent for the second year in a row.



(Q848 R-1)

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

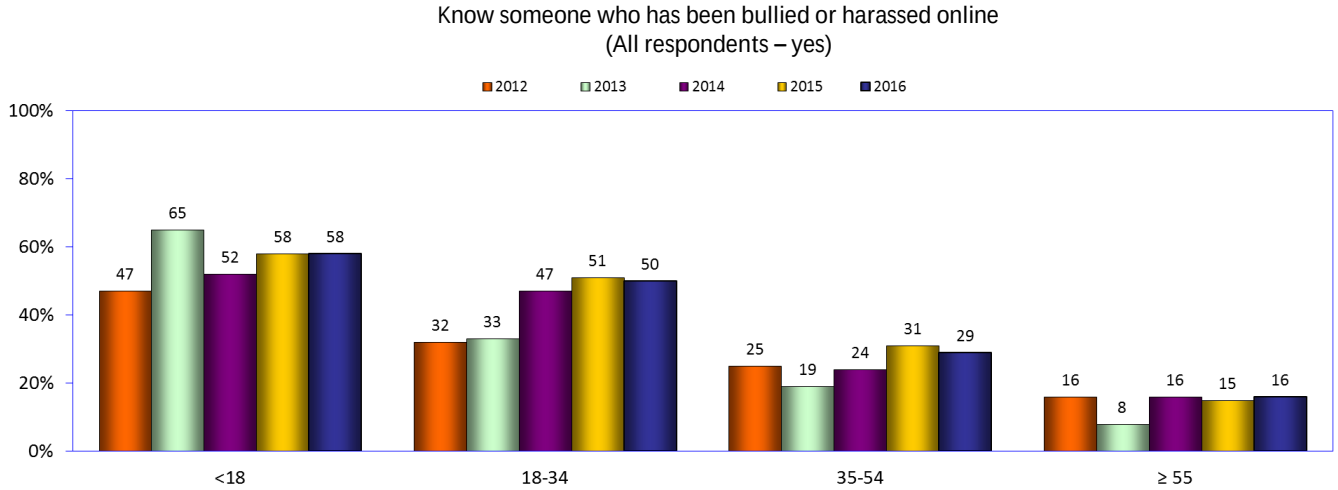
Despite the fact that more men than women reported being bullied/harassed online, more women reported that they know someone who has been bullied/harassed. More than one-third of women (36 percent) and almost one-third of men (31 percent) said they know someone who has been bullied or harassed online.



(Q848 G-1)

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

Knowledge of online bullying is related to age; more than half of respondents under 18 (58 percent) and 50 percent of those ages 18-34 said they know someone who has been bullied or harassed online, compared to much lower percentages of respondents age 35 and older.



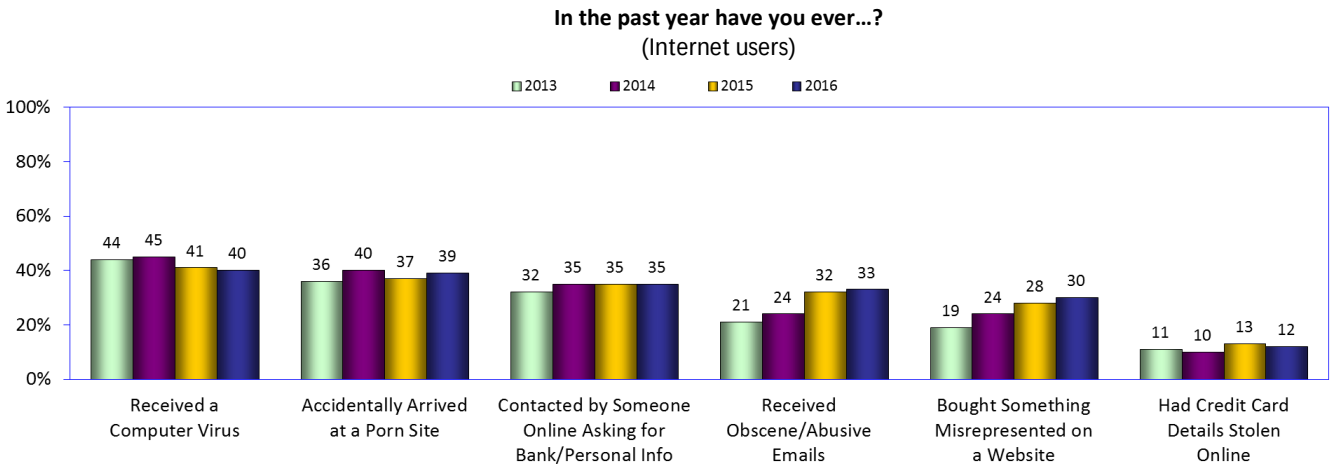
(Q848 A-1)

102. Negative online experience

Significant and consistent percentages of users continued to report having negative online experiences, such as computer viruses, attempts to gather personal or financial information, or theft of credit card information.

Receiving computer viruses has dropped for the second year in a row. Receiving obscene and abusive emails has grown marginally – 33 percent reported having this experience, up from 32 percent in 2015.

Receiving obscene/abusive emails or buying a misrepresented item online have increased every year these questions have been asked.

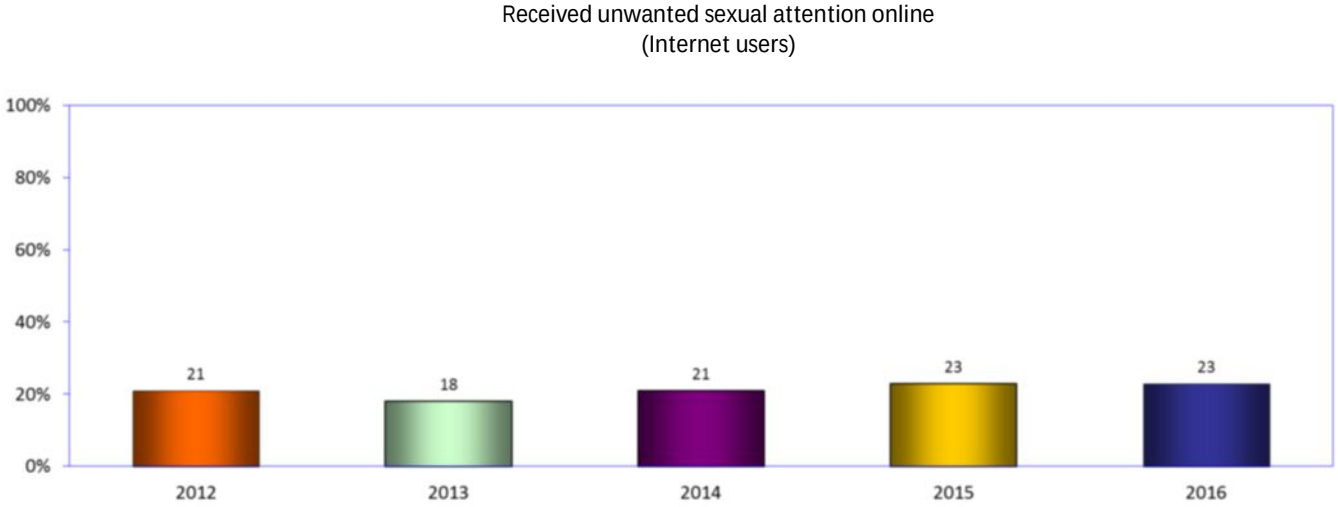


(Q828 U-1)

Unwanted sexual attention online

103. Have you received unwanted sexual attention online?

Unwanted sexual attention online continues to be a problem reported by a notable percentage of users in the current Digital Future study – now 23 percent, the same as in 2015.

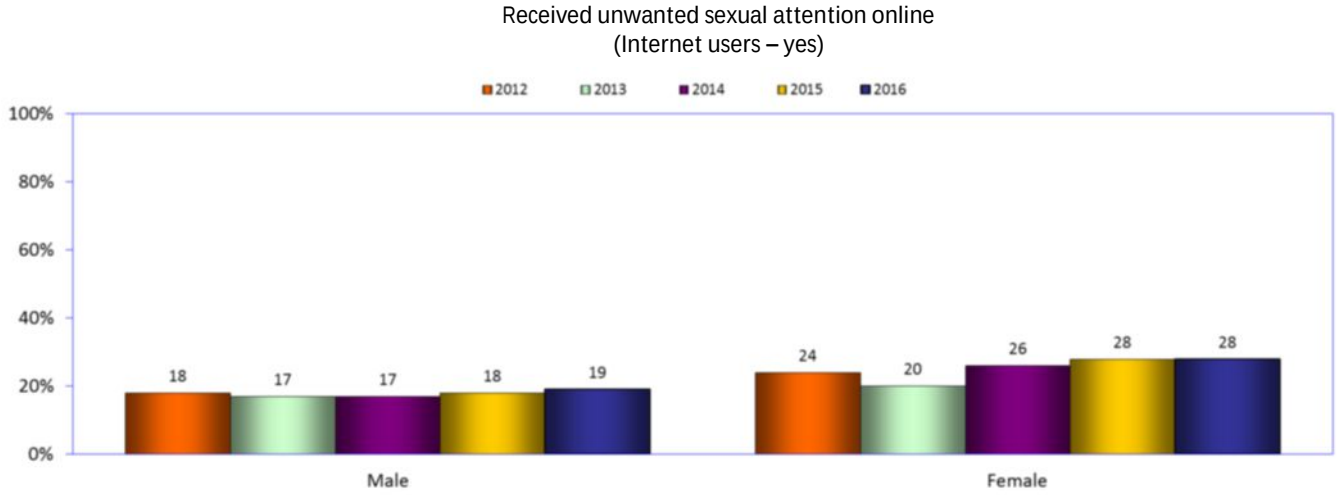


(Q849 U-1)

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

Twenty-eight percent of women reported unwanted sexual attention – the same as in 2015 and two percentage points higher than 2014.

Nineteen percent of men reported receiving unwanted sexual attention online, marginally higher than 2015 and now the highest point reported in the study.



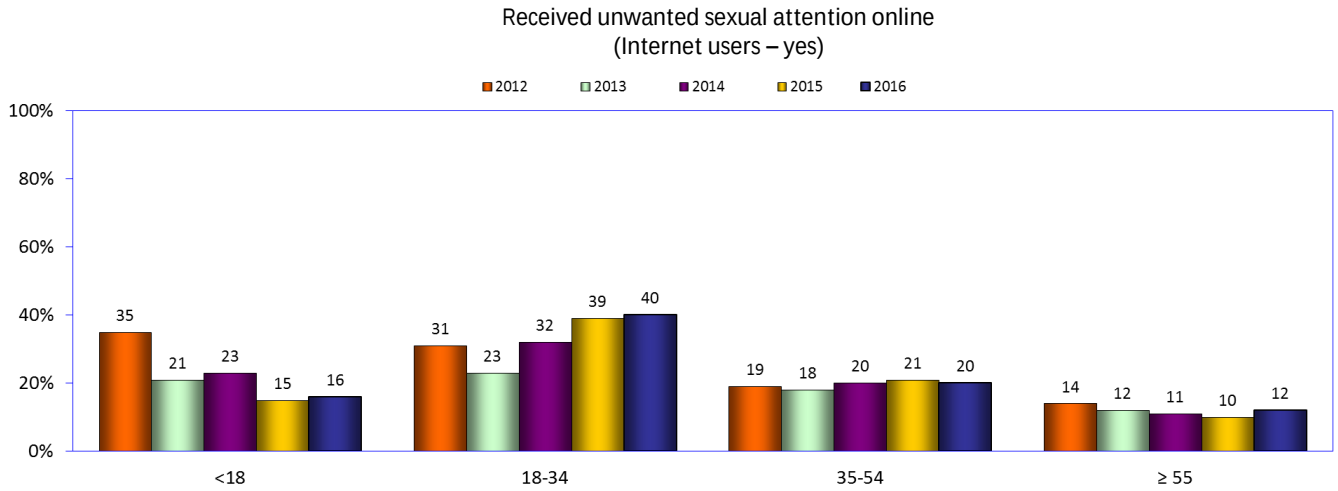
(Q849 G-13)

105. Unwanted sexual attention online (by age)

Internet users of all ages experience unwanted sexual attention online, and users in three of the four age ranges in the current study reported higher percentages of online sexual attention compared to previous years.

The largest percentage of users reporting unwanted sexual attention was among users ages 18 to 34 (40 percent), marginal increase over the 39 percent reported in 2015. Sixteen percent of internet users under 18 reported unwanted sexual attention online – up from 15 percent in 2015.

Twenty percent of users age 35-54 reported unwanted sexual attention online, a slight decrease from 21 percent in 2015. Twelve percent of internet users age 55 and older reported unwanted sexual attention online, an increase for the first time in three years, but still below the level reported in 2012.



(Q849 A-1)

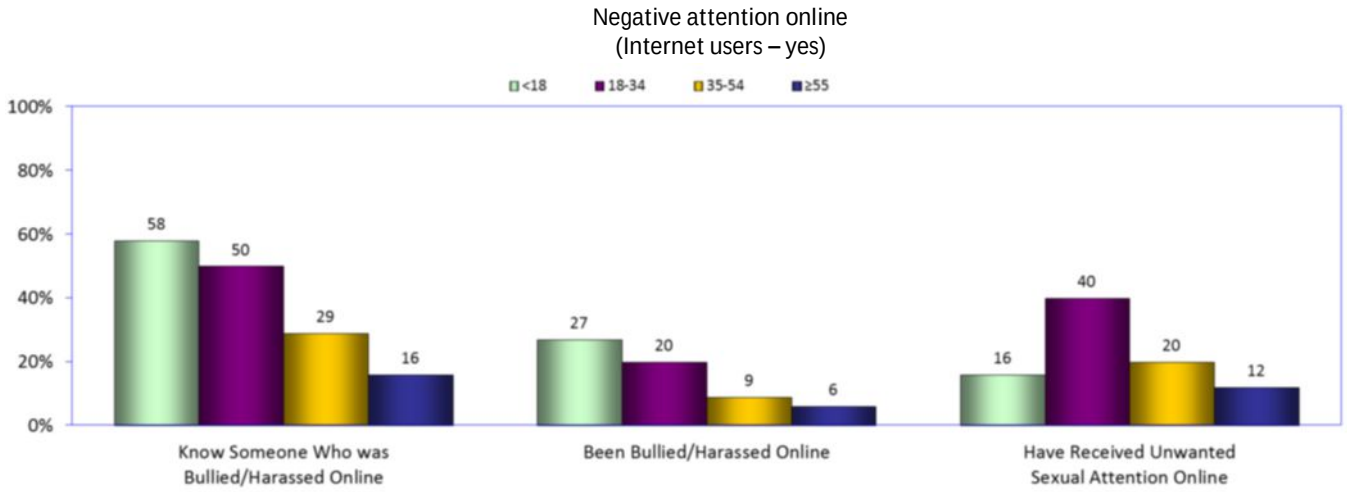
106. Receiving negative attention online: at a glance by age

The current study compared responses by age to three questions about negative attention: reports of being bullied or harassed online, knowledge of someone else being bullied or harassed online, and receiving unwanted sexual attention online.

The findings show that online bullying is most prevalent for users under age 18, with 27 percent reporting they have been bullied or harassed. Members of this age group are also most likely to know someone who has been a victim of bullying or harassment (58 percent of users under age 18).

However, the problems are not limited to young users; for example, nine percent of users age 35-54 and 6 percent of those age 55 and older reported being the victim of harassment or bullying. Much larger percentages of users age 35-54 (29 percent) and those age 55 and older (16 percent) said they knew someone who has been bullied or harassed, while 20 percent of users age 35-54 and 12 percent of users age 55 and older said they have received unwanted sexual attention online.

Receiving unwanted sexual attention online is most prevalent for users age 18-34, with 40 percent reporting having received such undesirable attention.



(Q846, 848, 849 combined U-1)

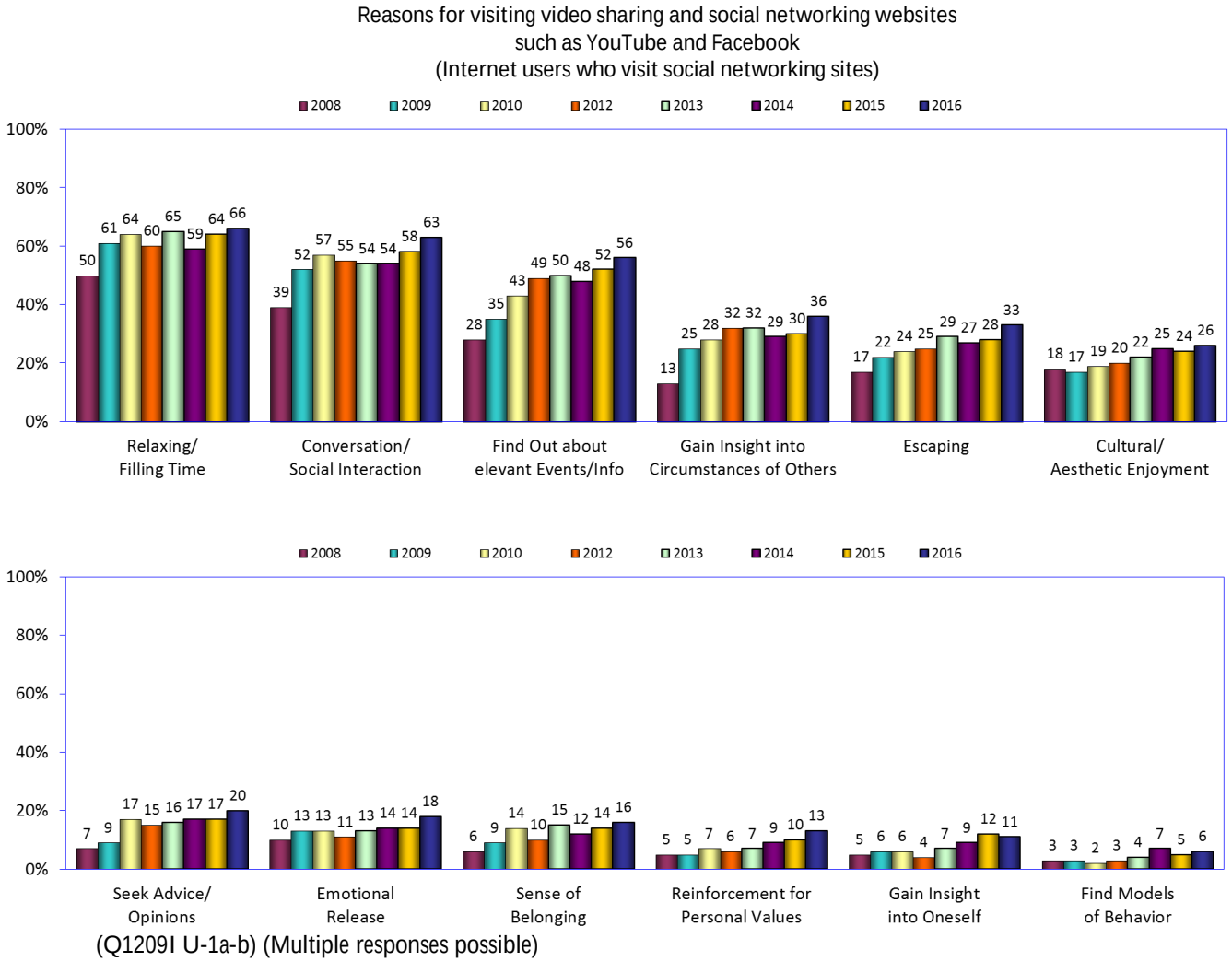
Social networking and video sharing sites

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

Users who visit social networking or video sharing sites reported a variety of reasons for using these sites, and the most frequently-cited continues to be relaxation or to fill time – now 66 percent, up from 64 percent in 2015.

Other common responses include being involved in conversation or social interaction (63 percent), or to find events and information (52 percent).

All reasons for visiting video sharing and social networking websites saw an increase in percentages in the current study; the largest increase was the 36 percent who reported visiting these sites to gain insight into the circumstances of others, a six percentage point increase over 2015.

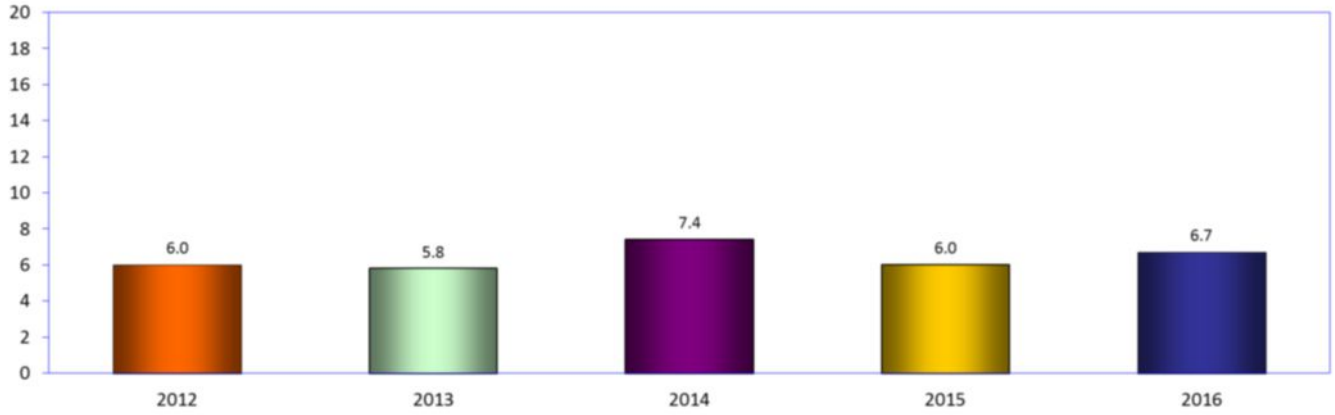


(Q1209I U-1a-b) (Multiple responses possible)

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

Internet users in the current Digital Future study reported a higher average number of people with whom they maintain regular personal contact at least weekly through personal messages on sites such as Facebook, Twitter, or Google Plus – now an average of 6.7 people, up from 6.0 in 2015.

