2018 Digital Future Project

Surveying the Digital Future

The 16th annual study on the impact of digital technology on Americans

Center for the Digital Future

The 2018 Digital Future Report

Surveying the Digital Future

Year Sixteen

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

Brad Berens, Ph.D., Chief Strategy Officer

Michael Suman, Ph.D., Research Director
Phoebe Schramm, Associate Director
Liuning Zhou, Ph.D., Project Manager

Interns:
Franklin Fang-Yuan Leung
Michelle Veriah

Visiting Scholar Editing Assistants:
Song Xin
Jian Wang
Xiaopei Wang

Content revision and data preparation by Monica Dunahee

Edited by Harlan Lebo

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Questions

Email: info@digitalcenter.org

Center for the Digital Future at USC Annenberg
11444 West Olympic Blvd, Suite 120
Los Angeles, CA 90064
(310)235-4444
www.digitalcenter.org

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The 2018 Digital Future Report

Surveying the Digital Future

Sixteen 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 16th annual study by the Center of the views and behavior of internet users and non-users in the United States. After 16 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.

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 16threport 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 16 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 15 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 #). 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 2018 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 16th 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 2018 Digital Future Report

Surveying the Digital Future

Year Sixteen

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.

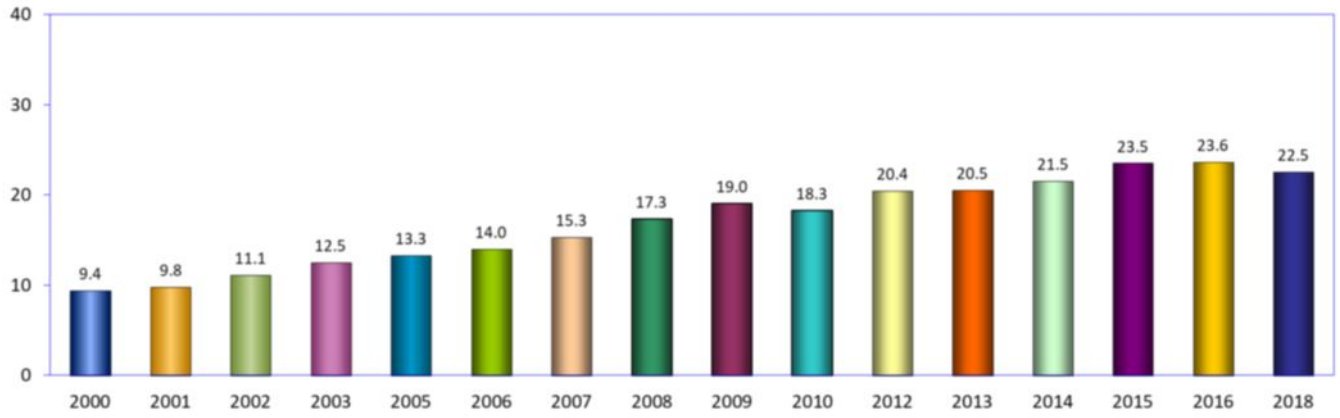
America on the internet

Average hours per week online	22.5
Average hours per week online at home	17.8
Hours online at work per week (average for all employed users)	14.2
Hours online at work per week (employed users who use the internet at work)	10.7
Employed users who sometimes/often use the internet at home for work (employed users who use the internet at work)	53%
Internet users who go online on a cell phone	92%

1. Hours per week online

The number of weekly hours users went online declined slightly in the current study – now an average of 22.5 hours per week, down more than an hour from 2016.

Weekly hours online
(Internet users)



(Weekly hours online U-1)

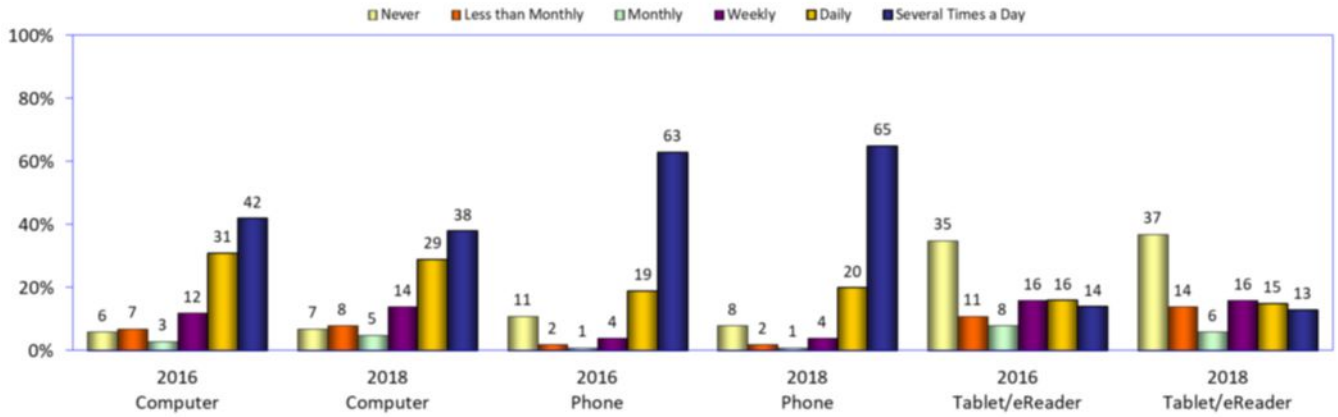
2. Connecting to the internet: types of devices

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.

Use of a computer to go online at least daily (defined as daily or several times a day) declined slightly – 67 percent in the current study, down from 73 percent in 2016. However, going online through a phone at least daily increased to 85 percent, up from 82 percent in the previous study.

Access to the internet through a tablet or eReader at least daily declined slightly to 28 percent of users, down from 30 percent in 2016.

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



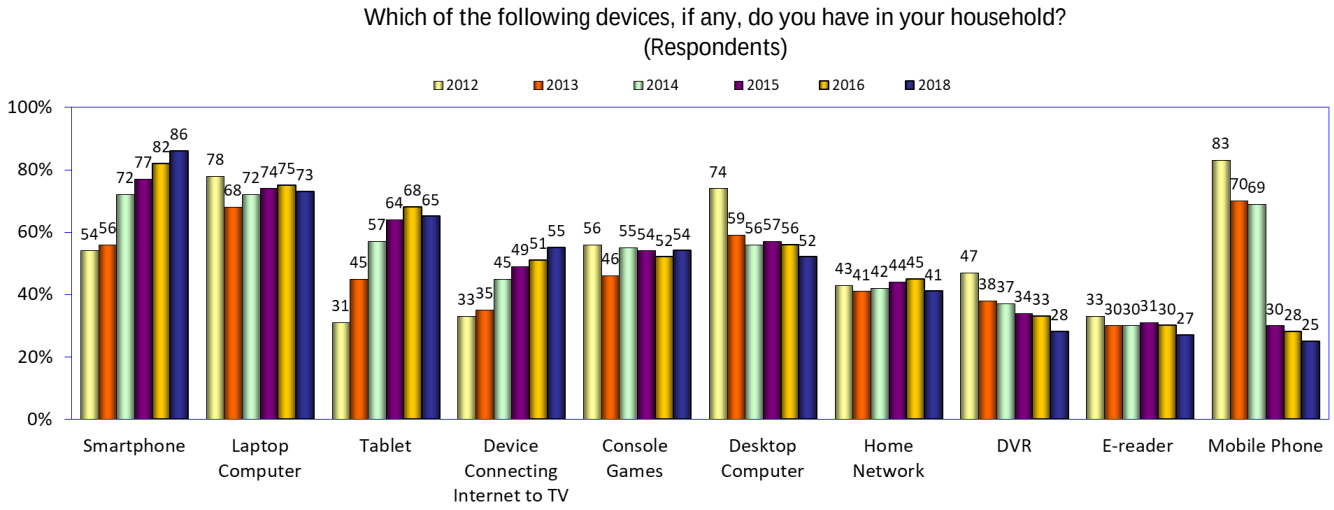
(Q426A U-1) (Multiple responses possible)

3. Devices used online at home

For the fifth year in a row, a growing percentage of respondents said they have smartphones in their households – now 86 percent and the largest number reported in the Digital Future study.

Laptops in the household were reported by 73 percent, followed by tablets reported by 65 percent – both slight decreases over 2016.

Steadily decreasing percentages of respondents said they have a DVR in their household – now 28 percent, and down for the fifth year in a row – a new low for the study. Likewise, the percentage of respondents who said they have an eReader in the house has declined to 27 percent – another new low.



(Q146 R-1)

Emerging Technologies

4. Smart watches: Do you wear a watch?

In two new questions for the Digital Future study, respondents were asked about their use of wristwatches, and more specifically smart watches.

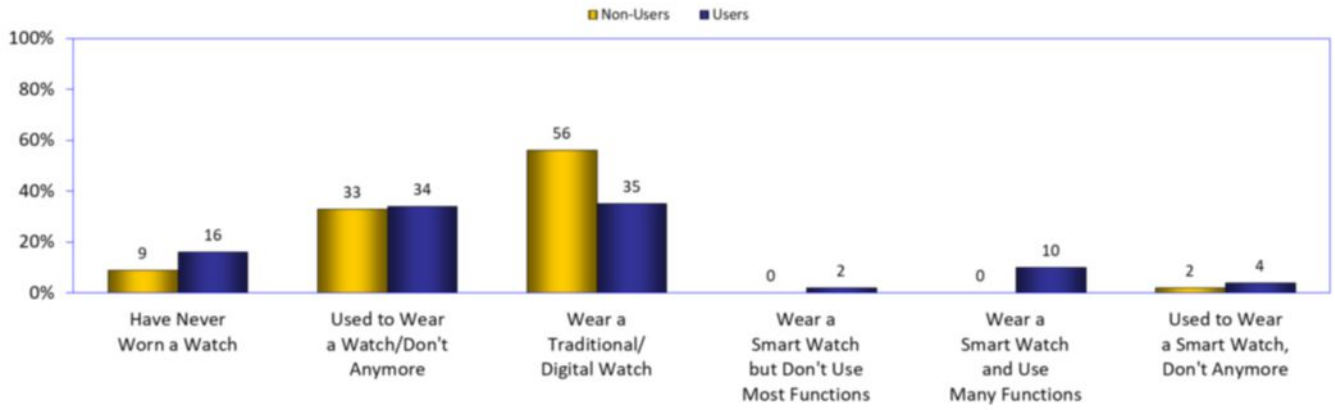
Overall, 12 percent of internet users wear a smart watch: ten percent said they not only wear a smart watch, but they also use many of its functions; two percent of respondents said they wear a smart watch, but don't use most functions.

Four percent of users and two percent of non-users are "smart watch dropouts" who said they used to wear a smart watch, but don't anymore.

Among internet users, half do not wear a watch at all; they either never wore a watch, or once did but no longer do.

A much larger percentage of internet non-users (56 percent) compared to users (35 percent) said they wear a traditional or digital watch.

Which of the following statements best describes whether or not you wear a watch and – if you do wear one – how you use it
(Respondents)



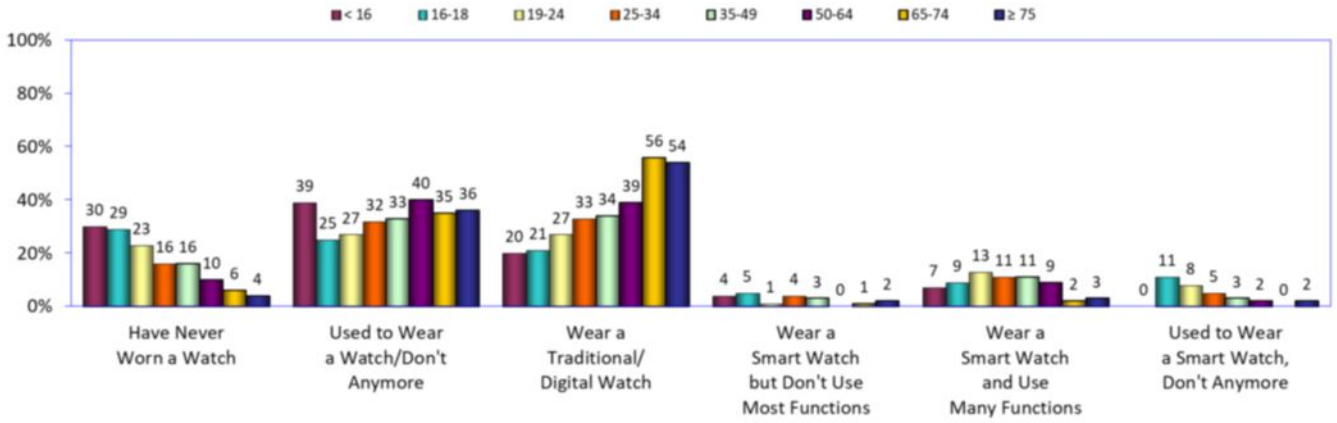
(Q147B R-2))

5. Smart watches: Do you wear a watch? (by age)

Not wearing a watch is directly related to age; the younger the respondents, the less likely that they wear watches. Conversely, as age increases, the likelihood of wearing a traditional or digital watch increases.

However, wearing a smart watch is not directly related to age. Small percentages of respondents in all age ranges wear smart watches and use many functions; the largest percentage – 13 percent – was reported by respondents age 19-24, with slightly smaller percentages reported by all age ranges under age 65.

Which of the following statements best describes whether or not you wear a watch
and – if you do wear one – how you use it
(Respondents)



(Q147B A-1))

6. Implanted digital chips: would people consider using them

In a new question for the Digital Future study, we asked about personal privacy and digital security devices that are implanted on the body.

The survey asked, "if a digital chip could be put into your finger that is painless, invisible, and removable, and that allows you to eliminate all keys, IDs, boarding passes, credit cards, passports, and all possibilities of fraud, would you consider it?"

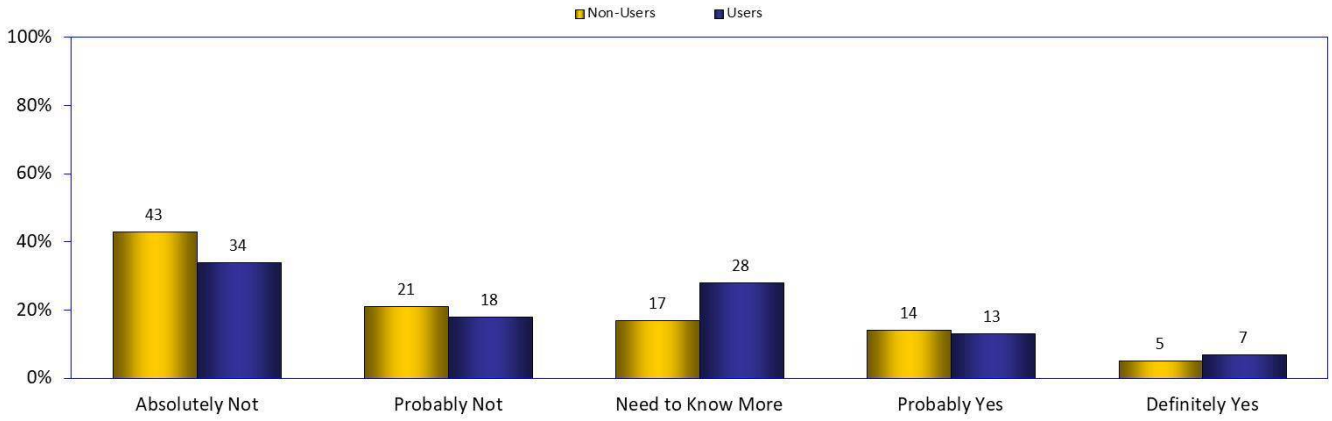
Internet users and non-users expressed similar levels of interest in having a digital chip implanted in their body that would replace credit cards and most forms of identification.

Twenty percent of users and 19 percent of non-users would probably or definitely consider the idea of having an implanted digital chip.

The largest difference of opinion between users and non-users is the undecided category. More than one-quarter of users (28 percent) said they would need more information before they would express a preference.

On the other hand, 52 percent of users and 64 percent of non-users said would probably not or absolutely not consider an implanted chip.

If a digital chip could be put into your finger that is painless, invisible, and removable and that allows you to eliminate all keys, IDs, boarding passes, credit cards, passports, and all possibilities of fraud, would you consider it? (Respondents)



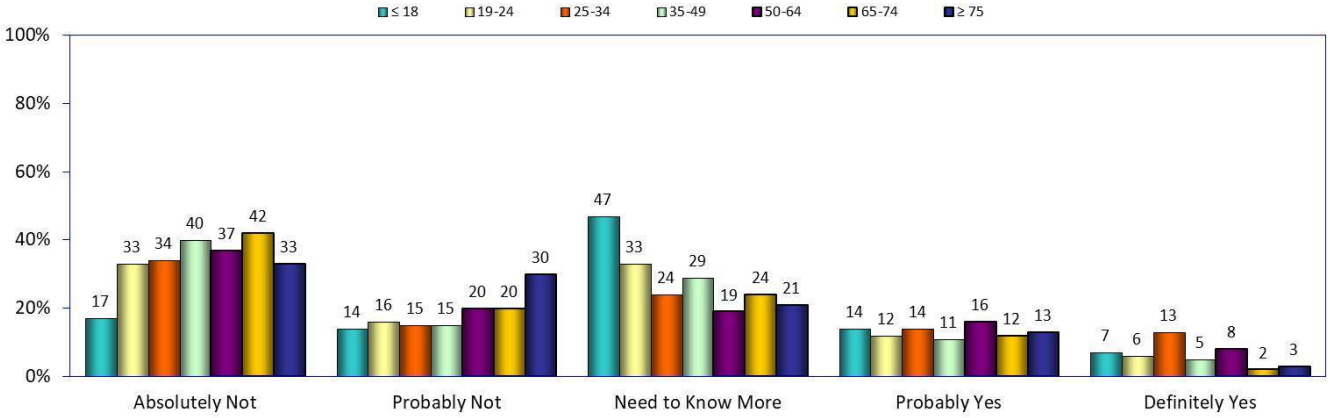
(Q155 R-1)

7. Implanted digital chips: would people consider using them (by age)

How are attitudes about implanted chips affected by age?

Based on age, the largest percentage of users responding probably or definitely yes were ages 25-34 (27 percent) and ages 50-64 (24 percent). Of the remaining age groups, those under 18 had the next-largest percentage of respondents answering probably or definitely yes (21 percent), followed by: ages 19-24 (18 percent); ages 35-49 and 75 and over (16 percent); and 65-74 (14 percent).

If a digital chip could be put into your finger that is painless, invisible, and removable and that allows you to eliminate all keys, IDs, boarding passes, credit cards, passports, and all possibilities of fraud, would you consider it?
(Respondents)



(Q155 A-1)

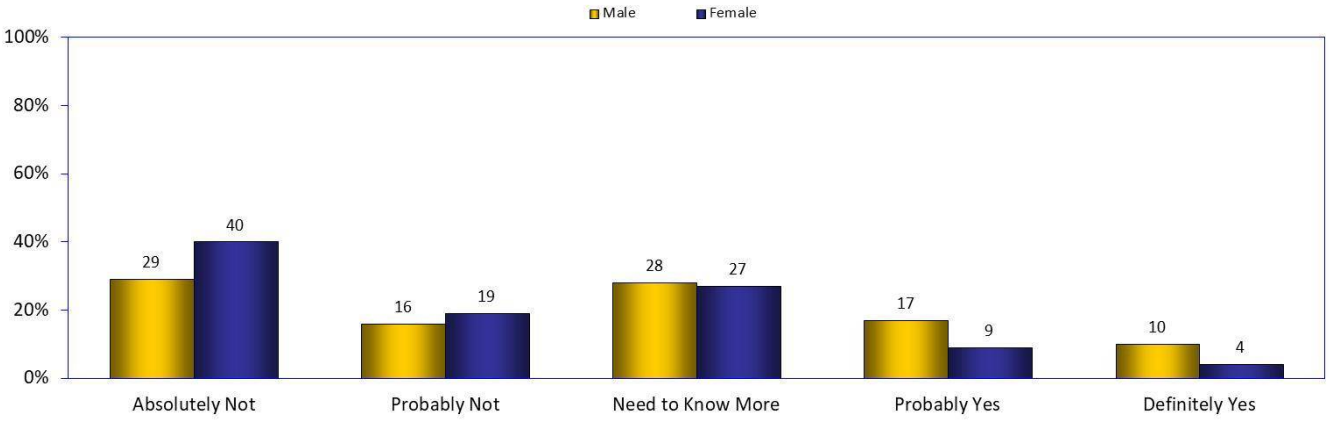
8. Implanted digital chips: would people consider using them (by gender)

Looking at views about implanted digital chips based on gender revealed notable differences.

Twenty-seven percent of males said they probably or definitely would consider an implanted digital chip – this compared to 13 percent of females who expressed the same views.

Fifty-nine percent of females and 45 percent of males would probably not or absolutely not consider an implanted digital chip.

If a digital chip could be put into your finger that is painless, invisible, and removable and that allows you to eliminate all keys, IDs, boarding passes, credit cards, passports, and all possibilities of fraud, would you consider it?
(Respondents)



(Q155 G-1)

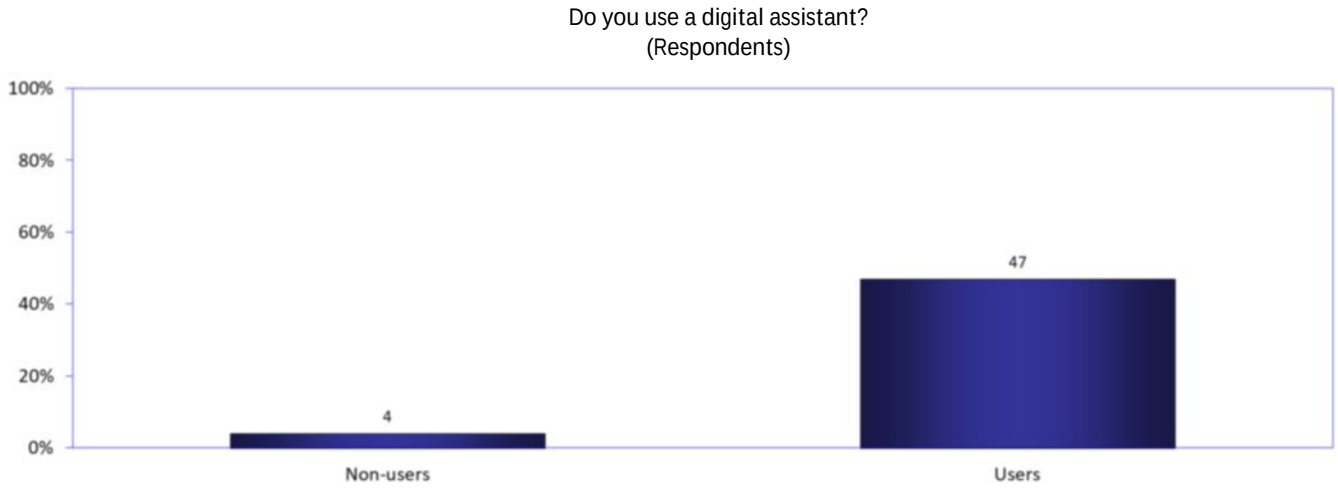
9. Digital assistants: Are they used?

The current Digital Future study also explored behavior and views about digital assistants, such as Apple's Siri, Amazon's Alexa, Google's Assistant, OK Google, and Microsoft's Cortana.

Overall, the Digital Future study found that 44 percent of Americans use digital assistants, either on a smartphone or on devices at home.

10. Digital assistants: Are they used? (users vs. non-users)

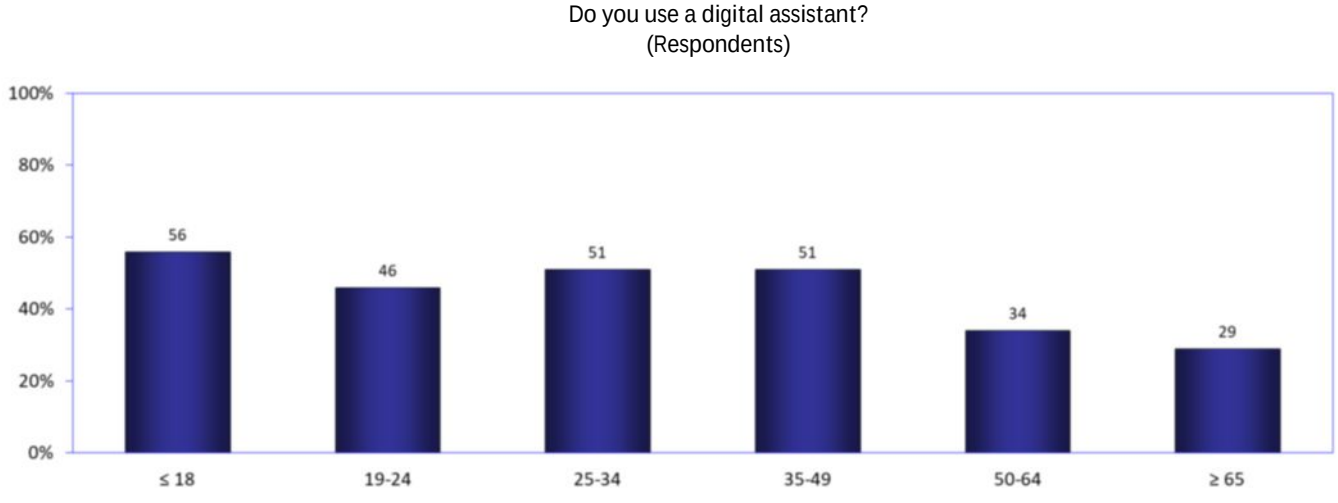
Even though digital assistants can be accessed without an internet connection, only a tiny percentage of non-users interact with a digital assistant.



(Q154A R-1)

11. Digital assistants: Are they used? (by age)

While more than 40 percent of Americans use a digital assistant, use varies dramatically depending on age. More than half of respondents 18 or under and ages 35-49 use digital assistants, while 34 percent or less of respondents age 50 or older use them.

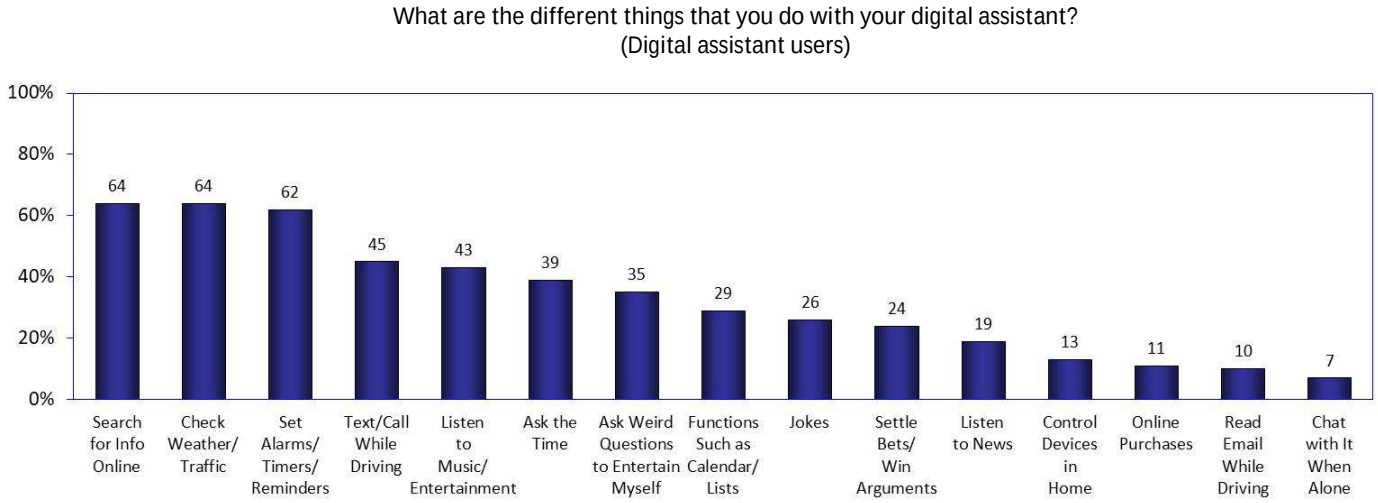


(Q154A A-1)

12. Digital assistants: how are they used

Respondents use a digital assistant for a broad range of functions, however more than 60 percent of digital assistant users interact with their assistant for functions that are already available through other devices: searching for information online, checking weather and traffic, and setting alarms and timers.

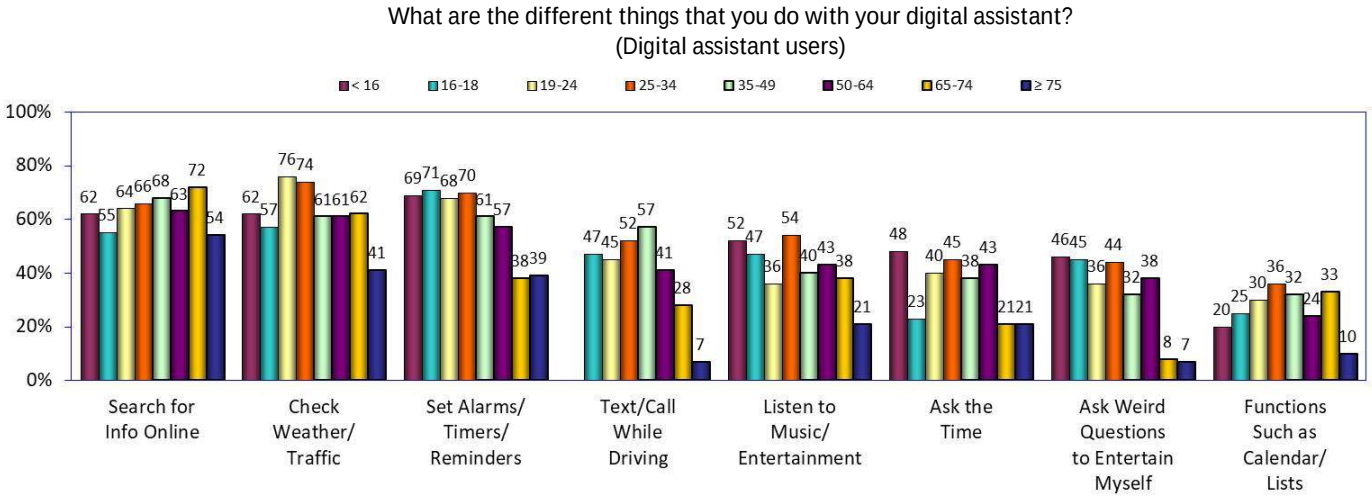
A small but notable percentage use their digital assistant to socialize: seven percent of users said they chat with their digital assistant while they are alone.



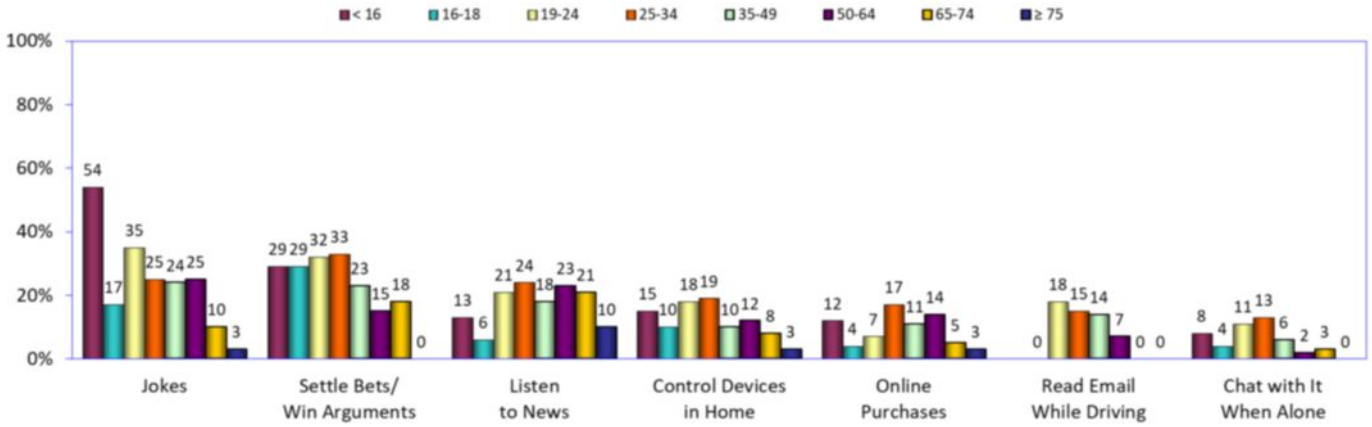
(Q154B R-1)

13. Digital assistants: how are they used (by age)

In general, similar levels of digital assistant users in age ranges under 65 use a variety of the functions and services of their assistant.



(Q154B A-1a)

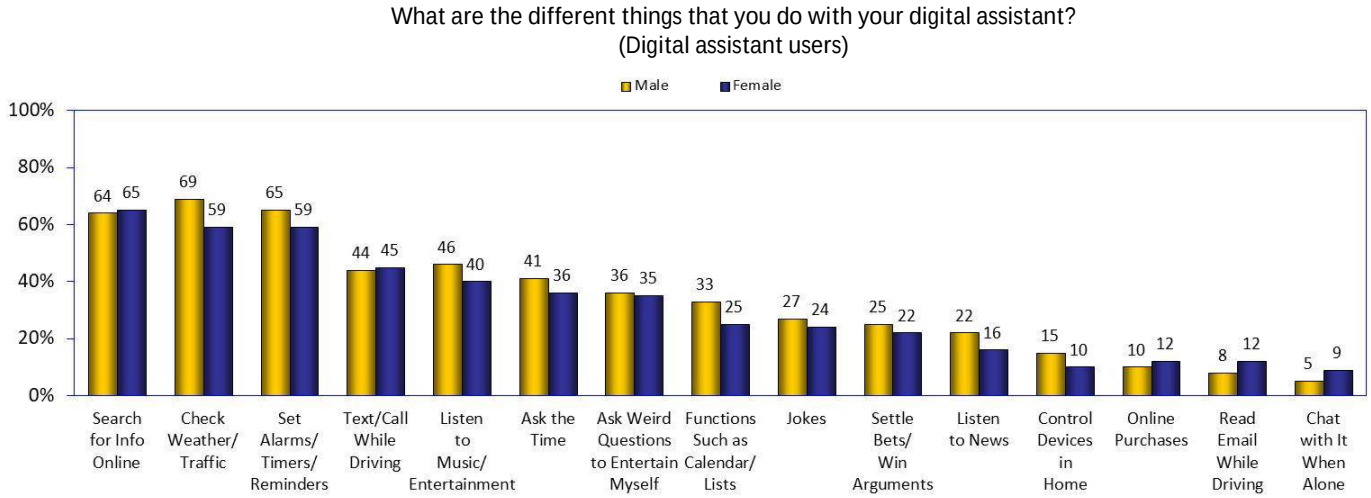


(Q154B A-1b)

14. Digital assistants: how are they used (by gender)

Nearly equal percentages of men and women use a digital assistant: 45 percent of men and 44 percent of women.

Nonetheless, men and women report many differences in how they use their assistant. In general, larger percentages of men report using most of the functions of digital assistants, such as checking the weather or traffic, listening to news or entertainment, or setting alarms; more women report using digital assistants to buy online, read email to them while driving, and chat while they are alone. Men seem to be adopting digital assistants as all-purpose utilities faster than women.



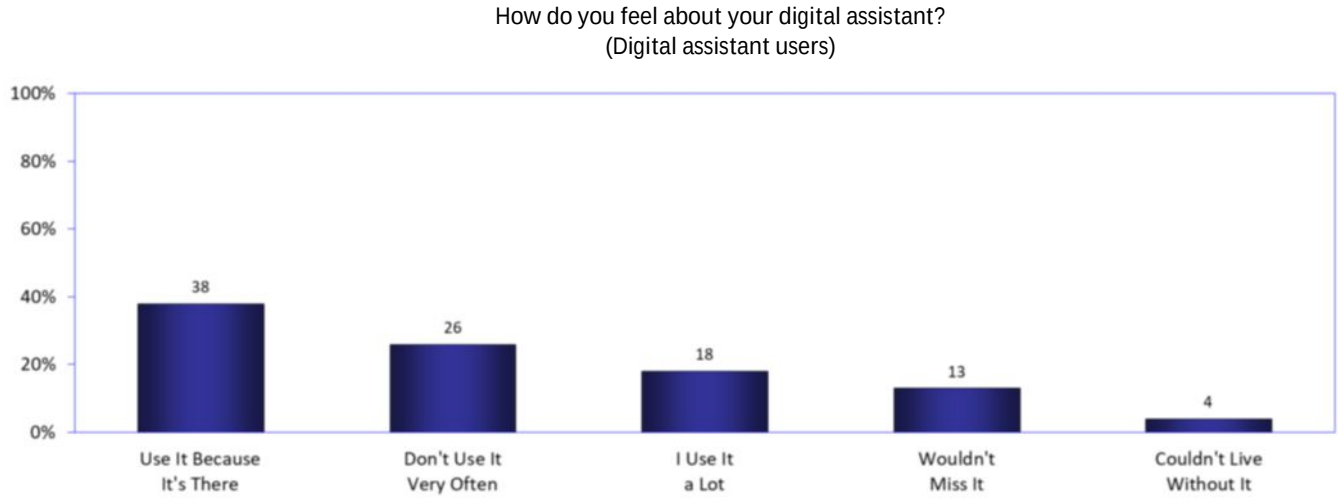
(Q154B G-1)

15. Digital assistants: feelings about the technology

Even though more than forty percent of Americans use digital assistants, their enthusiasm for the devices is relatively low.