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

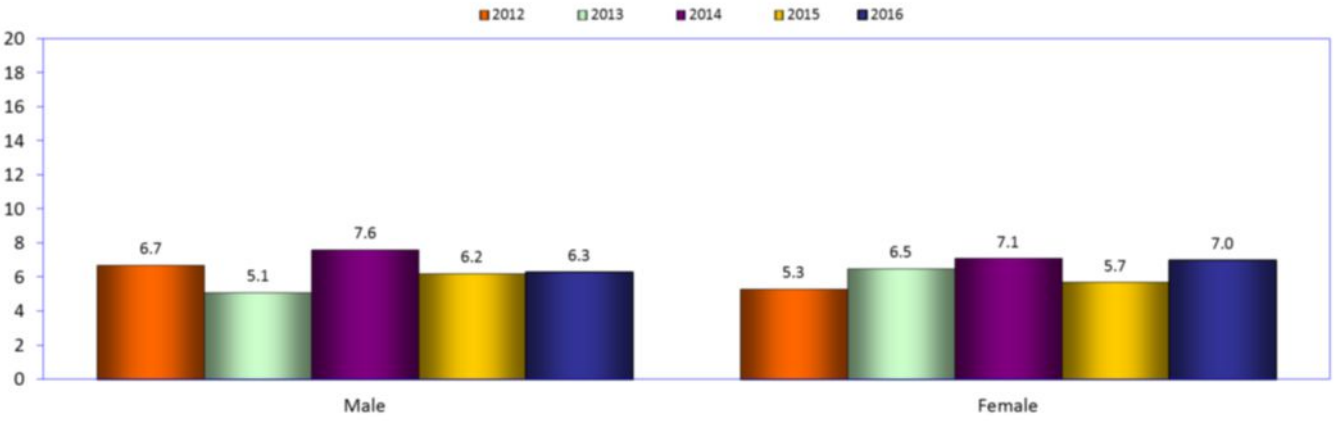


(Q290B U-1)

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

For only the second time in the Digital Future studies, women reported maintaining more weekly contacts than men through individual messages on social networking sites such as Facebook – an average of 7.0 people on a weekly basis, compared to 6.3 people reported by men.

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

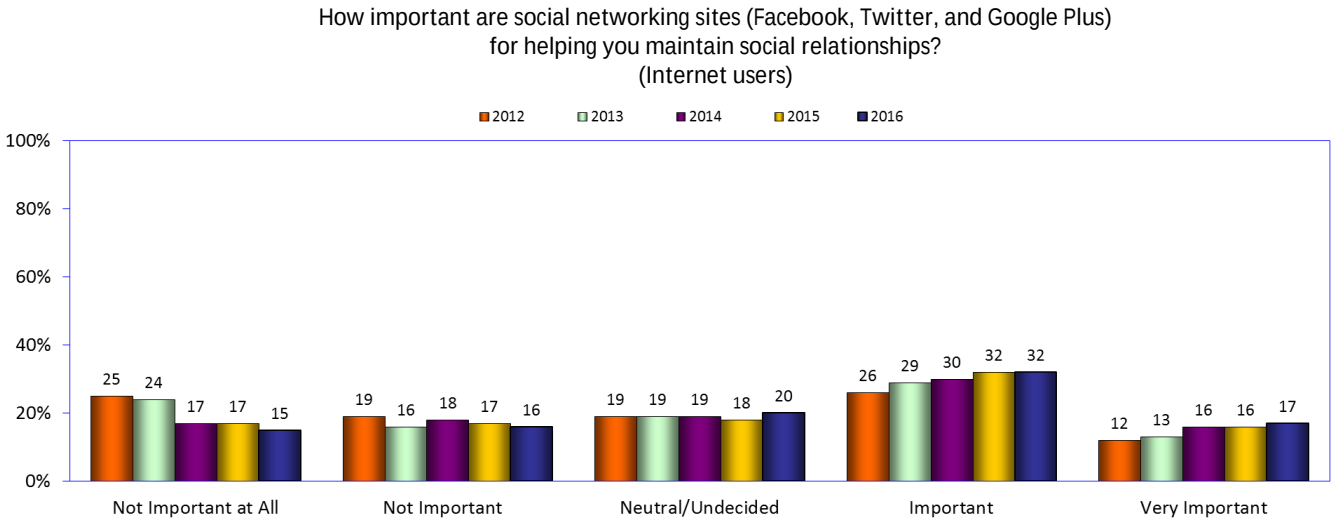


(Q290B U-2)

110. Importance of social networking websites for maintaining relationships

Not quite half of internet users -- 49 percent -- in the current study said that social networking sites are important or very important to maintain social relationships, an increase from 48 percent in 2015, and a new high for the Digital Future studies.

Correspondingly, the number of users who feel social networking sites are not important has dropped every year – now 31 percent of users down from 34 percent in 2015.



(Q218DU-1)

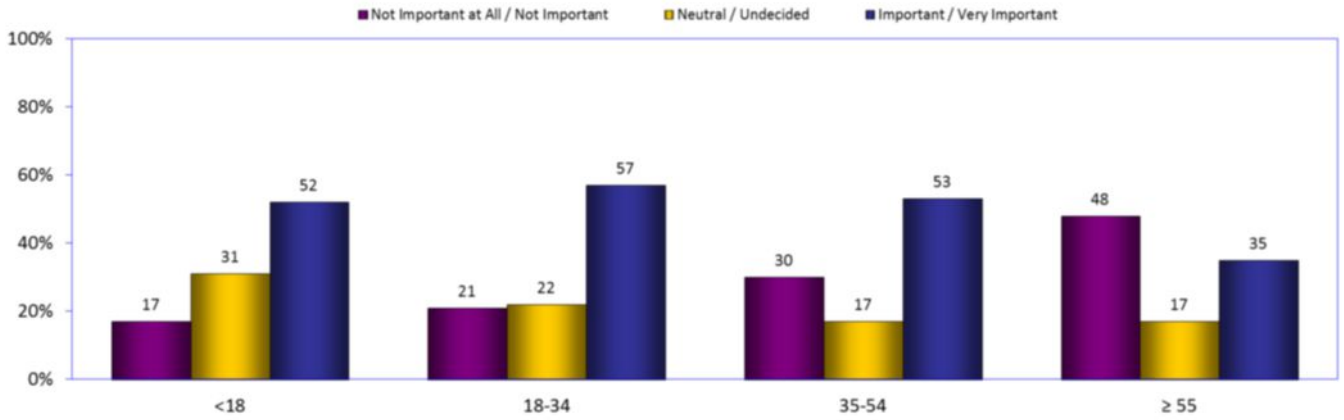
111. Importance of social networking sites for maintaining relationships (by age)

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

More than half of users age 54 and under said that social networking sites are important or very important for maintaining social relationships, with the highest number reported by users 18-34 (57 percent).

Perhaps more revealing are the numbers of internet users who think social networking sites are not important for maintaining social relationships; less than one-third of users 54 and under said social networking sites are not important for helping maintain their social relationships. On the other hand, nearly half of users 55 and older reported that social networking sites are not important to maintaining social relationships.

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

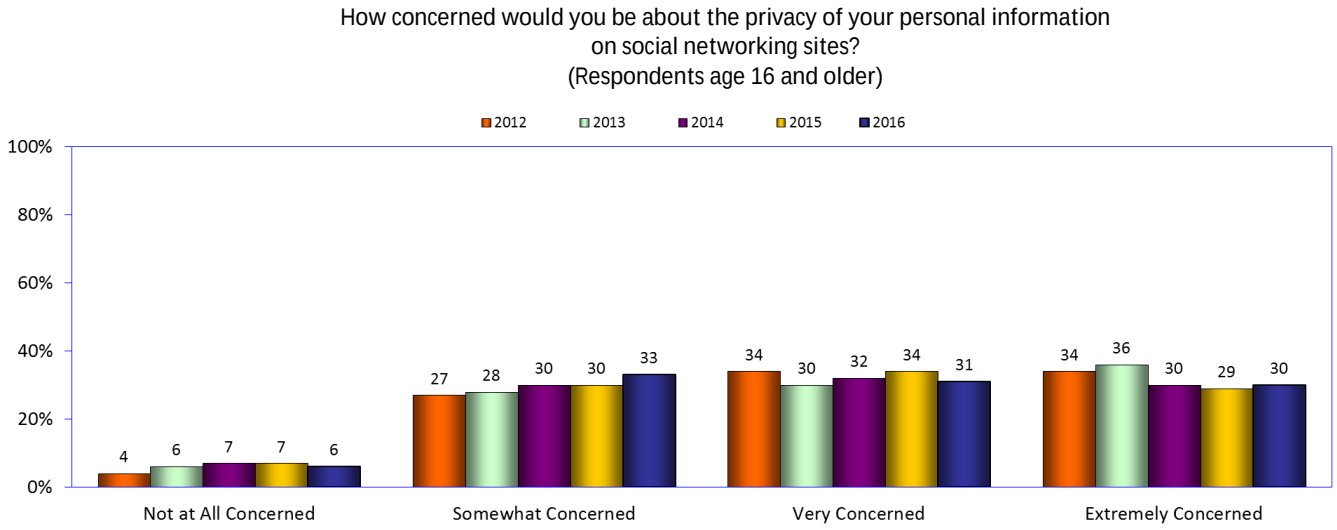


(Q218DA-1)

112. Social networking websites and concerns about privacy

Almost all respondents – 94 percent – expressed some concern about the privacy of their personal information on social networking sites.

However, the percentage reporting the highest levels of concern declined slightly – now 61 percent, down slightly from 63 percent in 2015.



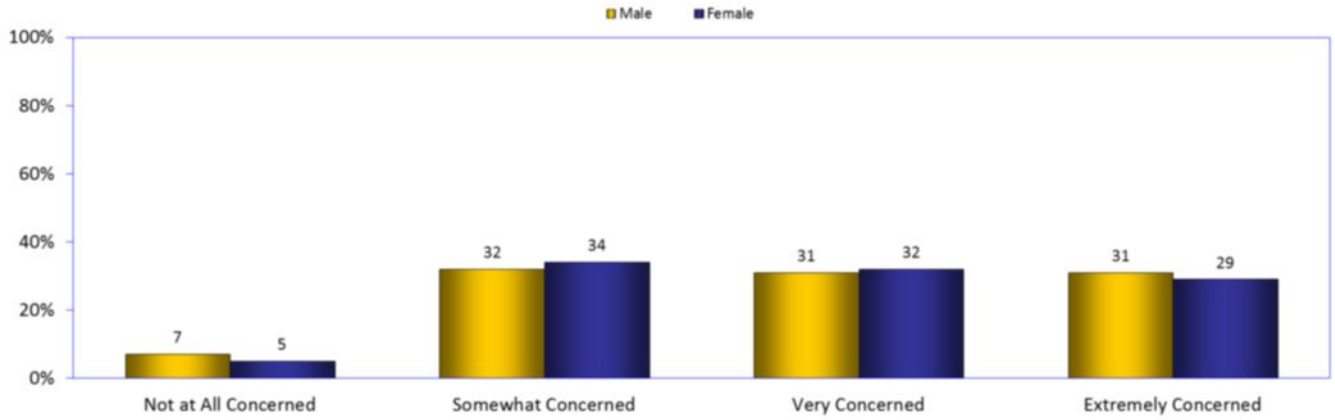
(Q841A R-1)

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

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

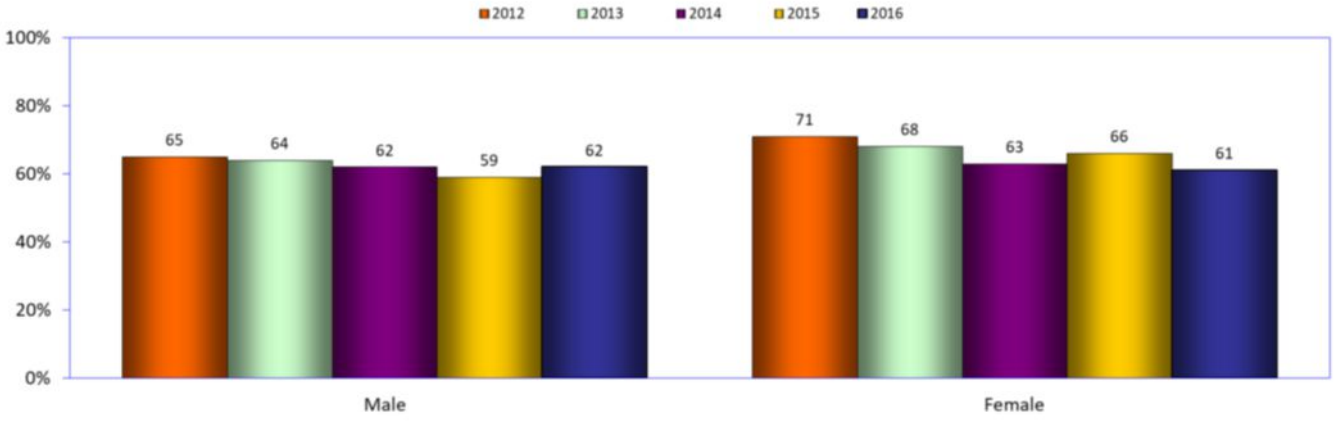
Men reported marginally higher percentages of the highest levels of concern compared to women – 62 percent of men compared to 61 percent of women said they were very concerned or extremely concerned about the privacy of their personal information on social networking sites.

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



(Q841A G-1)

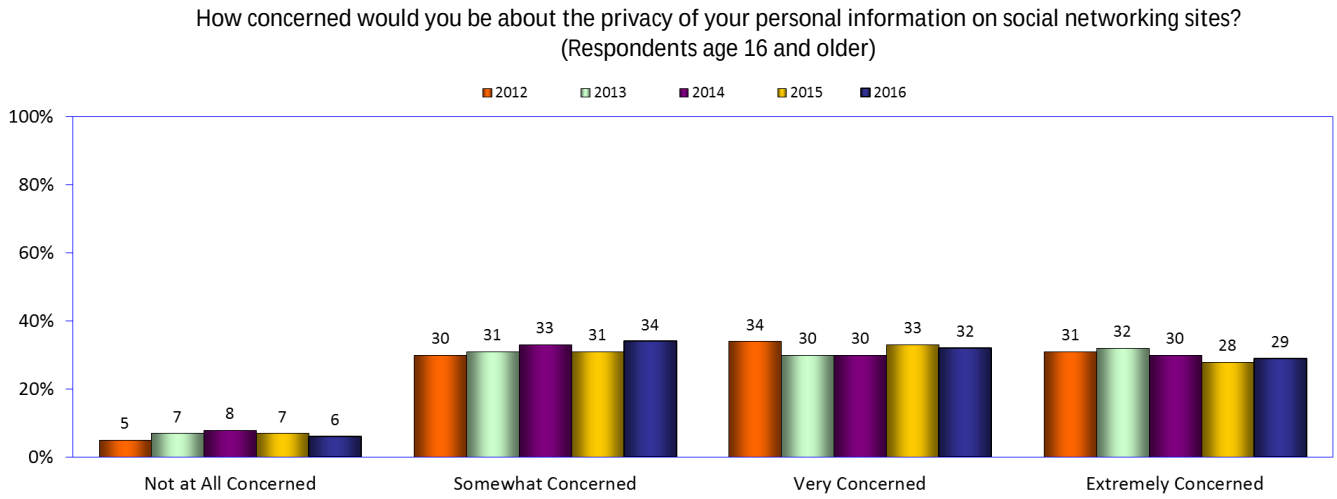
How concerned would you be about the privacy of your personal information on social networking sites? – very or extremely concerned
(Respondents age 16 and older)



(Q841A G-1)

114. Concerns about the privacy of personal information on social networking sites

Almost all respondents – 95 percent – are concerned about the privacy of their personal information on social networking sites. Of these, 61 percent reported the highest levels of concern.



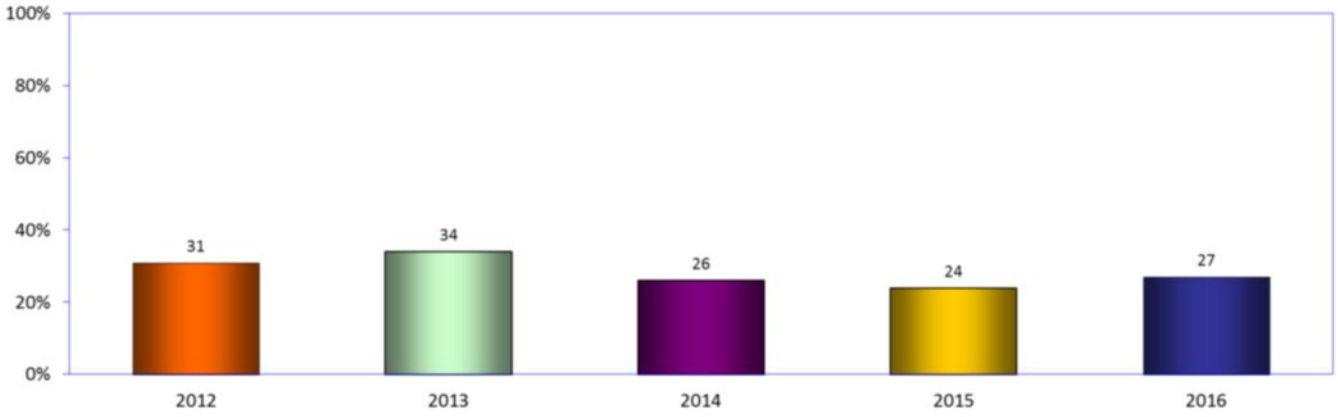
(Q841A U-1)

115. Altering a Facebook profile to avoid embarrassment

A generally stable percentage of internet users who have an online profile on a social networking site such as Facebook have said they altered their profile because of concern over potential embarrassment.

In the current study, 27 percent of respondents who use social networking sites said they have altered their online profile to avoid embarrassment, down from the peak of 34 percent reported in 2013 but up slightly from the 24 percent reported in 2015.

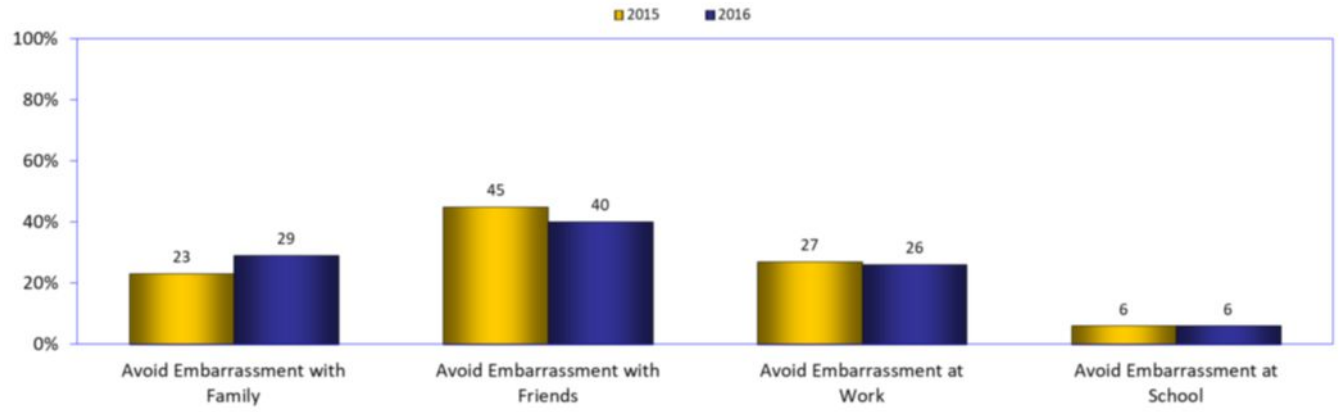
Have you ever altered your Facebook/social network profile because of concern over potential embarrassment?
(Internet users who use social networking sites - yes)



(Q841B U-1)

Among those who said that they had altered their social network profile to avoid embarrassment, the survey asked which categories of people were the source of their concern. While embarrassment among friends is still the principal reason users changed their social networking profiles (with 40 percent citing this group), a growing number are concerned with embarrassment among family members– now 29 percent of internet users who have altered their profile, up from 23 percent in 2015.

Why did you alter it?
(Internet users who have altered social network profile because of concern over potential embarrassment)



(Q841C U-1)

Online dating

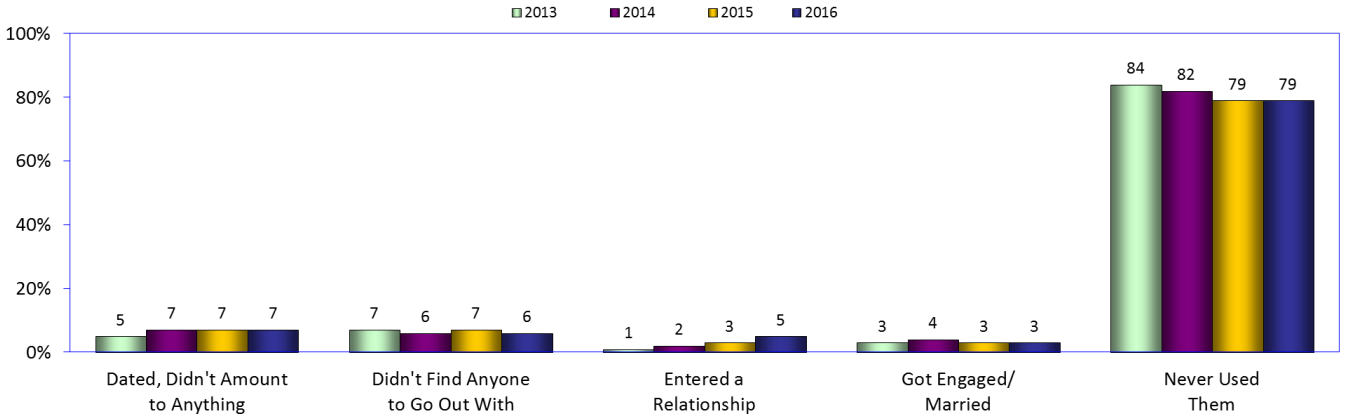
116. Online dating sites

Most internet users have never been on an online dating site such as Match.com or eHarmony – 79 percent in the current study, the same as 2015.

Fifteen percent of internet users have casually dated one or more people through an online dating site, or entered a relationship, became engaged, or married through such a site.

However, some said they did not find anyone to go out with on a dating site – six percent in the current study and generally consistent with previous responses.

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



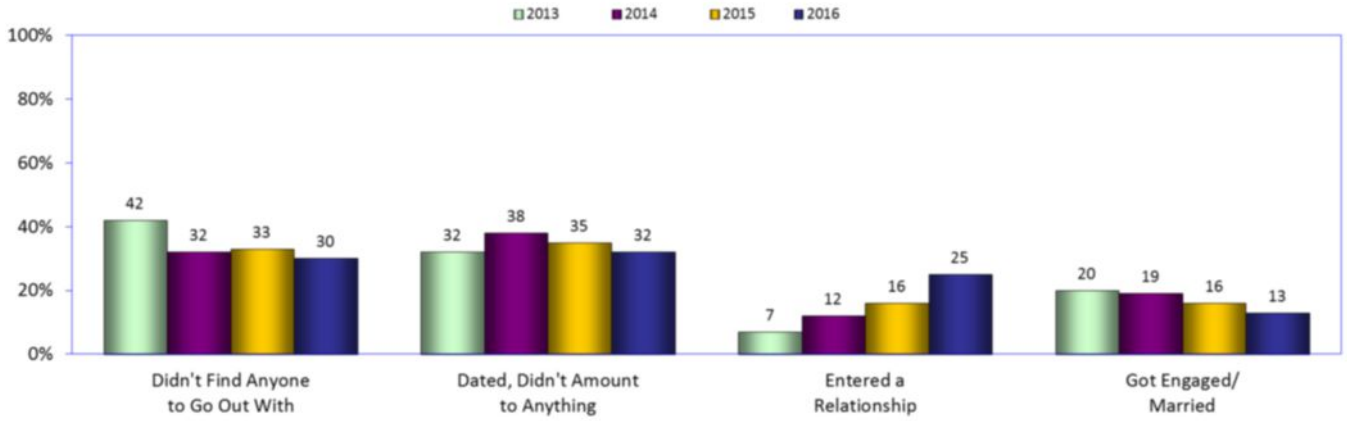
(Q960 U-1)

117. Online dating sites: reaction to the experience

Looking specifically at internet users who have used online dating sites shows that 30 percent who used the site did not find anyone to go out with, down from 33 percent in 2015.

While the number of those casually dating through online sites has fluctuated from year to year, the percentages reported for those entering relationships has increased every year – from seven percent in 2013 to 25 percent in 2016. Conversely, the rate of those getting engaged or married has dropped every year – from 20 percent in 2013 to 13 percent in the current study.

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



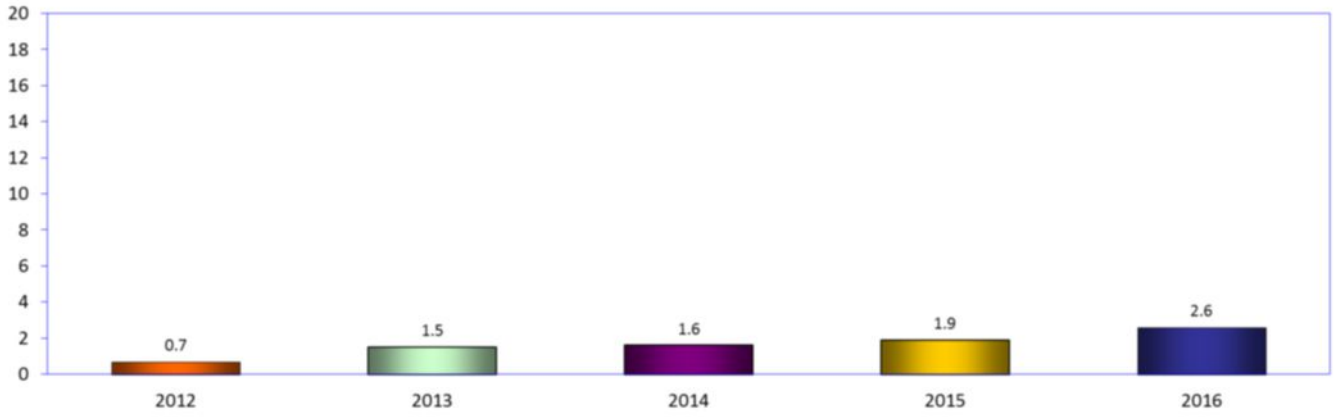
(Q960 U-2)

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

118. Companies followed on Twitter

Looking at the behavior of all internet users shows that they follow a small but growing number of companies or brands on Twitter – an average of 2.6 in the current Digital Future study, up from 1.9 companies in 2015.

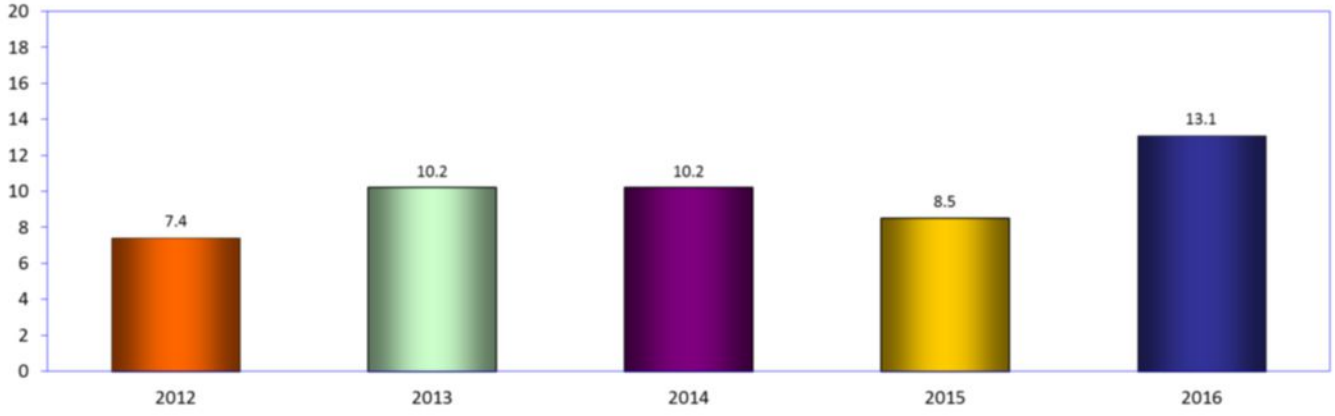
How many companies or brands have you followed on Twitter?
(Internet users)



(Q820 U-1)

The more specific group of internet users who follow companies or brands on Twitter reported that they follow an average of 13.1 companies/brands, up from 8.5 in 2015 and the highest average number thus far in the Digital Future studies.

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

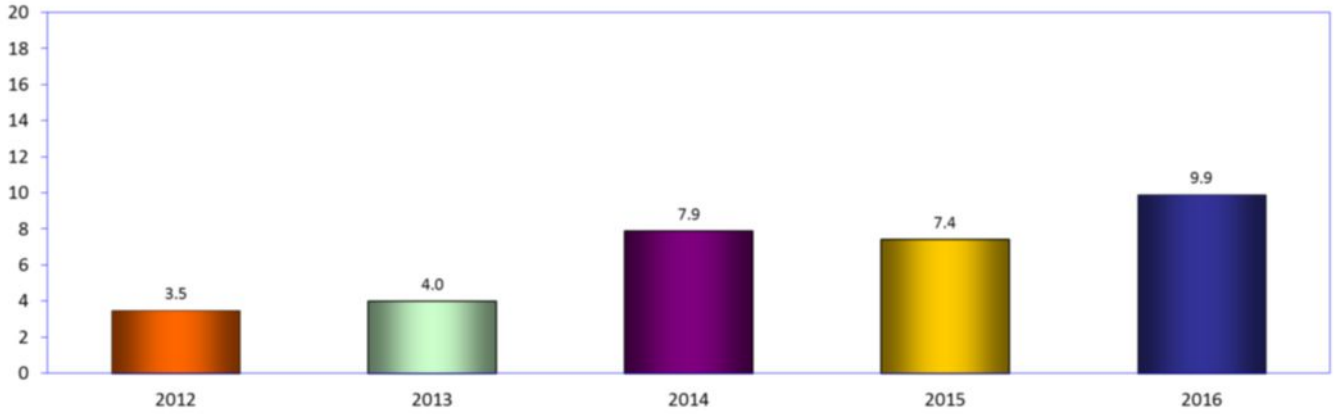


(Q820 U-2)

119. Companies friended on Facebook

Compared to the number of companies or brands followed on Twitter (see the previous question), internet users reported a higher number of companies/brands that they friend on social networking sites such as Facebook: users reported friending an average of 9.9 companies or brands on social networking sites as compared to 2.6 followed on Twitter.

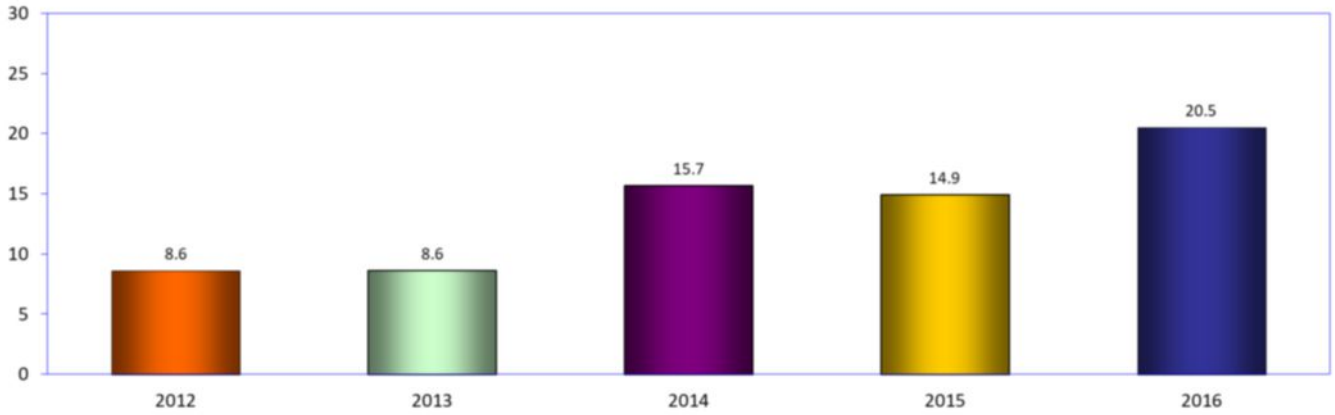
How many companies or brands have you friended on social networking sites such as Facebook?
(Internet users)



(Q821 U-1)

Similarly, those Internet users who have followed companies/brands on Twitter reported following 13.1 companies/brands on average, lower than the 20.5 average for those internet users who have friended companies/brands on social networking sites.

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



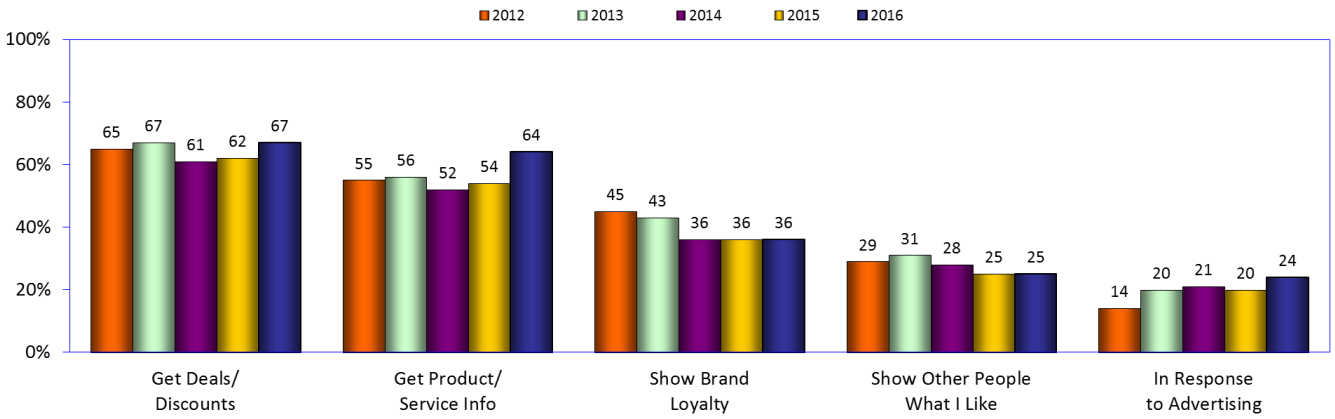
(Q821 U-2)

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

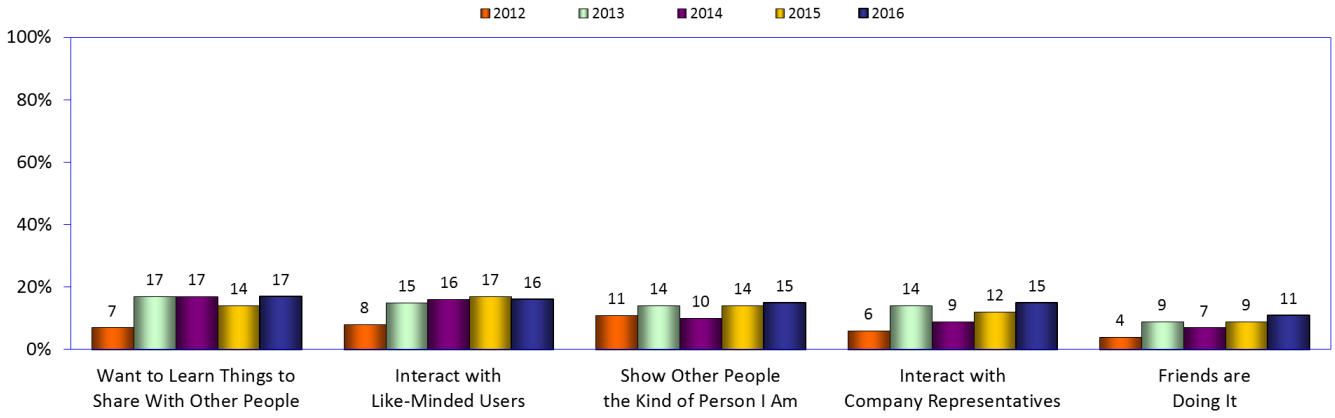
Why do internet users follow or friend companies or brands on Twitter or Facebook? For the third year in a row, the reason reported by the largest percentage of users is the opportunity to obtain deals or discounts – now 67 percent, matching the peak in 2013.

Other large percentages of users who friend companies or brands on social networking sites reported obtaining product or service information (64 percent, the highest so far in the study), showing brand loyalty (now 36 percent for the third year), and showing others what they like (again 25 percent).

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



(Q822 U-1a)



(Q822 U-1b)

Children and the internet

Adults who said the children in their households spend too much time. . .	
. . .online	41%
. . .watching television	37%
Children who said that going online is very important or extremely important to their schoolwork	84%
Adults who said that using the internet has had a positive impact on the grades of the children in their households	49%
Adults who deny internet use as a punishment tool	52%

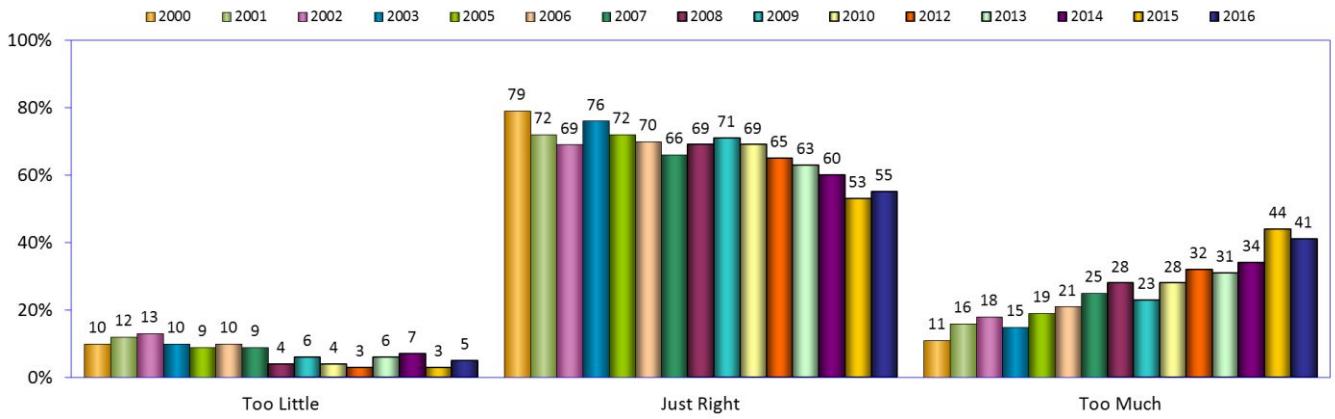
Children and the internet

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

A majority of adults in all of the Digital Future studies have said that the amount of time the children in their households spend online is just right. The percentage increased for the first time in six years, up slightly from 2015.

The percentage of adults who said the children in their household spend too much time online decreased slightly to 41 percent.

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

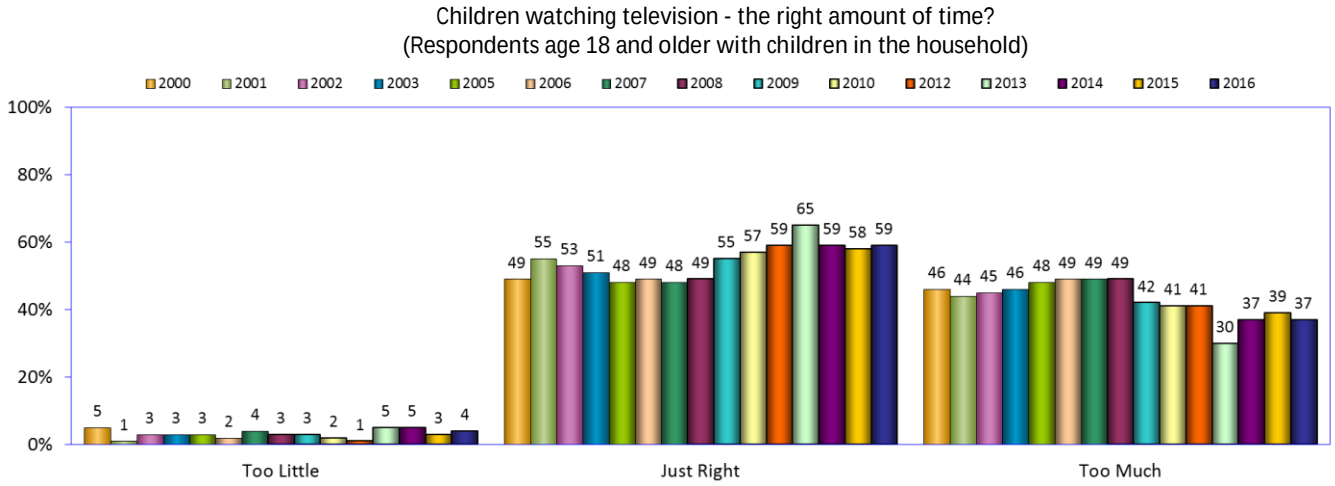


(Q1120 R-3)

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

Fifty-nine percent of adults said that the amount of time children in their households watch television is just right, up marginally from 58 percent in 2014.

The percentage of adults who said the children in their households spend too much time watching television decreased to 37 percent – down from 39 percent in 2015.

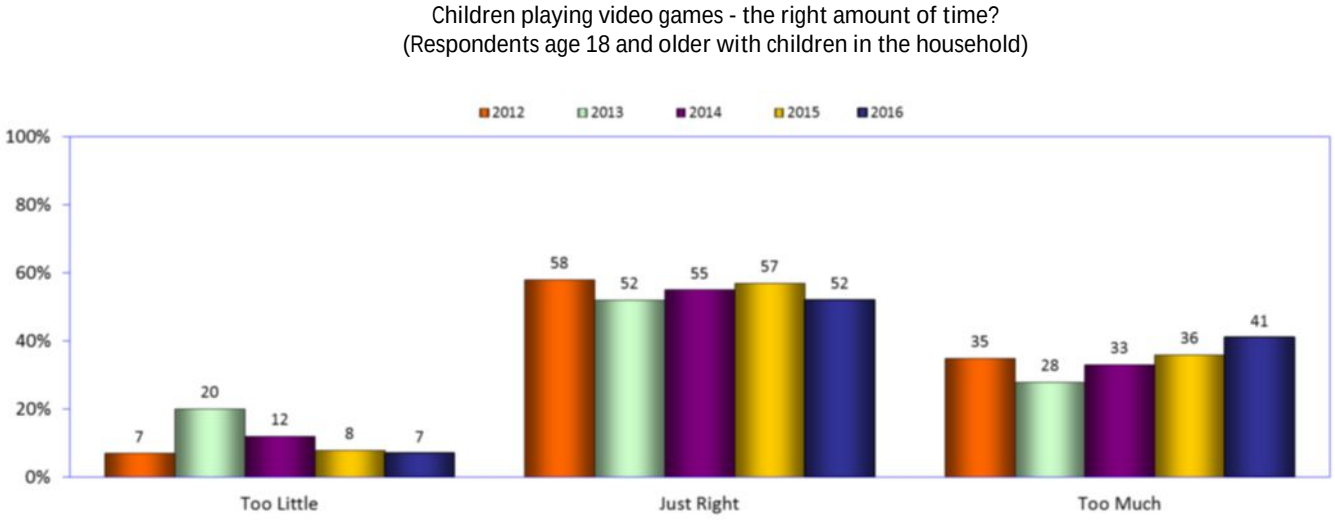


(Q1120 R-2)

123. Video games: the right amount of time for children?

Fifty-two percent of adults said that the amount of time children in their households spend playing video games is just right, down from 57 percent in 2015 and a tie with 2013 for the lowest level in the Digital Future studies.