Of digital assistant users, 18 percent said they use their device a lot, while four percent said they "couldn't live without it."

However, at the other extreme, 26 percent said they don't use their digital assistant often, and 13 percent said they wouldn't miss their digital assistant if it was gone.

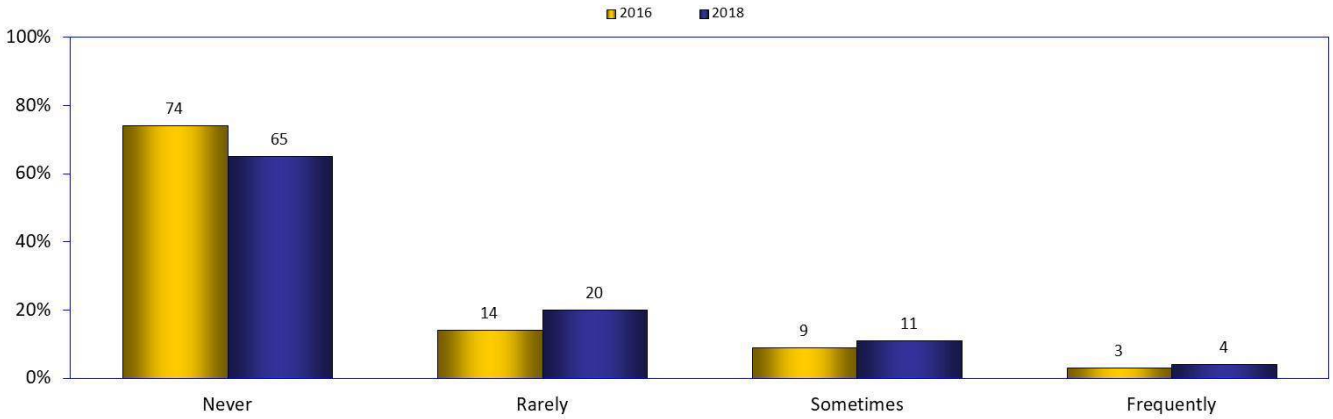


(Q154C R-1)

16. Get-a-ride services: frequency of use

The number of respondents using get-a-ride services increased by nine percentage points since 2016. The greatest increase was among those who rarely use these services.

How often do you use a get-a-ride service like Uber or Lyft?
(Respondents)

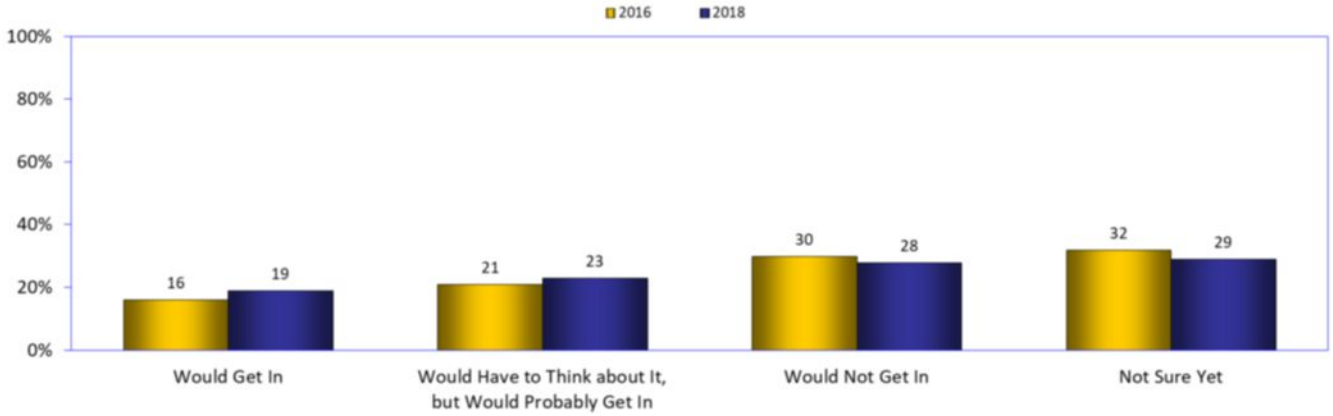


(Q1225 R-1)

17. Reactions to self-driving cars

The percentage of respondents who would or probably would get into a self-driving car have increased to 42 percent, up from 37 percent in 2016.

Imagine that you'd just hailed a taxi or used your smartphone to request an Uber or Lyft ride and when the car pulled up you discovered that it was a self-driving car with no human at the wheel. How do you imagine you'd react?
(Respondents)



(Q1227 R-1)

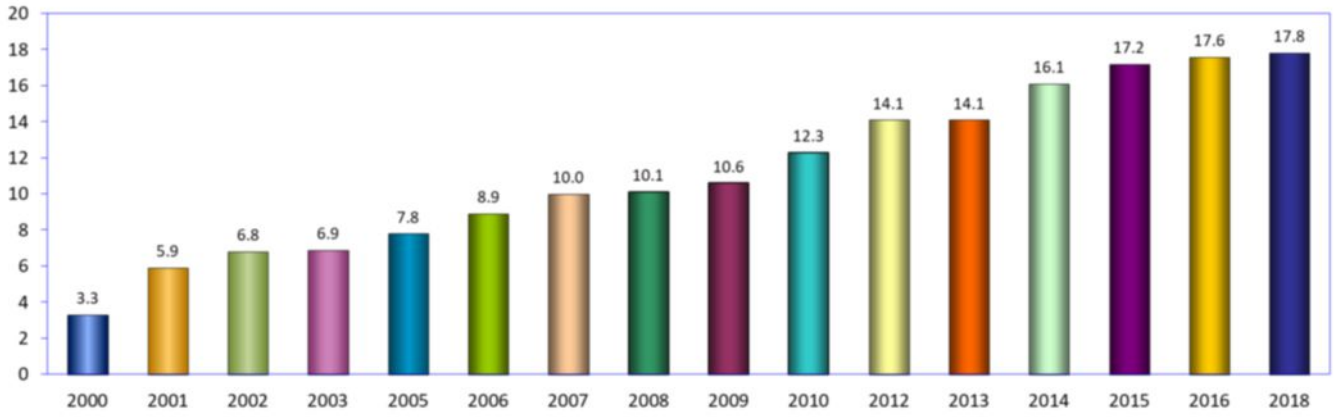
Patterns of internet use

18. Using the internet at home: hours per week

The average hours per week spent online from home has continued to grow to the current level of 17.8 hours, another new high for the study.

Internet use at home has increased 439 percent since 2000, and more than 100 percent since 2005.

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

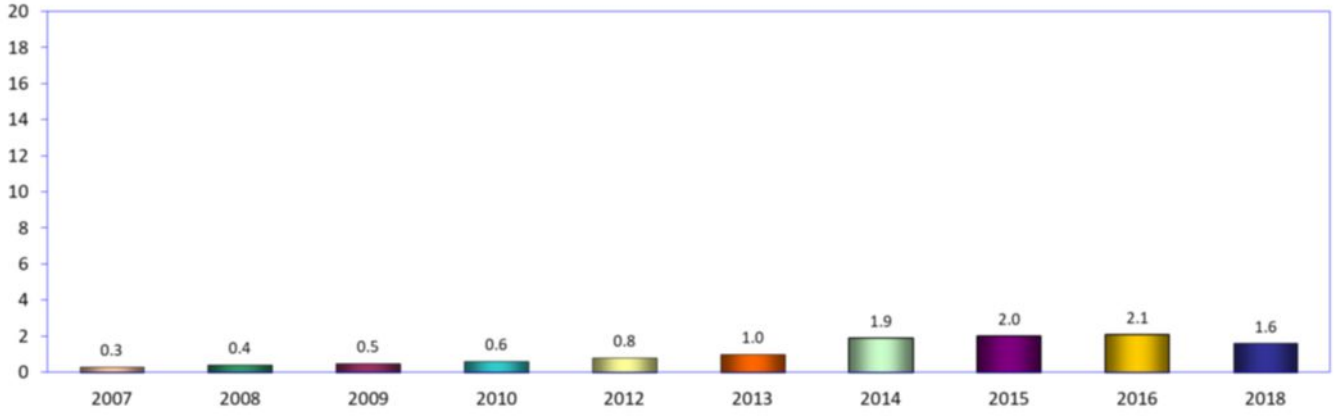


(Q350 U-1)

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

The average hours per week spent online away from work, home, or school dropped to its lowest level since 2013 (1.0 hours).

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)

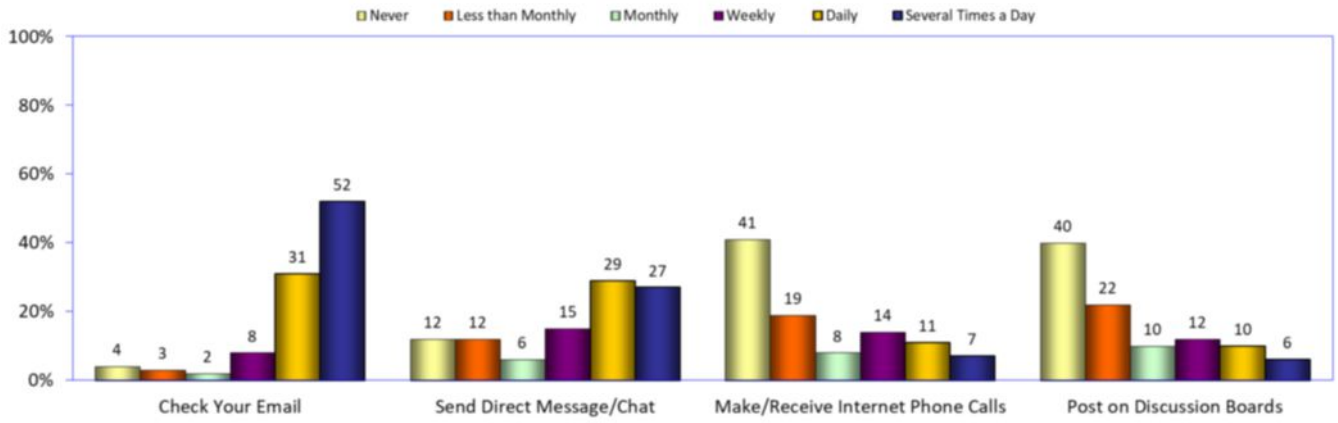
20. Activities on the internet: communications

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.

The current Digital Future study found that 83 percent of internet users said they check their email at least daily (defined as once a day or several times a day).

Fifty-six percent said they send direct messages at least daily, while 18 percent make or receive phone calls and 16 percent post on discussion boards that often.

Internet activities: communication services
(Internet users)



(Q708A U-1)

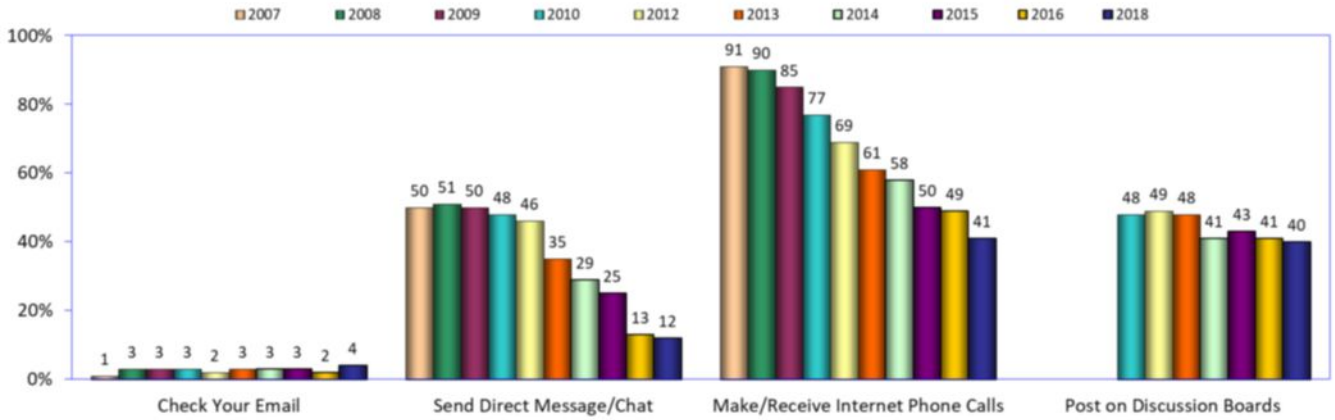
21. Activities on the internet: communications never used

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, just 41 percent of users never make or receive online phone calls, down 50 percentage points from 2007. Twelve percent of users said they never send direct messages, slightly below 2016.

The number of people who never post on discussion boards (40 percent) or never check email (four percent) has remained relatively stable since 2014.

Internet activities: communication services
(Internet users - never)



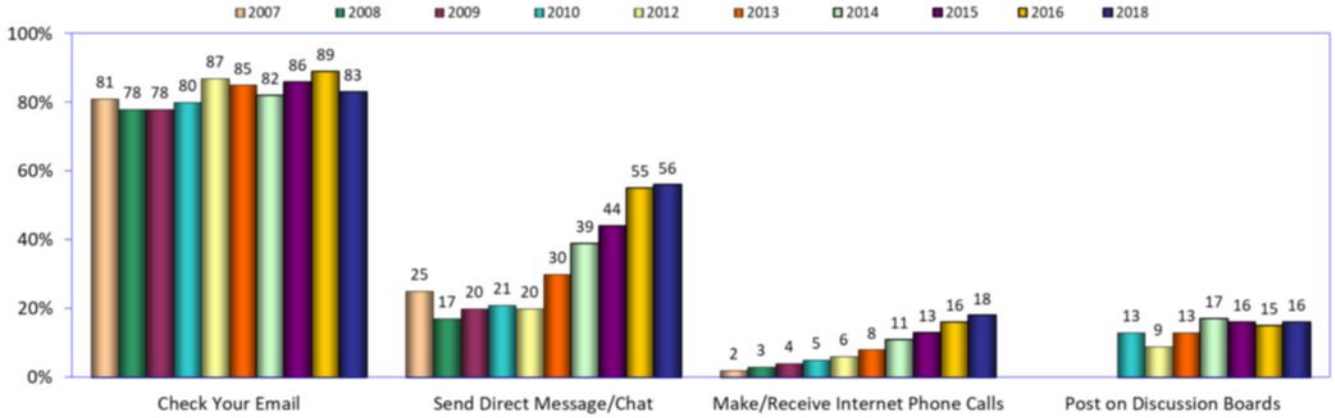
(Q708A U-3)

22. Activities on the internet: daily use of communications services

Conversely – compared to those who never use communications services – the percentages of respondents who use these services at least daily remains high (for email, 83 percent in the current study) or continues to grow (sending direct messages or chatting now 56 percent, and making and receiving internet phone calls now 18 percent).

The percentage of users who go online at least daily to post on discussion boards remains modest (16 percent in the current study) and generally consistent since 2014.

Internet activities: communication services
(Internet users – Daily/Several Times a Day)



(Q708A U-2)

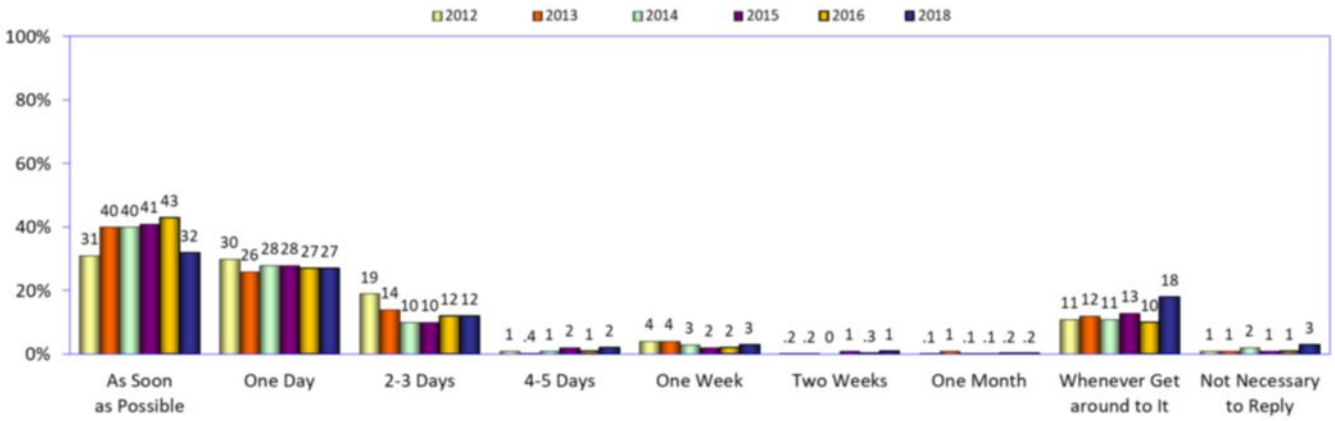
23. Online messages: how quickly should one reply?

Most internet users still want fast response to online communication. However, the trend may be turning toward less urgent demand.

Fifty-nine percent of users said that one should reply in one day or as soon as possible, down sharply from 70 percent in 2016 and the lowest response thus far in the Digital Future studies.

At the other extreme, 21 percent said a reply should be sent "whenever one can get around to it" or that replying is not necessary, up from 11 percent in 2016 and the highest level reported in the studies.

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

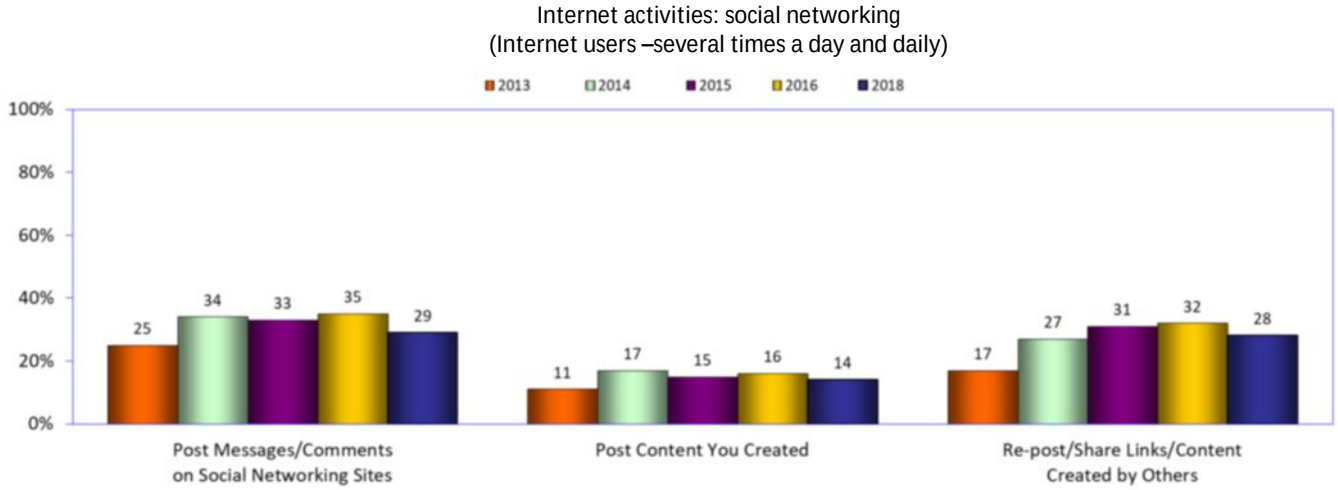


(Q264 U-1)

24. Activities on the internet: social networking

Which communication services do users access frequently?

Relatively stable percentages of internet users report going online at least daily to post messages or comments on social networking sites (29 percent in the current study), to post content they have created (14 percent in the current study), and to share links or repost content created by others – now 28 percent. However, numbers have dipped slightly in all three categories over the figures reported in 2016.



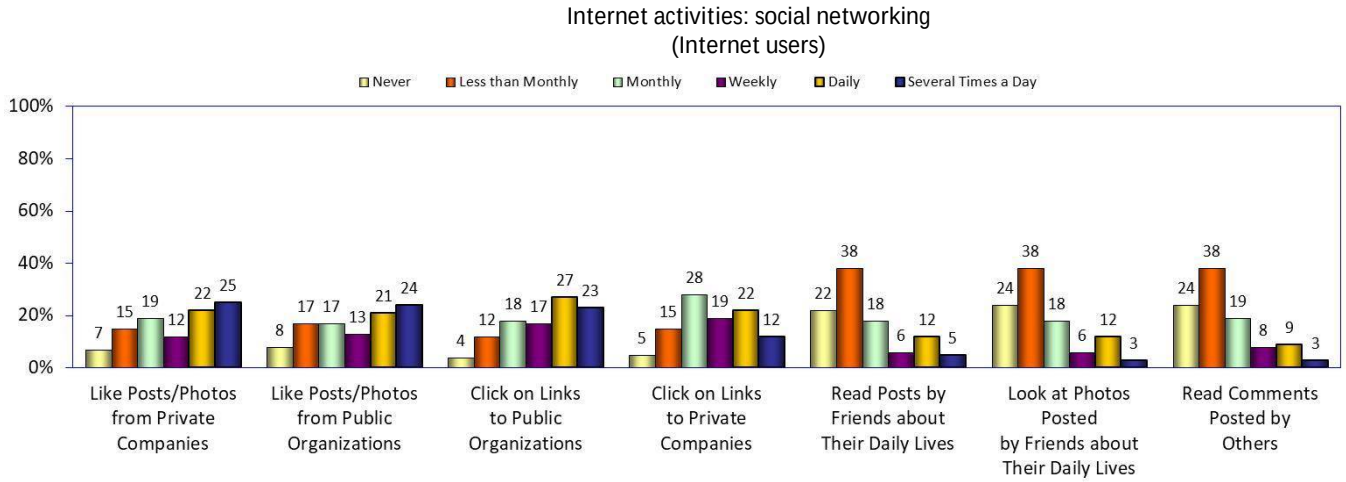
(Q708A U-5)

24. Activities on the internet: social networking (continued)

Almost equal percentages of users go online daily or several times a day to like posts or photos from private companies (47 percent) or from public organizations (45 percent).

Significant percentages also go online daily or several times a day to click on links by public organizations (50 percent) or links by private companies (34 percent).

Much smaller percentages go online at least daily to read posts by friends (17 percent) or look at photos posted by friends (15 percent).



(Q708F U-1)

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

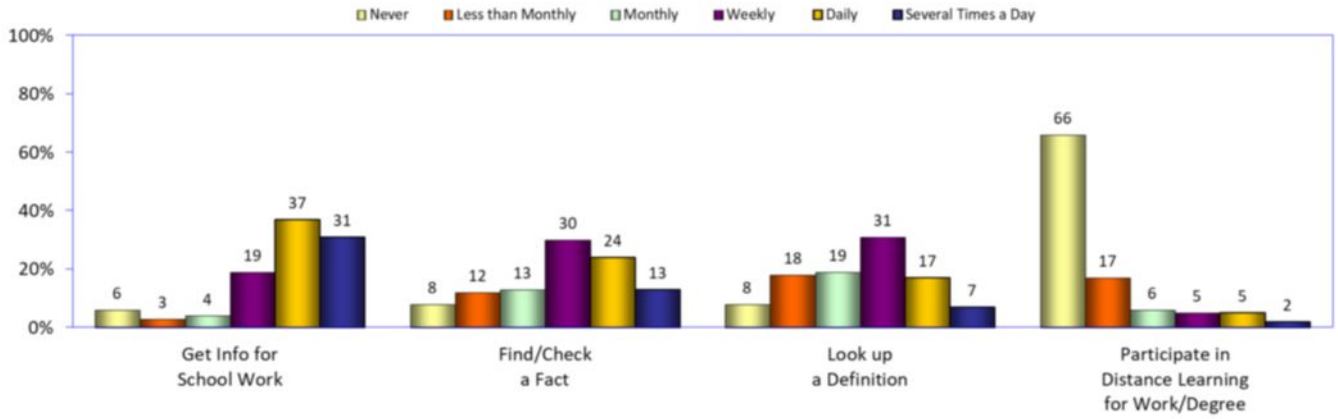
Large percentages of internet users go online at least weekly for basic information (several times a day, daily, or weekly).

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 24 percent for looking up a definition.

Over two-thirds of users who are students go online at least once daily to get information for school (68 percent).

Sixty-seven 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.

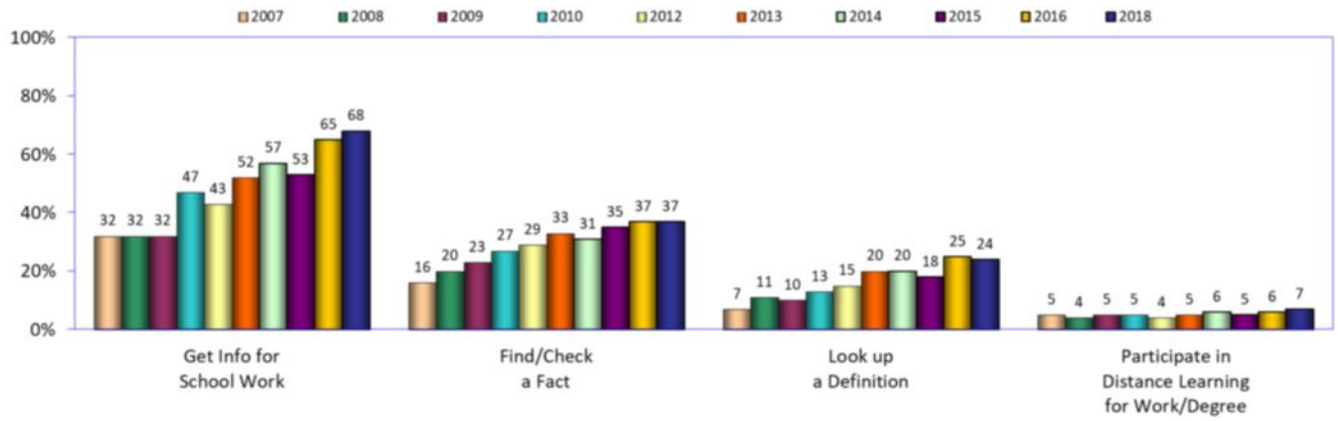
Internet activities: fact-finding, information sources, distance learning
(Internet users)



(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 schoolwork remains at peak levels with only a slight decrease in one category: looking up a definition.

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



(Q708E U-2)

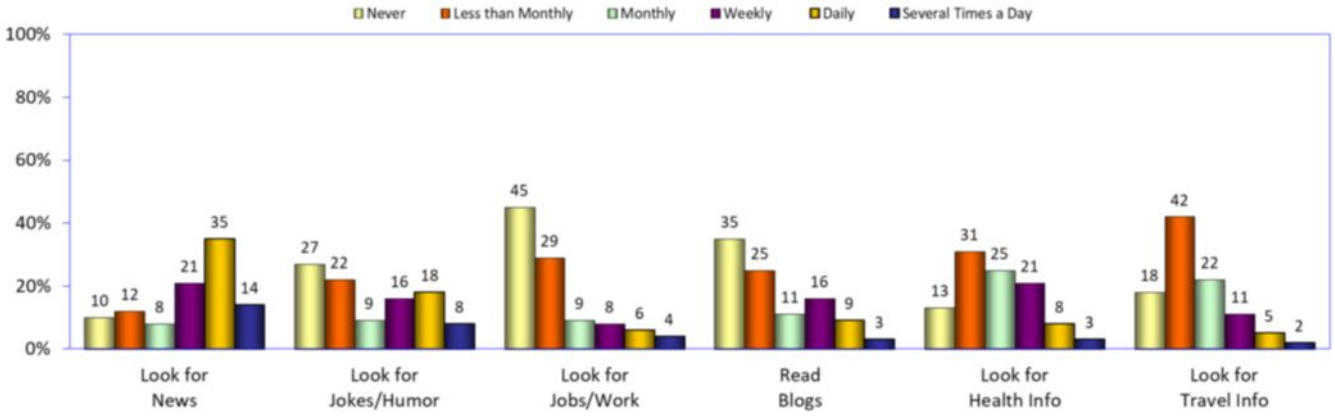
26. Activities on the internet: information gathering

Substantial percentages of internet users go online at least weekly for news and to look for humorous content. Other information, such as that involving health care or travel, is needed only intermittently and therefore accessed less frequently.

Forty-nine percent of users go online to look for news at least daily, and 70 percent of users go online for news at least weekly.

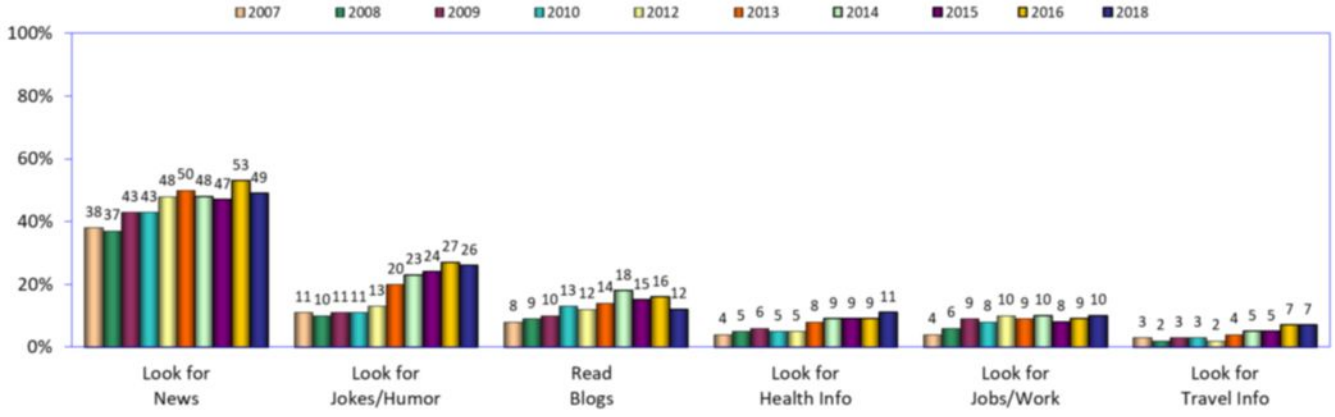
Forty-two percent go online at least weekly to look for jokes or humorous content and 32 percent to look for health information.

Internet activities: information gathering
(Internet users)



(Q708B U-1)

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



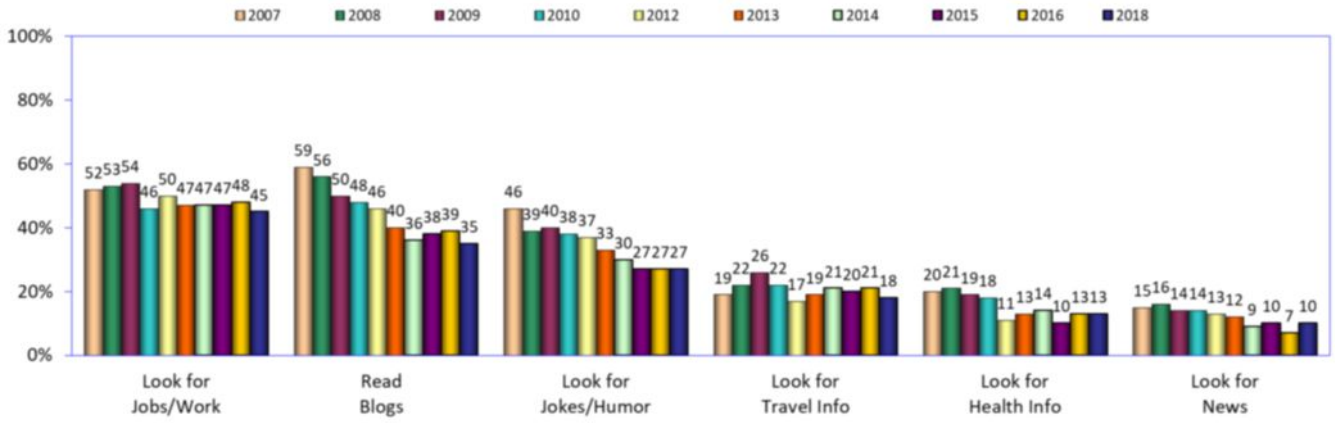
(Q708B U-2)

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

A notable number of users never participate in a variety of information gathering activities online.

Only one category – to look for news – shows an increase from 2016 in those who never go online for that purpose. Three categories – looking for work/jobs, reading blogs and looking for humorous content – have hit or equaled the lowest figure thus far.

Internet activities: information gathering
(Internet users – never)

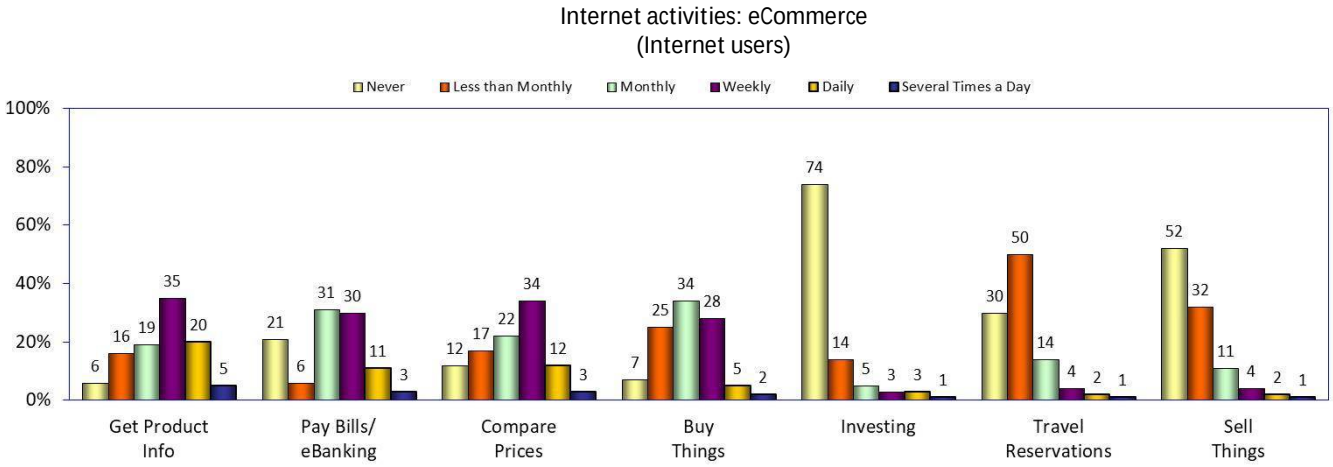


(Q708B U-3)

27. Activities on the internet: eCommerce

In the current study, sixty percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to find information about products and 49 percent go online at least weekly to compare prices.

Thirty-five percent of users go online to buy things at least weekly, while only seven percent go online at least weekly to sell something.



(Q708D U-1)

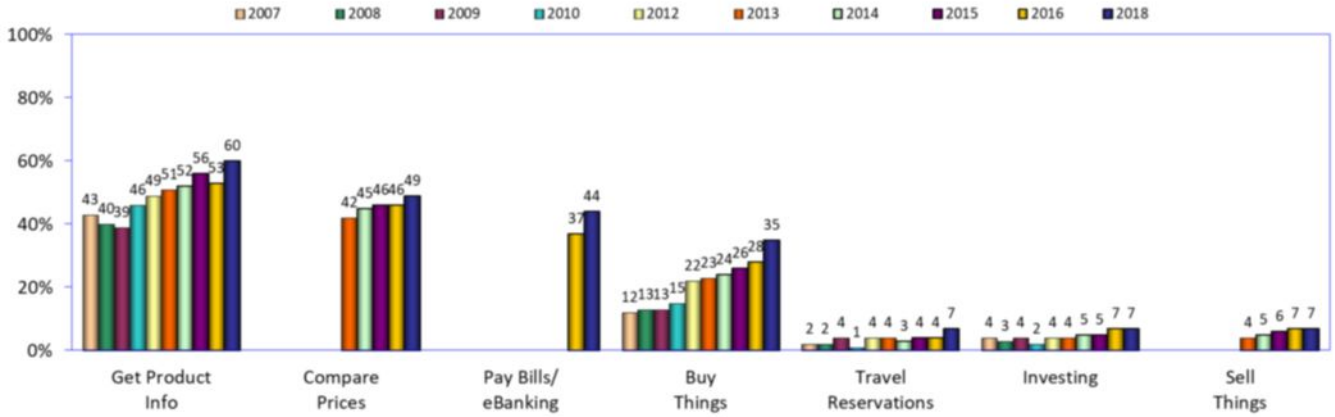
27. Activities on the internet: eCommerce (continued)

In 2018, the percentage of users engaged in all categories of activities related to eCommerce met or exceeded their highest level to date.