The percentage of adults who said the children in their households spend too much time gaming increased to 41 percent – up from 36 percent in 2015 and slightly more than the responses for watching television.



(Q1120 R-4)

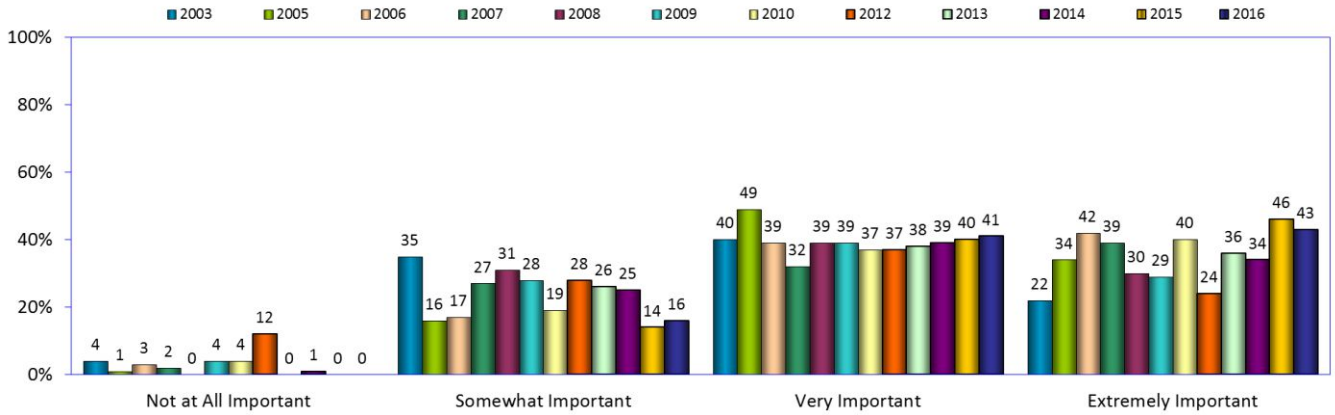
124. The internet **and schoolwork: children's views**

As in all of the previous Digital Future studies, children and adults continued to report widely different views about the value of the internet for schoolwork (also see page 114).

In the current study, 84 percent of internet users age 18 and younger said that going online was very important or extremely important for their schoolwork, down slightly from 86 percent in 2015.

The percentage of internet users age 18 and younger who said the internet is not at all important for schoolwork, after generally ranging between one and four percent for all of the studies, dropped again to zero.

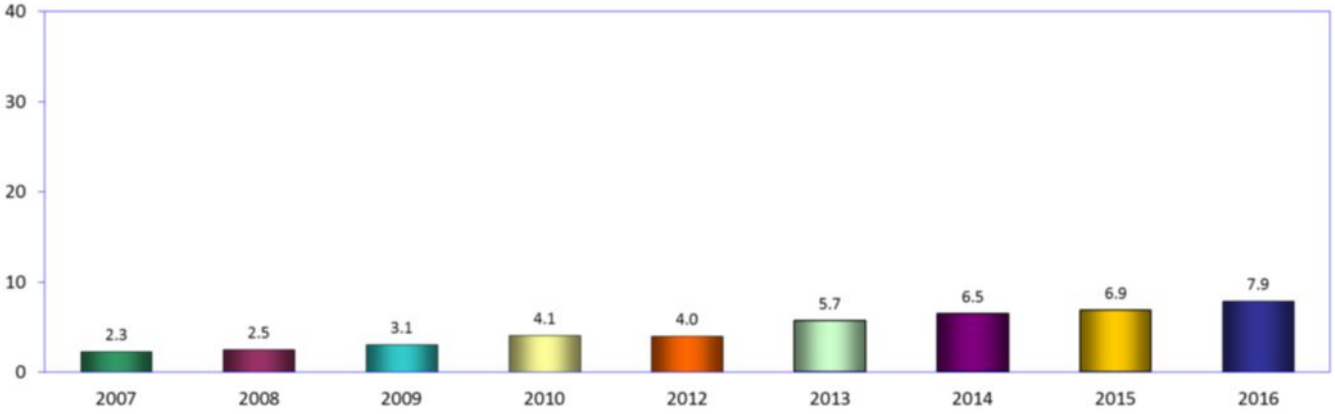
How important is the internet for your schoolwork?
(Internet users age 18 and under)



(Q1135 U-1)

Additionally, the current study found that internet users who are students continue to report increased time going online at school outside the home– now 7.9 hours, up from 6.9 hours in 2015 and nearly four hours higher than in 2010.

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



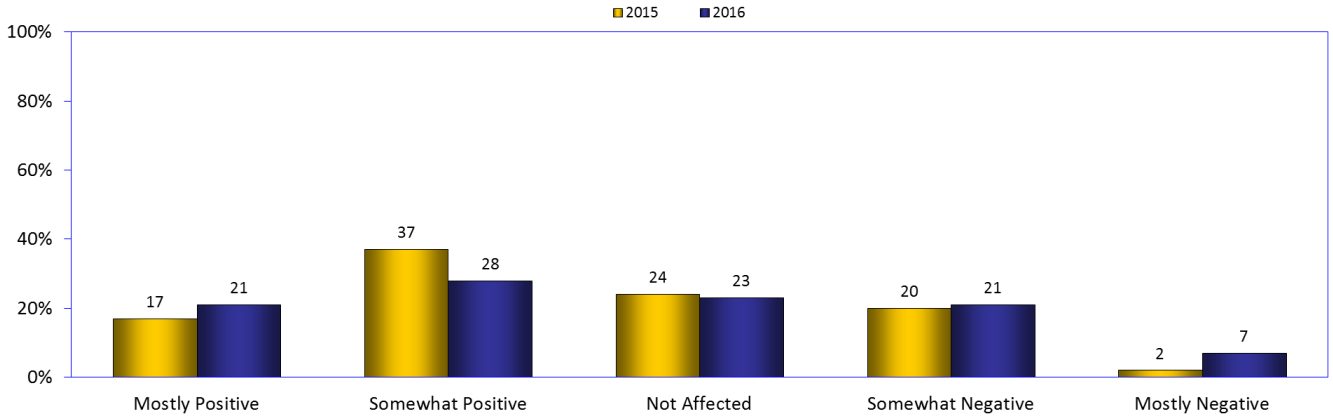
(Q410 U-1) (Note: Not all respondents in this data are children)

125. Internet **use and school grades: the adults' view**

While very large percentages of children said that the internet is important or very important for their studies (see page 113), adults continued to report much different views about the effect of the internet on grades.

Forty-nine percent of adults said the internet has had a positive impact on the grades of the children in their households. Twenty-eight percent of adults reported that the internet has had a negative effect on grades.

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)

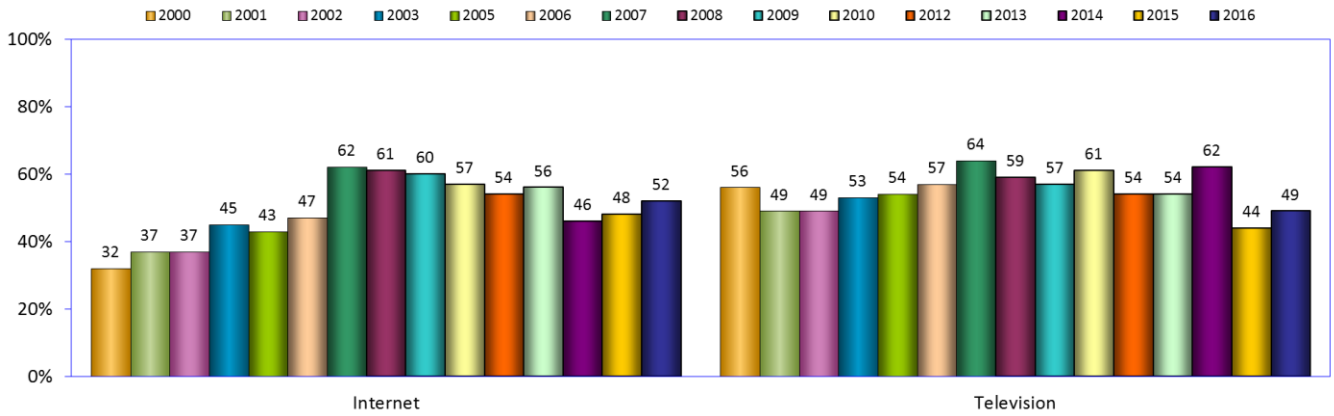


(Q1078 R-1)

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

In the current study, about the same percentages of household use television (49 percent) or internet (52 percent) as a punishment tool and both show increases over 2015.

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



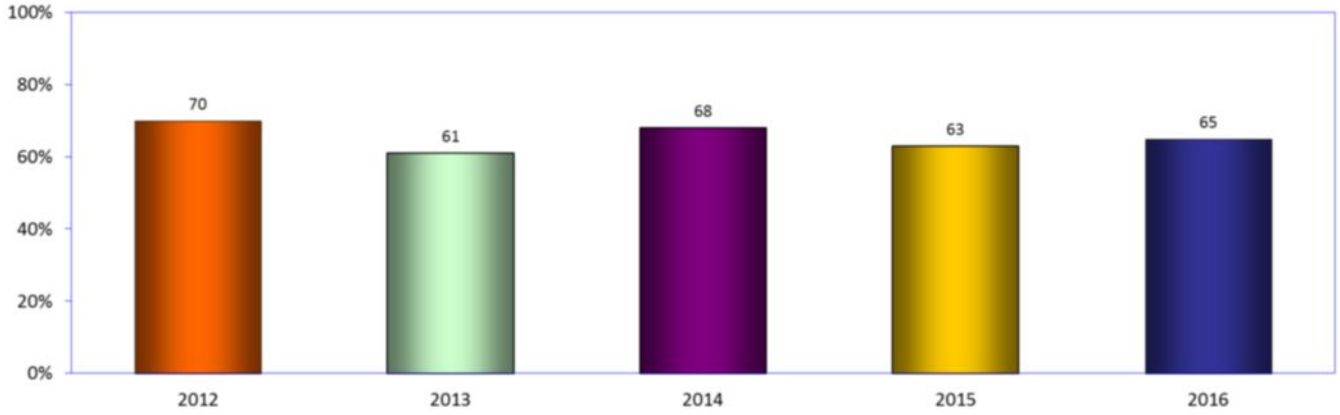
(Q1070 and Q1100 R-1)

Children, parents, and social networking

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

The percentage of adults who said they monitor the activity of the children in their households when on social networking sites such as Facebook increased in the current study – now 65 percent, up slightly from the 63 percent reported in 2015 but below the peak of 70 percent 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)

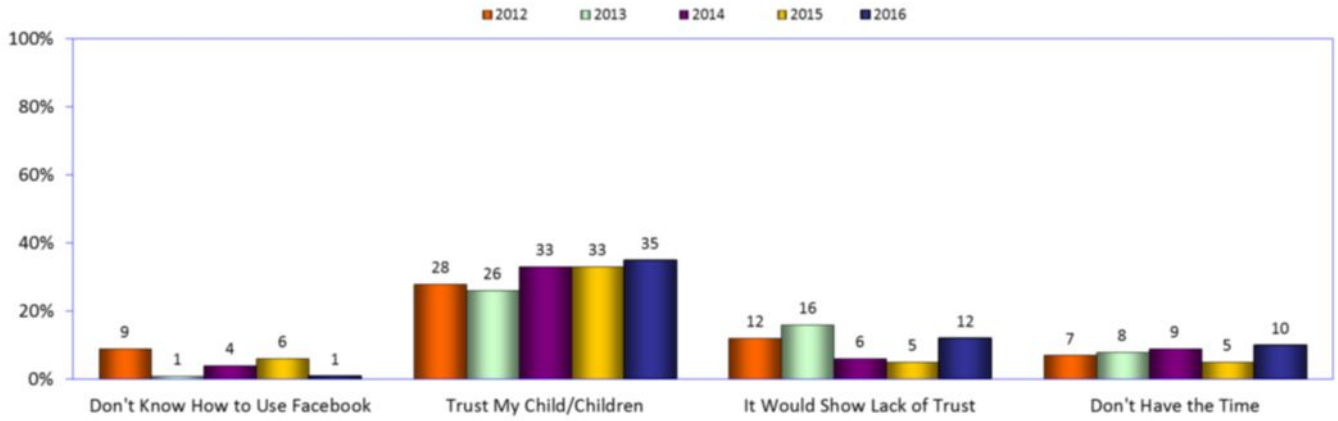


(Q1105 R-1)

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

Why do adults not monitor the social networking activity of the children in their households? Forty-seven percent cite trust as the explanation: either they trust their children or they believe that monitoring online behavior would show lack of trust – up from the 38 percent reported in 2015.

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)

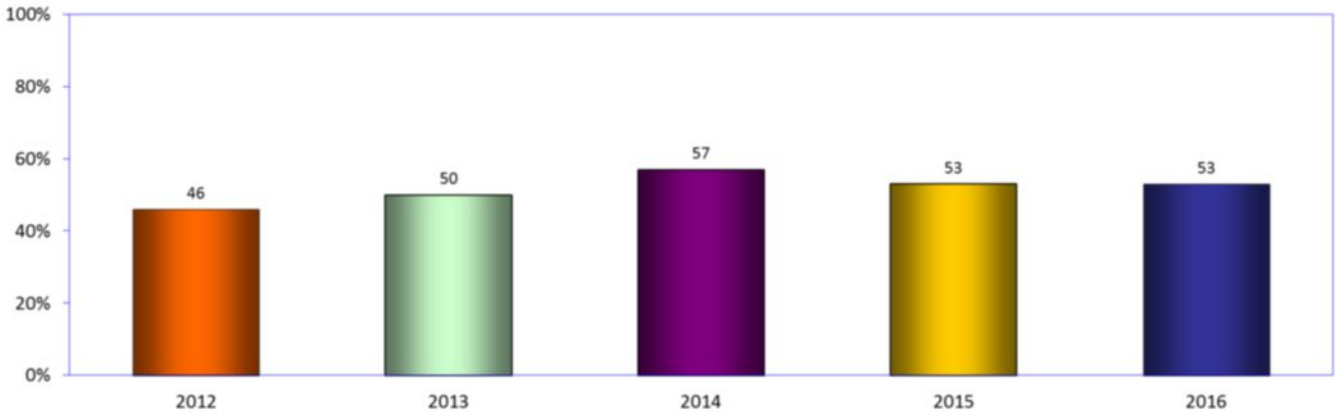


(Q1106 R-1)

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

Even though 65 percent of adults said they monitor the activity of the children in their households while on Facebook or social networking sites (see page 116), a smaller number – 53 percent – said they have password access to the children's accounts, the same as last year.

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)

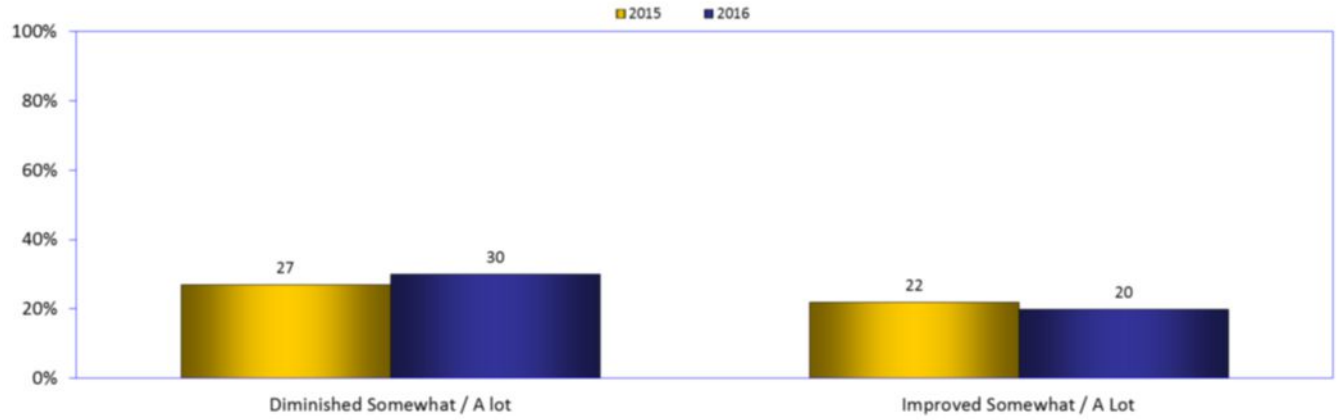


(Q1104 R-1)

130. Instantaneous online communication impact on th**e quality of children's** lives?

In 2016 half of adults reported that social networking or instantaneous communication has had no impact on their children's lives. As in 2015, more adults (30 percent) reported that the impact has been negative while a smaller number (20 percent) reported a positive impact.

Has social networking or other instantaneous online communication
improved or diminished the quality of your children's lives?
(Respondents age 18 and older with children in the household)

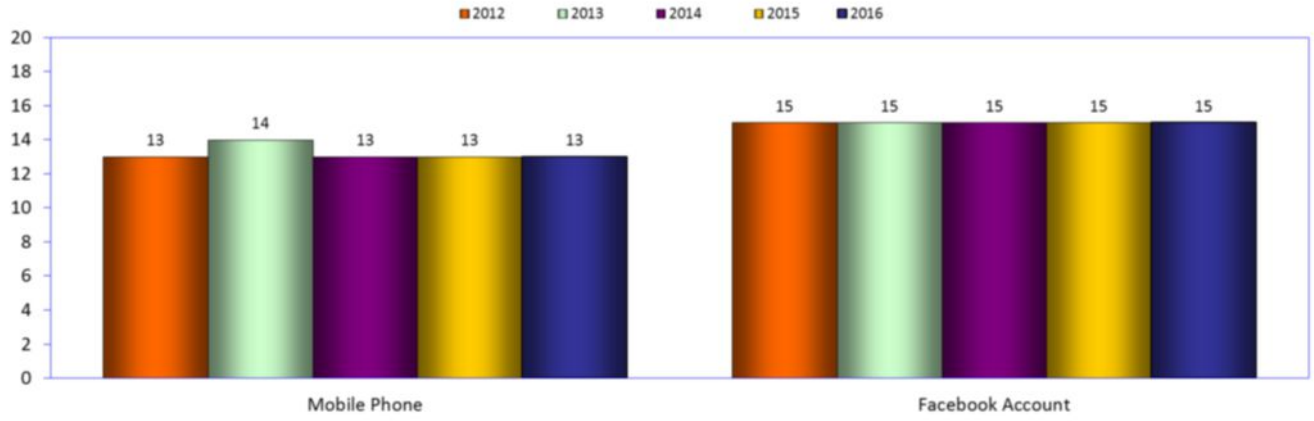


(Q1085 R-1)

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

At what age should children be allowed to have their own mobile phone or Facebook account? In the last four years, respondents' views have remained essentially the same: age 13 for a mobile phone, and age 15 for a Facebook account.

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



(Q1136 R-1)

Political power and influence

Users who said. . .

. . . the internet has become important for political campaigns	83%
. . . by using the internet public officials will care more about what people like them think	42%
. . . the internet helps people to better understand politics	71%
. . . the internet can give people more say in what government does	41%
. . . by using the internet people like you can have more political power	44%

The internet and the political process

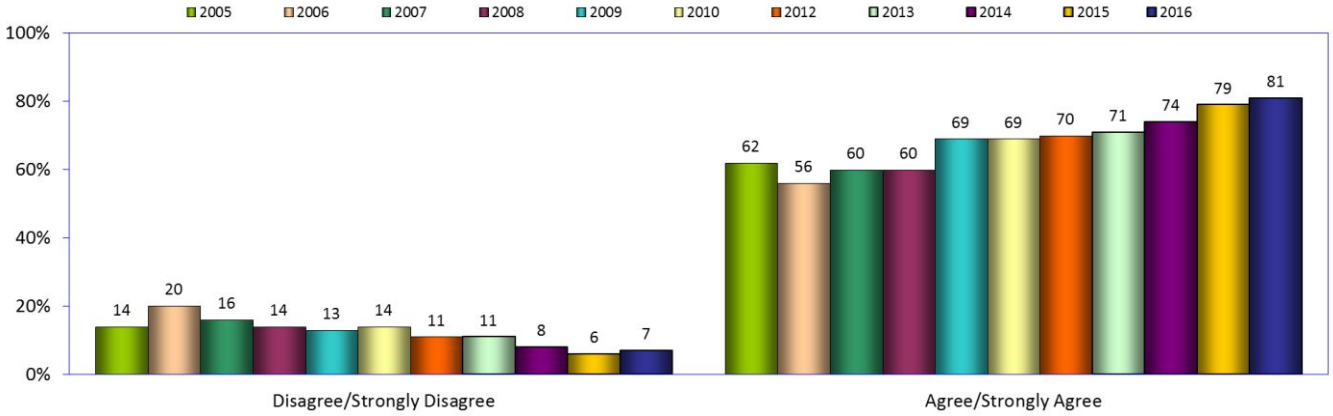
132. The internet**'s importance in political campaigns**

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

Eighty-one percent of respondents age 16 and older agree or strongly agree that the internet has become important for political campaigns, up from the 79 percent reported in 2015 and a new high for the studies.

The percentage of those who do not think that the internet is important in political campaigns increased marginally to seven percent of respondents, up from six percent in 2015.

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



(Q190E R-1)

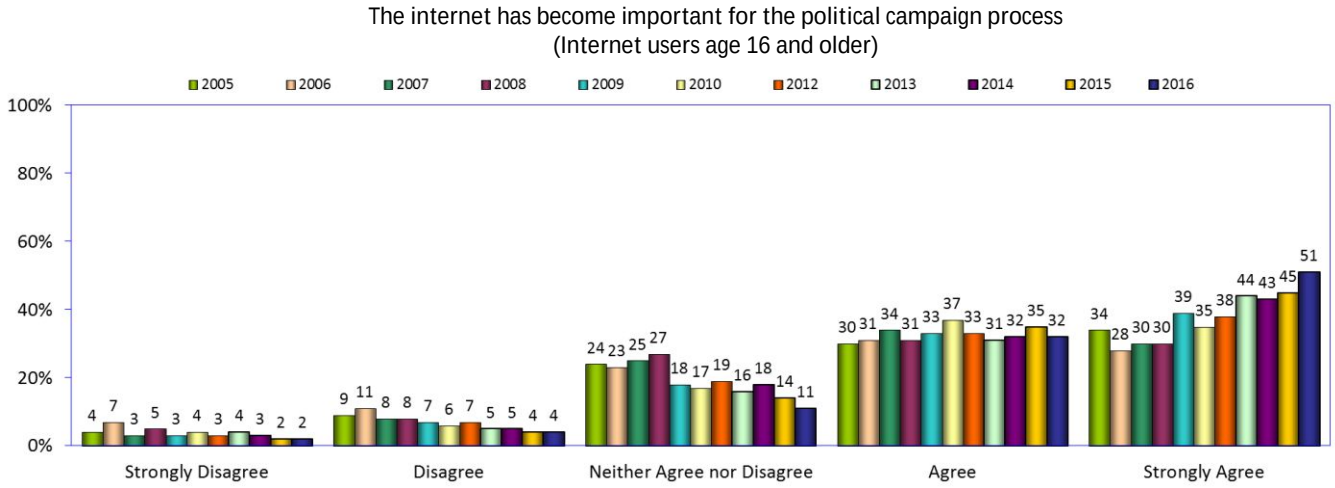
For more on the questions on the next 12 pages involving the internet and the political process, see the Trends section on page 143.

133. The internet**'s importance i**n political campaigns (users)

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

Eighty-three percent of users agree or strongly agree that the internet has become important for political campaigns, up from 80 percent in 2015 and a new high.

The percentage of internet users who do not think the internet is important in political campaigns remains at six percent.

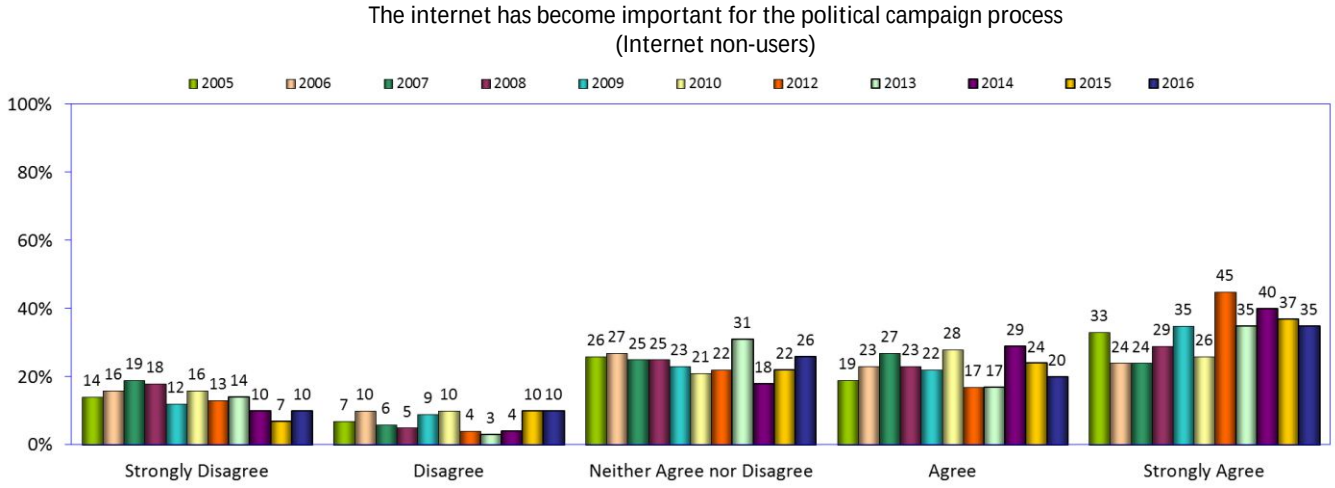


(Q190E U-1)

134. The internet**'s importance i**n political campaigns (non-users)

A majority of non-users also agree that the internet is important in political campaigns, however that percentage has declined.

Fifty-five percent of non-users in the current study said that the internet is important in political campaigns, down from 61 percent in 2015. However, 20 percent do not think the internet is important in political campaigns, up from 17 percent in 2015.



(Q190E N-1)

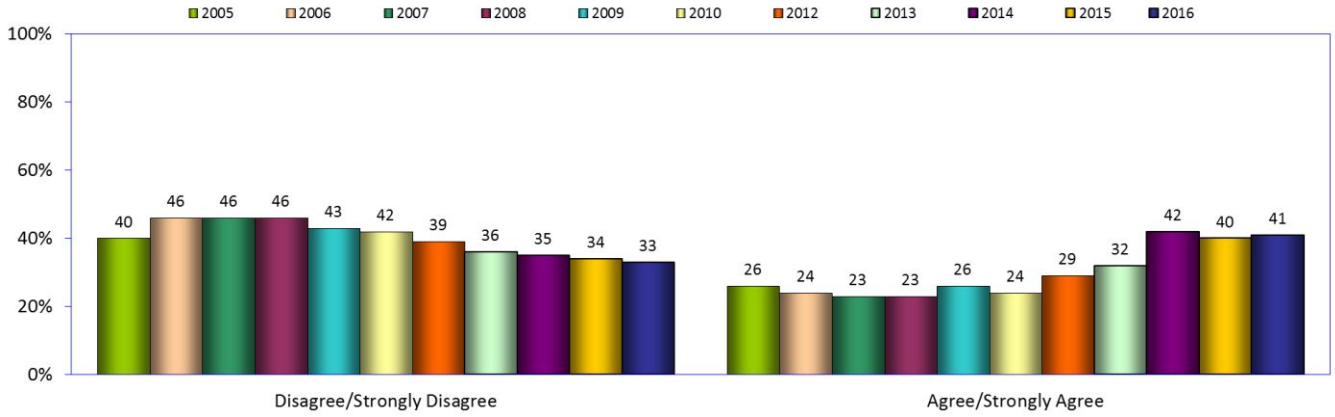
135. Is the internet a tool for political influence?

How do respondents feel about the ability of online technology to create influence with public officials?

In the current study, 41 percent of respondents believe that by using the internet, public officials will care more about what people like them think, an increase from 40 percent in 2015.

The percentage that disagrees or strongly disagrees with the statement was down for the seventh straight year – now 33 percent, down only one percentage point from the previous study but the lowest thus far in the studies.

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

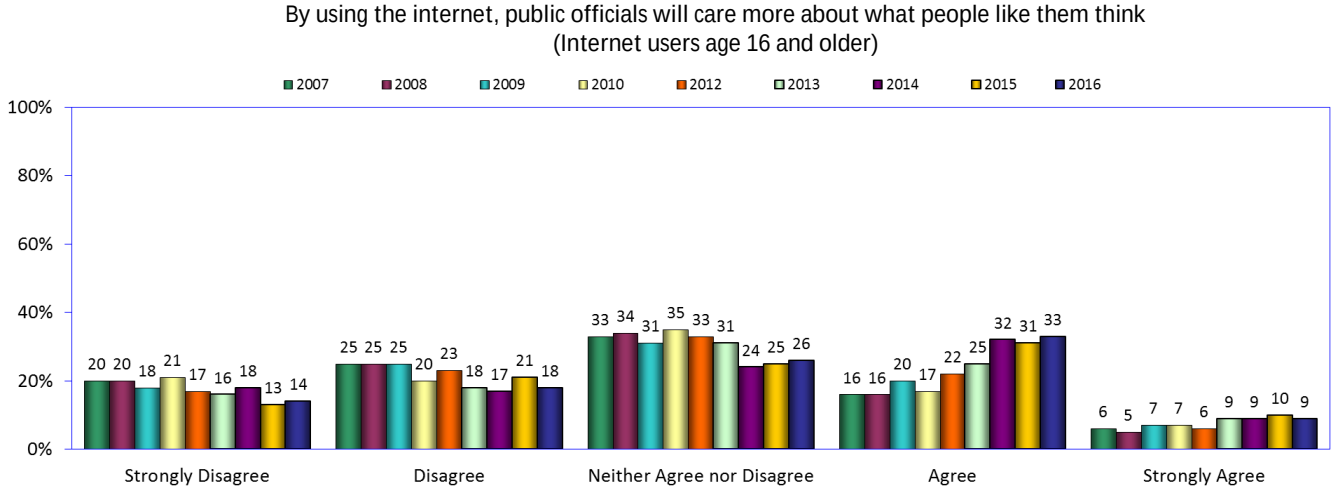


(Q190D R-1)

136. The internet as a tool for political influence (users)

Among internet users age 16 and older, 42 percent agree or strongly agree that the internet can make public officials care more about what people like them think – the highest level for the study.

The number of internet users who disagree or strongly disagree has been steadily dropping since 2009 – now 32 percent and a new low for the study.

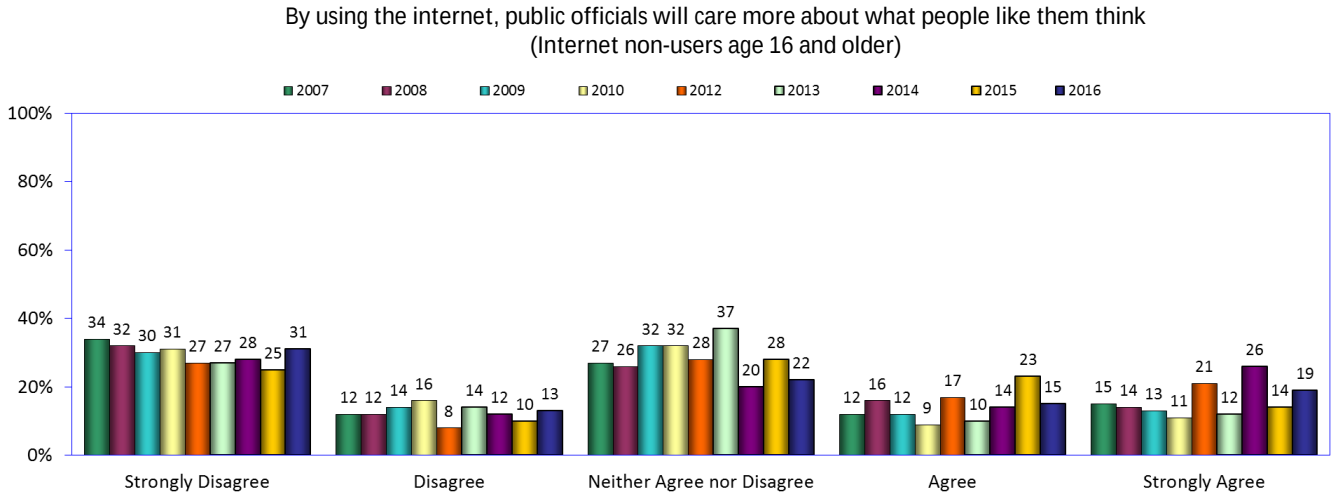


(Q190D U-1)

137. The internet as a tool for political influence (non-users)

Compared to internet users (see above), a smaller percentage of non-users (34 percent) agree that using the internet can make public officials care more about what people like them think, a decline from 37 percent in the previous study.

The number of non-users who disagree or strongly disagree with the statement jumped substantially this year to 44 percent, up from 35 percent in 2015.

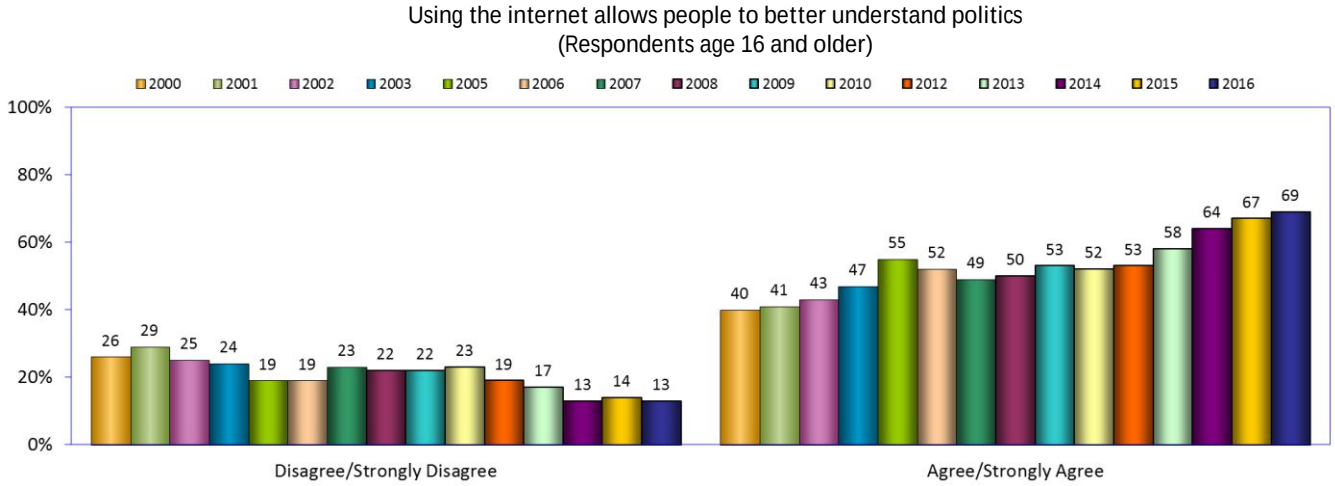


(Q190D N-1)

138. The internet: a tool for better understanding politics

The percentage of respondents agreeing that the internet can help people better understand politics continues its general upward trend in the current study, and has now reached 69 percent of respondents age 16 and older, an increase from 67 percent in 2015 and a new high level for the Digital Future project.

The percentage who disagree or strongly disagree that using the internet allows people to better understand politics dropped to 13 percent, very marginally below the 14 percent in 2015.

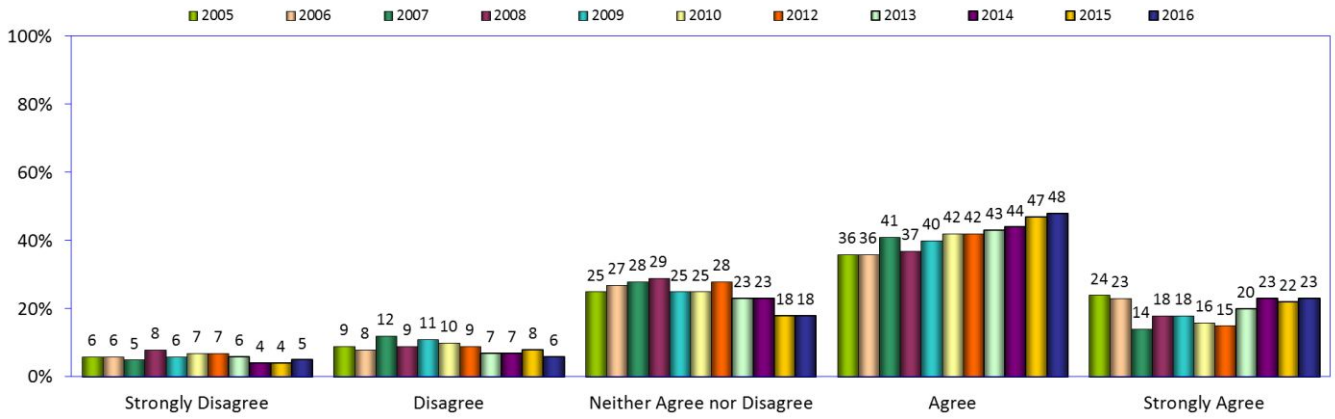


(Q190C R-1)

139. The internet: a tool for better understanding politics (users)

Seventy-one percent of users agree or strongly agree that going online can help people better understand politics, up from 69percent in 2015 and the highest level to date. Similarly, users disagreeing or strongly disagreeing fell to 11 percent, equaling the lowest number in the study.

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



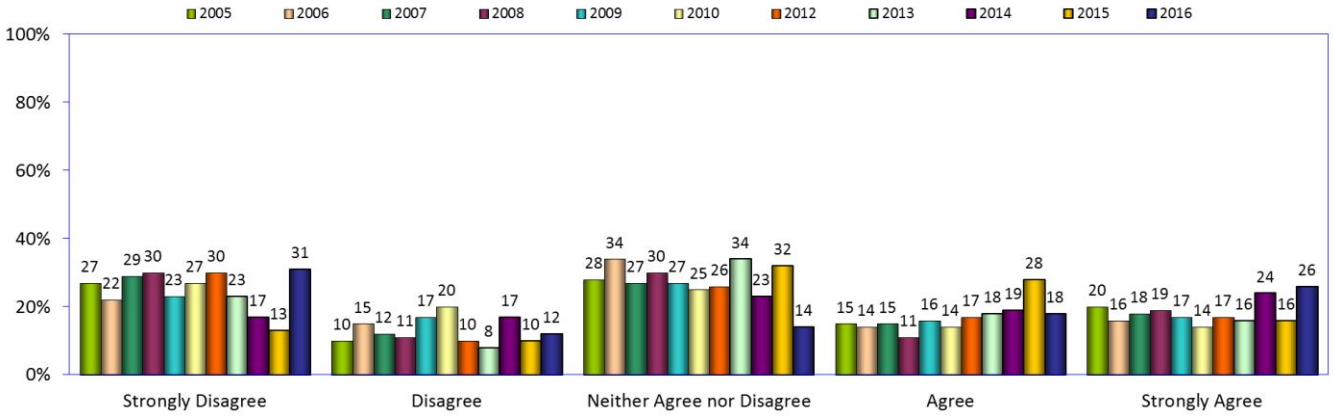
(Q190C U-1)

140. The internet: a tool for better understanding politics (non-users)

In the current study, views among non-users are polarized. Forty-four percent of internet non-users in the current study agreed or strongly agreed that going online can help people better understand politics – the same as in 2015.

The number of non-users who believe that the internet does not help others to better understand politics jumped substantially to 43 percent, an increase of 20 percentage points from 2015.

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



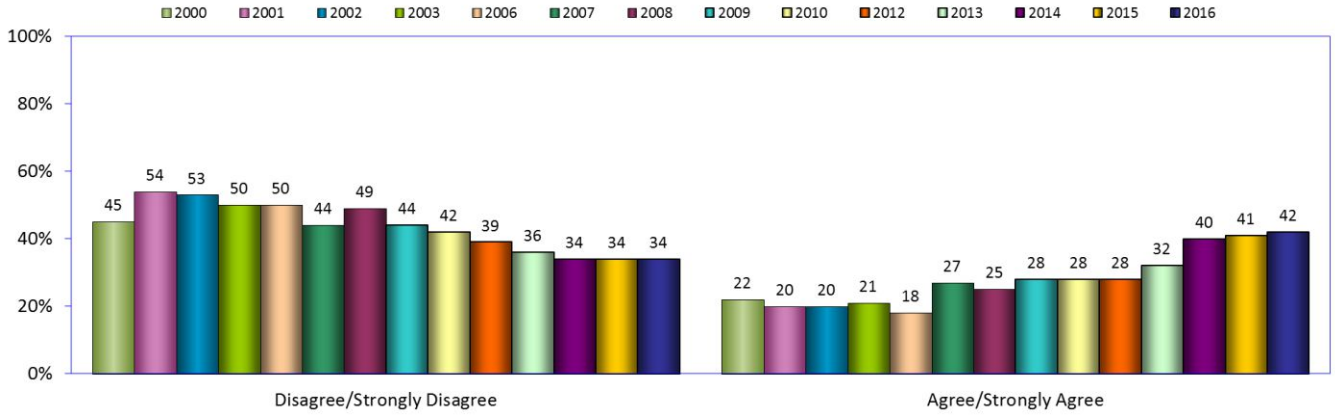
(Q190C N-1)

141. Does the internet give people more say in what the government does?

Forty-two percent of respondents agree or strongly agree that the internet can give people more of a say in what the government does – up marginally from 41 percent in 2015.

At the other extreme, 34 percent of respondents disagree or strongly disagree that the internet gives people more say in what the government does, the same percentage as in 2015 and 2014.