Three categories relate to regular shopping behavior – getting product information, comparing prices and buying things. In every year since 2013, going online for product information has yielded the largest percentage of users who go online at least weekly for that activity. Going online to compare prices at least weekly has remained stable or had small increases in each year of the study.

The most notable change has been in online shopping. Since 2007, the number of users who go online at least weekly to buy things has nearly tripled (now 35 percent, up from 12 percent in 2007).

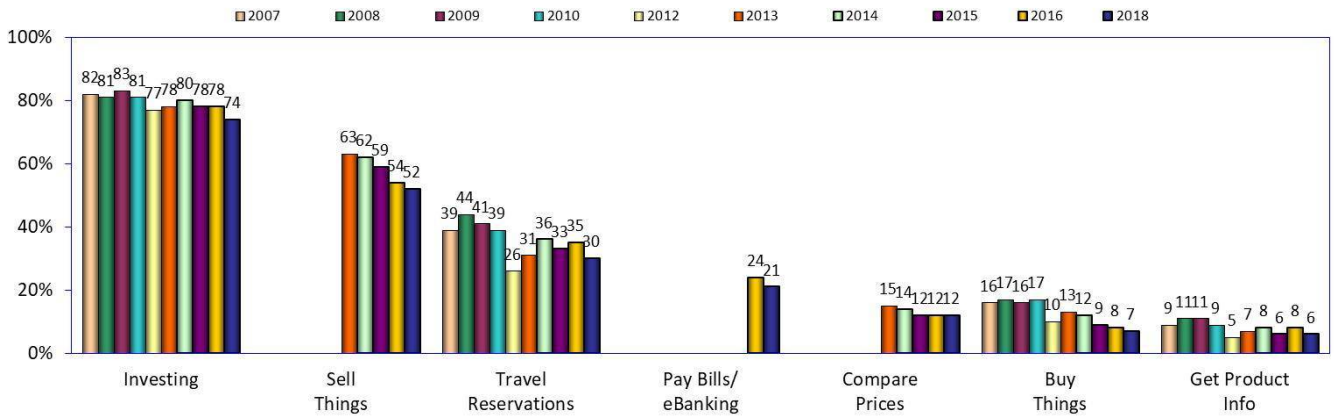
Internet activities: eCommerce
(Internet users – weekly, daily, and several times a day)



(Q708D U-2)

In all but two categories, 2018 recorded the lowest percentages to date of users who never go online to conduct these online activities. Only travel reservations (now 30 percent, four percentage points over the previous low in 2012) and finding product information (now six percent, just one percentage point over the previous low in 2012) reported levels that were slightly above the previous lows.

Internet activities: eCommerce
(Internet users – never)



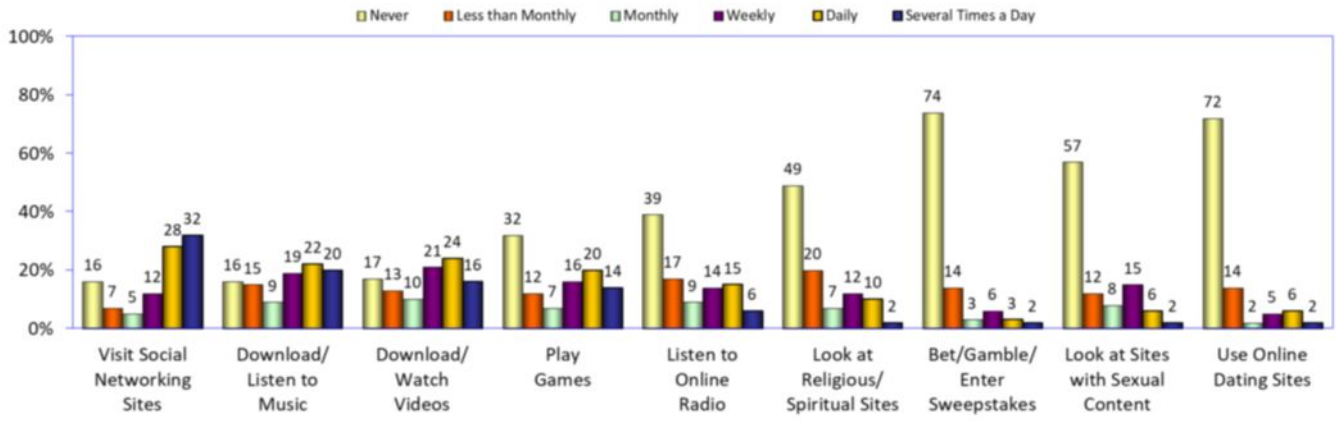
(Q708D U-3)

28. Activities on the internet: entertainment and personal interests

Seventy-two percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to visit social networking sites.

Sixty-one percent go online at least weekly to download/listen to music or download/watch videos. And 50 percent go online at least weekly to play games.

Internet activities: entertainment and personal interests
(Internet users)

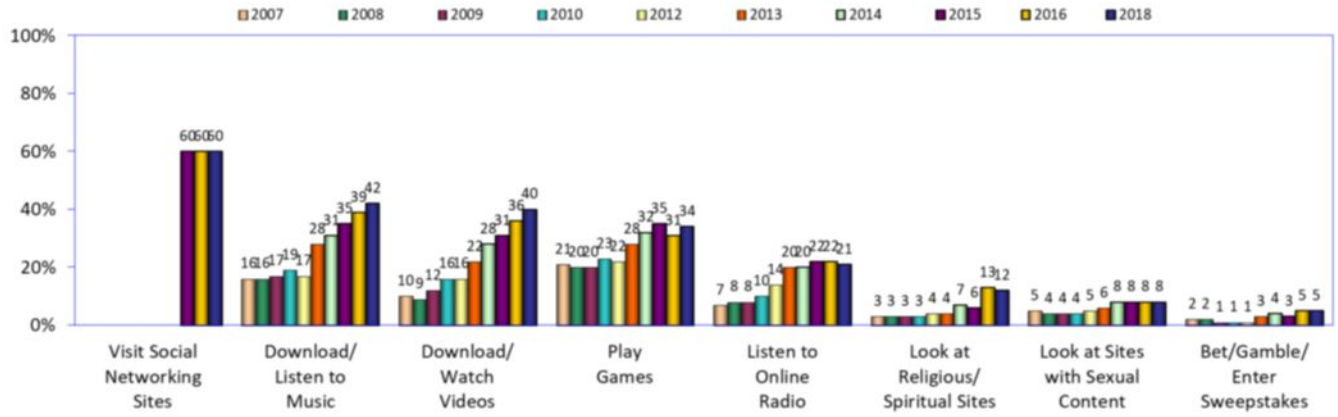


(Q708C U-1)(Questions about sexual content asked only of users age 18 and older. Data for online dating is unmarried users only.)

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 percentages for listening to online radio and visiting religious sites have declined from the previous year.

Remarkably, visiting social networking sites at least once daily has remained at 60 percent for every year that it has been included in the study.

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



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

29. Regular online activities never done by some internet users: five year snapshots

Some online activities only take place occasionally for users, such as traveling, job searching, and dating. However, other activities could happen at any time.

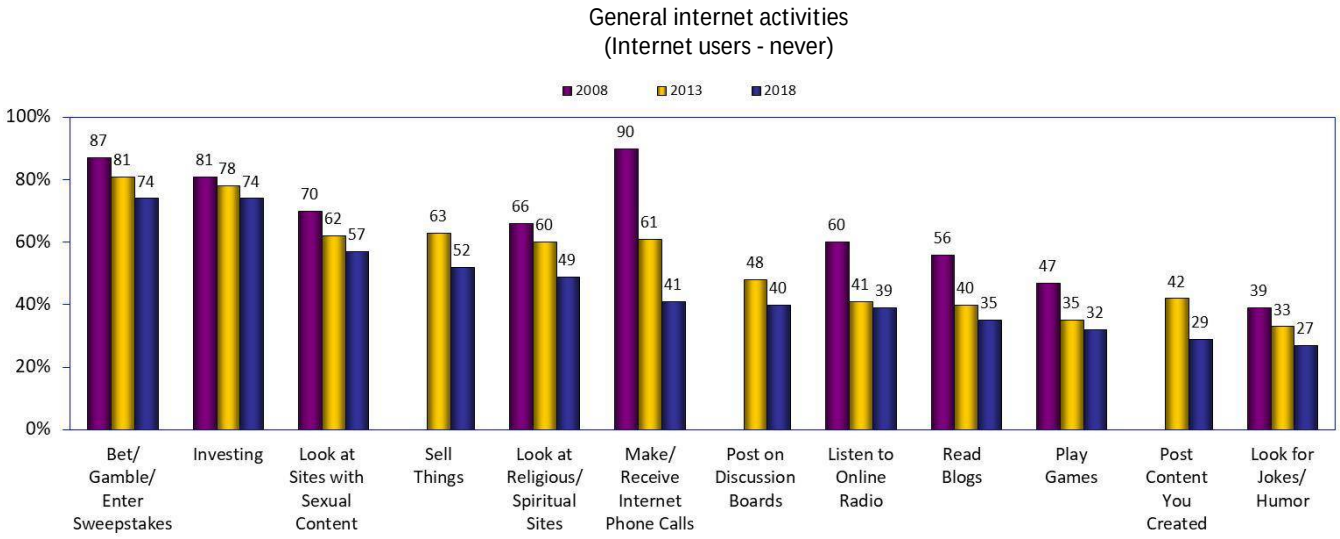
Of these types of activities, which do users *never* do online?

Comparing the current findings to 2008 and 2013 found that in all categories, fewer users never go online for these activities.

The largest drop is in the percentages of those who do not go online for phone calls – now 41 percent, a drop of 20 percentage points since 2013 and 49 points since 2008.

In 2008, making/receiving phone calls was the category with the highest percentage of users responding never. However, in both 2013 and the current study, betting and investing have the two highest percentages of users responding never.

In addition to betting and investing, looking at sexual content and selling things are the only other categories that report a majority of users who never go online for these purposes.

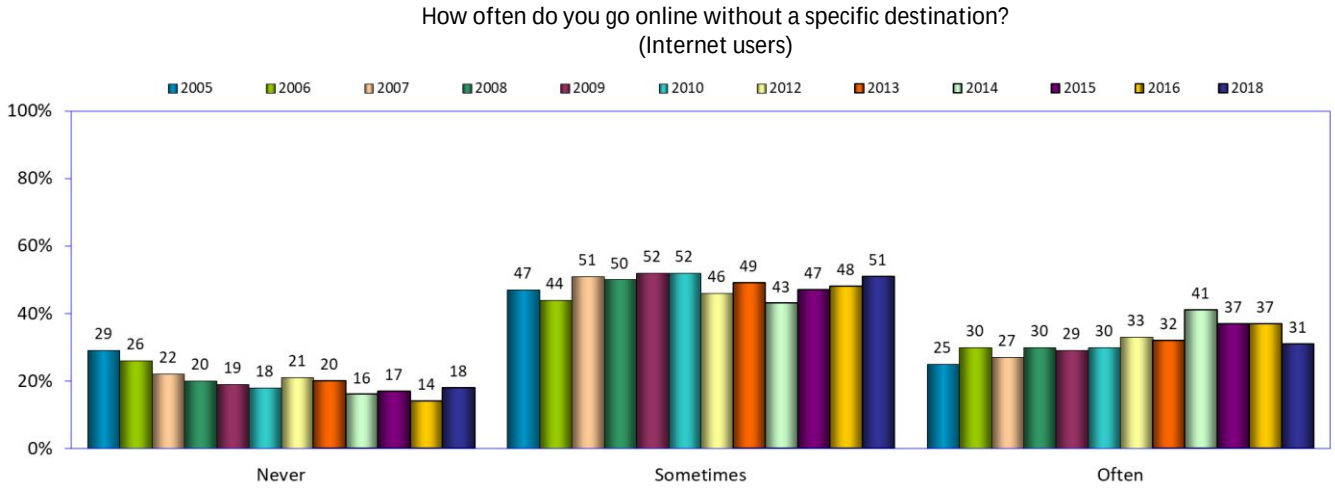


(Q708A-E U-1)

30. 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-two percent of internet users report they often or sometimes go online without a specific destination – down marginally from the 85 percent reported in 2016.



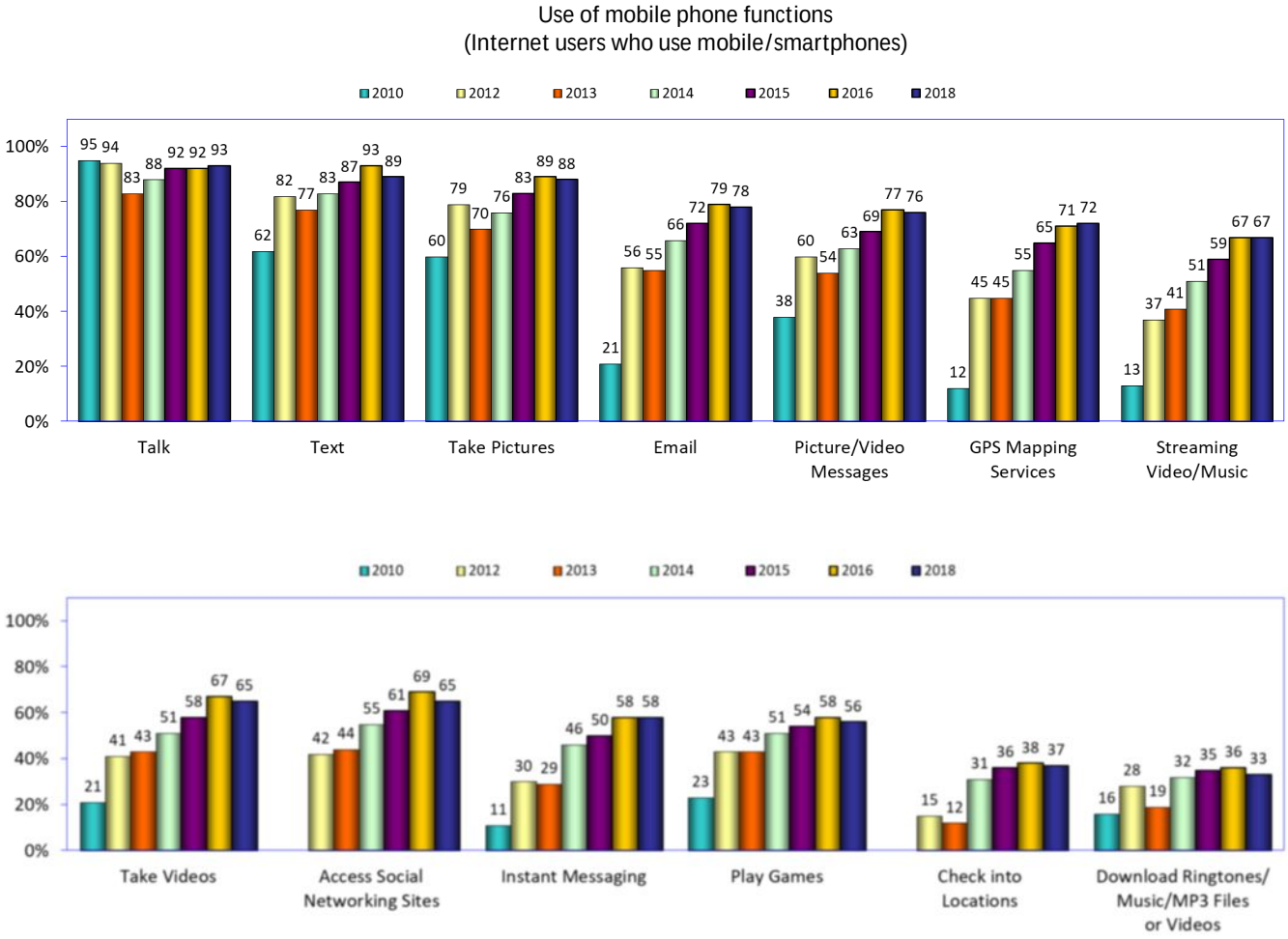
(Q292 U-1)

31. Use of mobile phone functions

Once again, talking is the most-used cell phone function (93 percent). Only one other category, GPS mapping, showed an increase over 2016. GPS mapping is also the only category to show steady increases since 2014.

Streaming music and instant messaging remained at their 2016 level.

All other functions showed decreases. The most significant drops were reported for texting and accessing social media – both dropping four percentage points.



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

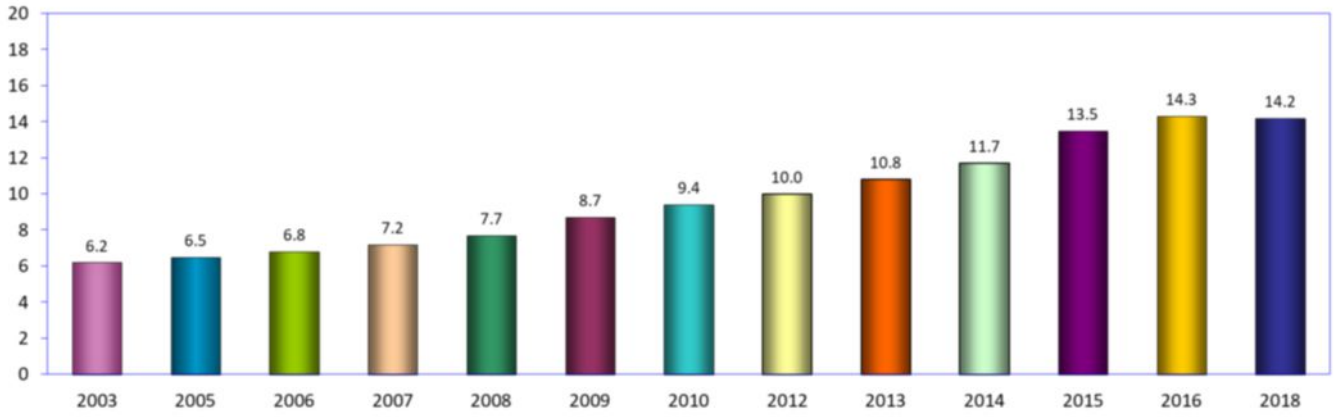
The internet and work

32. Time spent using the internet at work

The number of hours employed internet users go online at work decreased for the first time in the history of the study.

The average number of hours online at work dropped 0.1 hours, a negligible decrease. It is the first time the figure has not increased by at least 0.5 hours since 2008.

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

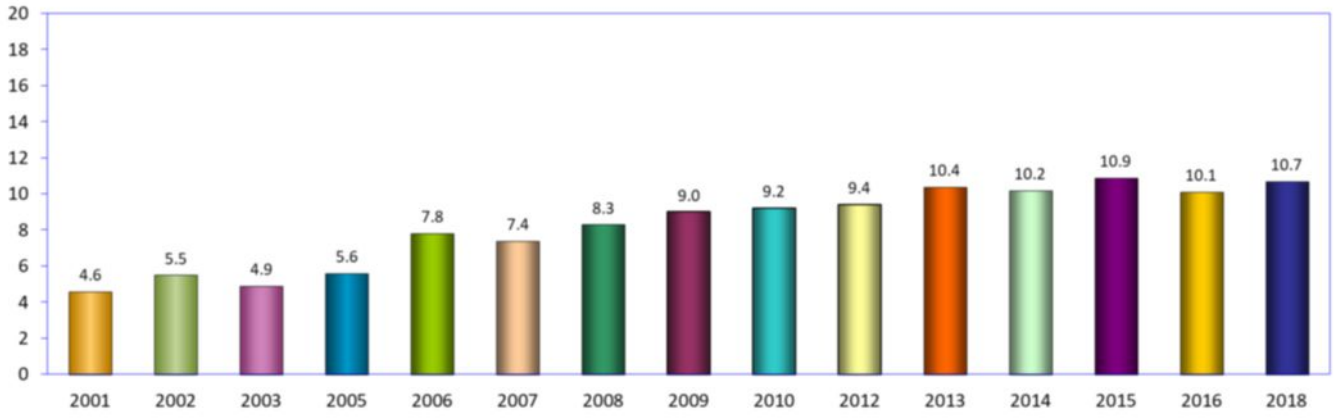


(Q370 U-1)

33. Time spent using the internet at work: active users

In the current study, the amount of time that users said they are actively using the internet at work increased to 10.7 – an increase over 2016 (10.1 hours), but still below the high mark of 2015.

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



(Q400 U-1)

34. Productivity and the internet at work

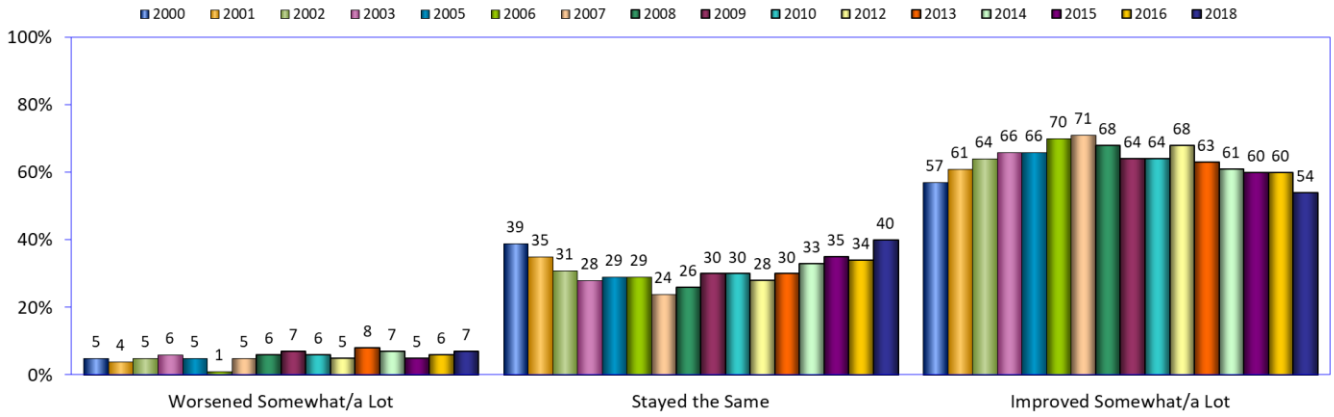
Does the internet make users more productive at work? As fewer workers remember a time before the internet, the number reporting that their productivity has remained the same has followed a generally upward trend.

In the current study, 40 percent of users reported that their productivity has not changed – a new high point in the study.

Similarly, the number of users reporting that their productivity has improved has been following a generally downward trend since 2007. Now, only 54 percent of users report an improvement – the lowest figure to date.

The small percentage of users who said that internet access at work has worsened their productivity somewhat or a lot increased to seven percent – up marginally from six percent in 2016.

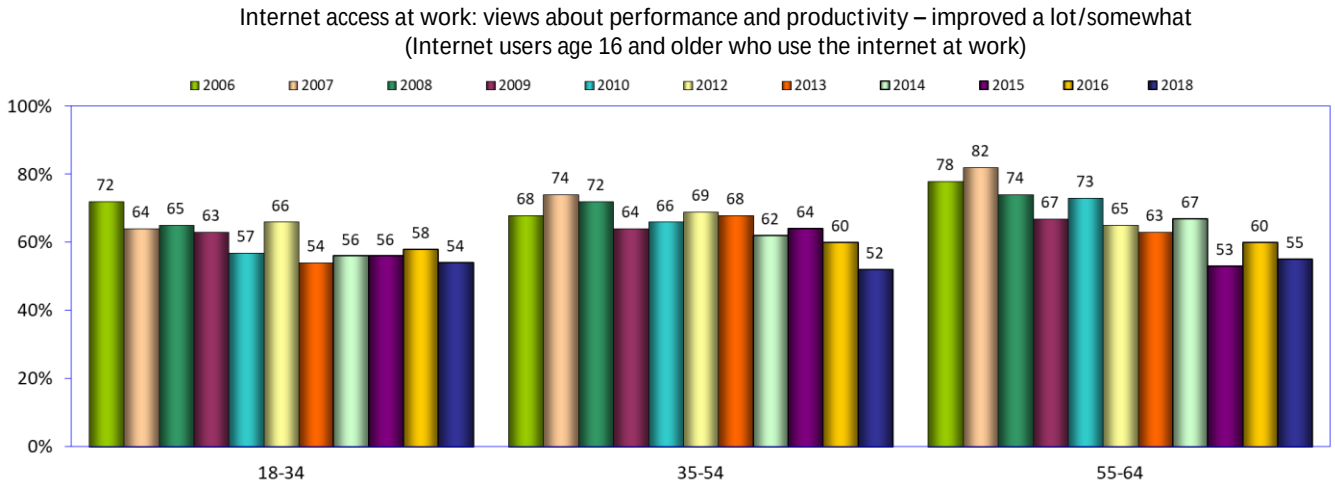
Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the internet at work)



(Q491 U-2)

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

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 have 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).



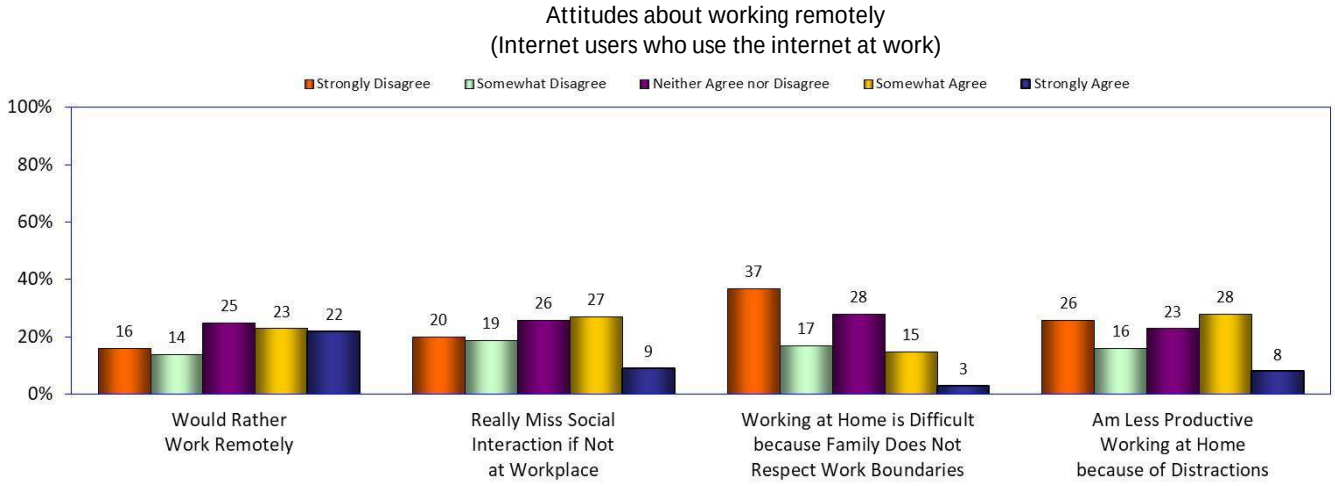
(Q491 A-2)

36. Working remotely

A significant percentage of users who already go online at work would rather work remotely (45 percent), with another 25 percent potentially open to the idea.

Thirty-six percent of users who use the internet at work reported that they would miss workplace interactions.

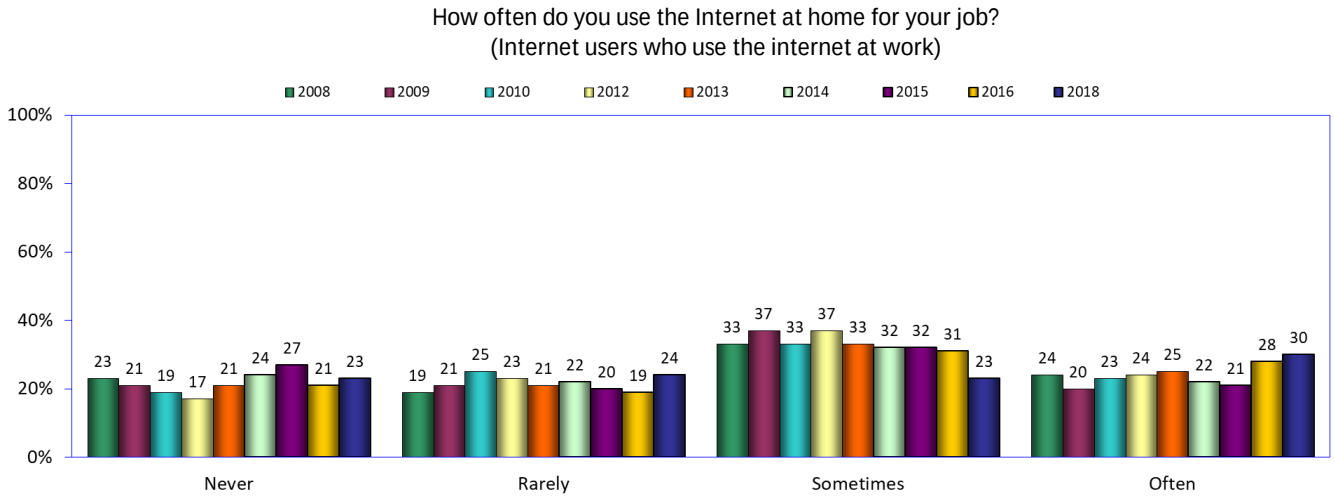
A modest level of workers report that it is hard to work at home because of family interruptions (18 percent), and a larger percentage (36 percent) report that distractions mean they are less productive working from home.



(Q496A-G-H-I U-1)

37. Internet use at home for work

Fifty-three percent of individuals who use the internet at work sometimes or often use the internet at home for work purposes, down from 59 percent in 2016 and tied for the lowest level of the study.



(Q494 U-1)

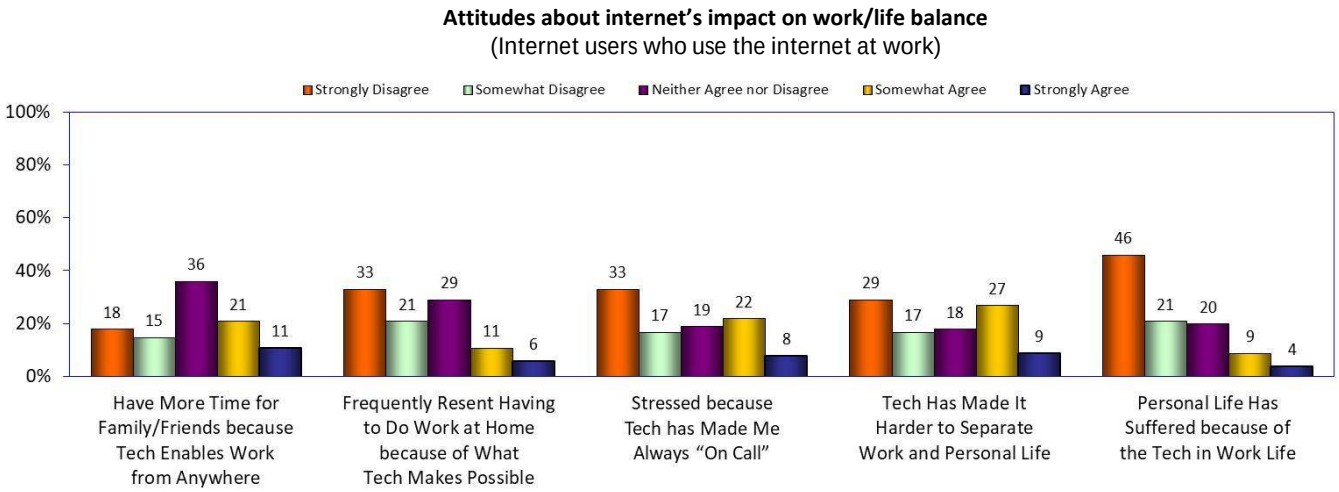
38. **Internet's impact on work/life balance**

Increasingly, technology is making it possible for work to be completed outside of the office and office hours. How has that ability affected the personal time of workers?

Thirty-two percent of users who use the internet at work report that being able to work anywhere because of technology allows them to spend more time with friends and family.

However, users also report that being always reachable has come at a price. Thirty percent of users who use the internet at work report that being always "on call" outside of the workplace because of technology has caused stress. Similarly, 36 percent indicated that technology has made it harder to draw a line between work and personal life.

Paradoxically, only 17 percent indicate that they resent work intrusions on their personal time, and an even smaller percentage (13 percent) reported that their personal life has suffered by the technology-related blurring of the division between work and their personal life.



(Q496B-C-D-E-F U-1)

Communication technology: impact on the world

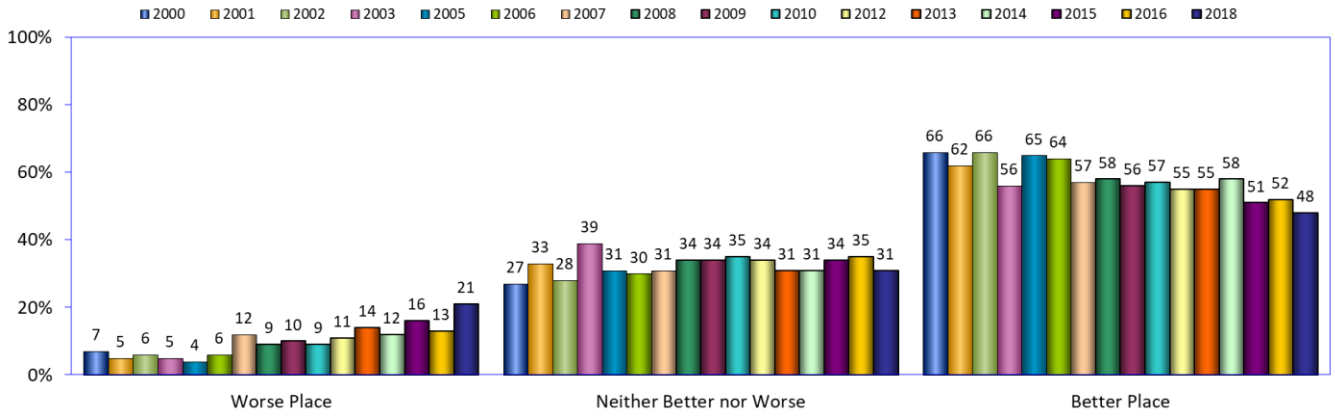
39. Communication technology: how does it affect the world? (users)

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 2018 to the lowest level yet reported in the Digital Future studies (48 percent) – dropping below 50 percent for the first time.

The percentage of users who said that communication technology makes the world a worse place rose sharply to 21 percent – five percentage points higher than the previous high that was reported in 2015.

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



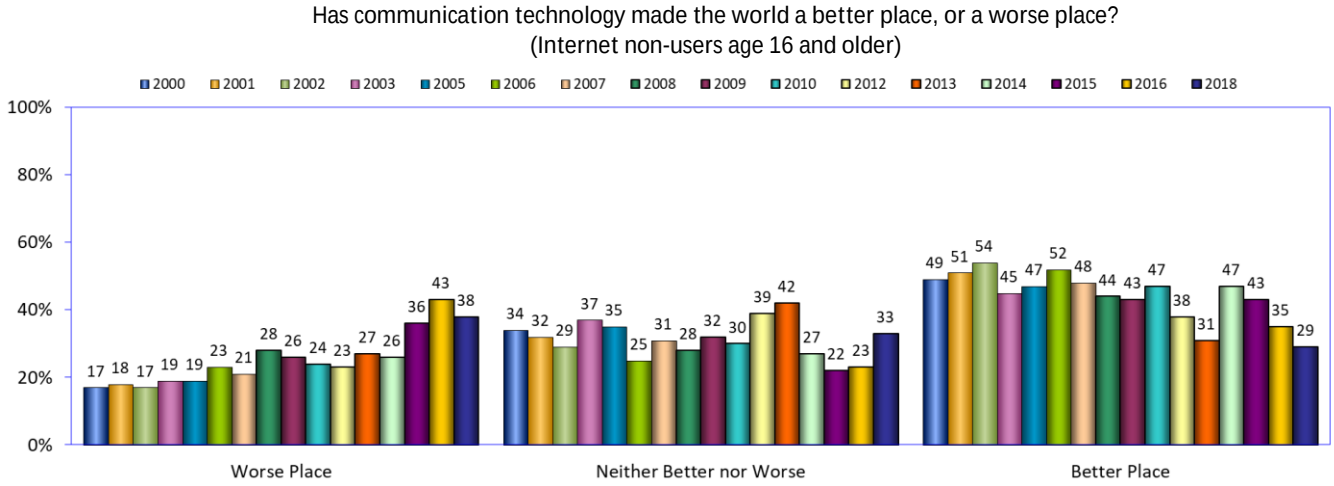
(Q180 U-1)

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

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

The percentage of internet non-users who said that communication technology made the world a worse place decreased in 2018 to 38 percent, down from 43 percent in 2016.

The percentage of non-users age 16 and older who said that communication technology made the world a better place decreased for the third year in a row – now 29 percent, down from 35 percent in 2016 and 43 percent in 2015.



(Q180 N-1)

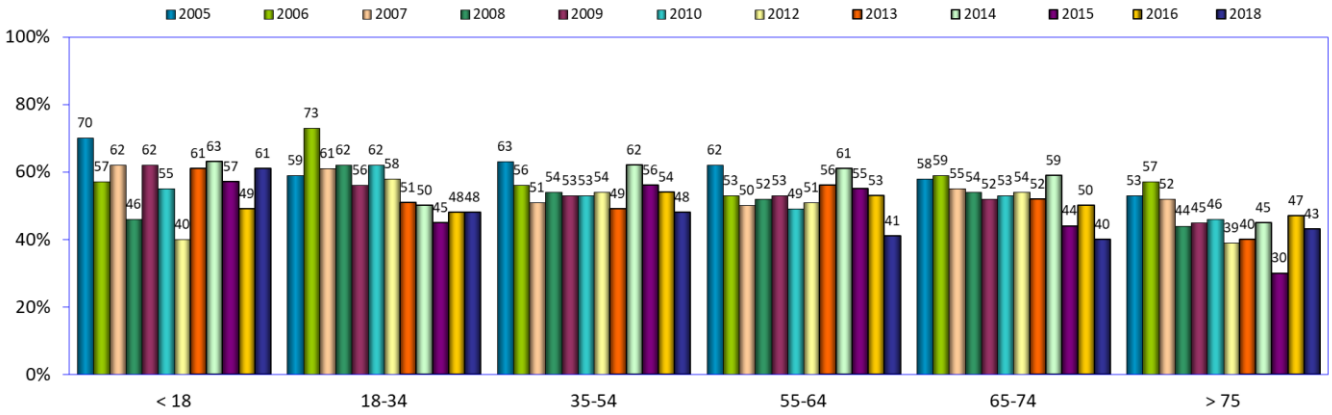
41. Communication technology: how does it affect the world?

This year, only respondents under 18 reported higher numbers responding that communication technology has made the world a better place.

Sixty-one percent of respondents under 18 said that communication technology makes the world a better place, up significantly from 49 percent in 2016.

All other categories except one reported a decrease over 2016. Respondents 18-34 reported the same level as 2016 (48 percent). The largest decrease was reported by respondents 55-64 (12 percent lower than 2016) followed by those 65-74 (10 percent lower than in 2016).

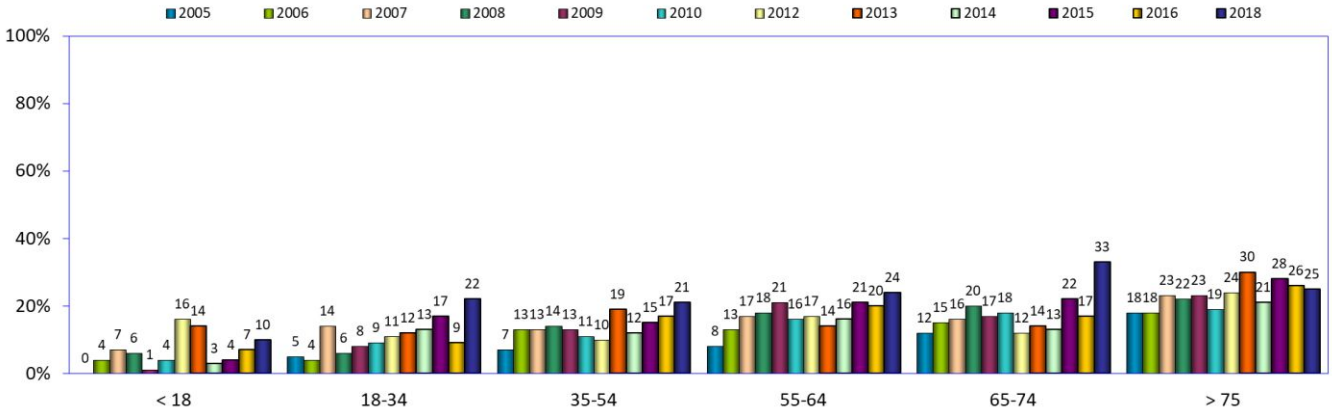
Has communication technology made the world a better place, or a worse place?
(Respondents age 16 and older – better place)



(Q180 A-1)

With the exception of respondents older than 75, all other age categories reported larger percentages who said that communication technology made the world a worse place.

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



(Q180 A-2)

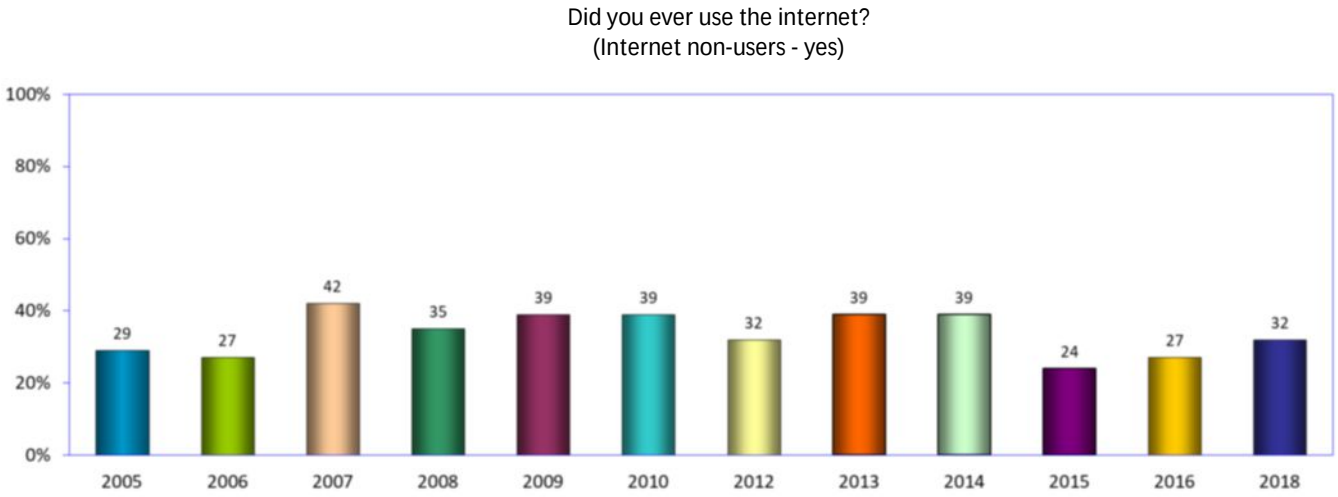
Internet non-users

Internet “dropouts” (percentage of non-users who previously went online)	32%
Reason for not going online:	
No computer/device	39%
Don’t know how to use/confused	22%
No interest	19%
Will non-users go online in the next year? (not likely at all)	66%

Internet non-users: views about not going online

42. 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 32 percent had previously gone online – up five percentage points over 2016.

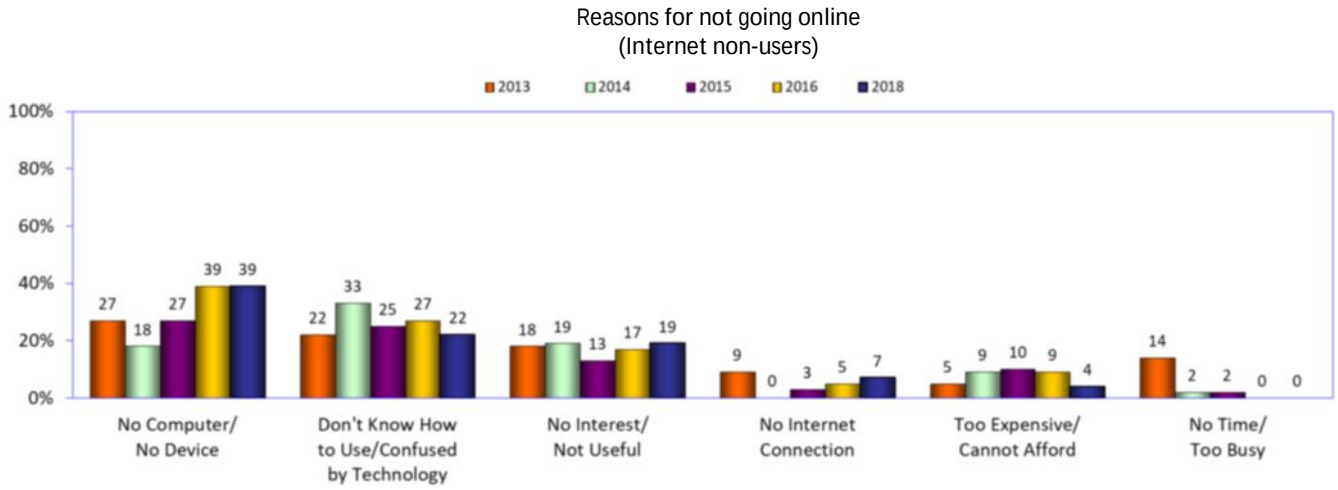


(Q540 N-1)

43. 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 – the same as in 2016.

The second most-cited reason for not being online was lack of knowledge, reported by 22 percent of non-users–down from 27 percent reported in 2016.

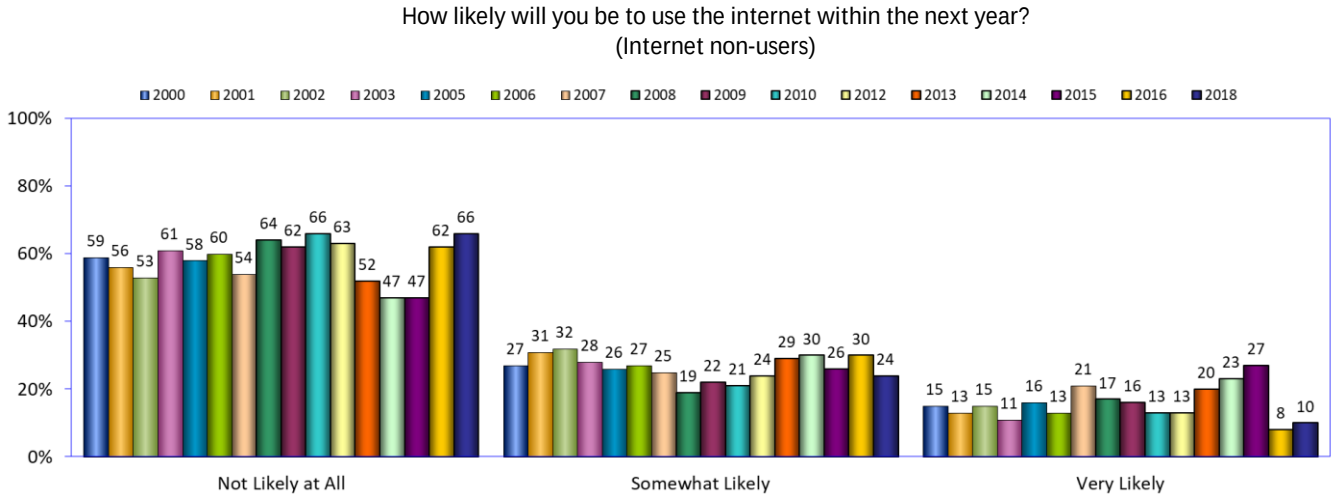


(Q591 N-1)

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

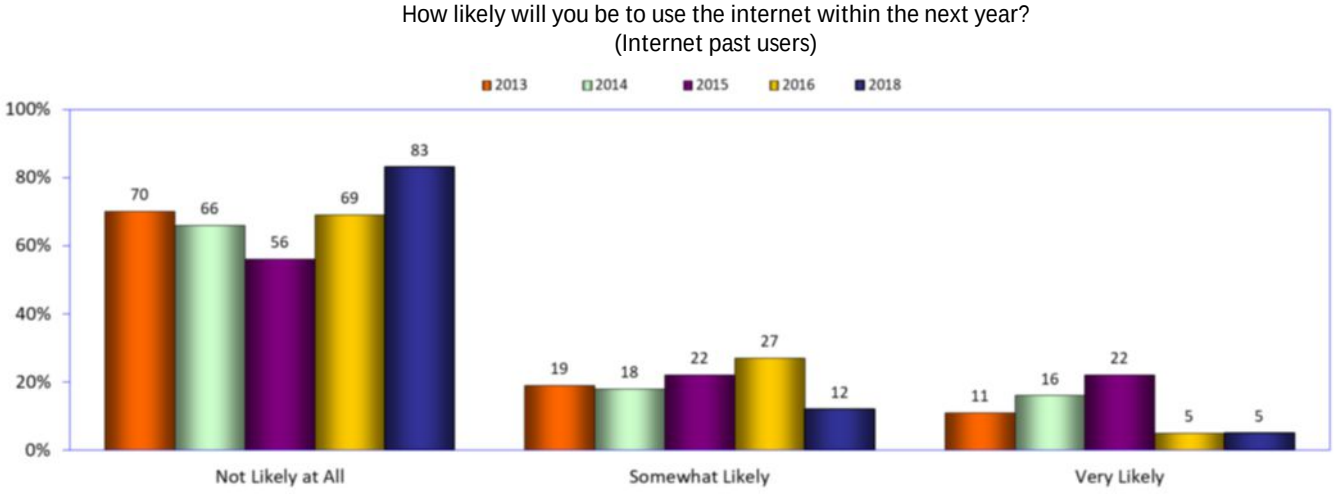
More than half of internet non-users (66 percent) in the current survey said they are not likely at all to go online in the next year – an increase of four percentage points over 2016 and a match of the previous high number in 2010.

Only ten percent of non-users said they are "very likely" to go online in the next year, a slight increase over 2016 (eight percent) and the second lowest number to date.



(Q610 N-1)

Previous internet users are even more adamant than non-users overall about not restarting their internet use, with 83 percent saying they are not likely at all to use the internet in the next year – up sharply from the 69 percent reported in the previous study.



(Q610 N-2)

Media use and trust

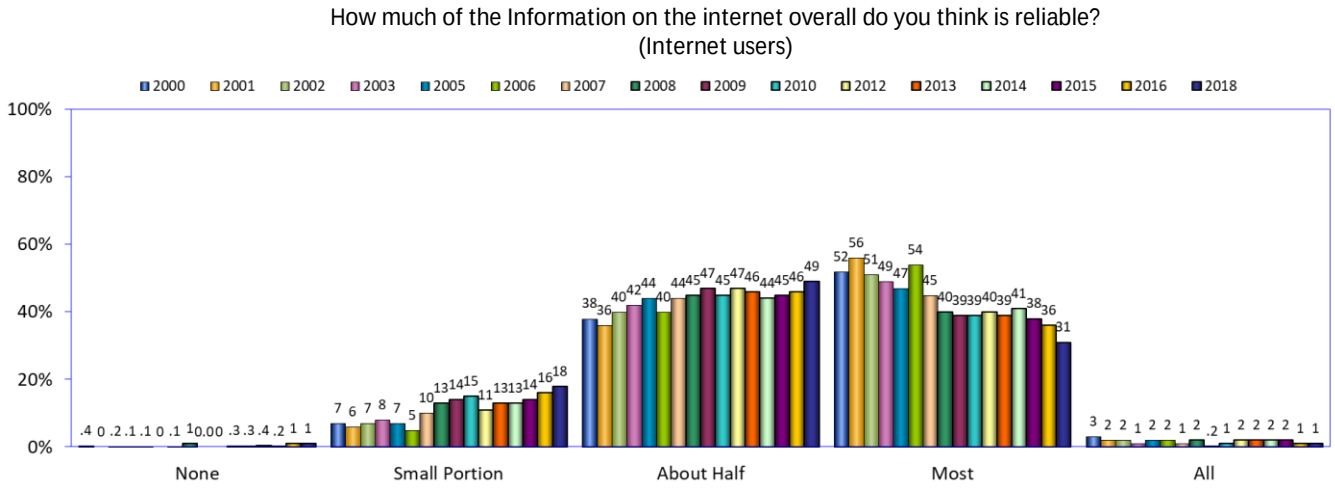
Users who said most or all information is reliable	
- online	32%
- posted on government sites	67%
- posted on established media sites	56%
Users who agree or strongly agree that the government should regulate the internet more than it does now	21%
Users who read print newspapers who would read the online edition of their paper if the print edition ceased publication	58%
Respondents likely/very likely to give up cable TV and watch online instead	38%

Information on the internet: reliability and accuracy

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

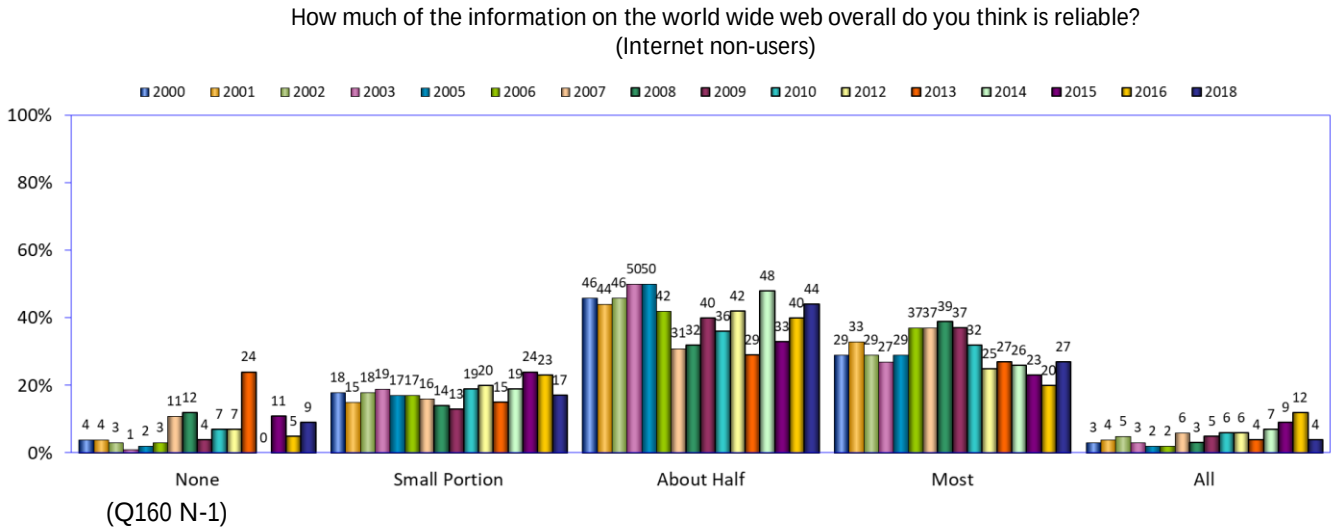
Internet users reported generally stable views about the reliability of online information. However, this year's Digital Future study found the lowest number of users reporting that most or all of the information on the internet overall is reliable – 32 percent, compared to 37 percent in 2016 and 40 percent in 2015.

Similarly, the greatest number of users since the beginning of the study reported that only a small portion or none of the information on the internet overall is reliable (19 percent).



(Q160 U-1)

For the third year in a row, the number of non-users reporting "about half" has grown – now 44 percent, up from 40 percent in 2016.



(Q160 N-1)

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

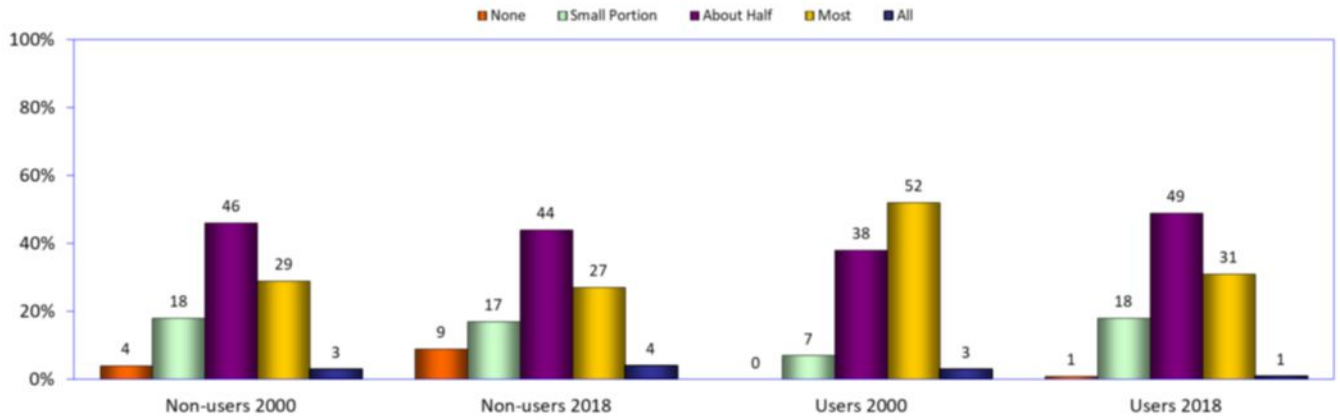
In the current Digital Future study, belief in the reliability of information found online is higher among internet users compared to non-users.

Thirty-two percent of users said that most or all of the information online is reliable, compared to 31 percent of non-users who responded to the same question. Similarly, only five 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: 19 percent of users compared to 26 percent of non-users said only a small portion or none of the information on the internet overall is reliable.

Since the question was first asked in 2000, users have become significantly more critical of the reliability of information on the internet. Non-users, on the other hand, have virtually the same attitudes in 2018 as they did in 2000.

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



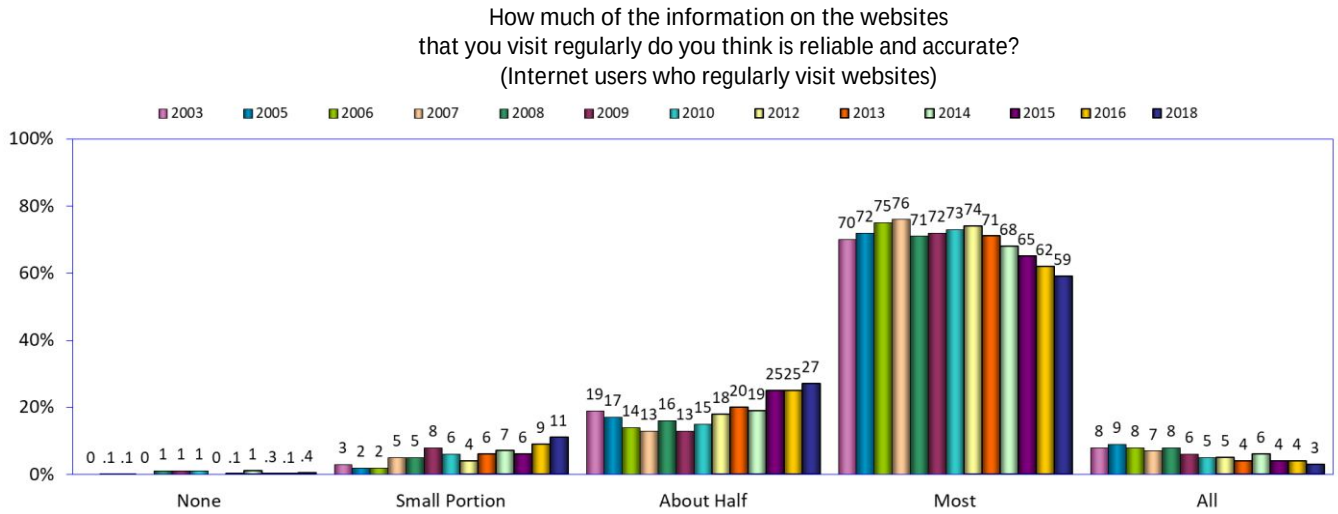
(Q160 R-1)

47. 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 for five straight years to the lowest level thus far in the Digital Future studies. Sixty-two 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 66 percent in 2016.

At the same time, 11.4 percent of users reported that none or only a small portion is reliable and accurate – the highest number in the study thus far.



(Q170 U-1)

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

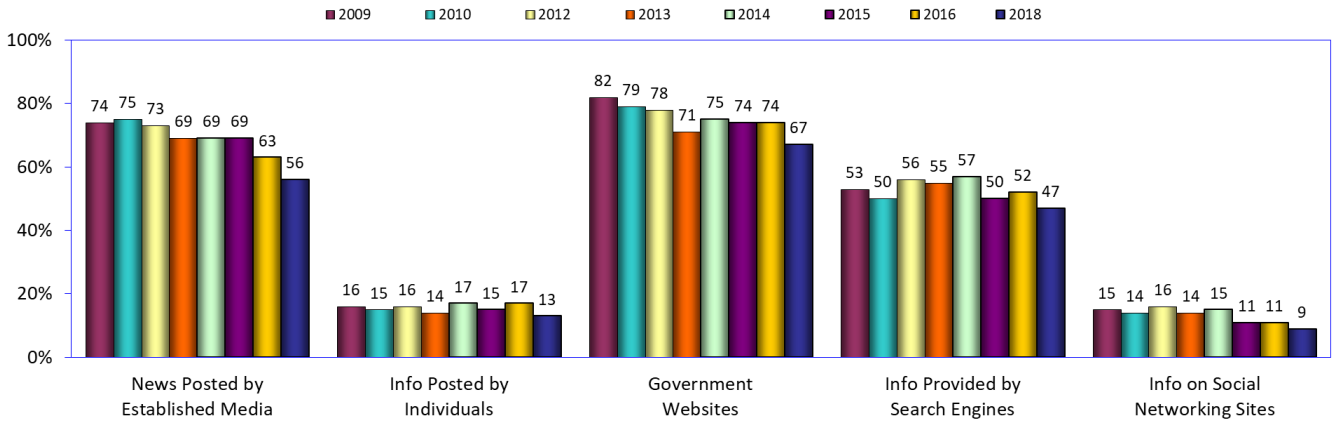
How do internet users view the reliability and accuracy of key sources of information found online?

In every category, the study recorded a new low point of users responding "most" or "all." While content posted by the government and information provided by search engines are 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 56 percent – nearly twenty percentage points below the previous high of 75 percent in 2010.

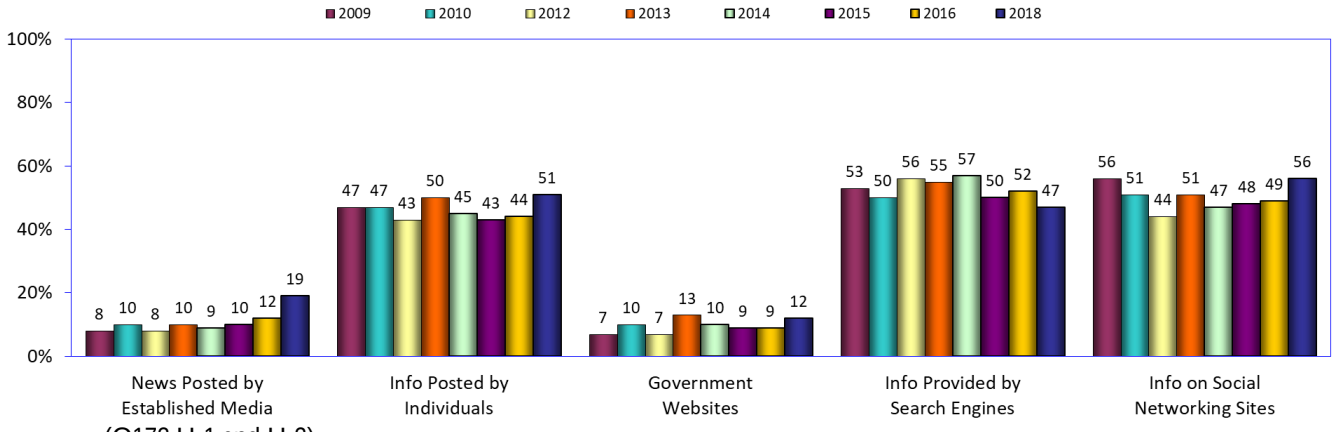
Sixty-seven percent of users said the information posted on government sites is generally reliable and accurate – 15 percentage points below the high of 82 percent in 2009. Both categories – information posted by established media and government sites – dropped seven percentage points from 2016.

Two categories reported a record high for respondents answering "none" or a "small portion": information posted by established media (19 percent) and information posted by individuals (51 percent). Information posted on social networking sites equaled its previous high for respondents answering "none" or a "small portion" (56 percent).

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)

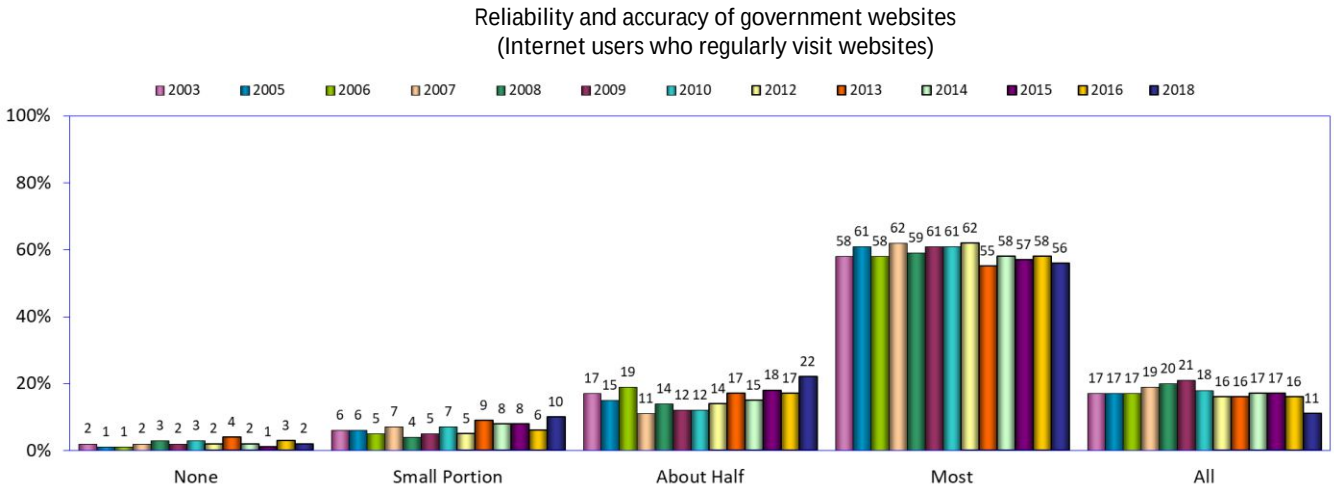


(Q173 U-1 and U-2)

49. Government websites: reliability and accuracy

Sixty-seven percent of users reported that most or all information on government websites is reliable and accurate – the first time in the study that the number has dropped below 70 percent.

In the current study, 12 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 – up from nine percent in 2016.



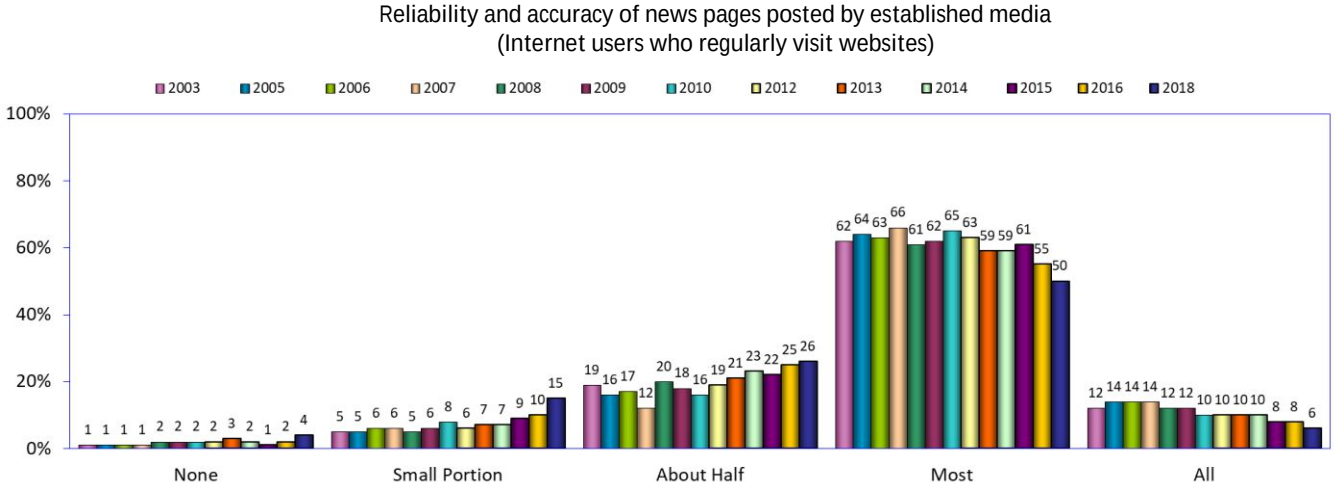
(Q173 U-6)

50. Media web pages: reliability and accuracy

Until 2013, 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 fifth time in a row. Only 56 percent of users said that most or all of the information posted by established media is reliable and accurate, the lowest level yet.

While the numbers of users saying most dropped by five percentage points, the users selecting "a small portion" increased by five percentage points. The numbers for the lower three categories are all at the highest level to date.



(Q173 U-4)

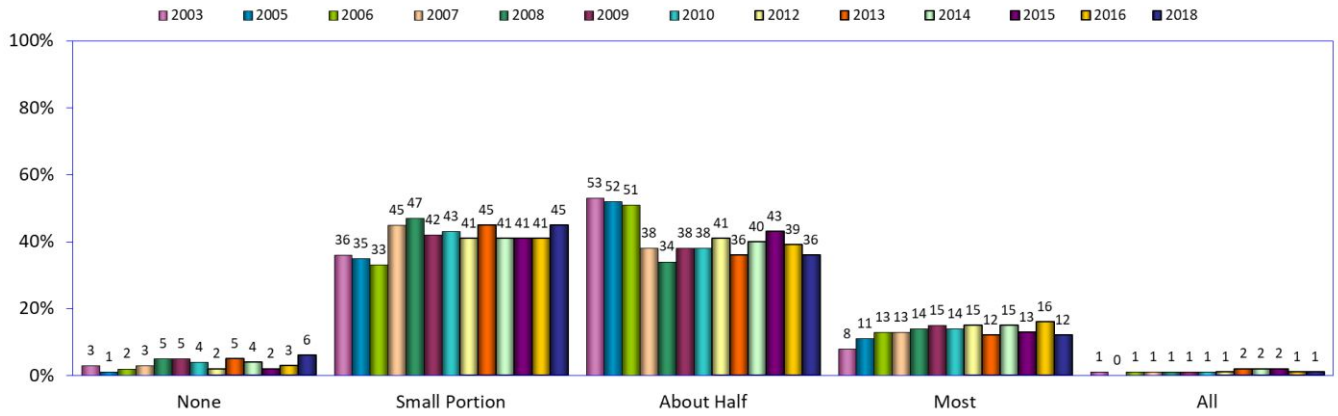
51. Information posted by individuals: reliability and accuracy

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, 13 percent responded that most or all of the information is reliable, down from 17 percent in 2016. In fact, the number responding that at least half of the information is accurate and reliable has dropped to 49 percent and is tied with 2008 for the lowest level to date.

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 to 51 percent of internet users – up from 44 percent in 2016.

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



(Q173 U-5)

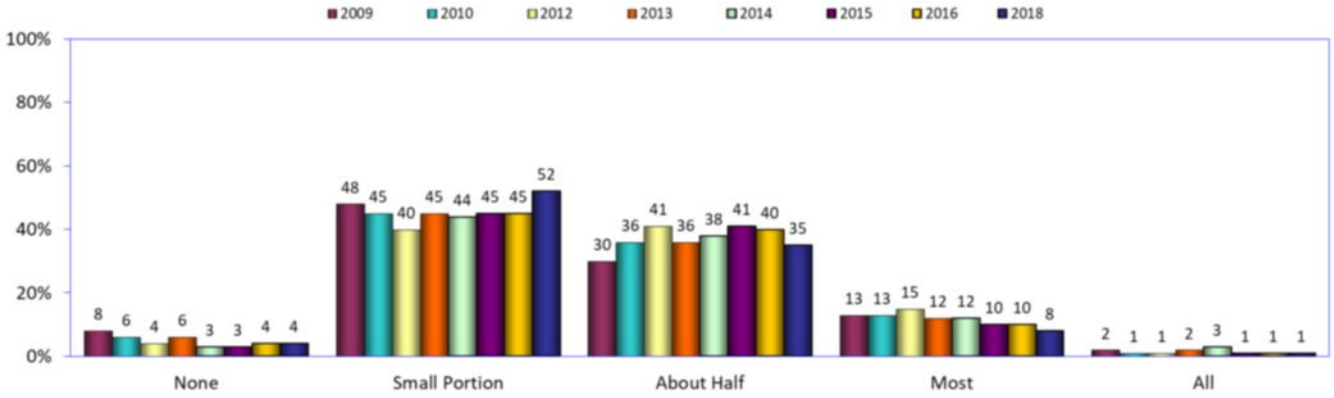
52. Information on social networking sites: reliability and accuracy

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.

Only nine 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 56 percent, matching the previous high in 2009.

Those reporting that about half is reliable and accurate decreased to 35 percent.