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

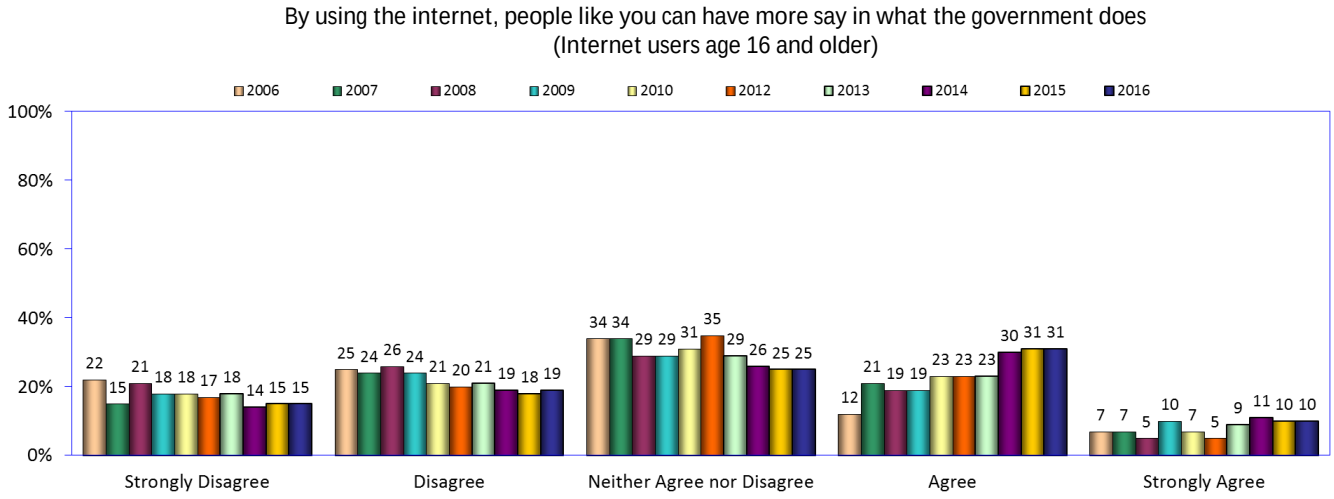


(Q190B R-1)

142. Does the internet give people more say in what the government does?(users)

Forty-one percent of users age 16 and older agree or strongly agree that using the internet can give people more say in what the government does, the same as in 2015.

The percentage of users who disagree with this statement increased to 34 percent, up marginally from 33 percent in the previous study.

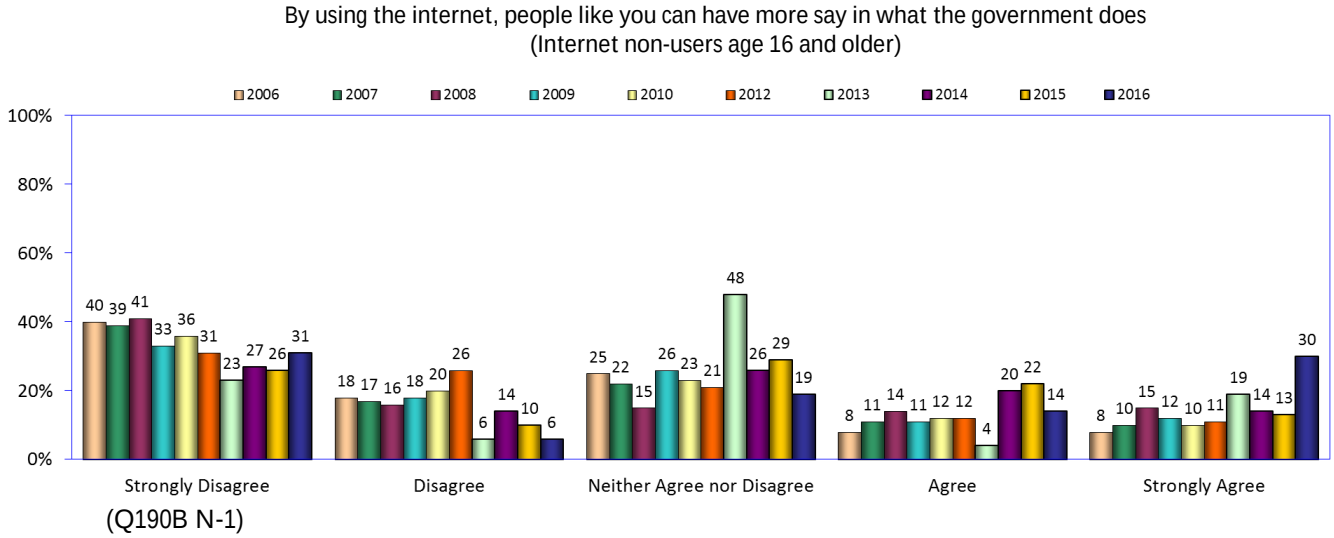


(Q190B U-1)

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

Forty-four percent of non-users age 16 and older agree or strongly agree that using the internet can give people more say in what the government does, up significantly from the 35 percent reported in 2015 and the highest level reported in the studies.

The number disagreeing or strongly disagreeing (37 percent) remains at one of the lowest levels in the study and marginally above the 36 percent reported in 2015.



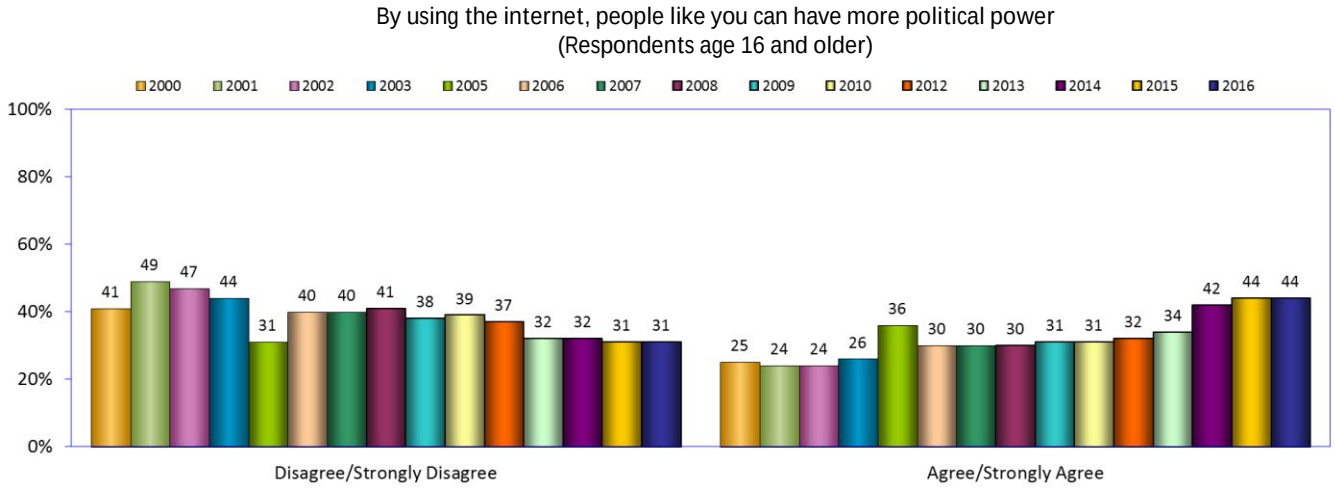
(Q190B N-1)

144. The internet as a tool to help gain political power

Attitudes about the internet as a tool to gain political power remain steady in the current study compared to 2015 and vary only slightly from 2014.

Forty-four percent of respondents agree or strongly agree that people like them can use the internet to gain more political power – the same as reported in 2015 and up just two percentage points from 2014.

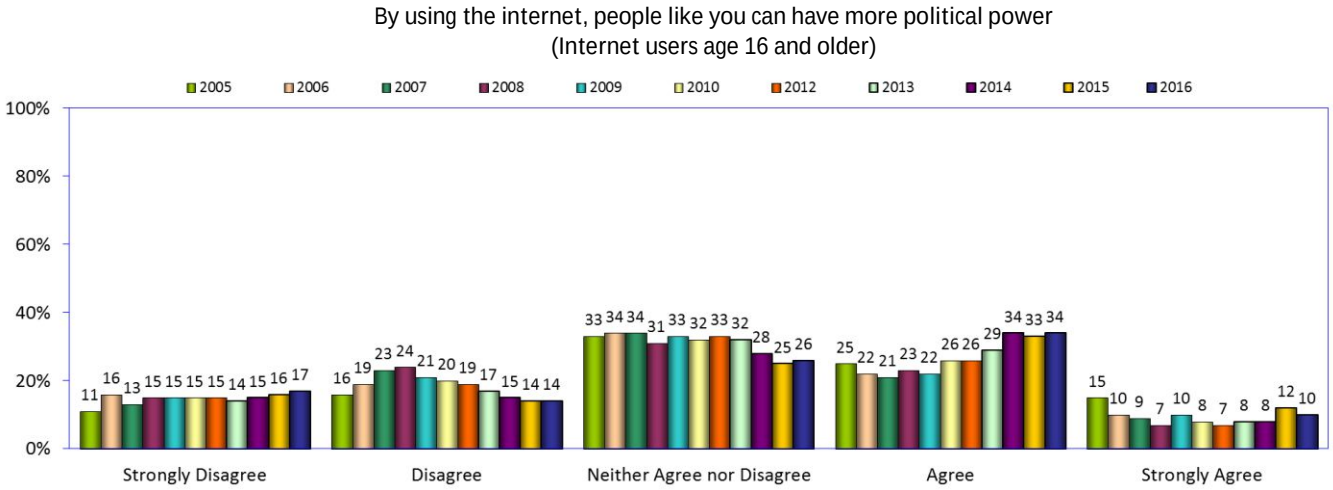
Similarly, 31 percent of respondents disagree or strongly disagree with this statement, matching the figure in 2015, down one percentage point from 2013 and 2014, and equal to the previous low reported in 2005.



(Q190A R-1)

145. The internet as a tool to help gain political power (users)

Forty-four percent of users agree or strongly agree that by using the internet, people like them can have more political power, down from 45 percent in 2015.

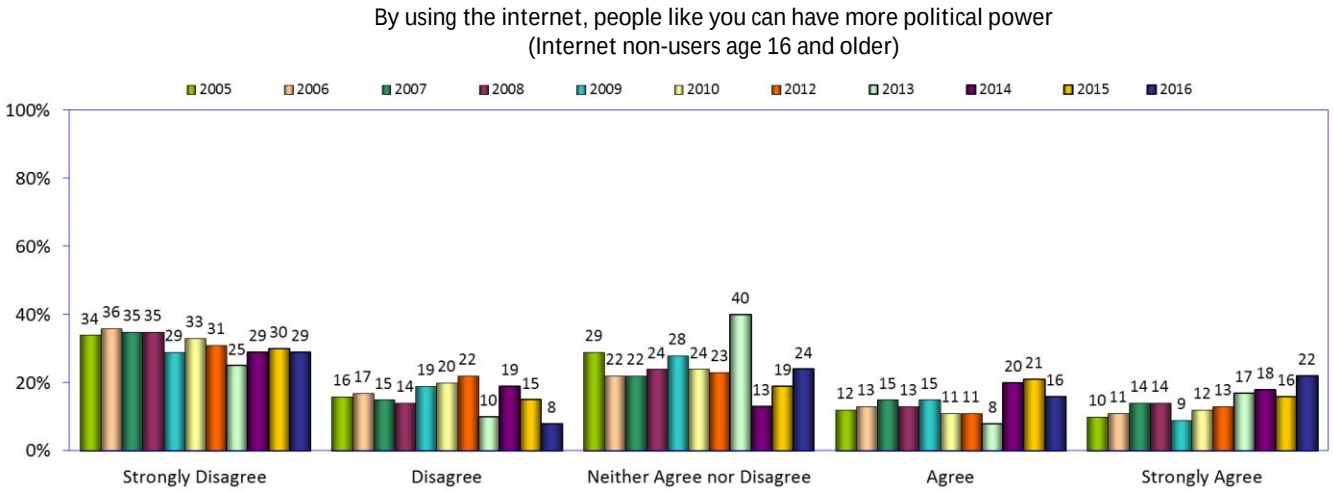


(Q190A U-1)

146. The internet as a tool to help gain political power (non-users)

Thirty-eight percent of non-users agree or strongly agree that by using the internet, people like them can have more political power – matching the highest level reported in the studies.

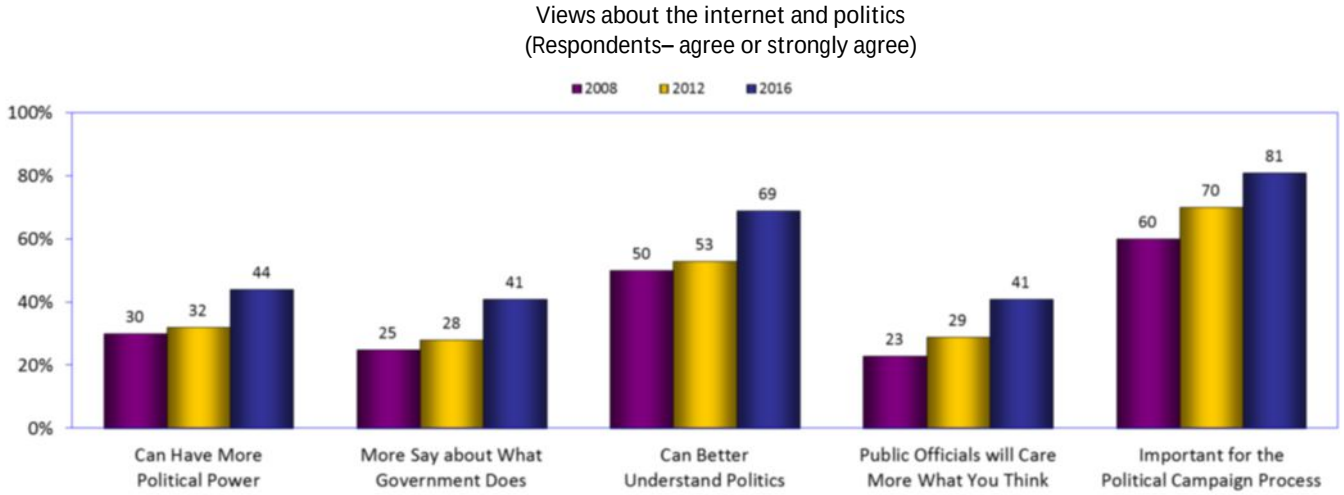
The number of non-users who disagree or strongly disagree declined for the third year in a row, dropping significantly to 37 percent.



(Q190A N-1)

147. At a glance: views about the internet and politics during Presidential campaign years

During Presidential campaign years, the country's focus on politics is at its highest level. Looking at findings from the last three Presidential election years shows dramatic growth in agreement about the importance of the internet in politics – whether for building political power, creating more involvement in what the government does, better understanding of politics, encouraging public officials to care more about what people think, or serving an important role in political campaigns.



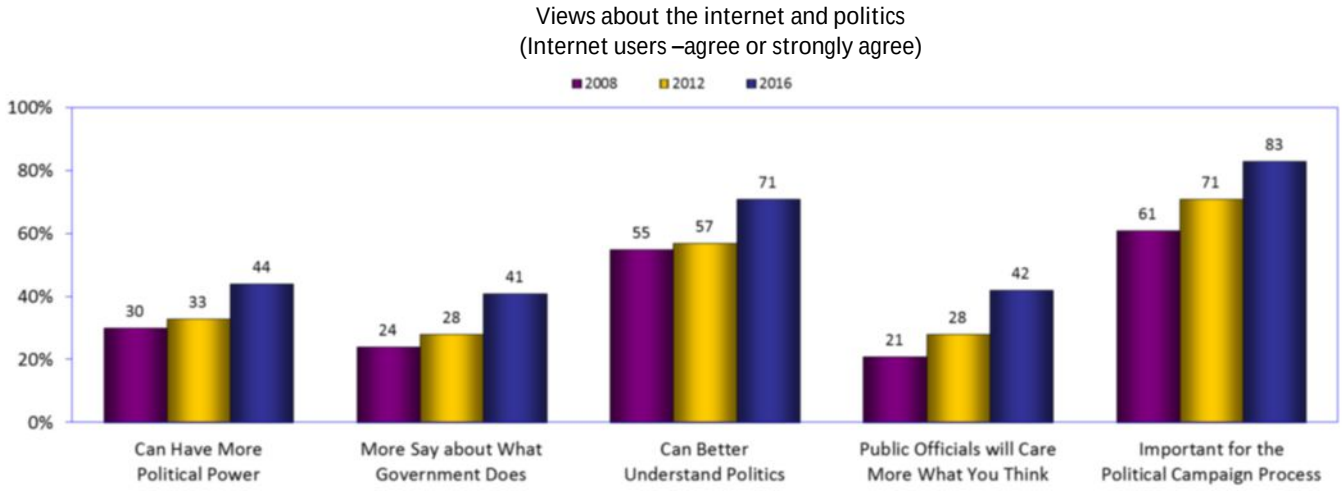
(Q190A-E R-1)

148. At a glance: views about the internet and politics: internet users vs. non-users

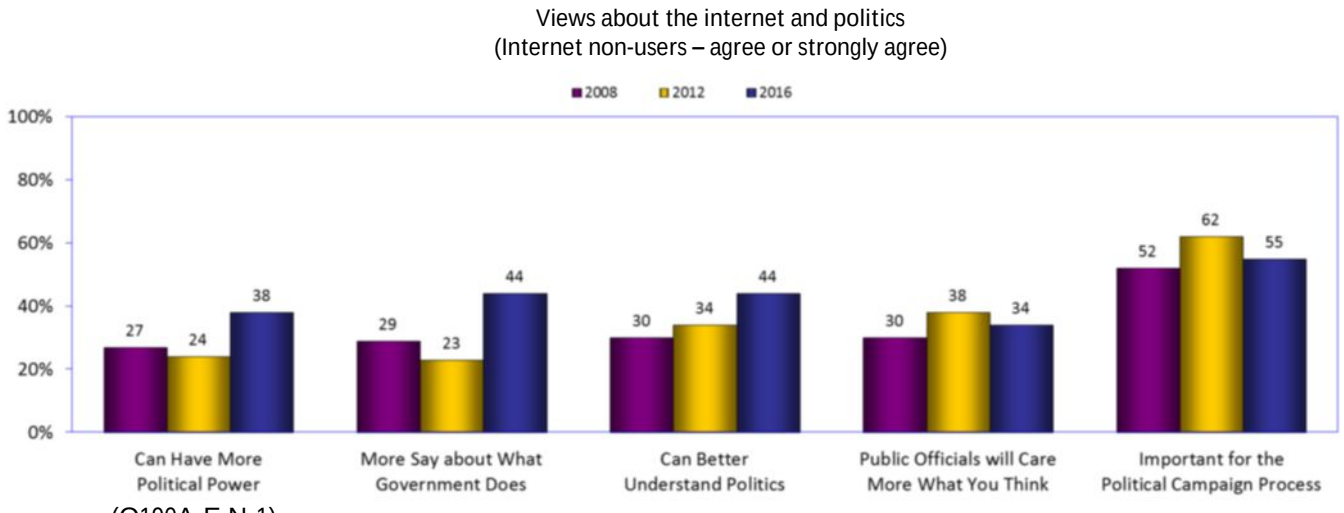
While growing percentages of internet users agree or strongly agree about the importance of the internet in politics, significantly smaller percentages of non-users agree with these views.

Notably, in the current study increasing percentages of non-users agree or strongly agree that the internet can give people like them more political power, create more say about what government does, and create better understanding of politics.

However, declining percentages of non-users agree or strongly agree that the internet can make public officials care more about what people think, or that the internet is important for politician campaigns.



(Q190A-E U-1)



(Q190A-E N-1)

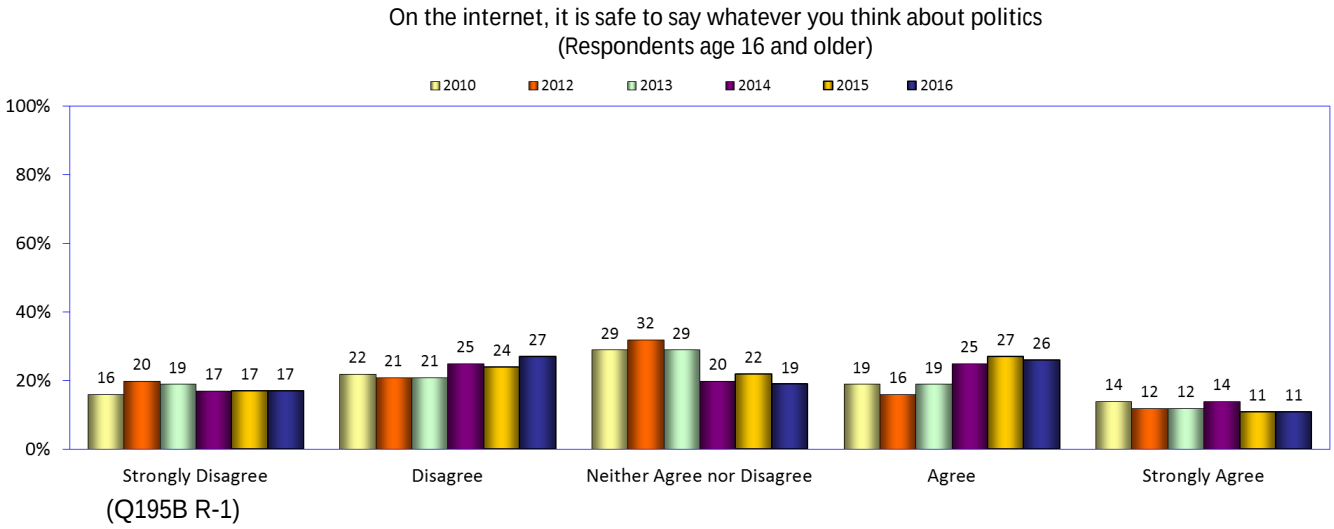
The internet and free speech about politics & government

149. Personal political expression on the internet: is it safe to say whatever you think while online?

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

Thirty-seven percent agreed it is safe to voice their views about politics while online – down marginally from 38 percent in 2015.

Similarly, the percentage of respondents who disagree or strongly disagree with this statement increased three percentage points– now 44 percent, up from 41 percent in 2015 and the highest number to date.