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



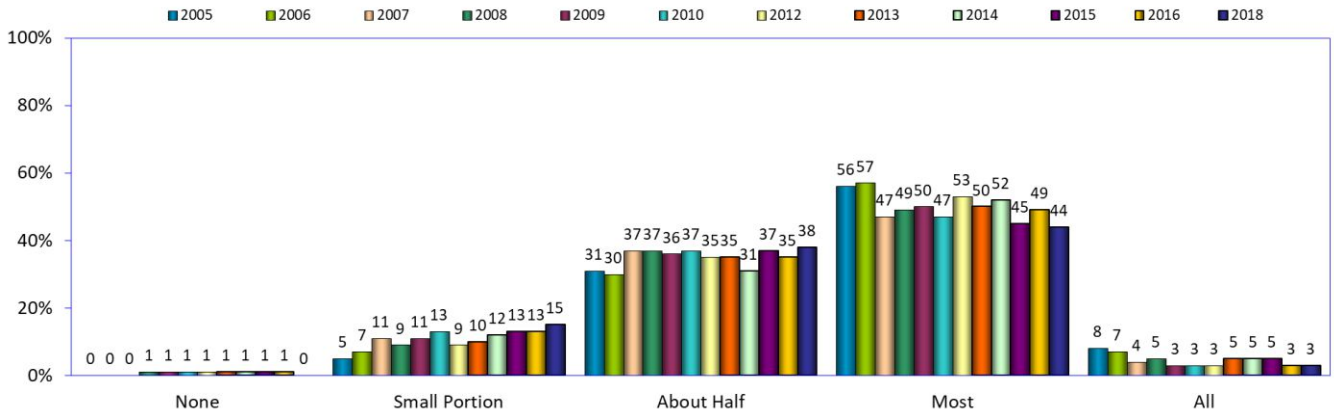
(Q173 U-8)

53. Information provided by search engines: reliability and accuracy

Forty-seven percent of users said that most or all of the information provided by search engines such as Google is reliable and accurate – the lowest level in the study to date.

Those who said that a small portion or none of the information provided by search engines is reliable and accurate increased marginally to 15 percent of users and is the highest figure reported to date.

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



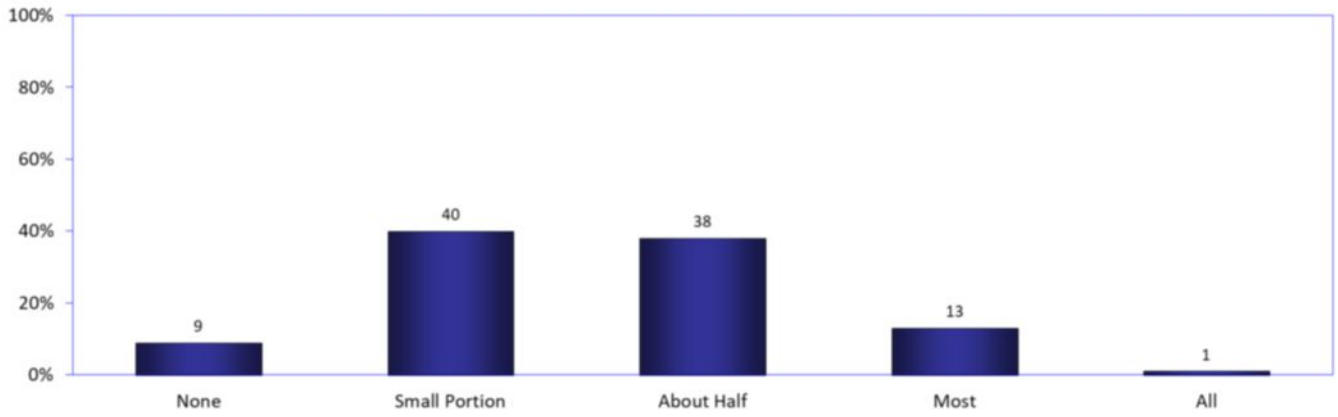
(Q173 U-7)

54. Information found on websites with strong political views: reliability and accuracy

Internet users don't trust much of the information they find on websites with strong political views.

Eighty-seven percent of internet users who regularly visit websites said that half or less of the information found on websites with strong political views is reliable and accurate.

How much information found on websites with strong political views do you think is generally reliable and accurate?
(Internet users who regularly visit websites)

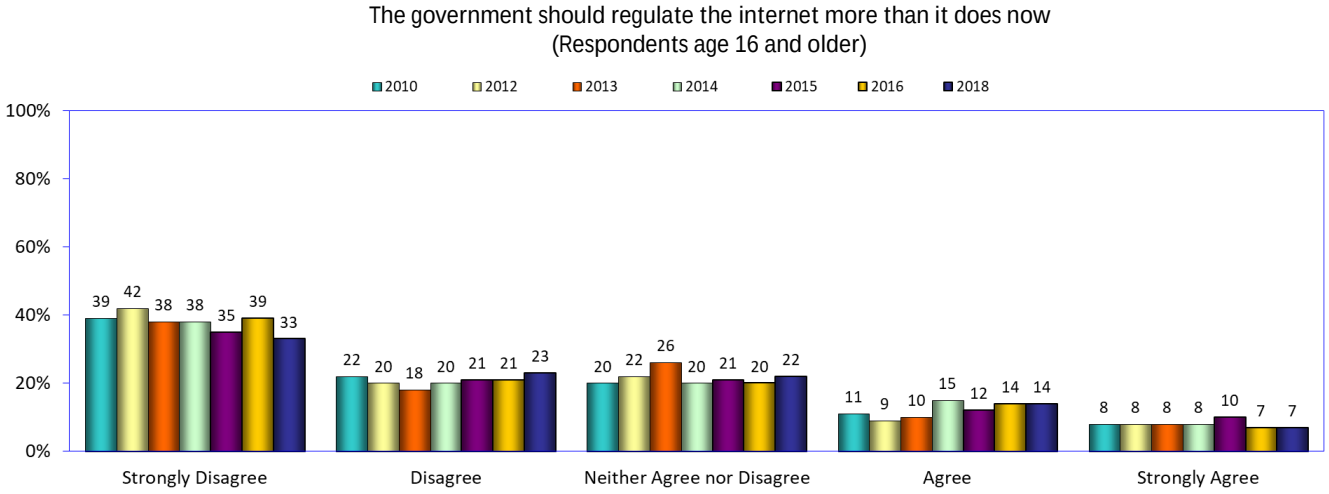


(Q173 U-9)

55. The internet and government regulation

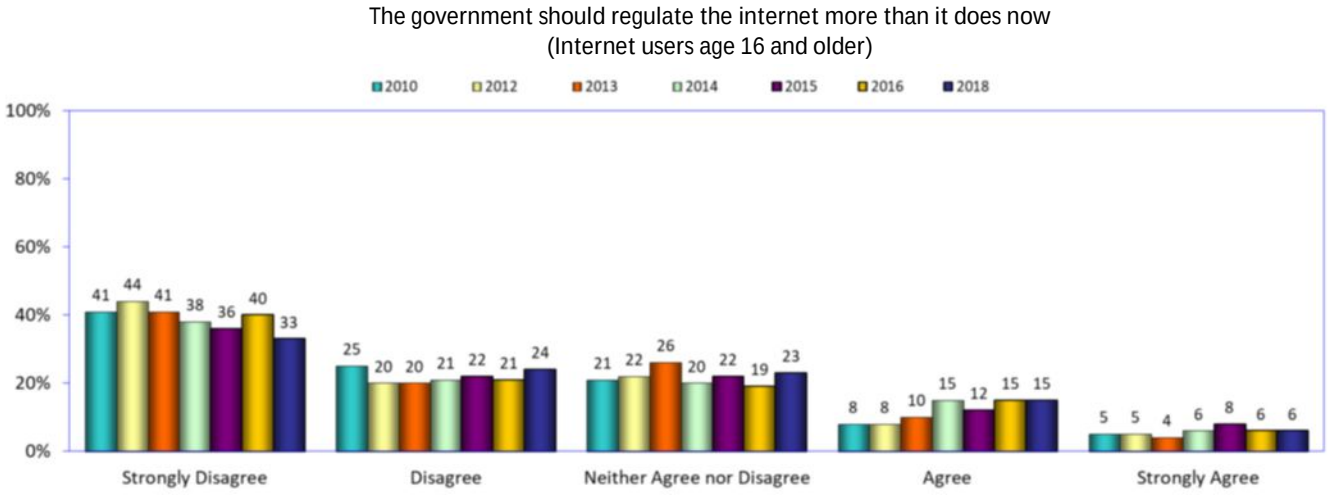
Consistently small percentages of respondents in the Digital Future studies said that the government should regulate the internet more than it does now, and that percentage (21 percent) remained the same in the current study compared to the last.

The percentage of those who disagree with more government regulation of the internet has decreased to 56 percent – down from 60 percent of respondents in 2016 and the same as in 2015.



(Q195E R-1)

Internet users show close agreement with respondents in general when considering government regulation of the internet. The study shows marginally higher levels of disagreement with the idea of more government regulation of the internet. Fifty-seven percent of users age 16 and older disagree or strongly disagree with more government regulation of the internet (see below), compared to 56 percent of respondents age 16 and older (see above).



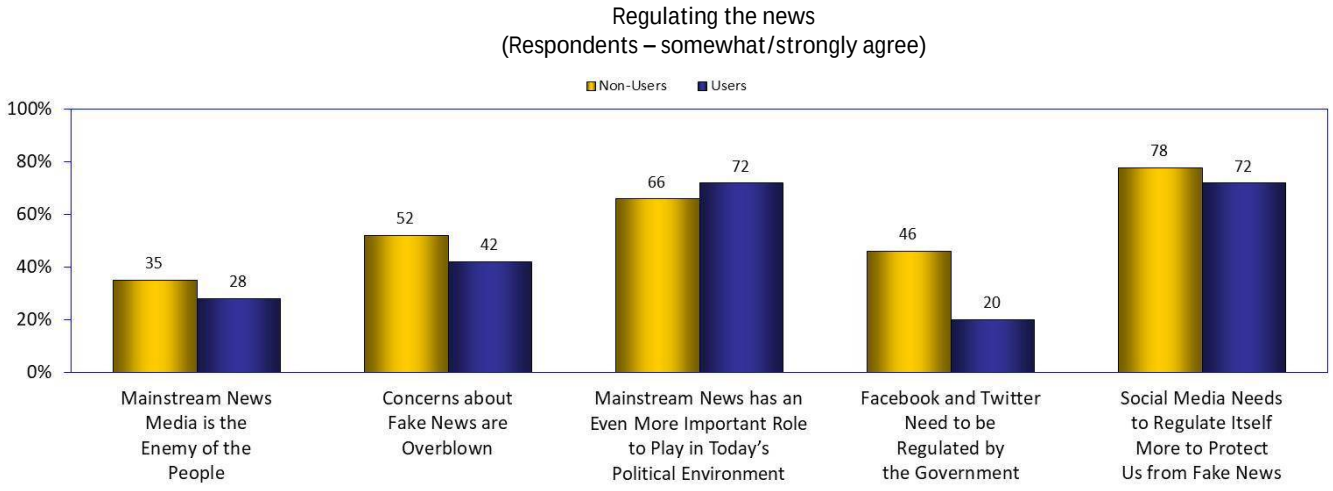
(Q195E U-1)

56. Attitudes about fake news

New questions in the Digital Future Study explore views about the media and fake news – whether published by mainstream media or individuals and organizations on social networking sites.

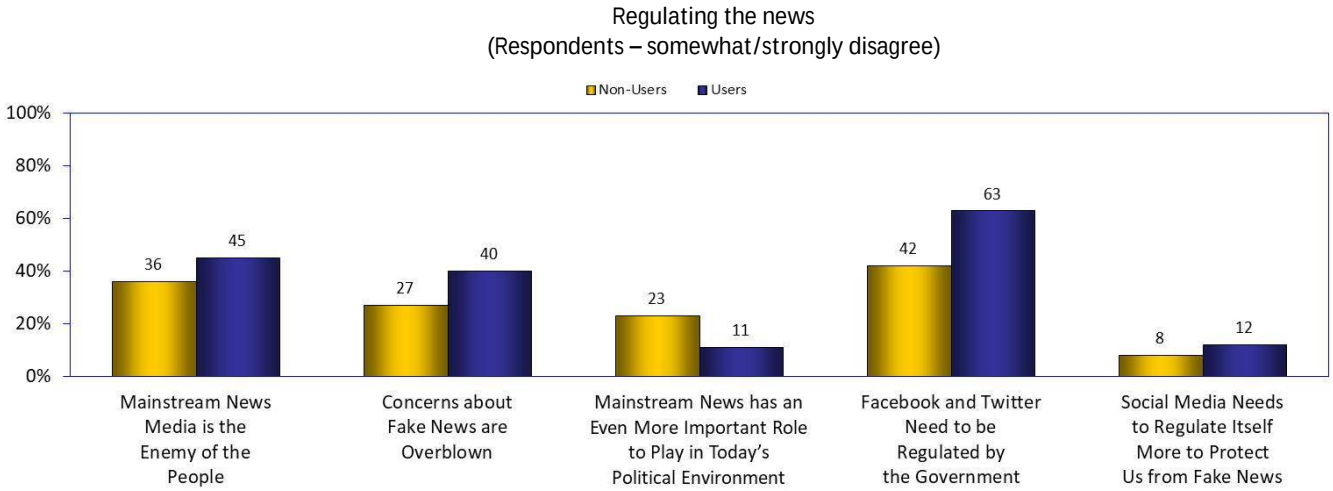
In general, non-users reported higher agreement with statements that were critical of mainstream media. Thirty-five percent of non-users somewhat or strongly agreed that mainstream news media is the enemy of the people – seven percentage points higher than users. Larger percentages of non-users also reported higher levels of agreement with the need for more regulation of social media by government (46 percent versus 20 percent of users) or social media itself (78 percent versus 72 percent of users).

Paradoxically, a larger percentage of non-users somewhat or strongly agreed that concerns about fake news are overblown – 52 percent of non-users as opposed to 42 percent of users.



(Q176 R-1)

Larger percentage of users disagree with the suggestion that social media should be regulated by the government (63 percent versus 42 percent of non-users), and that mainstream media is the enemy of the people (45 percent versus 36 percent of non-users). However, 40 percent of users somewhat or strongly disagree that concerns about fake news are overblown – 13 percentage points higher than non-users.



(Q176 R-2)

57. Attitudes about fake news (by political affiliation)

The same percentage of respondents at both ends of the political spectrum believe that social media needs to be controlled by the government.

Twenty-six percent of those classifying themselves as very liberal and the same percentage of those identifying as very conservative agree that social media needs to be regulated by the government.

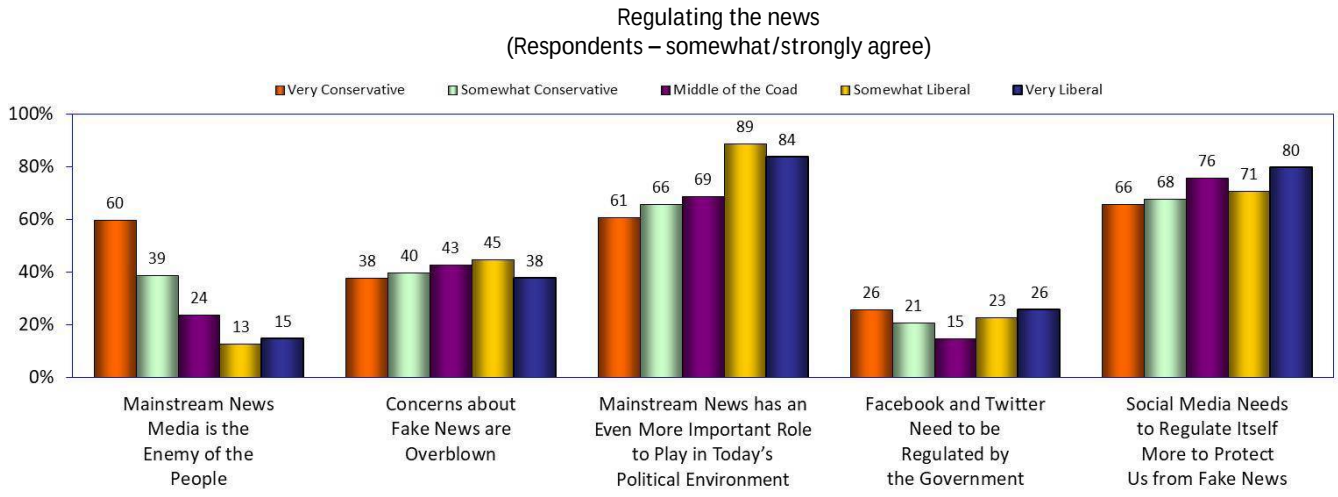
Similarly, the same percentage (38 percent) of those identifying as very liberal or very conservative agree that concerns about fake news are overblown.

Two categories reported significant differences between each end of the political spectrum: 60 percent of very conservative respondents somewhat or strongly agreed that mainstream news media is the enemy of the people, while only 15 percent of very liberal respondents agreed.

Conversely, 84 percent of very liberal respondents agreed that mainstream news has a more important role to play in today's political environment – 23 percentage points higher than very conservative respondents.

Notably, nearly the same number of very conservative respondents somewhat or strongly agreed that mainstream news is the enemy of the people (60 percent) and that mainstream news has an important role to play in today's political environment (61 percent).

Also worthy of note is that liberals reported higher levels of agreement that social media should regulate itself – 80 percent of those that are very liberal somewhat or strongly agreed and 71 percent of those that are somewhat liberal.

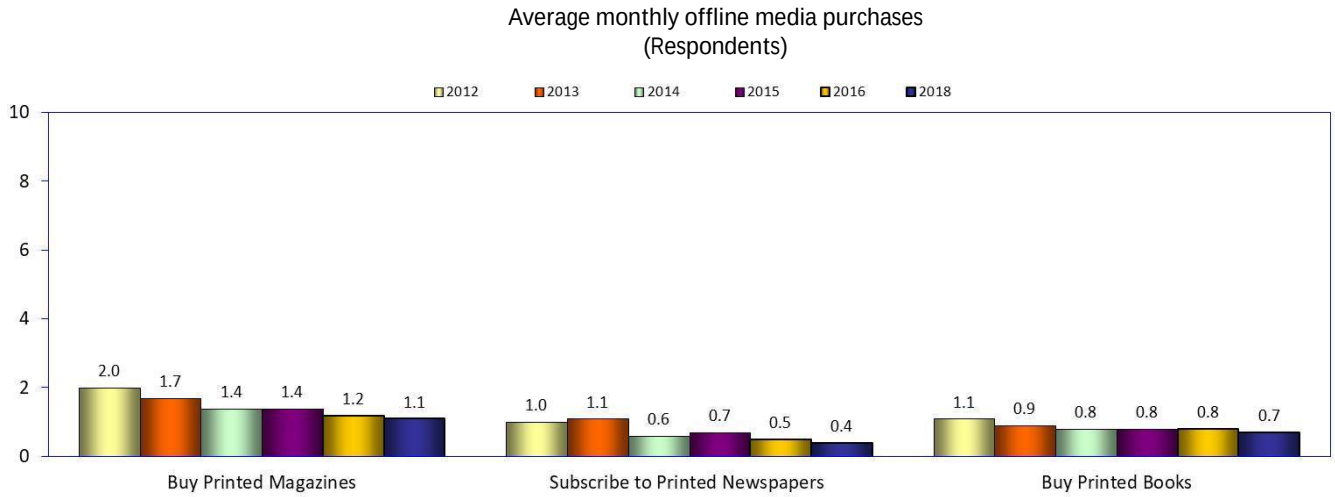


(Q176 P-1)

Media consumption patterns

58. Buying media offline

The purchase of print magazines, newspapers, and books has been in general decline since 2012. For example, buying printed magazines has dropped by almost half – now an average of 1.1 a month, down from two in 2012.

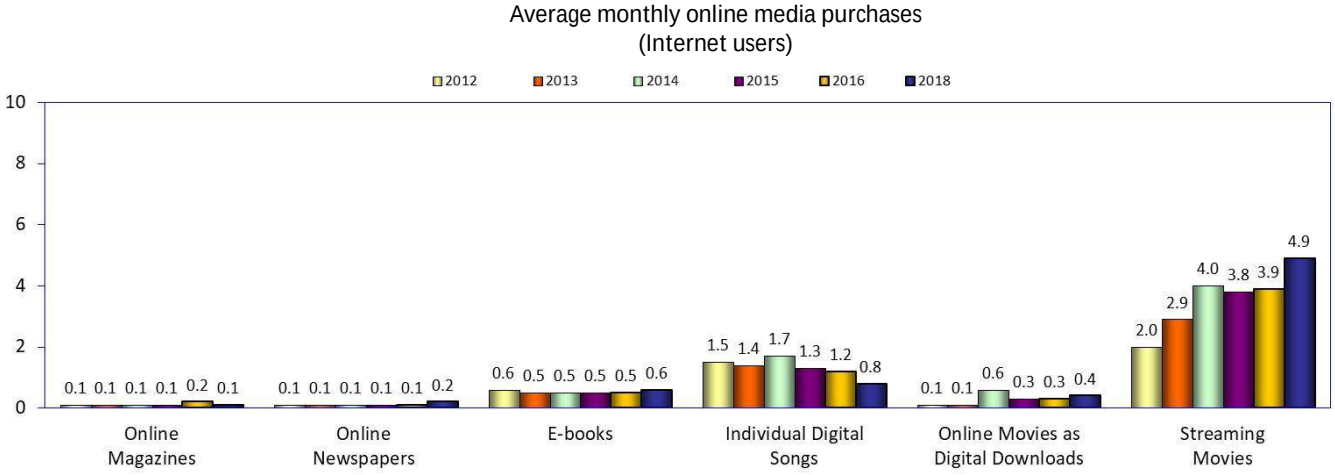


(Q702A R-1)

59. Buying media online

While buying print magazines and newspapers has been declining (see the previous question), purchasing comparable publications online has remained low and stable – in the current study, an average of .1 online magazines and .2 online newspapers per month. The purchase of e-books, online movies as digital downloads, and individual digital songs also average less than one per month.

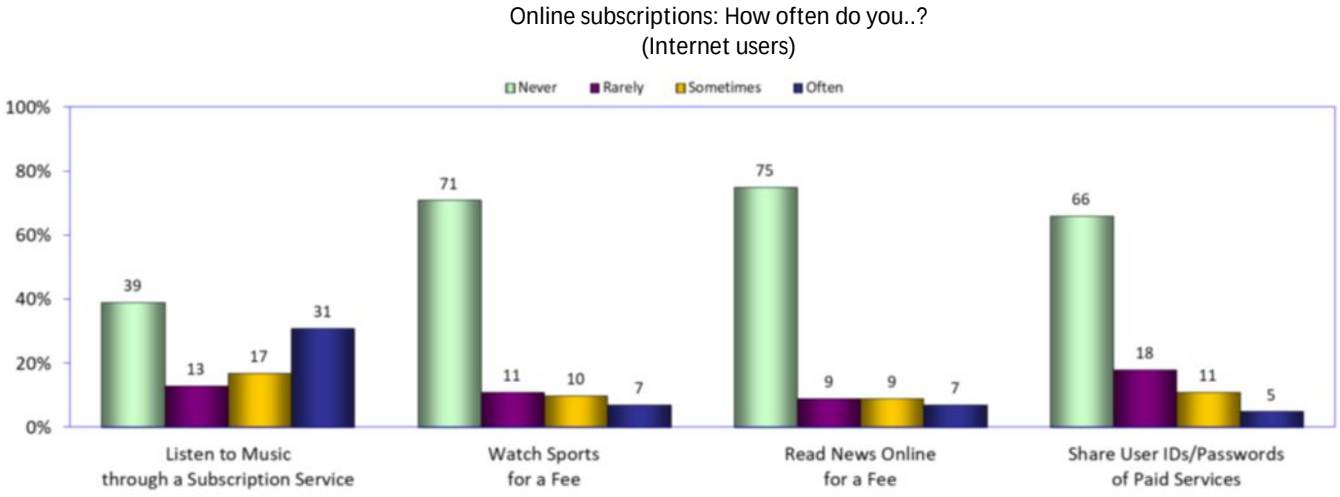
However, the purchase of streaming movies has increased steadily for six years, and more than doubled since 2012 – now an average of 4.9 per month.



(Q702B U-1)

60. Online media subscriptions

Sixty-one percent of users have used an online subscription service to listen to music. Conversely, only 25 percent have used a subscription service to obtain news.



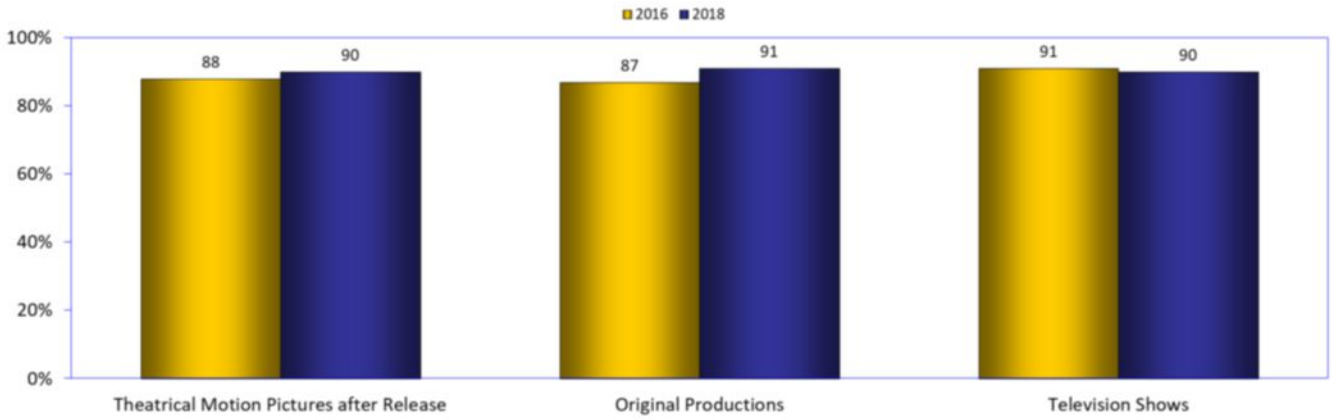
(Q701B U-1)

61. 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 91 percent of users who use these services for the rapidly-developing field of original productions – a percentage that marginally exceeds the 90 percent who watch television shows and 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)

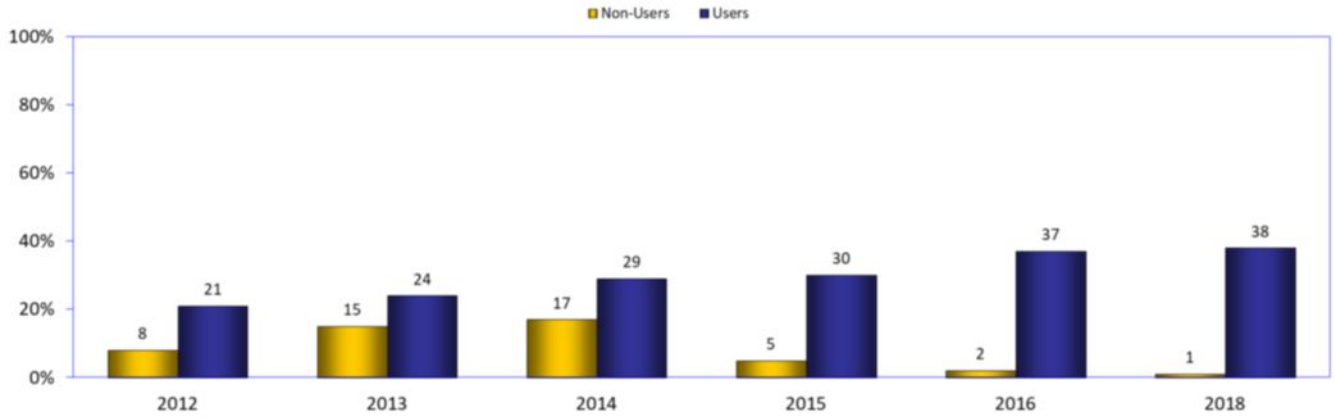
62. Will viewers give up cable television and watch online programming instead?

A growing number of internet users say they 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 38 percent, up slightly from 37 percent in 2016.

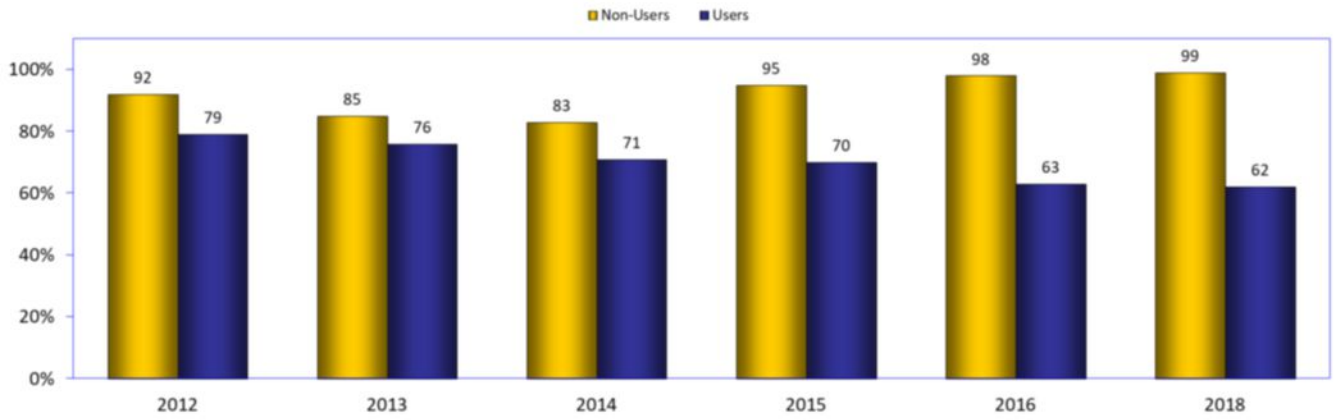
The number of internet non-users who said they will give up cable or satellite in favor of watching television online has dropped to only one percent – a low for the Digital Future studies and more validation that non-users expect to remain offline as indicated in Q610 (see page 44).

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)

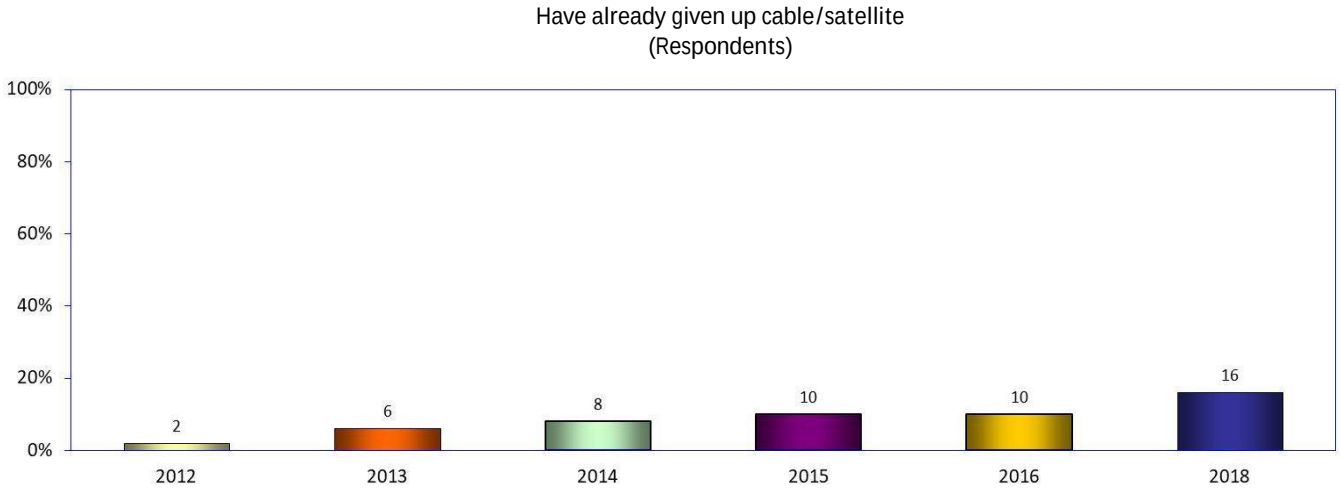
How likely are you to cut back on or even give up your cable or satellite service and watch television only online?
(Respondents who have cable or satellite service – unlikely or very unlikely)



(Q706A R-2)

63. How many respondents have already given up cable television?

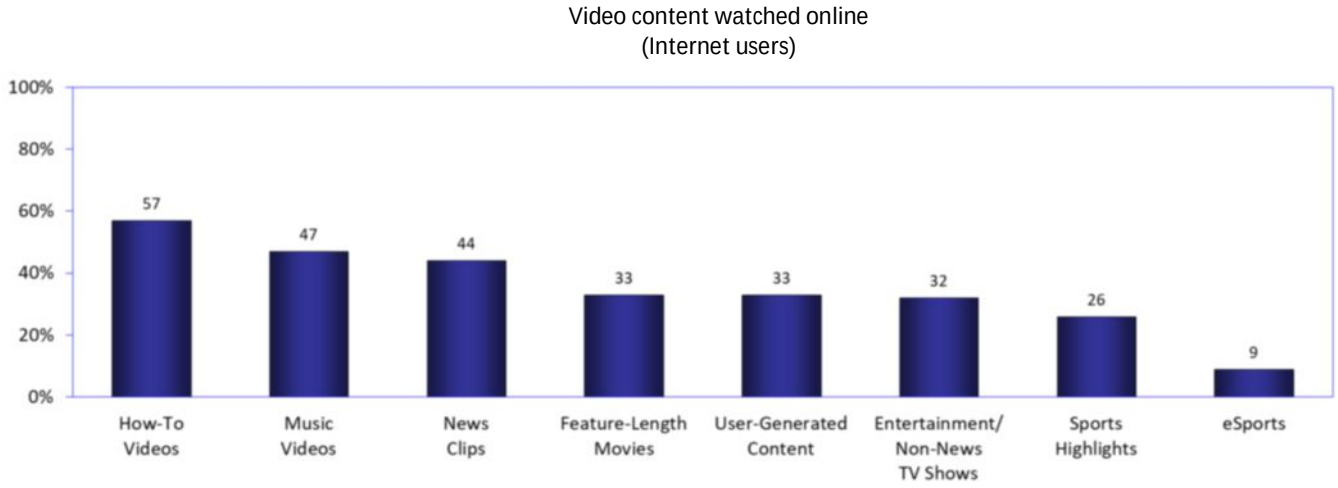
An increasing number of respondents have already dropped their cable or satellite service – now 16 percent, up from ten percent in 2015 and 2016.



(Q706A R-3)

64. Watching video content online

A majority of internet users (57 percent) go online to watch videos for "how-to" programming, while large percentages also view music videos (47 percent) and news clips (44 percent).

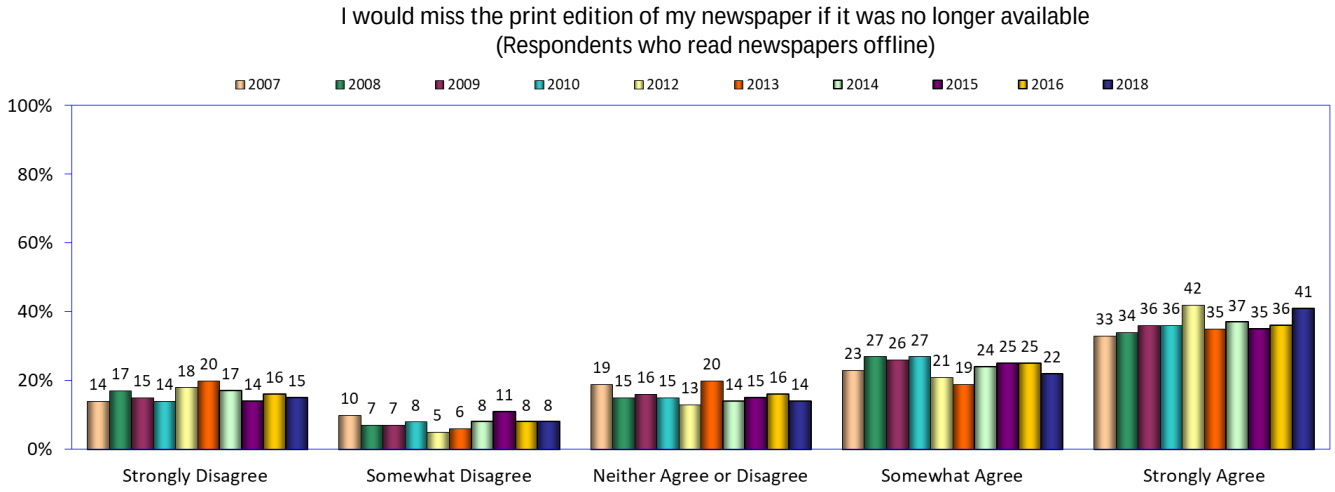


(Q1215D U-1) (Multiple responses possible)

65. 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.

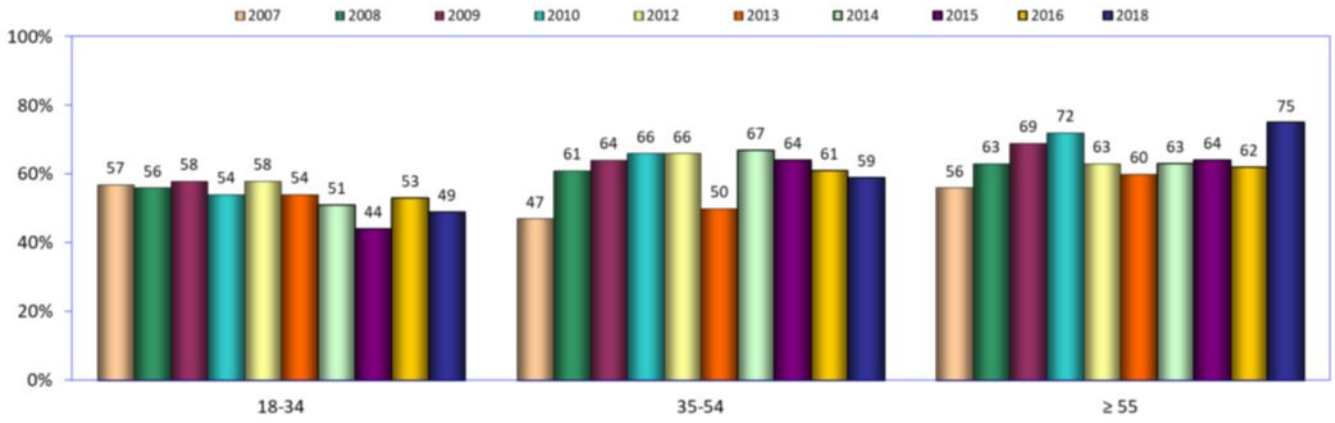
Sixty-three percent of internet users who read a print newspaper reported that they would miss the paper if it ceased to exist, up marginally from 61 percent in 2016.



(Q703 R-1)

Respondents of all ages who read print newspapers are generally loyal to their publications.

Although reading of print newspapers is generally perceived as an activity for older audiences, generally consistent percentages of respondents since 2007 said they would miss their offline newspaper if it was no longer available.



(Q703 A-1)

66. Alternatives to print newspapers

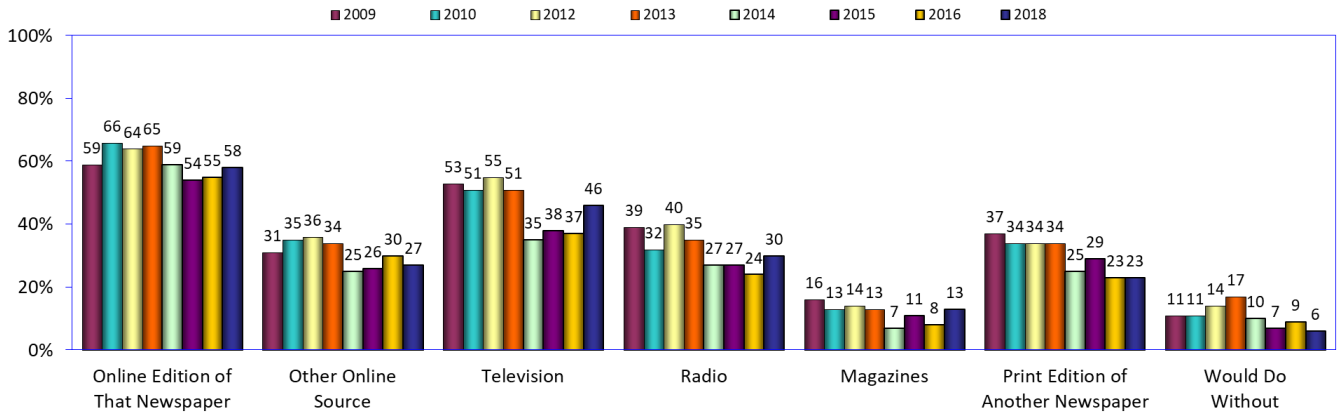
Where would readers of print newspapers go for content if their paper was no longer published?

A majority of respondents in the current study – 58 percent – said they would switch to the online edition of their newspaper, slightly higher than the 55 percent reported in 2016.

Forty-six percent would use television as an alternative to their print newspaper, a significant increase over the 37 percent reported in 2016 – and 30 percent would turn to radio.

However, less than one-fourth of print newspaper readers (23 percent) said they would turn to the print edition of another newspaper if their current newspaper was no longer published – matching the previous 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)

Consumer behavior

Internet users who are very or extremely concerned about privacy of personal info when or if buying online	47%
Internet buyers who often browse online then buy in stores	18%
Internet buyers who often browse In stores then buy online	11%
Respondents who reported there were products they would not purchase online	84%
Respondents who would not consider buying groceries online because it is difficult to judge quality	79%

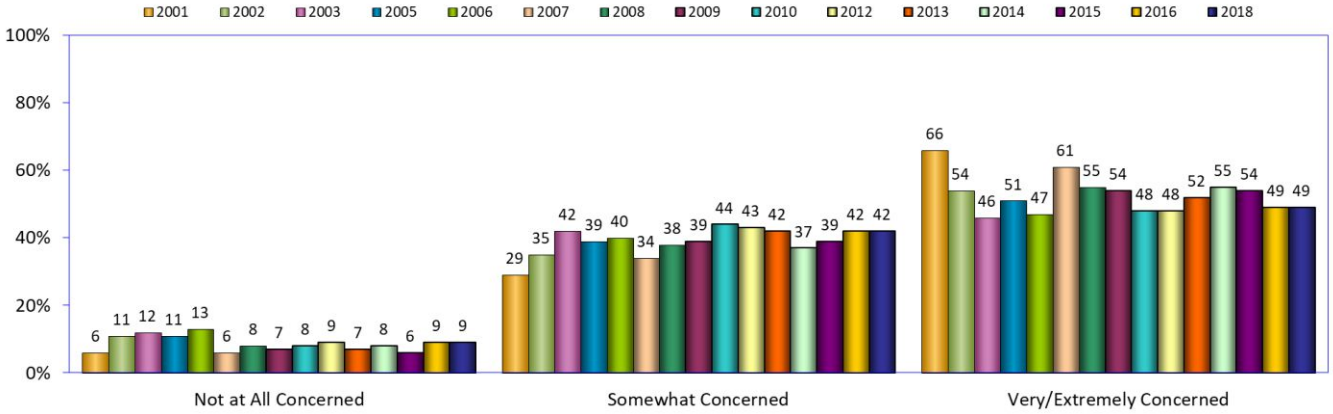
Buying online: privacy concerns and credit card security

67. 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 remained at the same level as in the 2016 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.

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



(Q840 R-1)

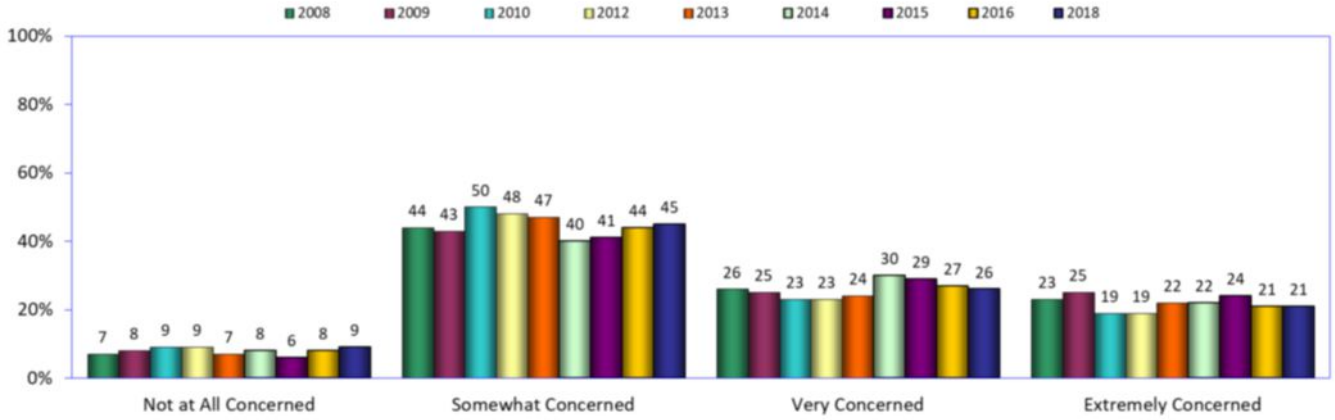
68. Privacy concerns

Continuing a trend across the Digital Future studies, when compared to non-users, internet users report much lower levels of concern about the privacy of their personal information when or if they buy online.

In the current study, the number of users reporting that they are very or extremely concerned was lower for the second year in a row – now 47 percent, down from 48 percent in 2016 and 53 percent in 2015.

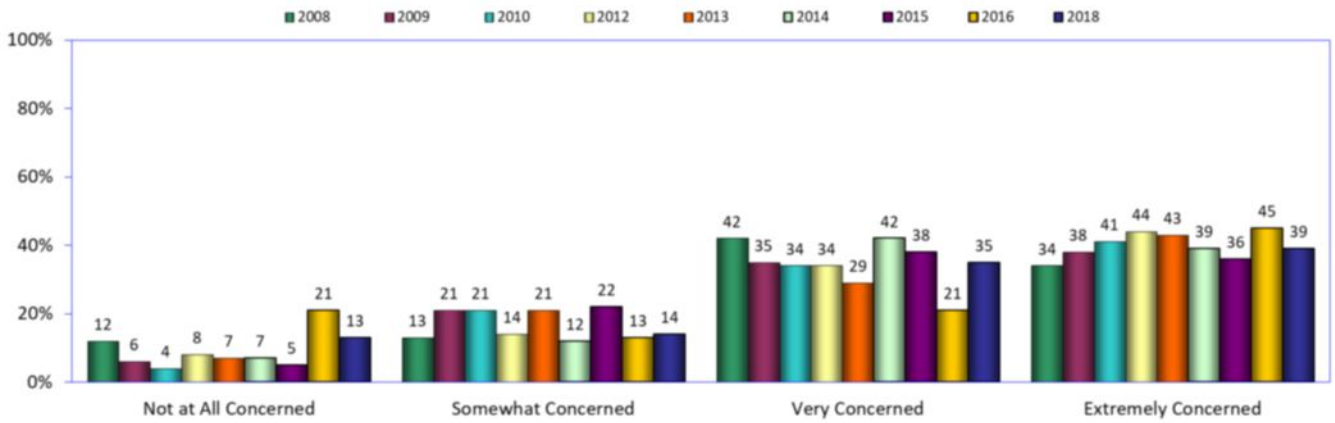
Non-users continue to report high levels of the greatest concern – now 74 percent, up from 66 percent in the previous study.

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



(Q840 U-1)

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



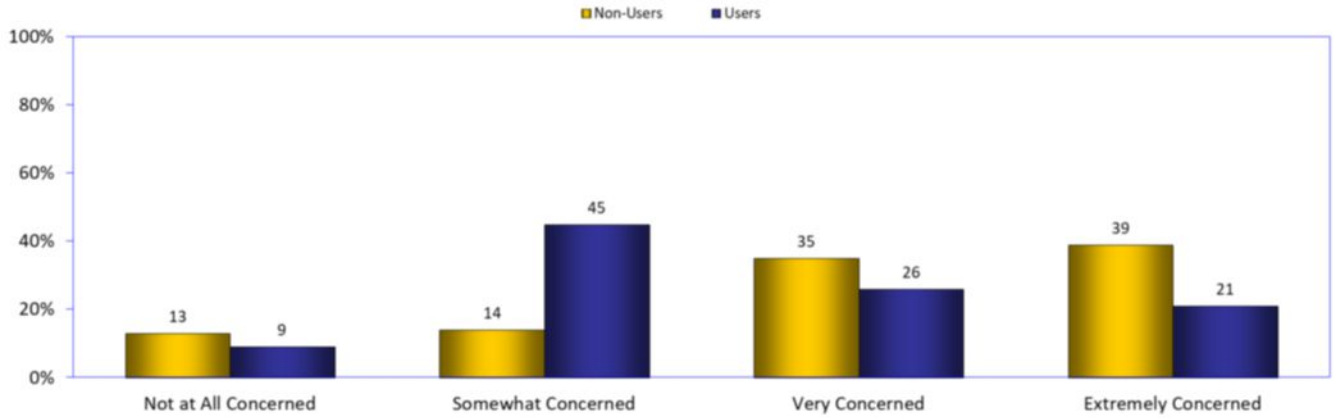
(Q840 N-1)

69. 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.

Seventy-four percent of internet non-users reported the highest levels of concern (very concerned or extremely concerned), compared to 47 percent of users. The smallest gap is found between those who are not at all concerned – just four percentage points.

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



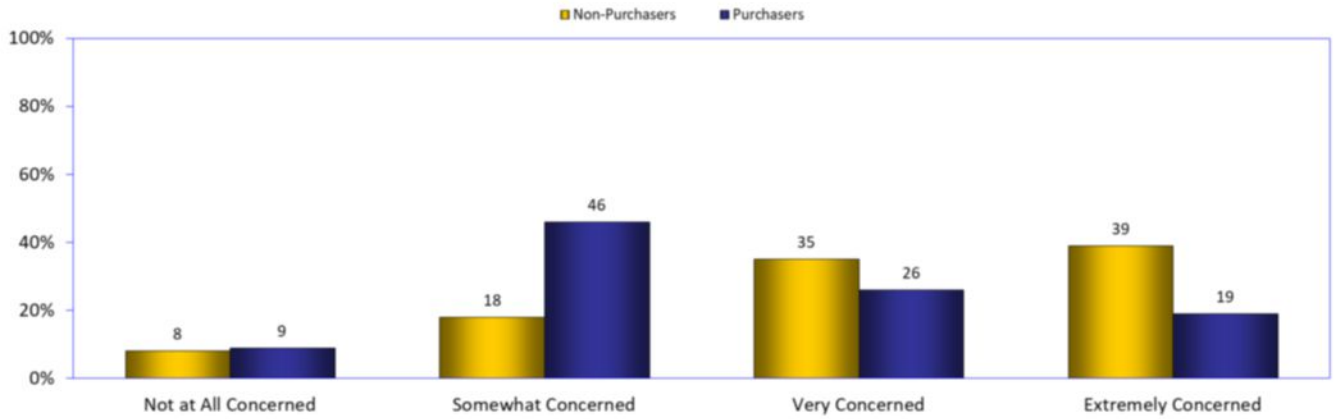
(Q840 R-2)

70. 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 (45 percent) compared to non-purchasers (74 percent).

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



(Q840 U-2)

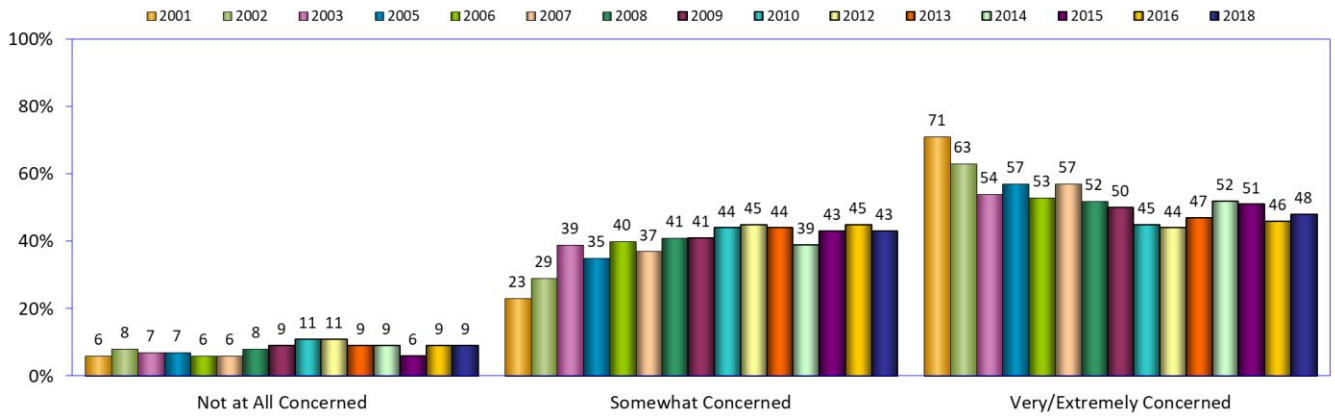
71. Credit card information: concerns about security

Almost all respondents continued to report some concerns about credit card security when or if they buy online, and the current Digital Future study found that the percentages are generally remaining at the same levels.

The current study found that 48 percent of respondents age 18 and older who have a credit card are very concerned or extremely concerned about credit card security when or if buying online, slightly up from 2016 (46 percent) but slightly down from 51 percent in 2015.

The total percentage of 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)



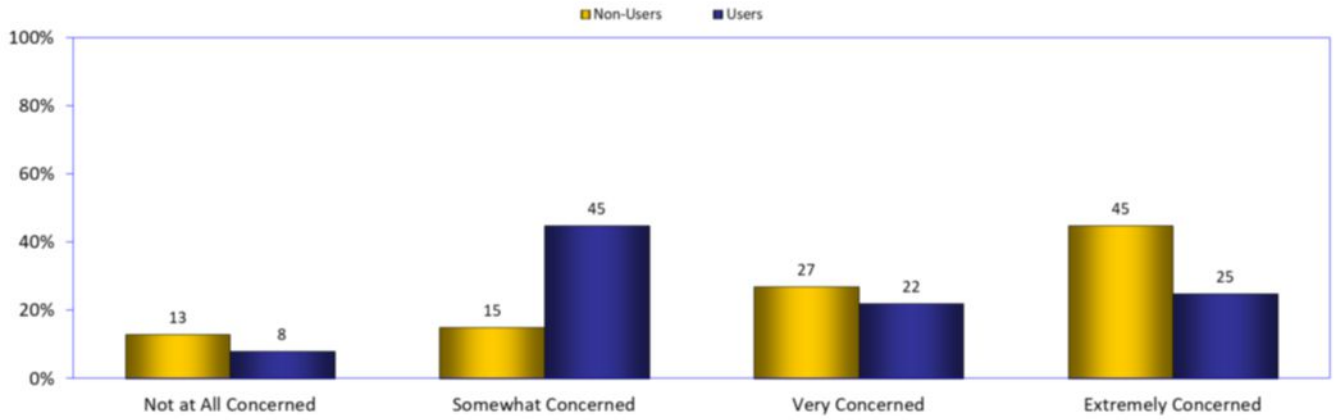
(Q830 R-1)

72. 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-seven percent of users with a credit card, compared to 72 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)



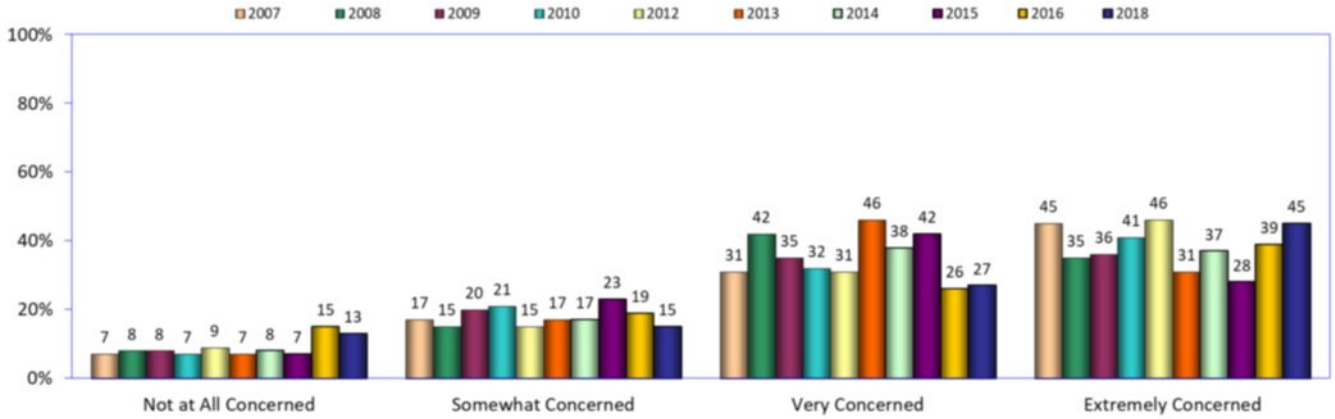
(Q830 R-2)

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

After three years of declines, the number of non-users reporting that they are very or extremely concerned tipped higher in 2018 (now 72 percent) as compared to 2016 (65 percent).

At the same time, those indicating that they are not at all concerned remained in double digits (13 percent) and higher than any year except 2016.

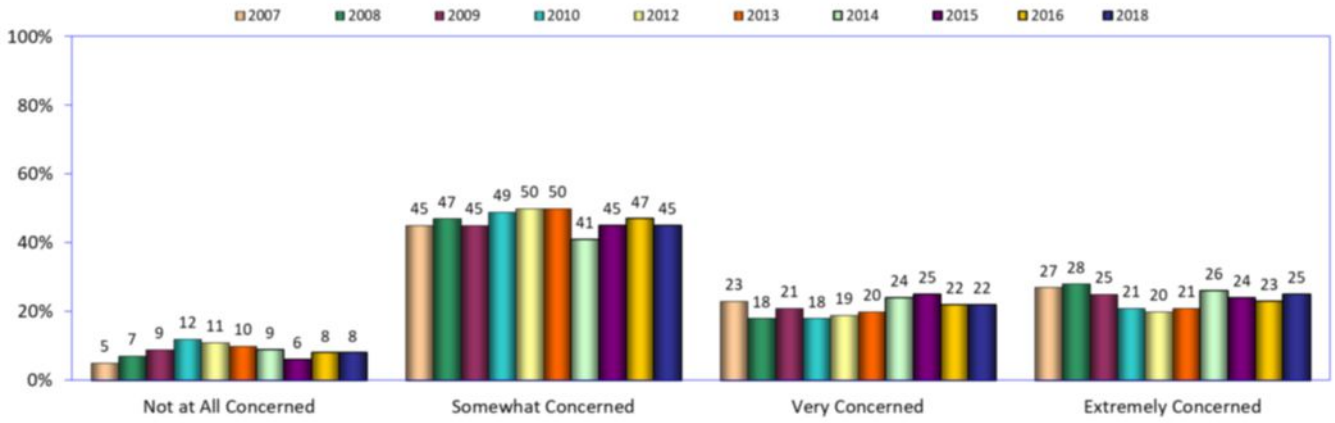
How concerned would you be about the security of your credit card or bank card information when or if you ever bought something online? Would you be...?
(Internet non-users age 18 and older who have a credit card)



(Q830 (N-1)

Users' attitudes have remained very stable across all years of the study. While there are small increases or decreases year to year, the numbers reported fall within a range of nine percentage points or less.

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)



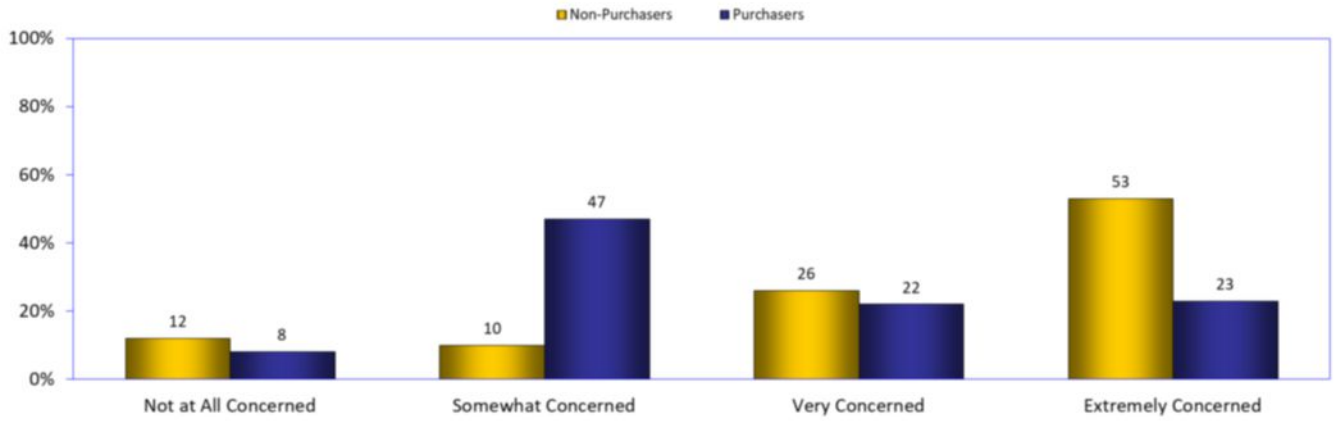
(Q830 (U-1)

73. Credit card security 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 a majority of non-purchasers extremely concerned.

Forty-five percent of purchasers compared to 79 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)

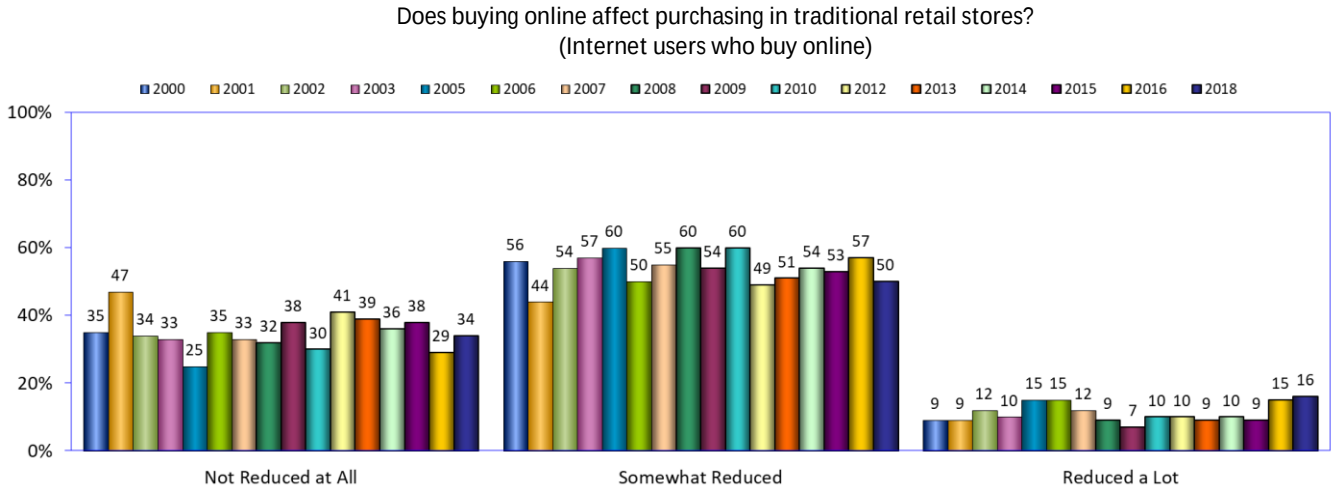
Buying: online vs. traditional retail stores

74. Buying online: effects on traditional retail purchasing

Does buying online affect buying in retail stores?

Sixty-six percent of internet users who buy online said that their internet purchasing reduces their retail purchasing somewhat or a lot, down from 72 percent in 2016.

Thirty-four percent of internet buyers said their online buying has had no effect on their traditional in-store retail purchasing, up from 29 percent in 2016 but still well below the 47 percent reported in 2001.



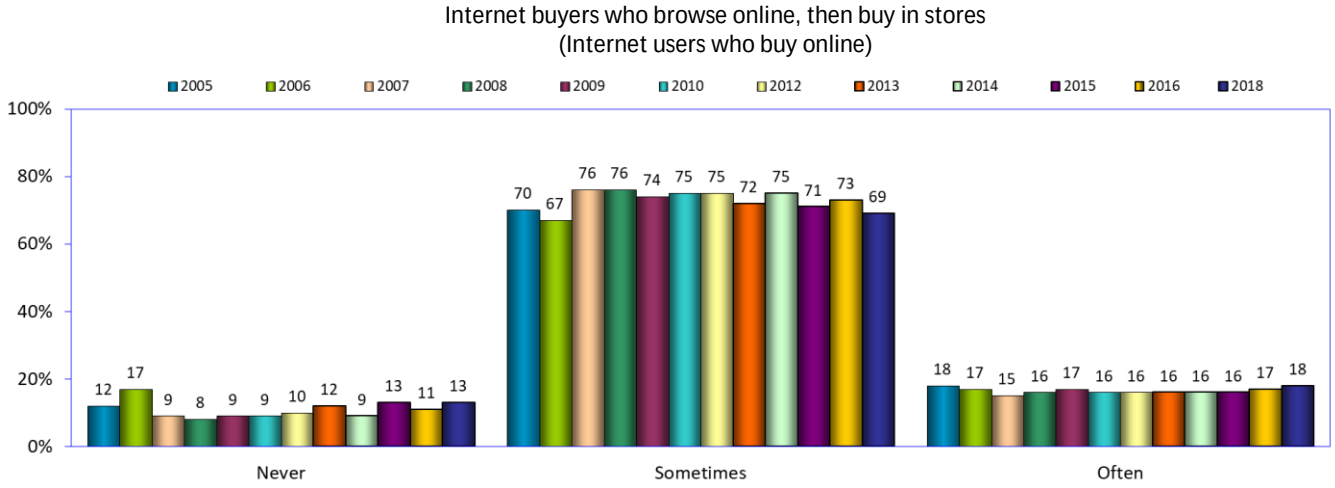
(Q860 U-1)

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

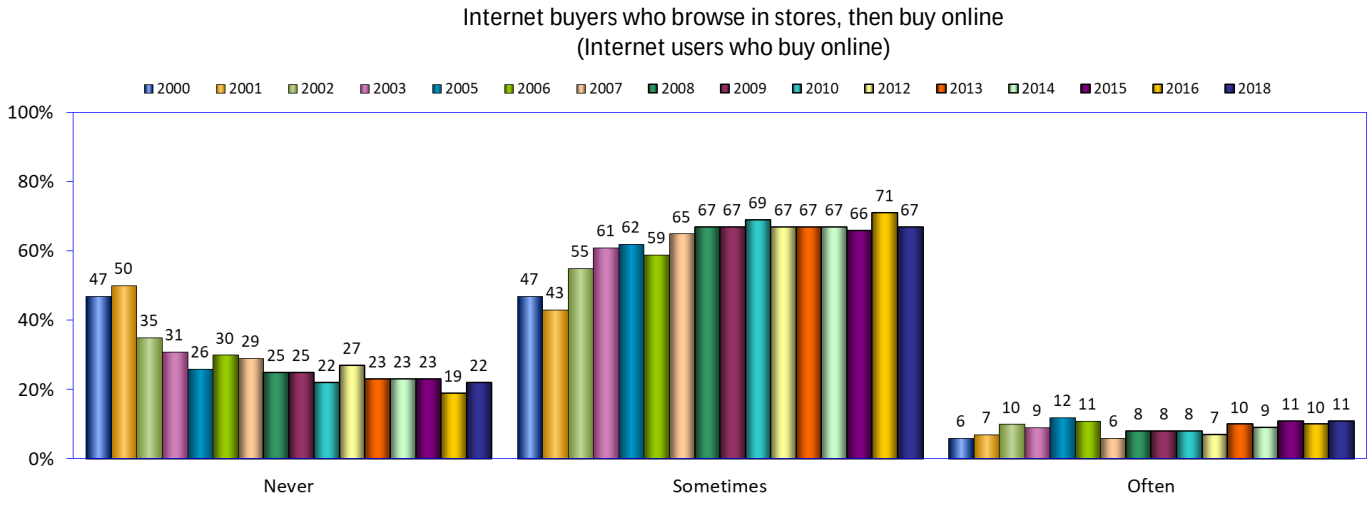
Large percentages of users who buy online will sometimes or often browse on the internet and then buy in stores, while smaller percentages browse in stores and then buy online.

Eighty-seven percent of those who purchase on the internet said that they sometimes or often browse online and then buy in traditional retail stores, down from 90 percent who reported that response in 2016.

Seventy-eight percent of users said they browse in stores and then buy online, down from the 81 percent reported in 2016.



(Q910 U-1)



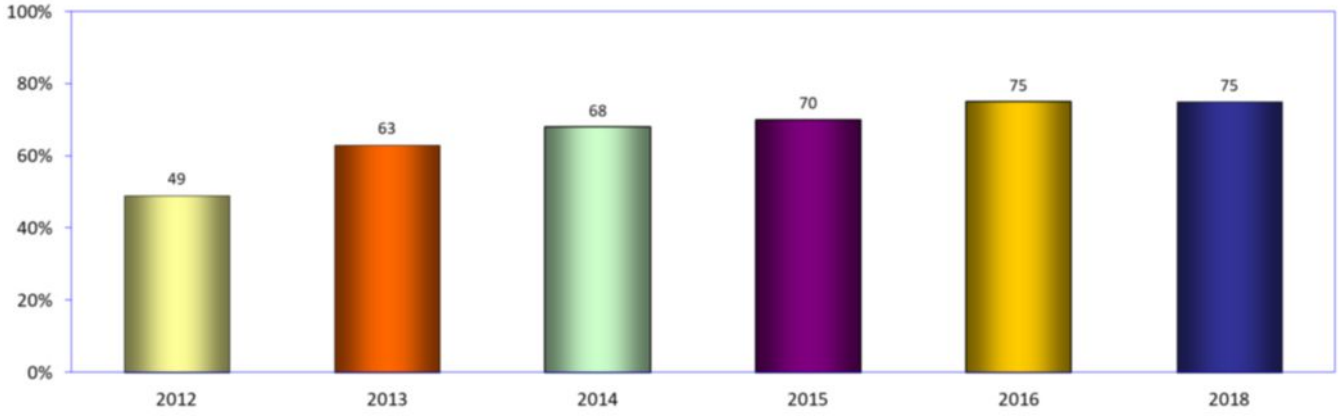
(Q900 U-1)

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

Large 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, the same as in 2016.

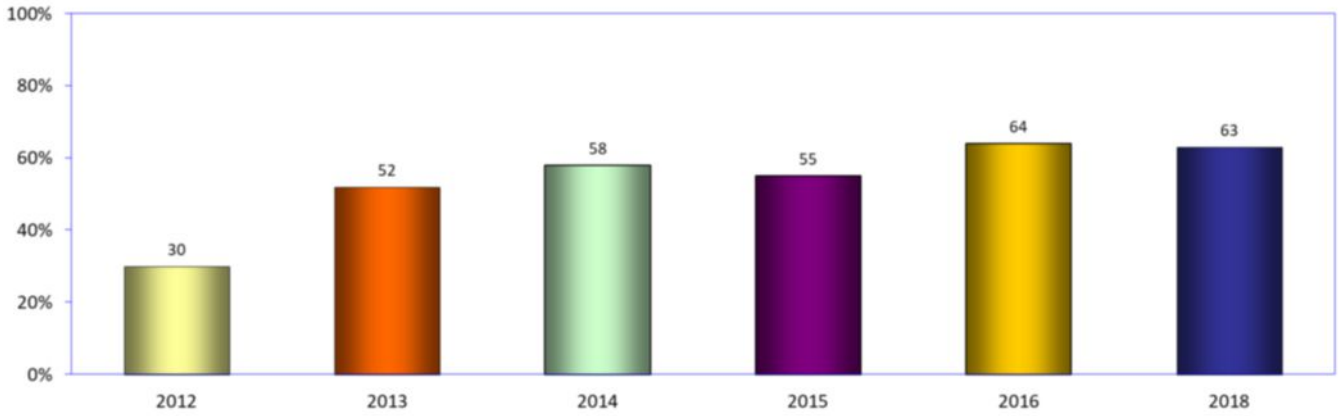
Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available online?
(Online purchasers who browse for products in local stores but purchase online)



(Q901A U-1)

Sixty-three 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 – down slightly from 64 percent in 2016, but still 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)



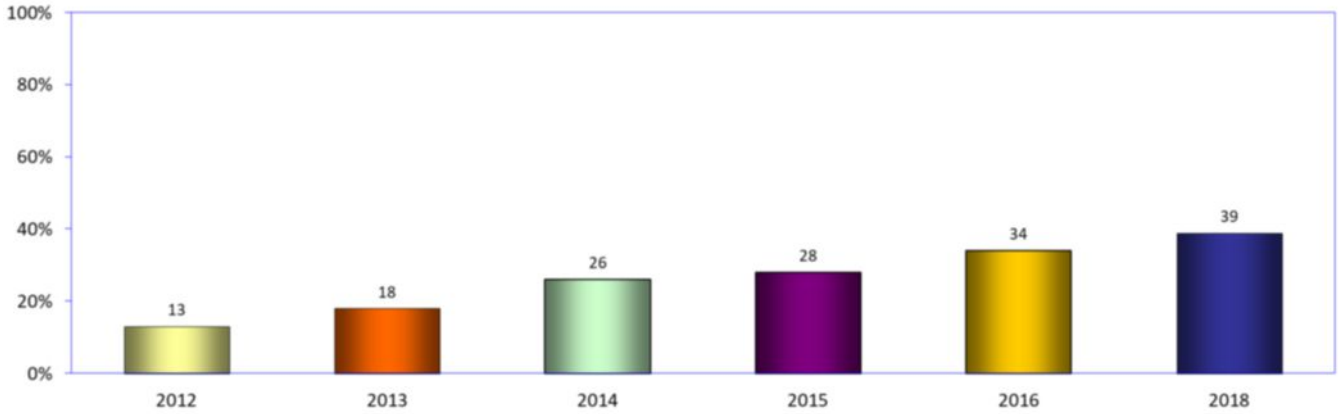
(Q902 U-1)

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

Do customers browsing in local brick-and-mortar stores buy products online while they are shopping in a traditional retail store?