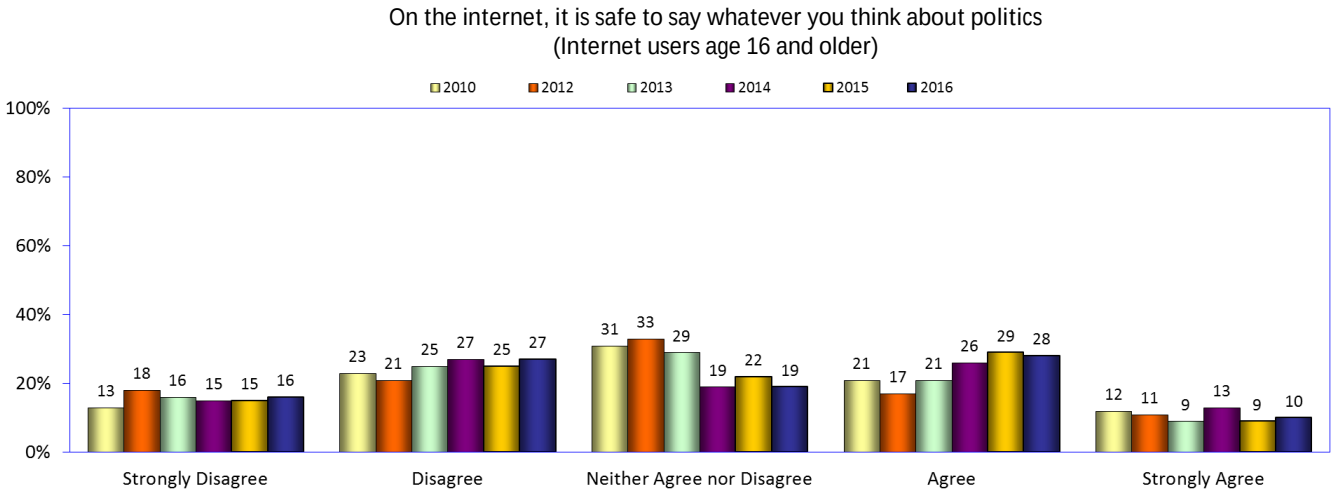


(Q195B R-1)

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

As with overall responses to this question, the percentage of internet users age 16 and older who said it is safe to say online whatever they think about politics has remained generally stable – now 38 percent, the same as in 2015.

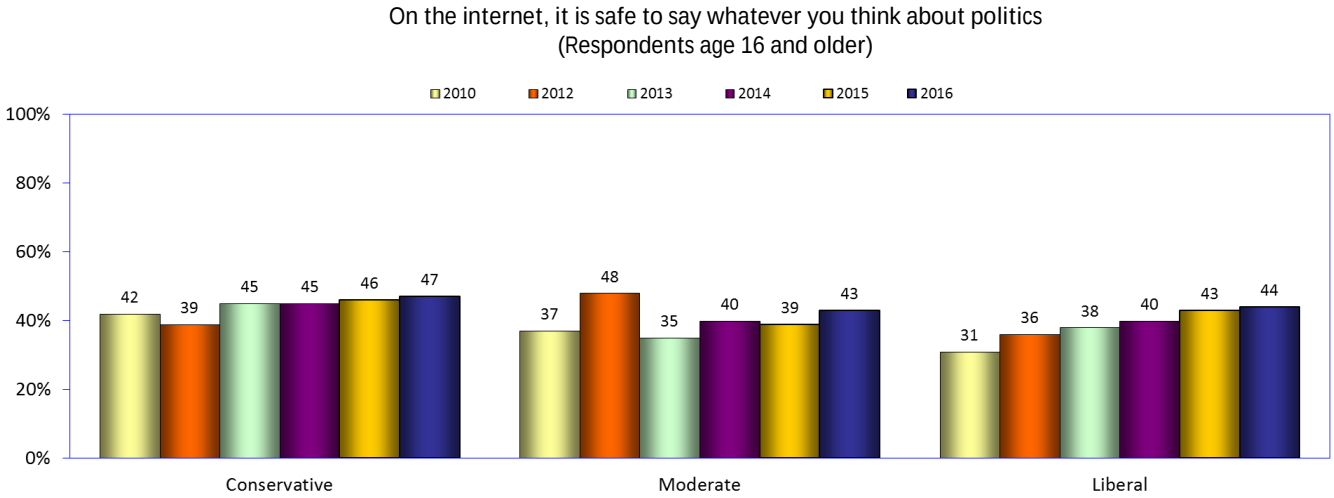
The percentage of those who disagree with this statement had increased to 43 percent; with the exception of the 40 percent in 2015, this number has increased steadily since 2010.



(Q195B U-1)

151. On the internet, it is safe to say whatever you think about politics (by political views)

Generally consistent percentages of respondents of all political views said that on the internet it is safe to say whatever you think about politics; perhaps surprisingly, a slightly higher percentage of conservatives (47 percent) compared to liberals (44 percent) agree about the safety of free expression while online.

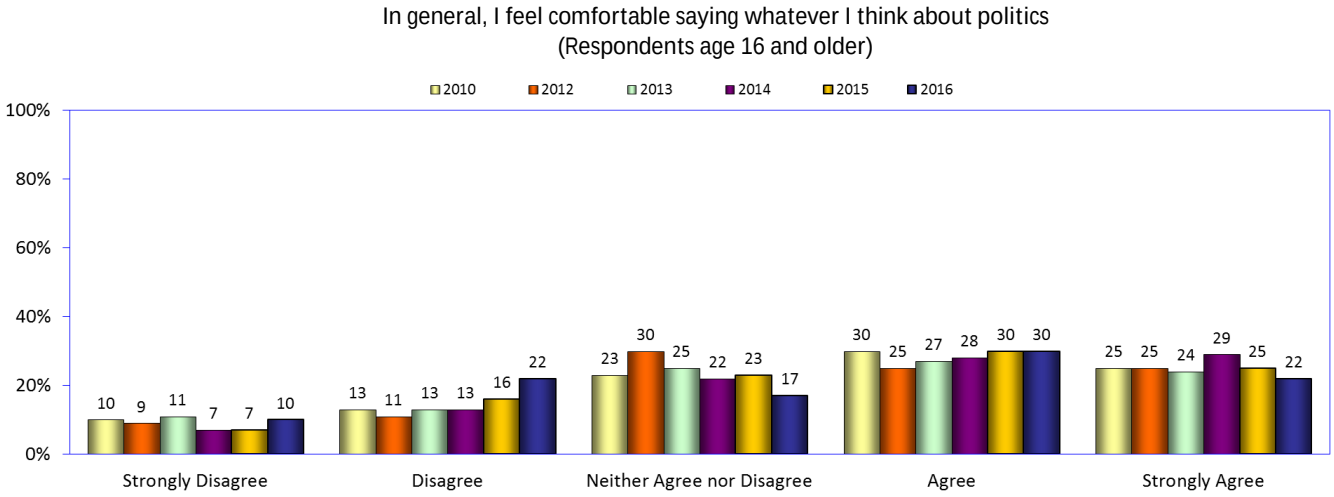


(Q195B P-1)

152. I feel comfortable saying whatever I think about politics

A majority of respondents said that they feel comfortable saying whatever they think about politics– now 52 percent, down from 55 percent in 2015.

Those who do not feel comfortable increased significantly to 32 percent, up from 23 percent in 2015.



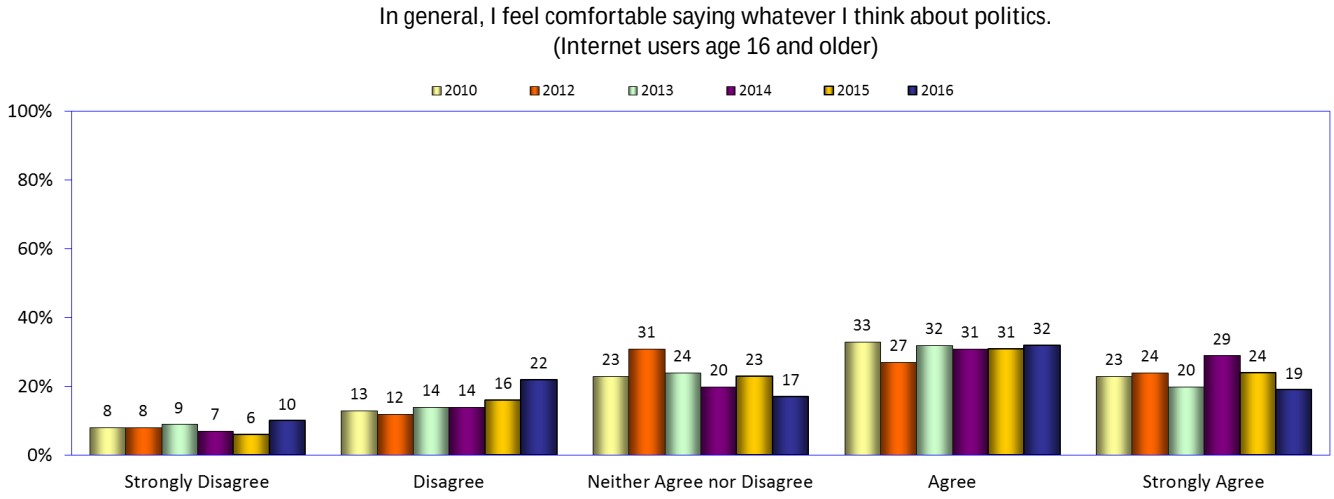
(Q195A R-1)

153. I feel comfortable saying whatever I think about politics (users)

A majority of internet users age 16 and older are comfortable speaking out about politics.

Fifty-one percent of internet users age 16 and older agree or strongly agree that they feel comfortable saying whatever they think about politics, down from 55 percent in 2015 and matching the former low point recorded in 2012.

The percentage of users who do not feel comfortable saying whatever they think about politics increased to 32 percent, up significantly from 22 percent in 2015 and from the previous high of 23 percent in 2013.



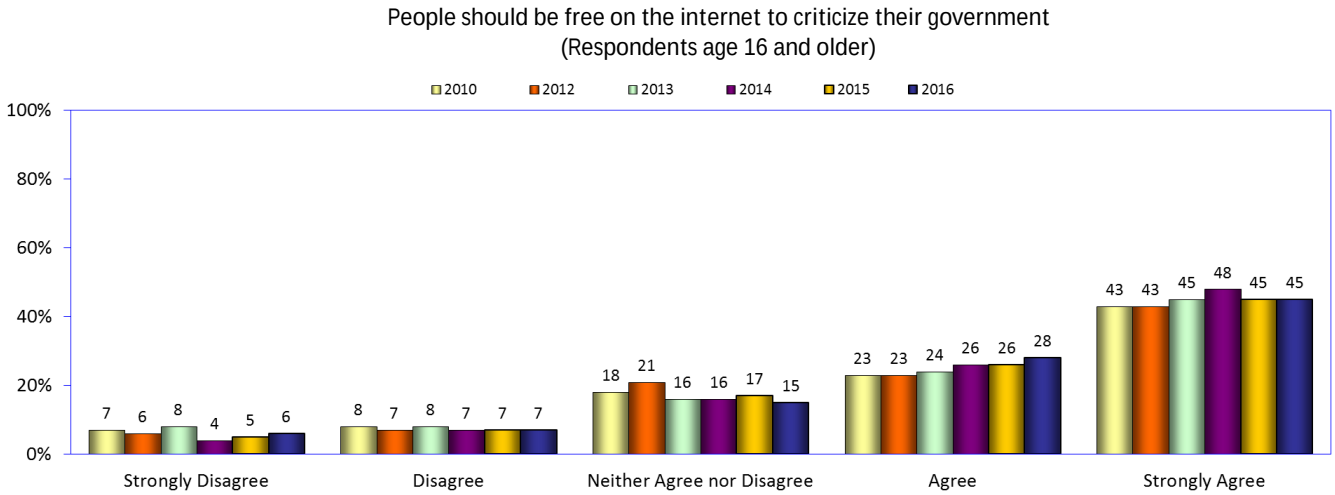
(Q195A U-1)

154. Criticizing the government while online

Even though 38 percent of respondents age 16 and older believe it is safe to express their political beliefs on the internet (see page 135), a much larger percentage believes that people should be free to criticize their government while online.

Seventy-three percent of respondents agree or strongly agree that people should be free to criticize the government while online, an increase from 71 percent in 2015.

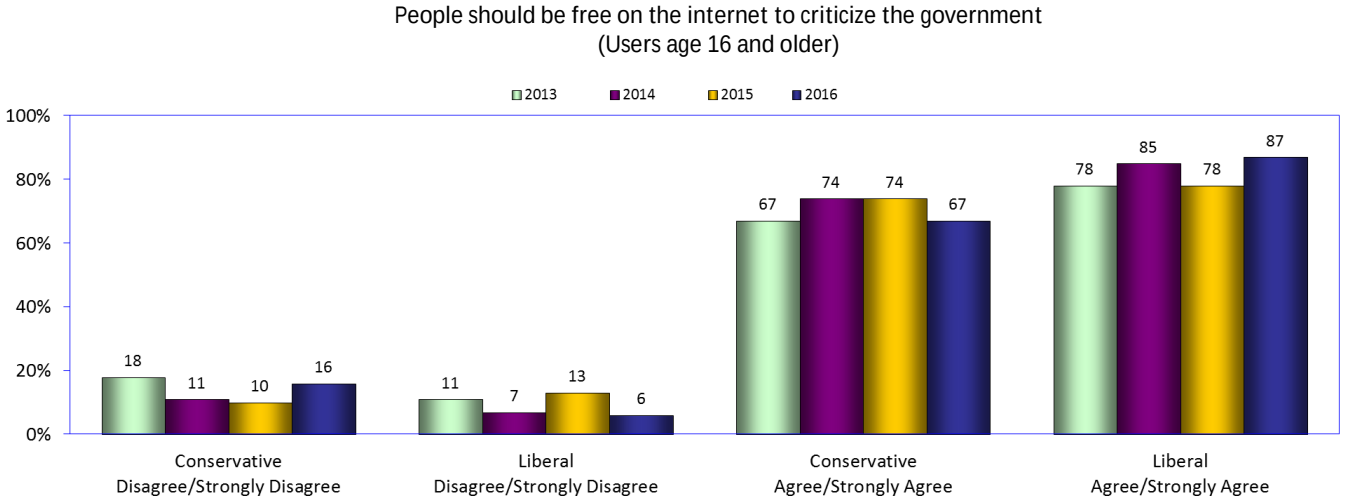
The percentage of respondents who do not think people should be free to criticize the government increased marginally in the current study – now 13 percent of respondents, up from 12 percent in 2015.



(Q195C R-1)

155. Criticizing the government while online (users by political views)

Among users, large percentages of liberals and conservatives alike consistently agree or strongly agree that people should be free on the internet to criticize the government, with a substantially larger percentage of liberals agreeing with this statement (87 percent compared to 67 percent of conservatives in the current study).

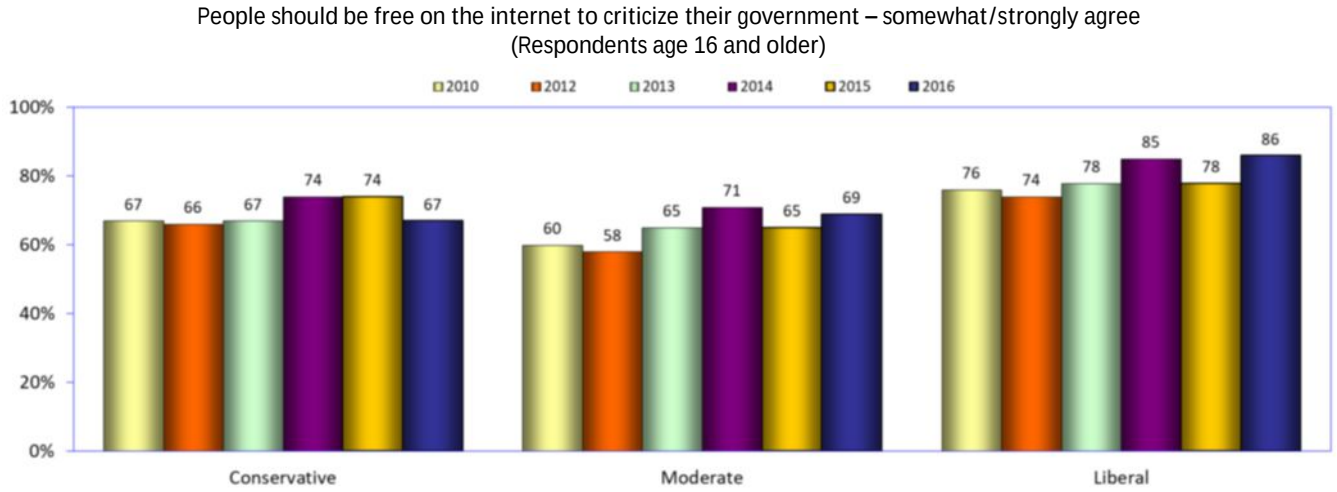


(Q195C U-3)

156. Criticizing the government while online (respondents by political views)

Compared to those who said it is safe to say whatever they think while online (see page 135), even higher percentages of respondents of all political perspectives agree that people should be free on the internet to criticize their government.

However, a much smaller percentage of conservatives (67 percent) and moderates (69 percent) compared to liberals (86 percent) agree with this statement.

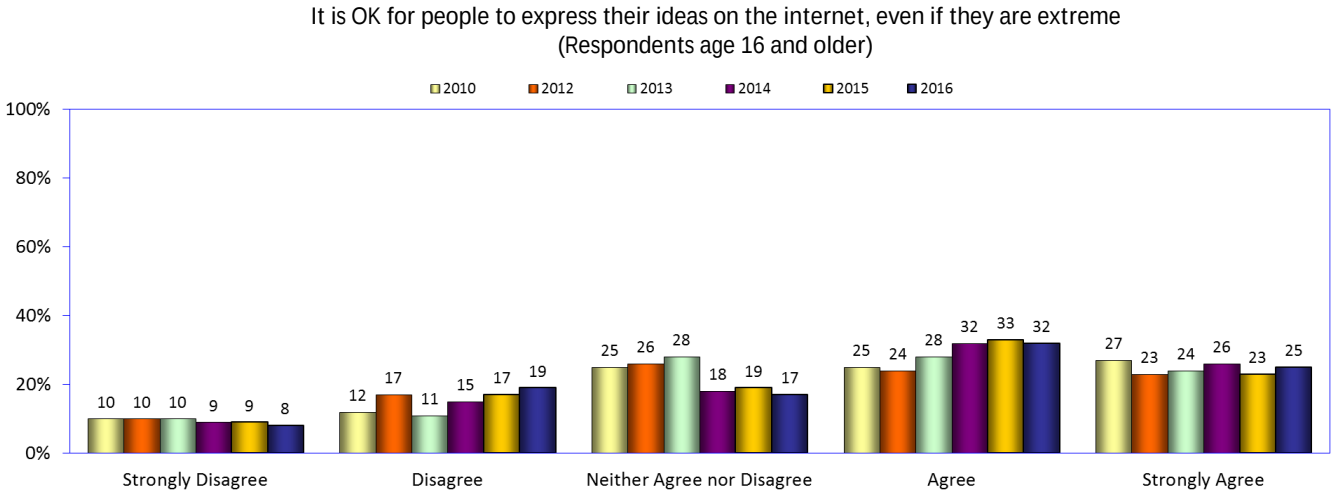


(Q195C P-1)

157. 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 (57 percent) said it is OK for people to expressed their ideas online, even if they are extreme.

The percentage of respondents age 16 and older who disagree or strongly disagree that expressing extreme ideas online is OK increased to 27 percent in the current study, up from 26 percent in 2015.

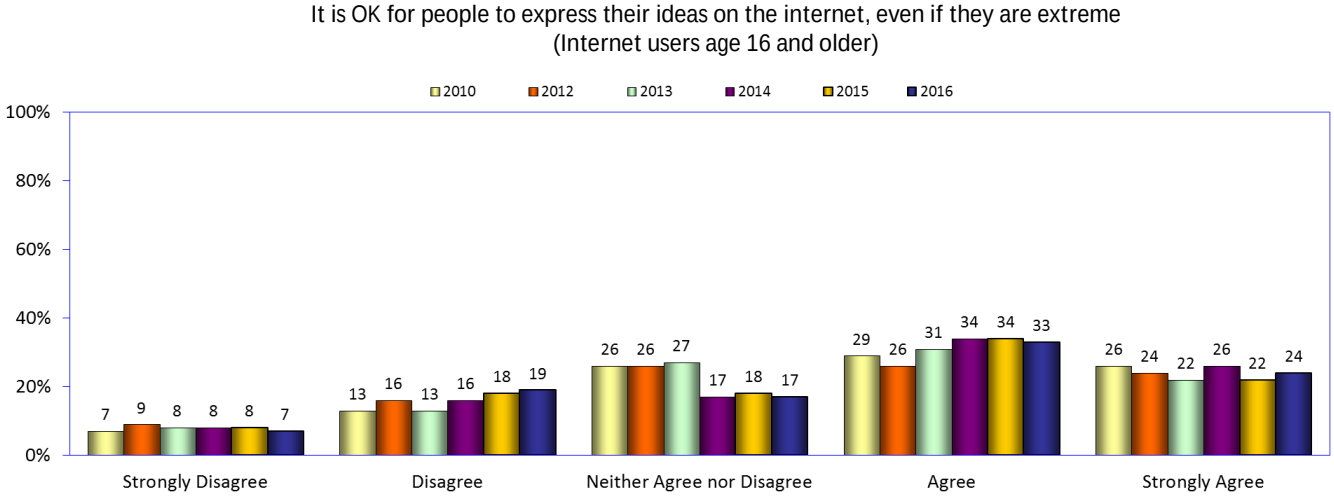


(Q195D R-1)

158. Free speech and extreme ideas while online (users)

Fifty-seven percent of users age 16 and older overall agree or strongly agree that it is OK for people to expressed their extreme ideas on the internet – up from 56 percent in 2015.

The percentage of users who disagree with free expression of extreme ideas on the internet remained stable at 26 percent.

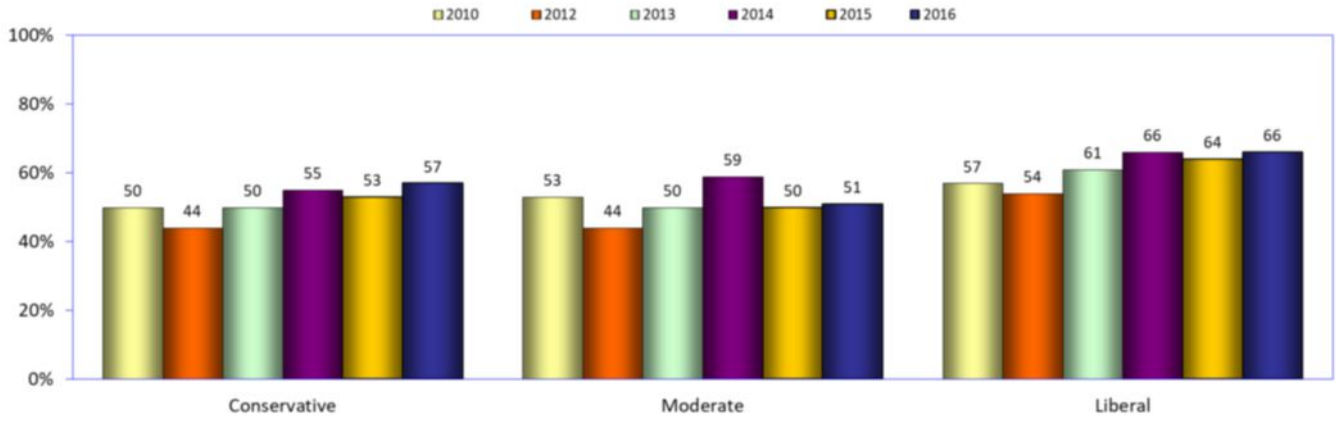


(Q195D U-1)

159. Free speech and extreme ideas while online (by political views)

A smaller percentage of conservatives (57 percent) compared to liberals (66percent) said that expressing ideas online is OK – even if the ideas are extreme – a finding generally consistent in the six years this question has been asked.

It is OK for people to express their ideas on the internet, even if they are extreme – somewhat/strongly agree
(Respondents age 16 and older)



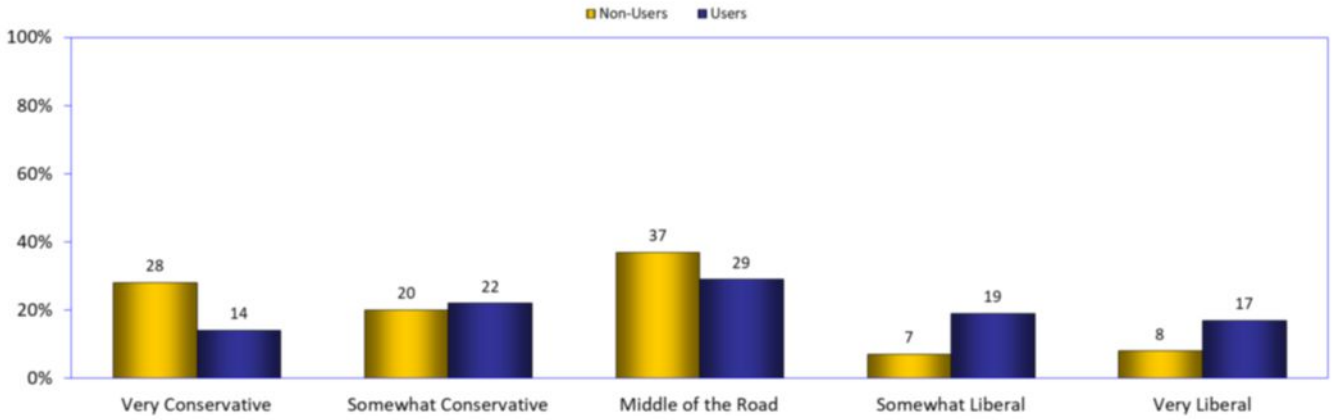
(Q195D P-1)

160. Political views: users vs. non-users

A significantly higher percentage of internet users (36percent) compared to non-users (15 percent) identify themselves politically as somewhat liberal or very liberal.

Conversely, higher percentages of non-users identify themselves as somewhat conservative or very conservative: 48percent of non-users compared to 36percent of users.

Political views
(Respondents age 17 and older)

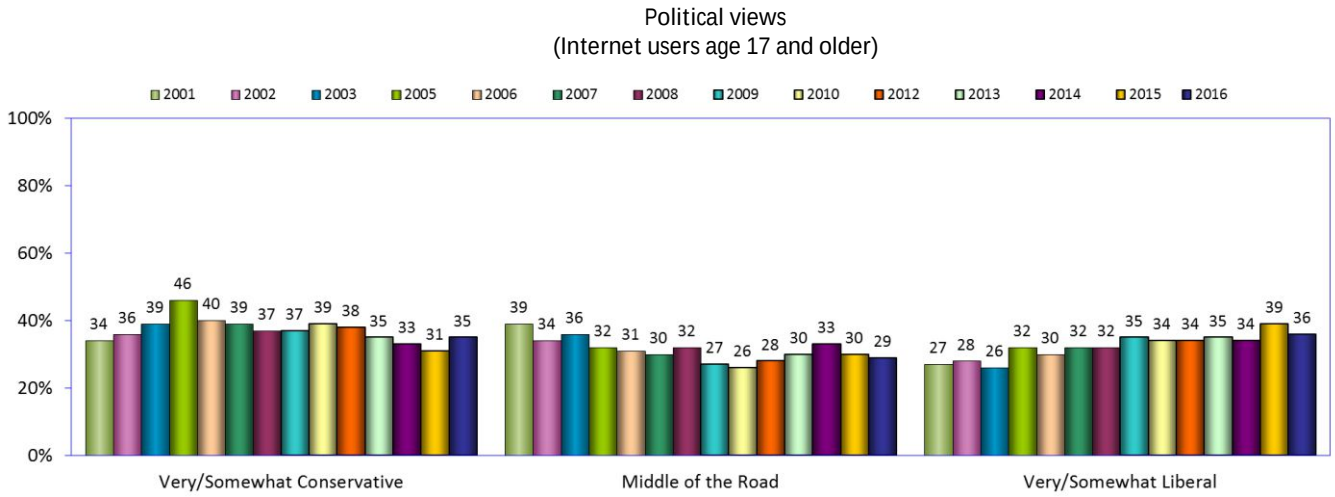


(Q1230 R-1)

161. Political views: users since 2000

Comparing political views of internet users since 2001 had shown a modest general increase in the percentage reporting in the Digital Future studies that they are liberal. However in the current study, the percentages reporting they are somewhat or very liberal declined to 36 percent, down slightly from 39 percent in 2015.

The percentage reporting that they were conservative had declined for four years in a row. However in the current study, the percentage that reported they are conservative increased for the first time since 2010 – now 35 percent.



(Q1230 U-1)

The 2017 Digital Future Project
Trends and Issues

As the Center for the Digital Future completes its 15th study of the impact of the digital technology on the American scene, some of the issues that have emerged in the current study are particularly thought-provoking. Among them:

Hours online: increases seem never-ending

All of the Center's 15 studies of American online behavior have found large numbers of hours devoted to using the internet. What seems especially noteworthy is that even after more than 20 years of open access to the internet, the amount of time spent online continues to increase.

The findings about the amount of online use suggest both benefits and consequences. Consider that:

- In the current study, the average number of hours that users go online has reached a new high – now 23.6 hours per week (page six) – almost an entire day per week and more than double the 9.4 hours reported in 2000 (a time when regular internet use was already the norm).

  The total number of hours spent online per week at home has grown or remained steady from year to year in every study since 2000. That average number has now reached 17.6 hours per week, an extraordinary jump from 3.3 hours in 2000 (page seven).

  More than ever, the new high figure found in these studies for weekly hours online raises many social and cultural questions about the impact of shifting time use and its effects on relationships with family and friends.

- Sixty-five percent of internet users who are students go online for school-related work – more than double the percentage reported 10 years ago (page 11). Such a large percentage of internet-using students suggests another question: with such a powerful tool for research and information-gathering at their fingertips, what are internet users who do *not* go online for their studies now missing in their educational experience?

- The number of hours that employed internet users are online at work has increased in every Digital Future study since 2003, and has now reached 14.3 hours per week on average (page 16). Perhaps more important, users in the four most recent studies reported that they are actively online for work more than 10 hours a week on average. With online time now exceeding one-quarter of the average work week, a continuing issue for exploration is how that online access is affecting all aspects of the American workplace.

How online access is changing

The first stated mission of the Digital Future Project was to monitor the use of digital technology as it transforms in unexpected ways. One of the primary examples of this transformation is *how* users access the internet.

Who would have anticipated more than a decade ago, when smartphones came into common use, that mobile devices would become not just a tool for internet access, but also *the* most common devices used for daily connection to the internet? Now, 82 percent of users go online through a mobile phone at least once a day – more than those who use personal computers, tablets, or eReaders (page 20).

How will changes in devices and access methods shape the information that Americans seek and use online? Will the "traditional" computer become a secondary tool and dwindle in importance for many Americans?

The negative view of the internet**'s impact**

The current Digital Future Study found that internet access continues to increase (page six), users find online technology important for their relationships (page 78), and the highest percentage of respondents thus far reported making online purchases (page 55). Nevertheless, large percentages of respondents still report negative views about the role of communication technology in the world.

Perhaps not surprisingly, among the small but still-notable group of internet non-users, the largest percentage thus far in the studies said that communication technology makes the world a worse place (now 43 percent). However, among those who go online, the percentage who said that communication technology has made the world a better place has been in a general decline since 2006, reached its lowest level yet reported in 2015 (51 percent), and rose only marginally in the current study to 52 percent.

In a time when little more than half of Americans believe that communication technology makes the world a better place, how does that view affect the credibility and relevance of the internet?

Buying online: mobile phones become an important weapon for shoppers

It is no surprise that buying online continues to grow. Seventy-two percent of internet users who buy online said that their internet purchasing reduces their retail purchasing somewhat or a lot, up significantly from 62 percent in 2015 (page 67). But particularly important is the ongoing growth of mobile devices as a tool to conduct on-the-spot price comparison with prices found online.

In the current study, three-quarters of online purchasers who browse locally but buy online said they have compared prices on a mobile device while in a store to see if there is a better deal available on the internet – increasing from less than half (49 percent) just five years ago (page 69).

And if traditional brick-and-mortar retailers did not have enough to worry about from online sellers, they should be more concerned than ever about competitors nearby. Sixty-four percent of users said they have used a mobile device while in a store to determine if a better deal was available at another store nearby – up from 55 percent in 2015 and more than twice the number reported when this question was first asked in 2012 (page 69).

Reliability of information online: still a downward trend

One explanation for the declining percentage of respondents who believe communications technology in making the world a better place is the relatively small number of internet users who believe that information online is reliable; 37 percent now believe that most of all information online is reliable, the lowest number reported thus far in the Digital Future studies (page 29). More dismal is the new high percentage of users who said that only a small portion or *none* of online information is reliable – now 17 percent.

Even frequently-visited websites are not perceived as well as they once were; 66 percent of users in the current study said that most or all of the information on sites they use often is reliable and accurate – another new low for the Digital Future studies (page 31).

Clearly, the main culprit that affects this view is information posted on social media websites: most or all of the information is considered reliable and accurate on established media websites by 63 percent of respondents and 74 percent for government websites, but only 11 percent on social media sites. The low level of trust in social media sites makes it hard to miss the point that although most users report that social media sites are important (page 32), they trust these sites the least.

But even the relatively high level of trust reported for information posted by established media raises questions about users' perceptions of those sites. Almost two-thirds of users may have said that most or all of the information posted online by established media – such as *The New York Times* or the *Washington Post*– is reliable and accurate, but at the same time 12 percent said that only a small portion or none of the information on these sites was accurate. In previous generations when print media reigned as the primary sources of trustworthy information, would newspapers have been able to maintain their public trust if measureable percentages of their readers believed that most of what they published was false?

Why are some Americans ***still*** not online?

The Digital Future studies have explored the views of internet non-users since the first study was conducted in 2000. The reasons why some Americans are not online – now less than 10 percent – have varied somewhat in 15 studies, but in 2017 those reasons are worth revisiting (page 27).

Of particular note is the point that the expense of having a computer or going online is not a primary reason why non-users are not online; in the current study, only nine percent of non-users cite expense or costs as their reason for not being online – a response that has been 10 percent or less since 2013.

If expense is not the issue, then what is? In sum, the reasons are best summarized as a lack of will: either no computer, lack of understanding of the technology, or no interest – percentages that all increased in the current study. And more than 60 percent of internet non-users said they are not likely to go online in the next year (see page 27).

Previous editions of this report have noted the increase of persistent non-users, and the consequences of not going online. Even though open access to the internet has been part of American culture for more than 20 years, the near-mandatory need to connect with government, companies, and individuals continues to grow almost daily. It is, of course, a matter of individual choice for Americans to go online, but at what cost? To choose to not be online for, say, a Facebook account may be trivial, but what price does a non-user pay by not having access to personal medical records or other important information that is increasingly available only online? For example, the forms required for an application to receive Social Security are now available only online, and not by mail; the only alternative for a non-user is an in-person visit to a Social Security office.

If internet access is assumed to be near-universal, what is the social and financial cost of non-use for the rest of society? The modest percentage of Americans who self-report that they are non-users may seem like a small number, but it nevertheless represents more than 30 million people who are part of a permanent underclass that is increasingly missing out on social and financial benefits of being online, while potentially creating additional social burdens for others.

The internet and politics

In the wake of the most contentious and controversial national presidential campaign in memory, it is especially noteworthy to explore the many ways that the internet affects politics.

The current study found that the internet is more relevant than ever in the American political process: compared to responses gathered during the 2008 presidential election season, in the current study much larger percentages of respondents said that the internet gives them more political power (page 130), creates more say about what the government does (page 128), helps people better understand politics (page 125), encourages public officials to care more about what people think (page 123), and – most significant of all – serves an important role in political campaigns (page 121).

The Center for the Digital Future has explored the impact of digital technology on politics from the earliest days of this project. For many years, the consensus among respondents was that the internet could enlighten people about politics, but online technology served a much more limited role in creating political power and involvement. For several years, those views have been shifting; the internet is now considered an integral part of all aspects of American politics by 40 percent or more of all respondents – users and non-users alike.

There can be no question that digital technology will play an increasingly important role in creating political change and influence in American politics; how that role evolves will continue to be an ongoing priority for the Digital Future Study.

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Supplement 1

Center for the Digital Future at USC Annenberg

The Center for the Digital Future at USC Annenberg 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 sixth in 2015.

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

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

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

Supplement 2

The World Internet Project – International Contacts

United States (Organizer)	Center for the Digital Future USC Annenberg School for Communication and Journalism www.digitalcenter.org
Africa	Contact: Indra de Lanerolle, indra.de.lanerolle@gmail.com (Botswana, Cameroon, Ethiopia, Ghana, Kenya, Mozambique, Namibia, Nigeria, Rwanda, South Africa, Tanzania, Uganda)
Australia	ARC Centre of Excellence for Creative Industries and Innovation (CCi) Institute for Social Research, Swinburne University of Technology www.cci.edu.au/projects/digital-futures
Belgium	University of Antwerp www.uantwerpen.be/en/rg/mios/mission-and-members
Canada	Canadian Internet Project (CIP)/Recherche Internet Canada (RIC) www.cipiconline.ca
Chile	Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/ Santiago Chamber of Commerce (CCS) www.wipchile.cl
China	ChinaInternet Network Information Center (CNNIC) www1.cnnic.cn/
Colombia	CINTEL – Centro de Investigación de las Telecomunicaciones www.cintel.org.co
Cyprus	Cyprus University of Technology/Department of Communication and Internet Studies www.cut.ac.cy/
Czech Republic	Faculty of Social Studies, Masaryk University Brno www.fss.muni.cz/ivdmr
Ecuador	Universidad de los Hemisferios www.uhemisferios.edu.ec
France	M@rsouin Network www.marsouin.org
Greece	EKKE: The National Center for Social Research www.ekke.gr
Israel	The Research Center forInternet 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) MacaoInternet Project (MIP) www.macaointernetproject.net
Mexico	Tecnológico de Monterrey,ProyectoInternet www.wip.mx
Middle East	Contact: Robb Barton Wood, rwood@northwestern.edu (Bahrain, Egypt, Jordan, Lebanon, Qatar, Saudi Arabia, Tunisia, United Arab Emirates)
New Zealand	NZ Work Research Institute AUT University of Technology www.workresearch.aut.ac.nz
Portugal	LisbonInternet 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	University of Witwatersrand, Johannesburg The Media Observatory Wits Journalism, www.journalism.co.za
Sweden	IIS (TheInternet Infrastructure Foundation) www.iis.se
Switzerland	University of Zurich, Switzerland Media Change & Innovation Division IPMZ – Institute of Mass Communication and Media Research 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
Uruguay	Universidad Catolica del Uruguay www.ucu.edu.uy

Supplement 3

Research methods and demographic data

Sample Procurement:

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

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

The address based sample was comprised of a random set of mailing addresses drawn from the entire universe of non-business residences maintained and provided by the United States Postal Service.

Mailers sent to address based samples allowed for inbound respondents who could either go online to a new dedicated website to sign-up for an email or SMS (text message) invitation link and/or start the web survey immediately, or call a toll free number to request a callback to complete the survey on the phone. Outbound calls were also made to hard-to-reach households within the address based samples that were matched to phone numbers to boost participation among these groups. Name recognition due to receiving the mailer ahead of time assisted cooperation rates for these calls.

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

In years 2000 to 2007, once the selection of a household member was made, only that individual was eligible to complete the interview.

In years 2008 to 2013, if the household member who was originally selected to complete the interview was not available, up to two other individuals could be randomly selected from the roster to represent the household in the survey. If both of the randomly selected individuals were not available, the individual on the phone was interviewed.

Beginning in 2014, this random selection method within the household was abandoned due to its detrimental effects on actually achieving an interview with the household. Instead, attempts were made to interview the initial household member contacted, whether that contact was made offline via the letter mailers or through a phone call. Near the end of field, quotas were implemented to cap the representation of certain demographic groups and continue collection of only the most needed groups. Additionally, teens were augmented after adult quotas were met by specifically requesting their participation through adults in the household and receiving the consent of parents as needed.

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

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

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

Starting in 2015, the mobile-optimized survey was utilized as the sole survey platform for data collection.

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

Prior to 2014, a small number of respondents who indicated that they had internet access but preferred to complete the survey over the phone were allowed to do so.

Starting in 2014, all respondents contacted by phone were first asked to complete the survey immediately over the phone in addition to being given/sent the web link to complete the survey at a later time. Both options were used. Additional discretion was given to the phone interviewers to use all options to best achieve a completed interview in the interest of the study goals.

Starting in 2010, when contacting panel members from the original sample, up to10 call attempts were made to reach them. If the person interviewed in the prior year was no longer a member of the household, no substitution of a different household member was made.

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

Data Collection and Weighting:

A total of 1,535 people were surveyed in English between October 26, 2016, and January 10, 2017.

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

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

In 2013, weights were capped at 3.7 to account for extreme weighting values for some respondents. However, starting in 2014, very few respondents had weighting values above 3.7 (n=35 in total in 2016), so no caps were put into place as this would have had little/no impact on the results.

Demographic Data

	2010 Census	2012 with Weighting	2013 with Weighting	2014 with Weighting	2015 with Weighting	2016 with Weighting
Income						
Less than or equal to 29,999	31%	27%	31%	31%	30%	30%
30,000 to 49,999	20%	18%	19%	19%	20%	20%
50,000 to 99,999	30%	33%	29%	30%	30%	30%
100,000 or more	20%	22%	20%	20%	20%	20%
Age/Gender						
Males :12-17	5%	3%	5%	5%	5%	5%
Males :18-24	6%	5%	6%	6%	6%	6%
Males :25-34	8%	5%	8%	8%	8%	8%
Males :35-44	8%	8%	8%	8%	8%	8%
Males :45-54	9%	9%	9%	9%	9%	8%
Males :55-64	7%	8%	7%	7%	7%	7%
Males :65-74	4%	5%	4%	4%	4%	4%
Males :75-84	2%	3%	2%	2%	2%	2%
Males :85 & Above	1%	1%	1%	1%	1%	1%
Females :12-17	5%	3%	5%	5%	5%	5%
Females :18-24	6%	4%	6%	6%	6%	6%
Females :25-34	8%	6%	8%	8%	8%	8%
Females :35-44	8%	9%	8%	8%	8%	8%
Females :45-54	9%	10%	9%	9%	9%	9%
Females :55-64	7%	9%	7%	7%	7%	7%
Females :65-74	4%	6%	5%	4%	4%	5%
Females :75-84	3%	4%	4%	3%	3%	3%
Females :85 & Above	1%	1%	1%	1%	1%	1%
Education						
Less than HS Grad	22%	12%	21%	21%	21%	21%
HS Grad no college	27%	25%	27%	27%	27%	27%
Some college/associates degree	26%	30%	25%	26%	25%	26%
Bachelor's degree or higher	25%	34%	27%	26%	26%	26%
Ethnicity						
Hispanic	17%	11%	16%	16%	16%	16%
White/Anglo/Caucasian/ Middle-eastern	75%	81%	77%	73%	73%	74%
Black/African American	14%	10%	14%	13%	13%	13%
Asian/ Pacific Islander	6%	6%	6%	6%	6%	6%

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