Thirty-nine 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 34 percent in 2016 and 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)

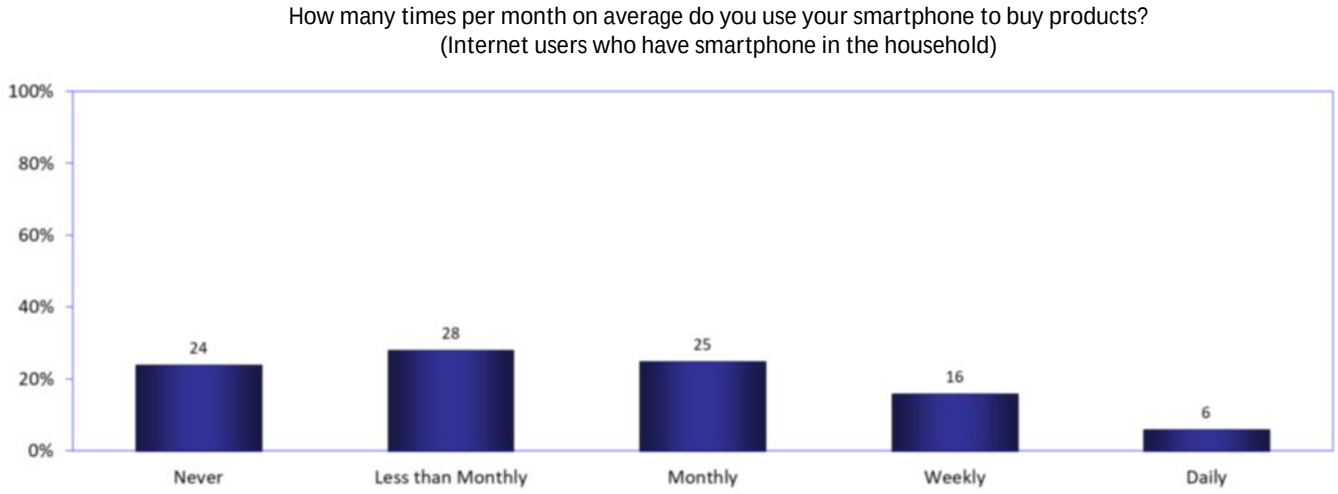
Thirty-six percent of these purchasers have used another retailer's website, while 45 percent have ordered from both the store and another retailer's website.

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)

(Q901D U-1)

78. Using smartphones to buy products

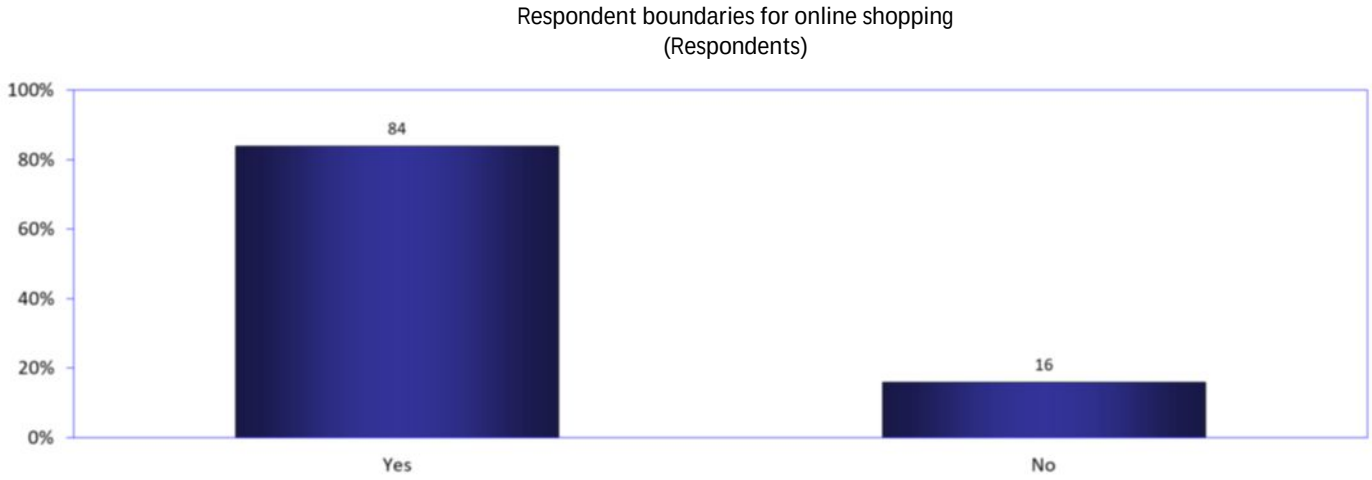
Within households that have at least one smartphone, respondents who are internet users with a smartphone in the household report using a smartphone occasionally to buy products. Twenty-two percent of internet users who have a smartphone in the household report using a smartphone at least weekly to buy products.



(Q152 U-1)

79. Are there products respondents would not purchase online?

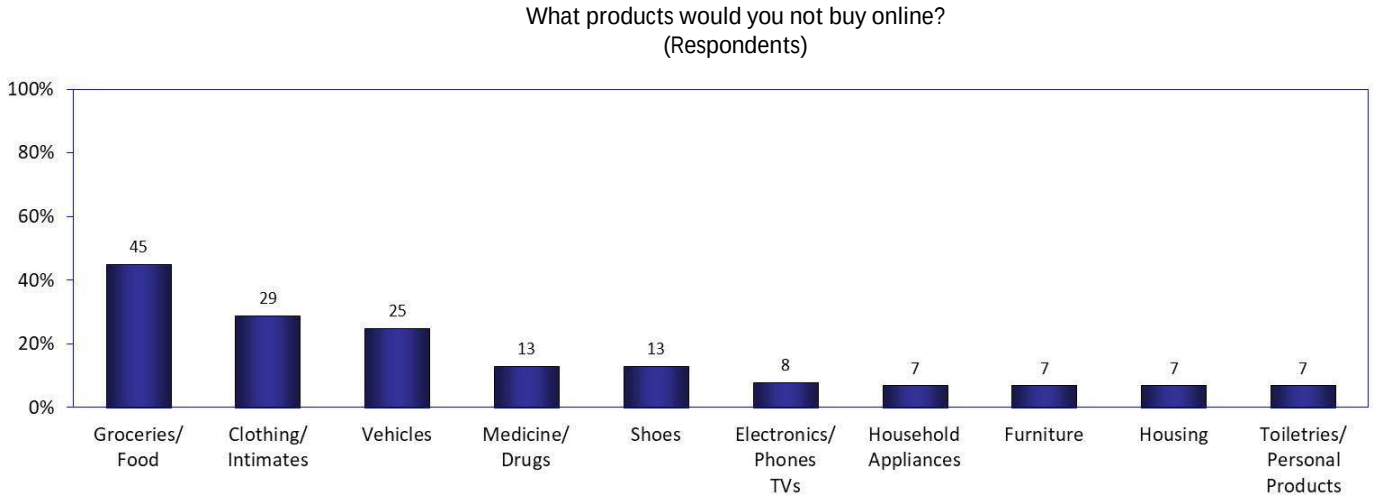
A large percentage of respondents (84 percent) said that there are products they would not purchase online.



(Q812 R-1)

80. What specific types of products would responders not purchase online?

In the current study, respondents were asked what products, if any, they would not buy online. Of those who said that there were products that they would not buy online, the most commonly listed item was groceries or food products, cited by 45% of respondents. The second most commonly listed item was clothing, cited by 29% of those who said that there was some product they would not buy online.

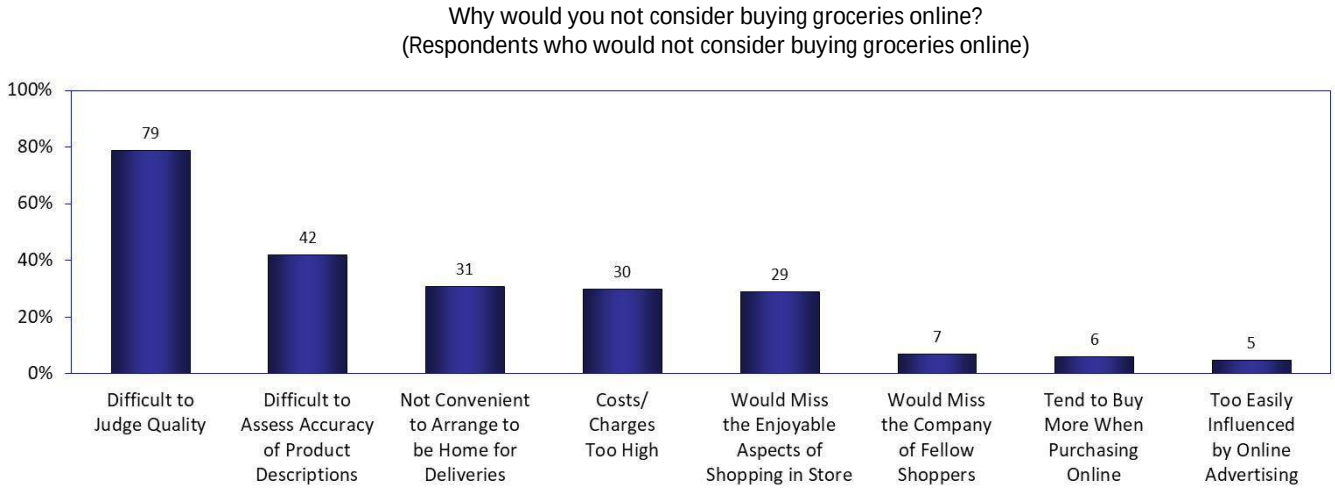


(Q813 R-1) multiple responses allowed

81. **Why won't respond**ents purchase groceries online?

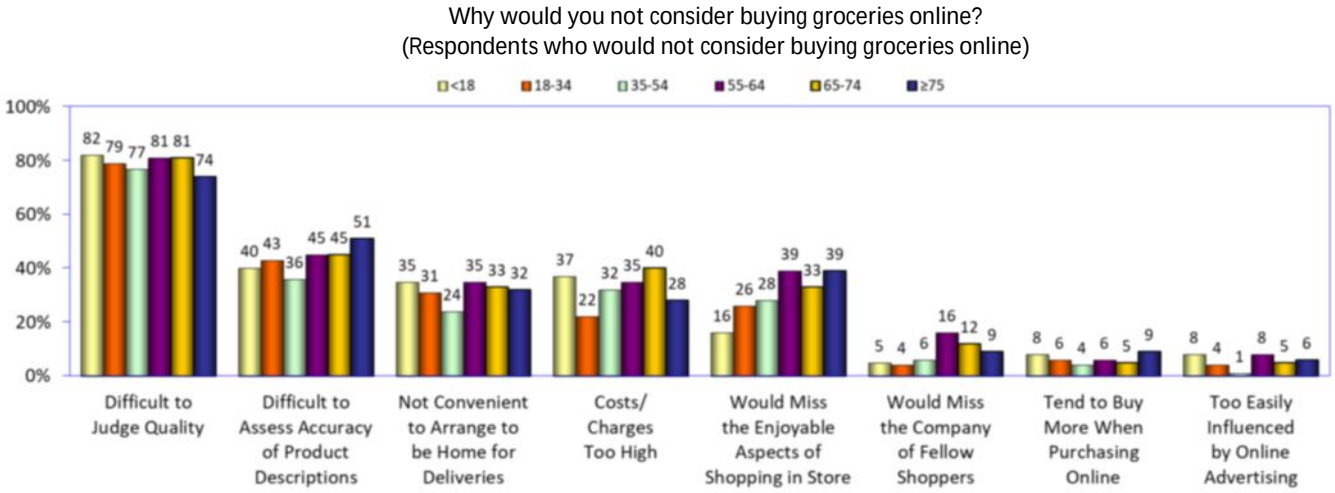
Respondents who would not consider buying groceries online report various reasons for their resistance. Difficulties assessing the quality (79 percent) or description accuracy (42 percent) of products are the most common reasons cited.

Thirty percent or more of respondents indicated that cost and inconvenience are reasons for not buying groceries online. And 29 percent would miss the elements of shopping in groceries that they enjoy.



(Q815 R-1) multiple responses allowed

Large percentages of respondents in all age ranges said they would not consider buying groceries online because of the difficulty in judging quality. Smaller but still sizeable percentages in all age ranges said that it would be difficult to assess accuracy of product descriptions.



(Q815 A-1) multiple responses allowed

Communication patterns

Users who said the internet has somewhat or greatly increased contact with . . .		
. . . friends		52%
. . . family		46%
. . . people in their neighborhood		18%
Average number of friends met in person whom they originally met online	2010	2.4
	2018	5.1
Users who agree/strongly agree that they are concerned their privacy online is being violated by . . .		
. . . governments		52%
. . . corporations		57%
Users who have been bullied or harassed online		20%
Users who have received unwanted sexual attention online		28%

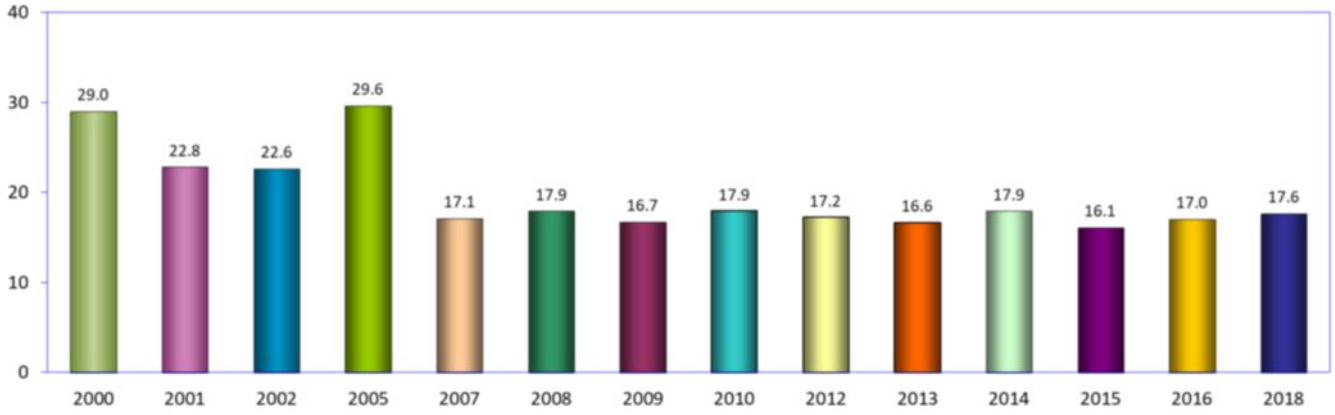
Time with family and friends

82. 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 17.6 hours per week, up from 17.0 hours in 2016.

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



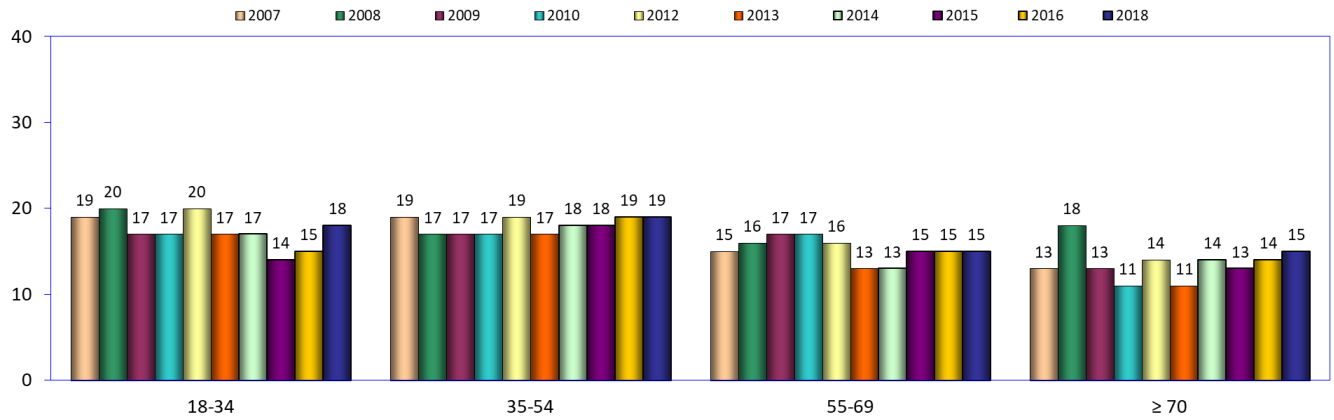
(Q1140 R-1)

83. 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). All age categories reported either the same or more hours in 2018 than in 2016.

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



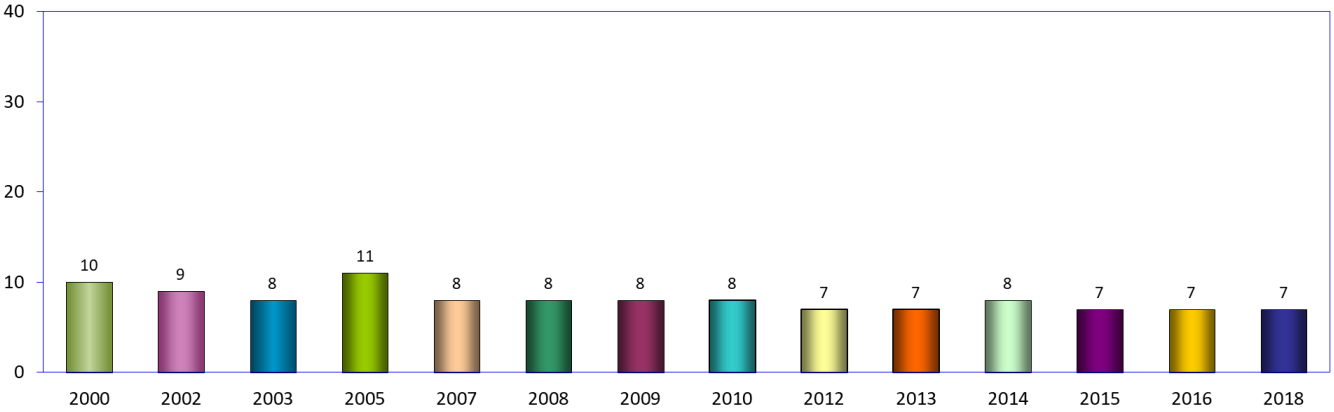
(Q1140 A-1)

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

As with time spent socializing with family (see pages 82 and 83), respondents reported generally consistent amounts of time spent socializing face-to-face with friends outside of school or the office over the 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 2016.

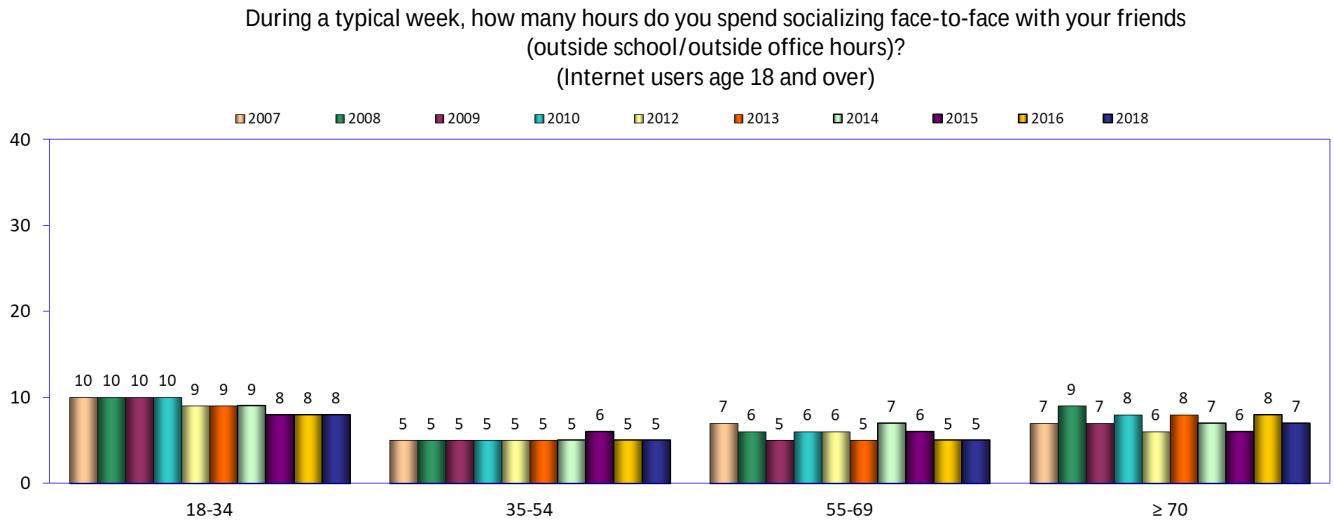
During a typical week, how many hours do you spend socializing face-to-face with your friends
(outside school/outside office hours)?
(Respondents)



(Q1160 R-1)

85. 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 (eight hours per week) and those age 70 or older (seven hours per week) spend the most amount of time face-to-face with their friends.

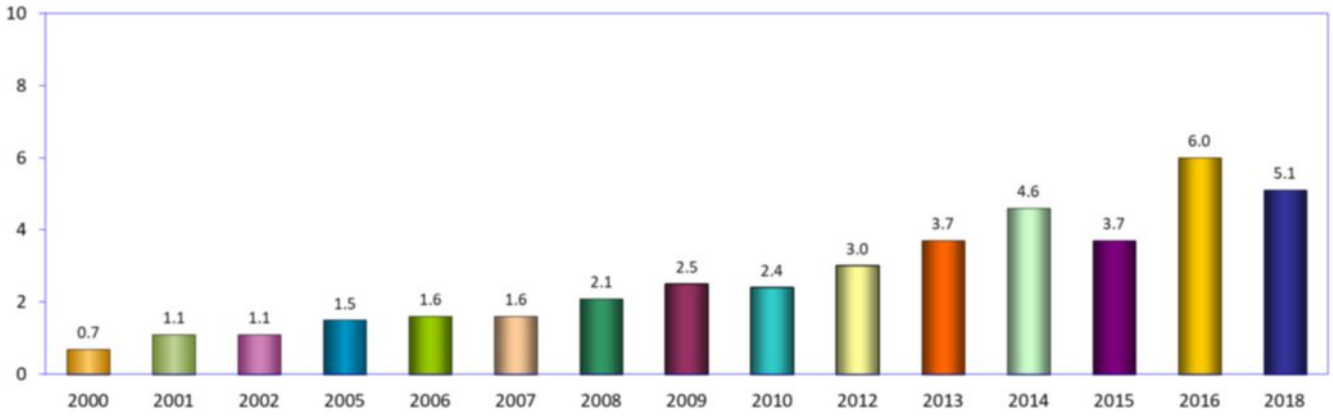


(Q1160 A-1)

86. Friends met online, then met in person

In the current study, the average number of online friends met in person (now 5.1) has dropped below the number reported in 2016, but is still higher than in any other previous year of the study.

Online friends met in person
(Internet users)



(Q320 U-1)

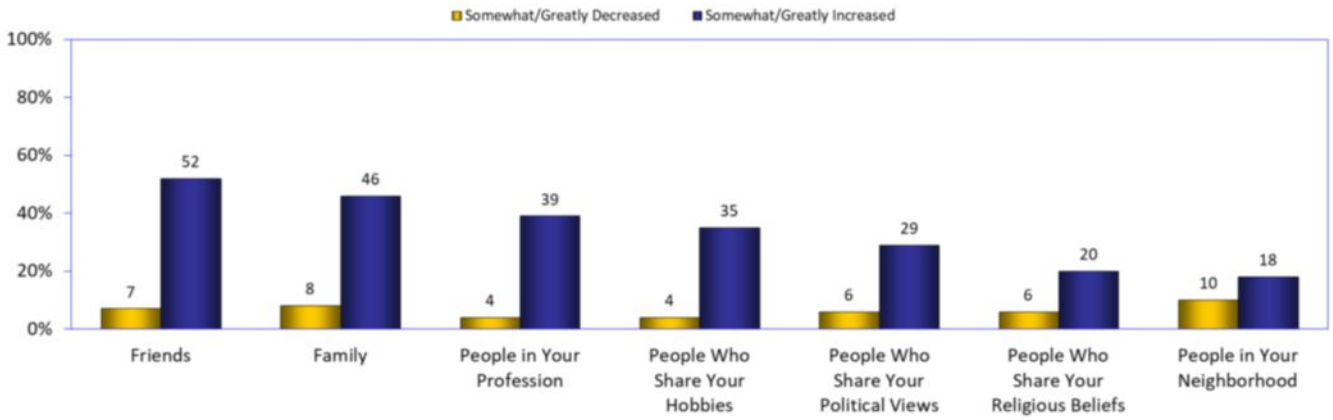
87. The internet**'s effects on social contact**

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

The largest percentages of increased contact were reported by users who said the internet somewhat or greatly increased their contact with friends (52 percent) and family (46 percent). Other large percentages were reported by users who said the internet increased their contact with people in their profession (39 percent), and people who share their hobbies (35 percent).

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

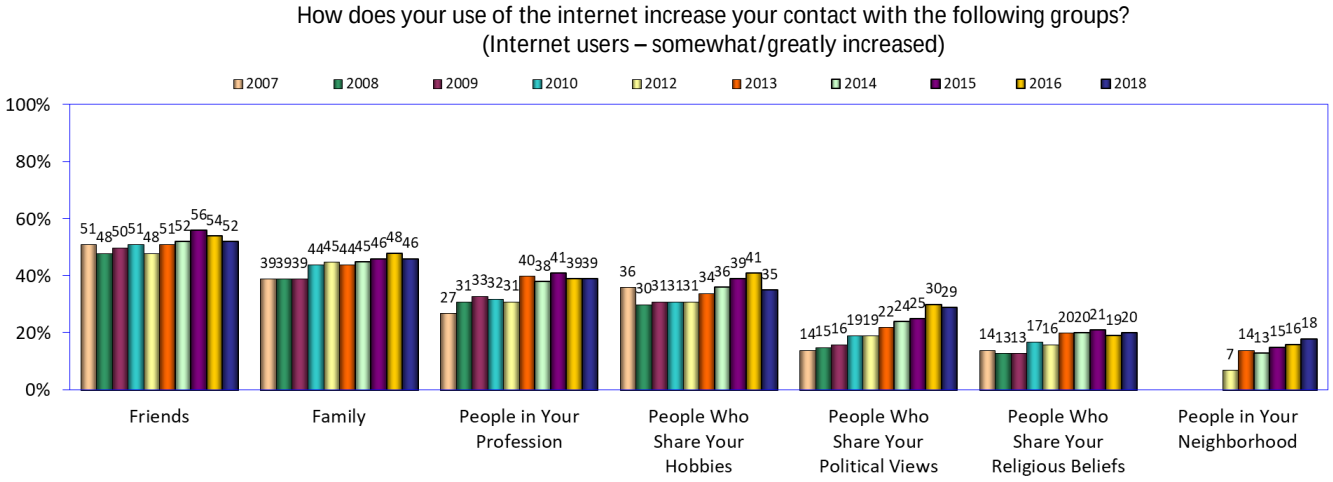
Does your use of the internet increase or decrease your contact with the following groups?
(Internet users)



(Q950 U-1)

88. The internet**'s e**ffects on social contact: 2007-2018

The percentages of respondents who said that internet use has increased their contact with social and professional groups have remained generally stable; the only change from the previous study that was larger than two percentage points was the drop to 35 percent of users who contact people who share their hobbies – down from 41 percent in 2016.



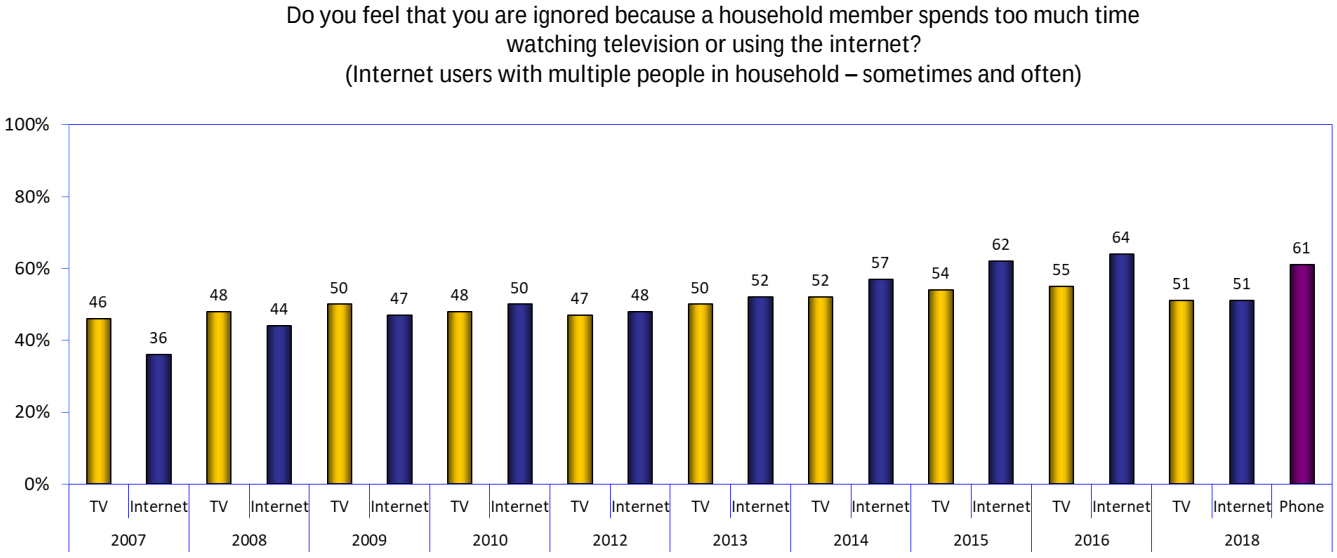
(Q950 U-2)

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

Fifty-one percent of internet users said they are sometimes or often ignored because another member of the household spends too much time online – down from 64 percent in 2016.

The percentage of users who said they were ignored by a household member who spends too much time watching television decreased to 51 percent, down from 55 percent in 2016.

Notably, in the current study, 61 percent of users said they were ignored sometimes or often by someone in their household because of too much time spent on the phone – 10 percentage points higher than the numbers reported for TV or the internet.

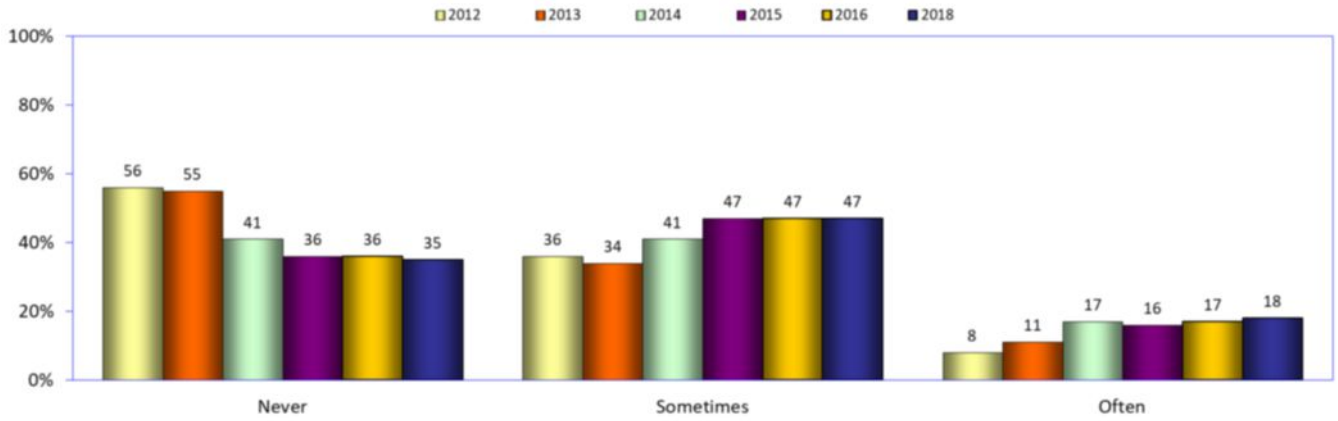


(Q1010 x Q1020 x Q1102 U-2)

90. Are you ignored because of mobile devices?

For the fifth study in a row, a growing percentage of mobile phone users (65 percent) said they were ignored sometimes or often because a household member spends too much time on a mobile device – either talking, texting, or web browsing.

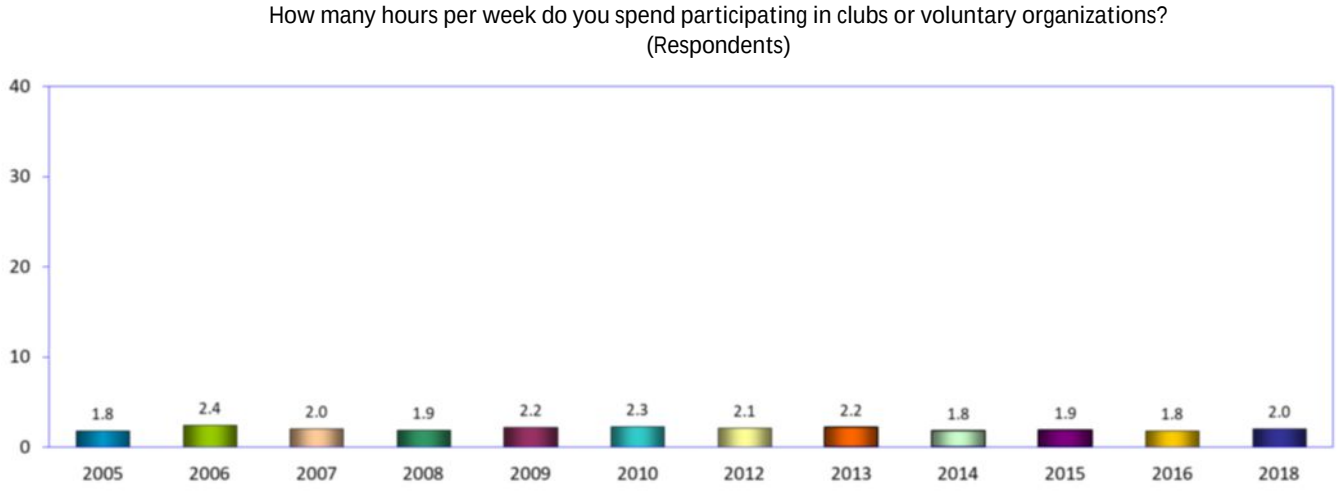
Do you feel that you are ignored because a household member spends too much time on a mobile device (talking, texting, web browsing, etc.)?
(Mobile phone users with multiple people in household)



(Q1022 S-1)

91. Time spent with clubs and volunteer organizations

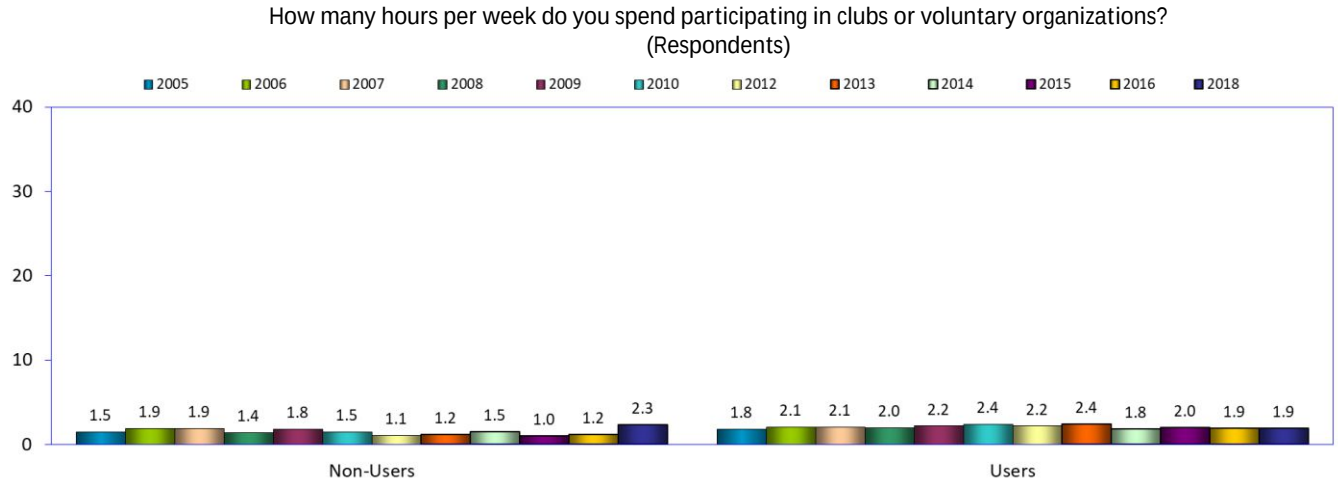
Respondents in the current study said they spend an average of 2.0 hours per week participating in clubs or voluntary organizations, a number which has remained essentially the same in every year of the study.



(Q1200 R-1)

92. Time spent with clubs and volunteer organizations (users vs. non-users)

For the first time in the Digital Future study, non-users spent more time than users participating in clubs or voluntary organizations. In the current study, users reported spending 1.9 hours per week compared to 2.3 hours for non-users.



(Q1200 R-2)

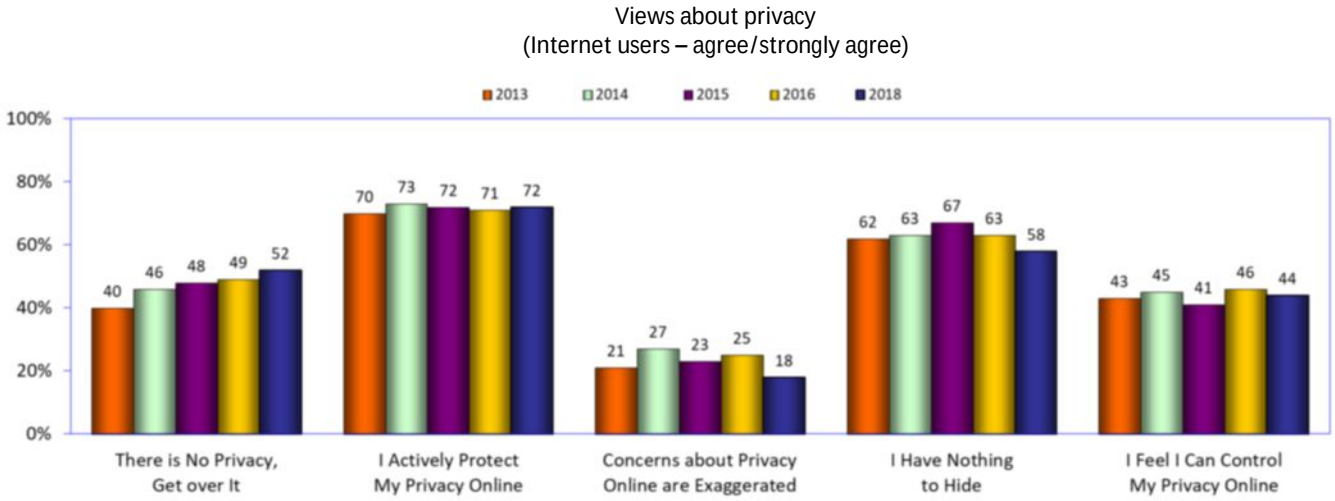
Views about privacy while online

93. Views about privacy

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

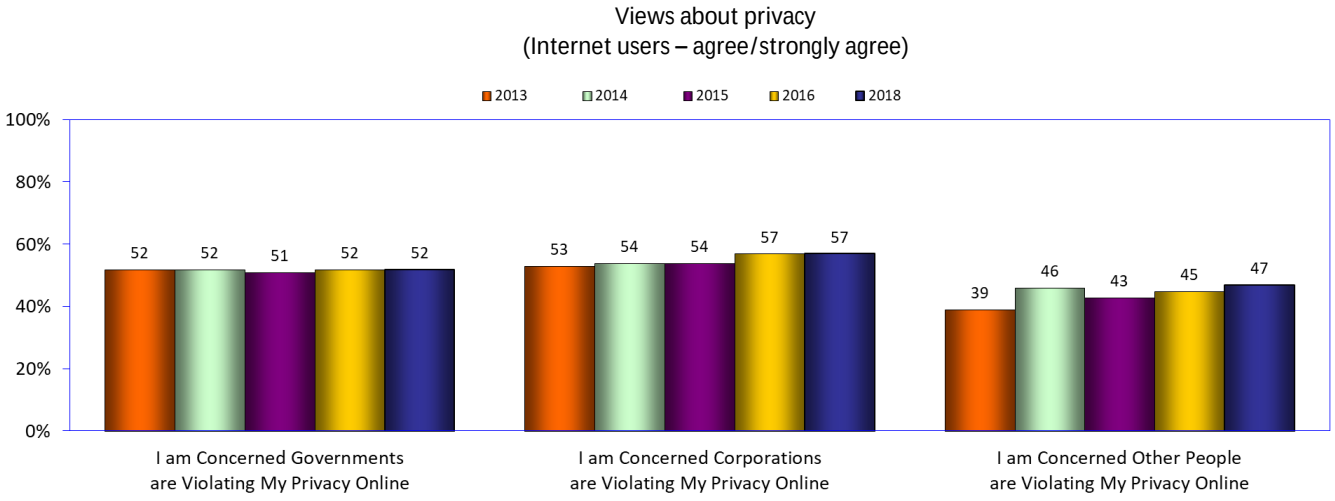
Looking at the first five statements, the largest percentage of users agreed or strongly agreed with the statement, "I actively protect my privacy online," reported by 72 percent of internet users, a slight increase from 2016.

For the fifth year in a row, the number of users who agree or strongly agree with the statement "There is no privacy, get over it" increased – now more than 50%.



(Q844 U-1)

For the fifth straight year, users are more concerned with corporations violating their privacy than they are with governments violating their privacy. Of users asked about concerns over who might violate their personal privacy, the largest percentage (57 percent) was concerned about corporations, followed by governments (52 percent).

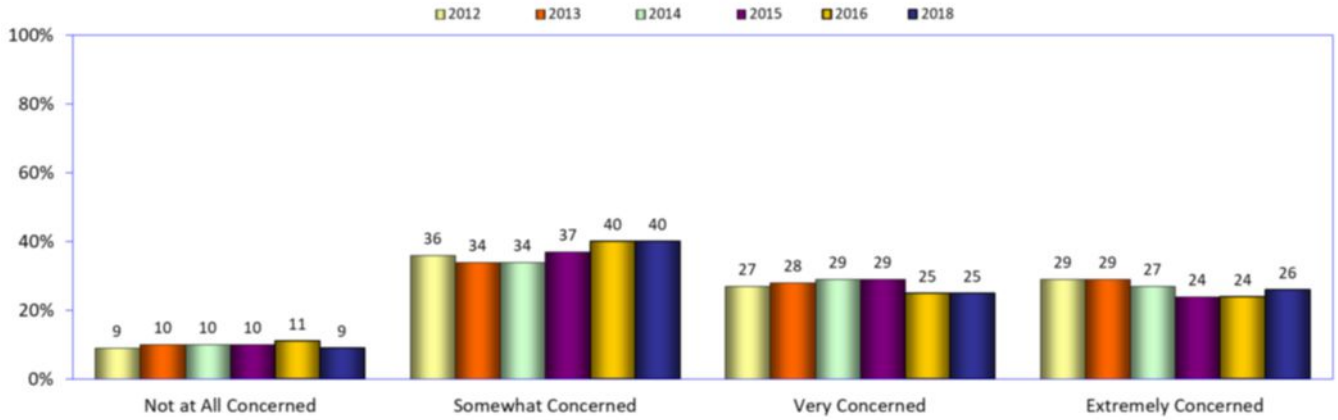


(Q844 U-2)

94. Privacy of personal information and companies tracking online behavior

The vast majority of respondents age 16 and older (91 percent) expressed some level of concern about their privacy because companies can track their online behavior – marginally above the 89 percent reported in 2016.

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



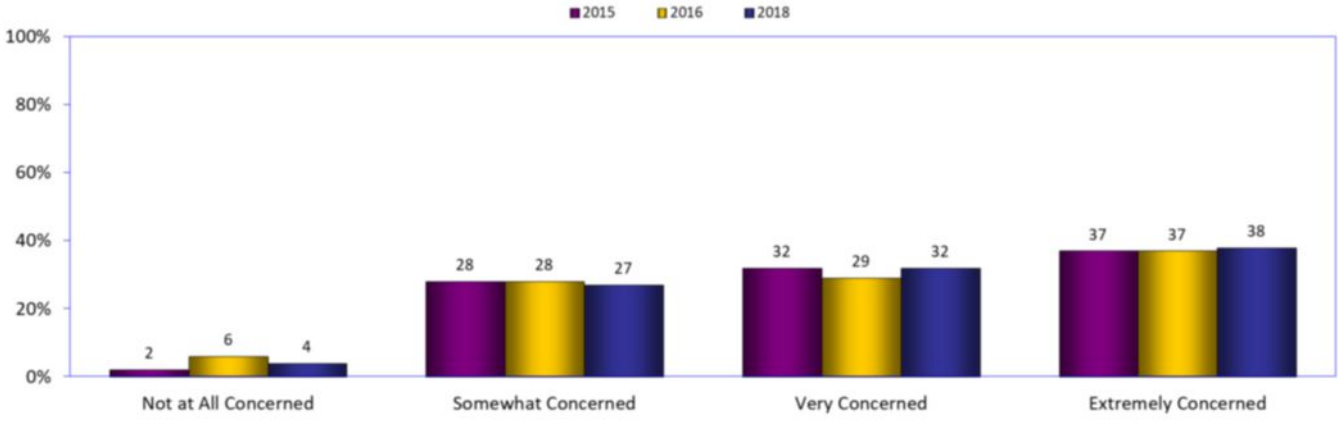
(Q843 R-1)

95. 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 51 percent of respondents are very concerned or extremely concerned about company tracking their online behavior (see the previous question), 70 percent of respondents are very/extremely concerned that companies are unable to protect personal information from hackers or data thieves.

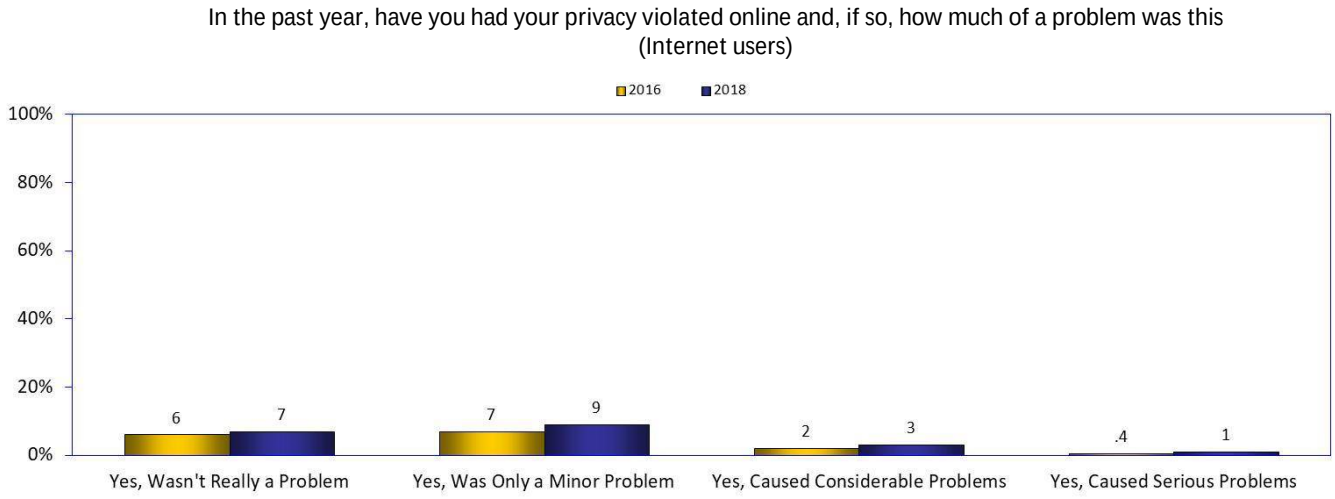
How concerned are you or would you be about companies' inability to protect your personal information from hackers or anyone else who might steal it?
(Respondents age 16 and older)



(Q843A R-1)

96. Impact of online privacy violations

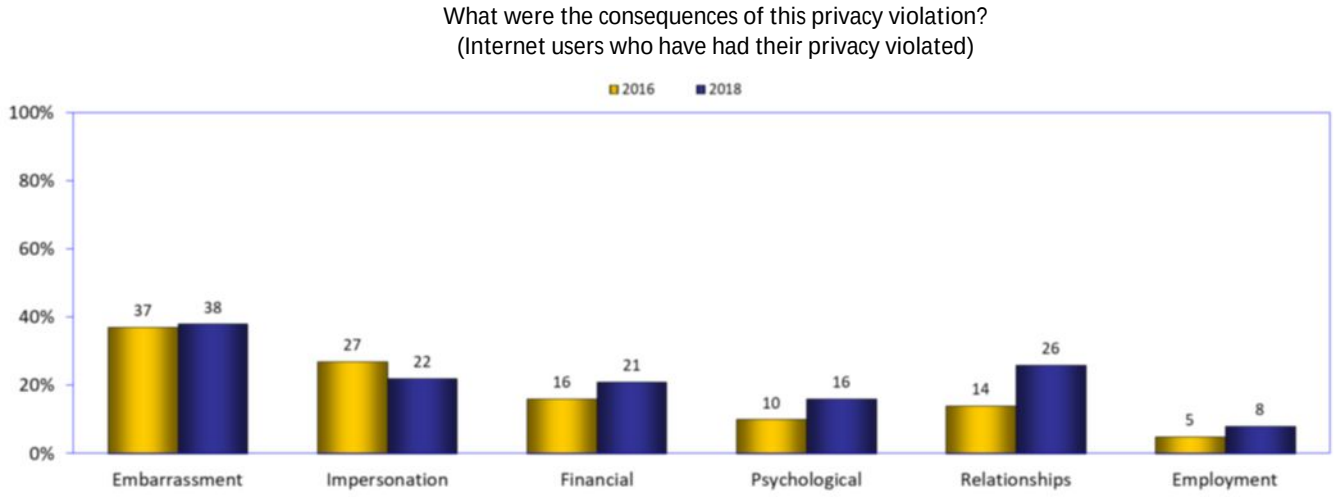
Twenty percent of users report having their privacy violated in the past year, up from 15 percent in 2016. Of those, four percent reported that it as a considerable or serious problem, up from just over two percent in 2016.



(Q842A U-1)0

97. Consequences of online privacy violations

The largest increase in consequences of online privacy violation is in relationships – up 12 percentage points over 2016. The second largest was in psychological – up six percentage points. In fact all categories recorded increases except in impersonations which dropped five percentage points.

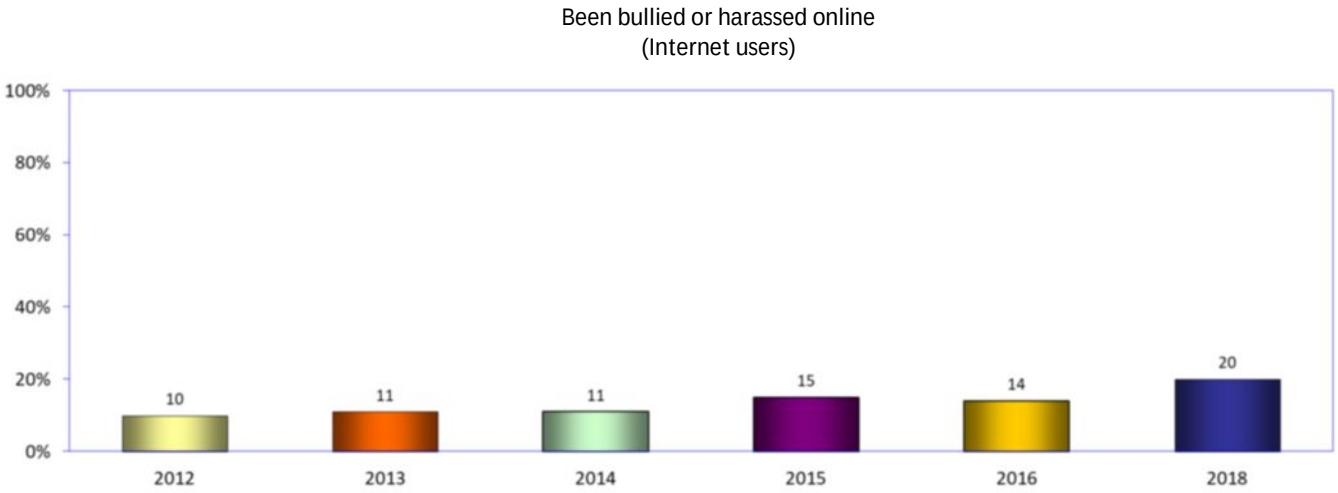


(Q842B U-1) (Multiple responses allowed)

Online bullying and harassment

98. Have you been bullied or harassed online?

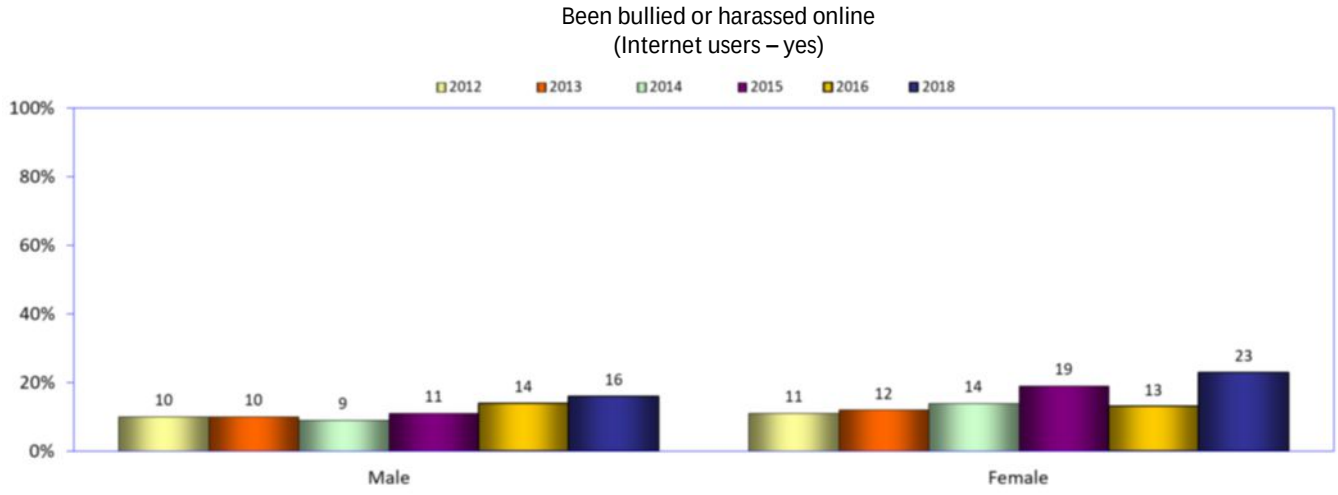
When internet users were asked if they had ever been bullied or harassed online, 20 percent responded yes – a significant increase over 2016 and five percentage points higher than the previous high mark.



(Q846 U-1)

99. Online bullying and harassment (by gender)

This year's study recorded a significant jump in reports of bullying/harassment among females – up 10 percent over 2016 and a new high for the study. Males also reported a slight increase over 2016 – just two percentage points, but still a new high.

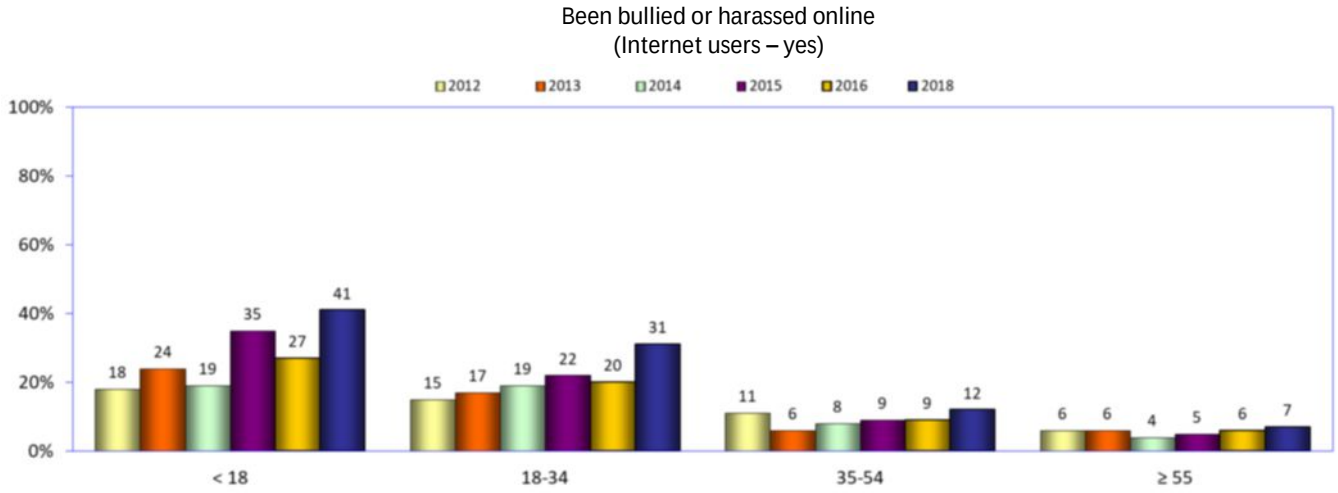


(Q846 G-1)

100. 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. In 2018, every age category reported an increase in these incidents.

The largest increases were reported by users under 18 (an increase of 14 percentage points) and 18-34 (an increase of 11 percentage points). The increases in the other categories were more modest: among those ages 35-54 an increase of only three percentage points and among those 55 or over an increase of just one percentage point.

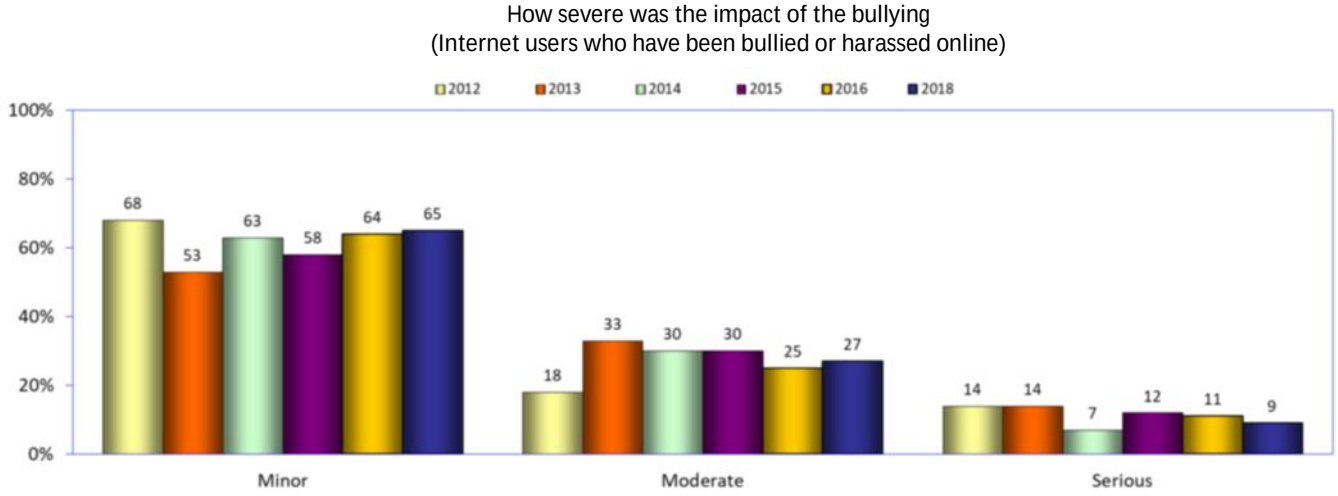


(Q846 A-1)

101. Online bullying and harassment: impact

Of those who have been bullied or harassed, 65 percent reported that the impact was minor, up only slightly from the 64 percent in 2016.

The number who reported that the impact was severe continued to drop – now nine percent.

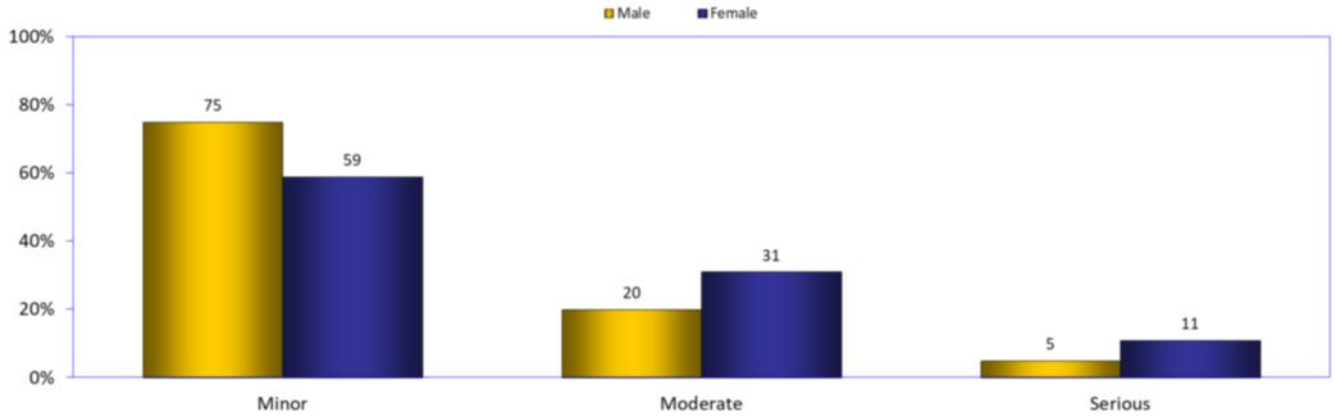


(Q847 U-1)

102. Online bullying and harassment: impact (by gender)

Higher percentages of women reported that the impact of the bullying was moderate or serious: 42 percent of women compared to 25 percent of men.

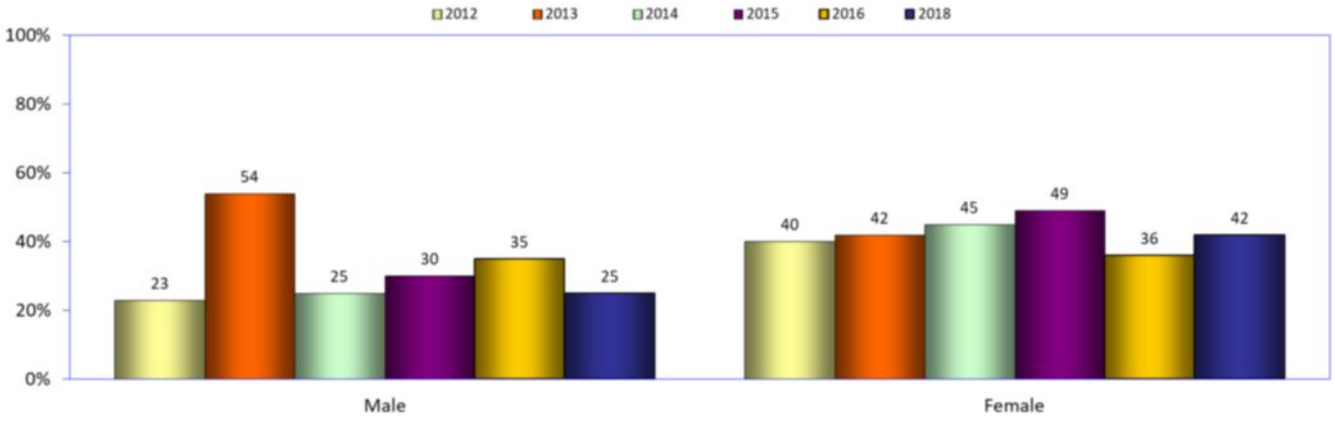
How severe was the impact of the bullying?
(Internet users who have been bullied or harassed online)



(Q847 G-1)

Looking at the severity of bullying year-to-year shows a change in the general upward trend that males have been reporting. Twenty-five percent of males reported that the impact of the bullying was moderate or serious, down from 35 percent in 2016. Females reported higher incidence117. of moderate/serious impacts – now 42 percent, up from 36 percent in 2016.

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

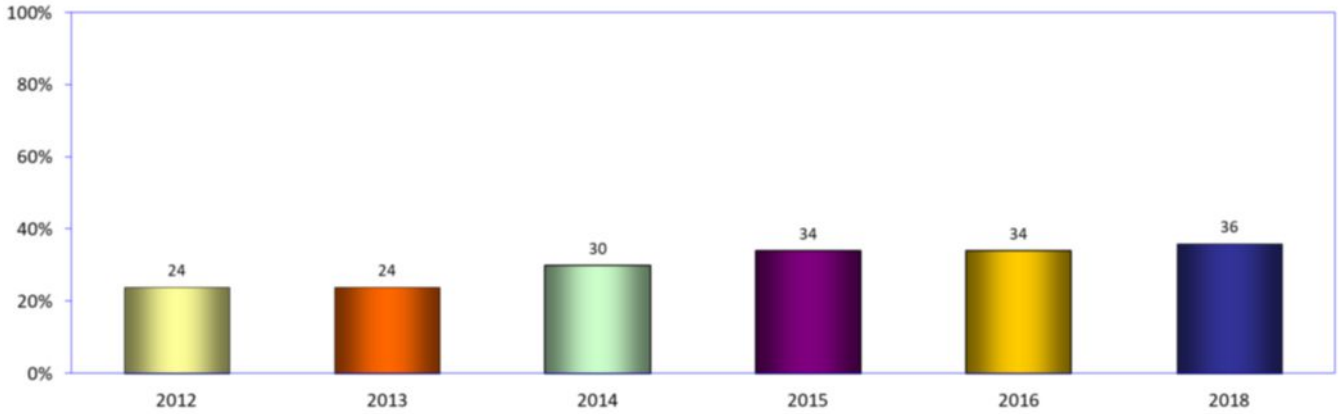


(Q847 G-2)

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

Although 20 percent of users said they have been bullied or harassed on the internet (see page 92), a much higher percentage of all respondents said they know someone else subjected to bullying or harassment online– now at 36 percent, the highest level to date.

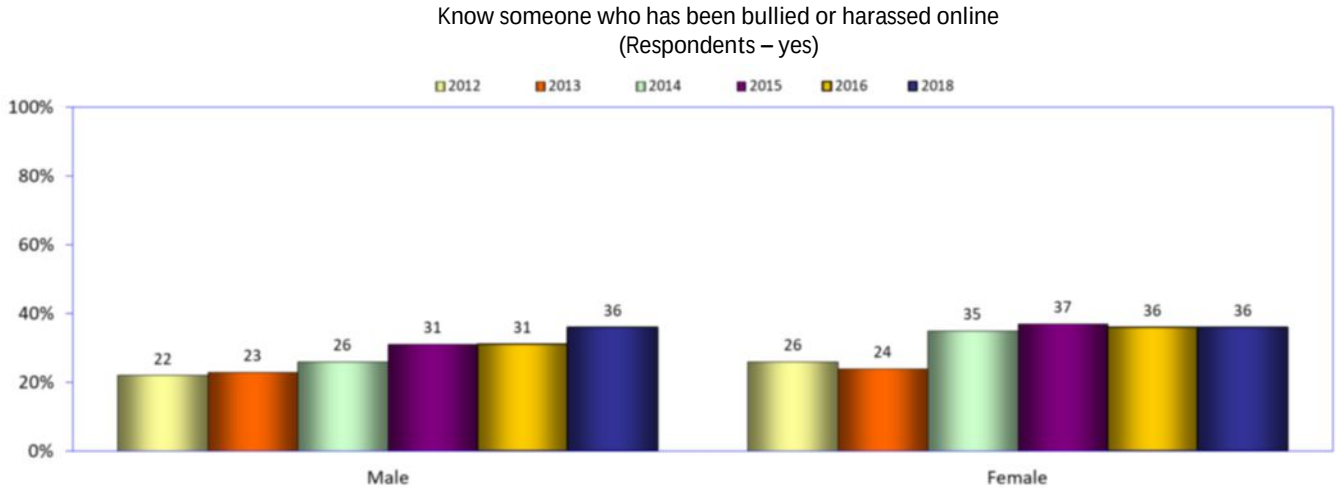
Know someone who has been bullied or harassed online
(Respondents)



(Q848 R-1)

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

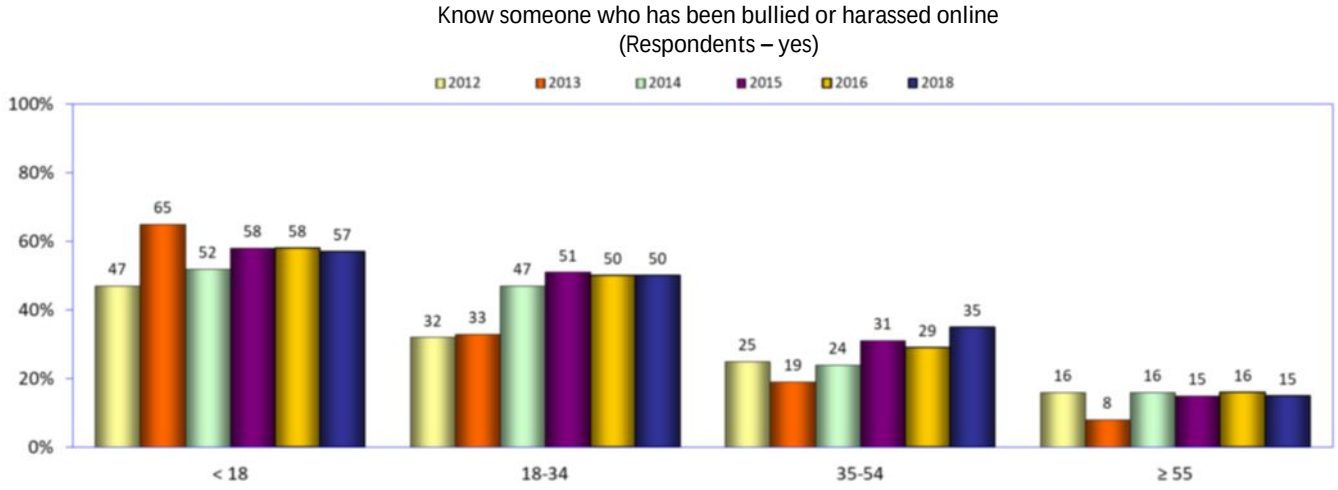
Despite the fact that more females than males reported being bullied/harassed online, equal numbers reported that they know someone who has been bullied/harassed. Thirty-six percent of males and females said they know someone who has been bullied or harassed online – a new high for males.



(Q848 G-1)

105. 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 (57 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)

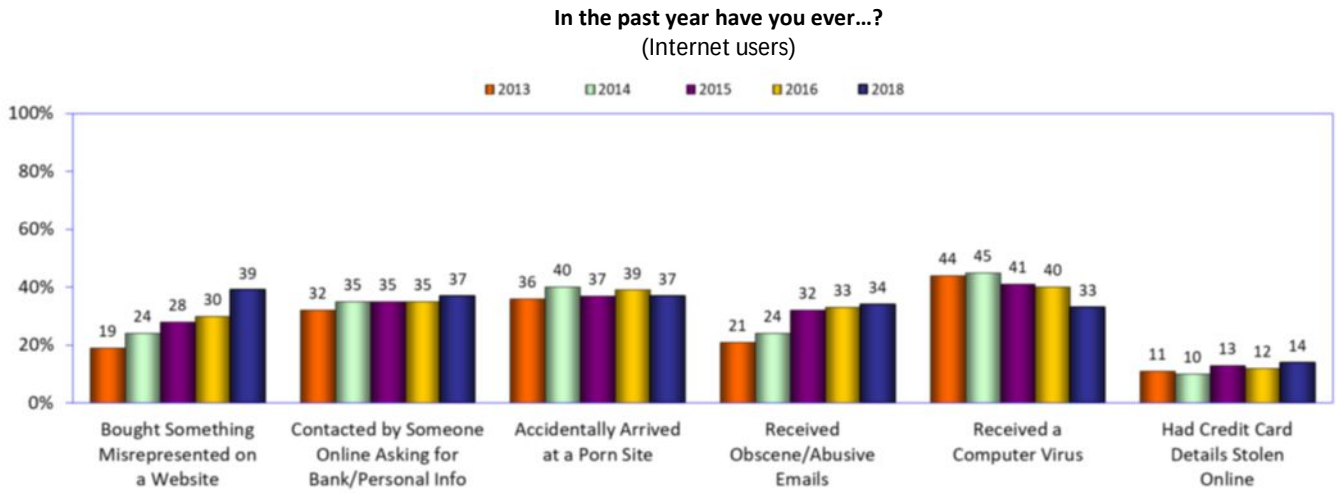
106. Negative online experience

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.

Two categories have increased every year: buying a misrepresented item online (now 39 percent) and receiving obscene and abusive emails (now 34 percent).

Being contacted by someone online asking for personal details (now 37 percent) has grown or maintained the same level every year.

On the other hand, receiving a computer virus has dropped for the last three years (now 33 percent).

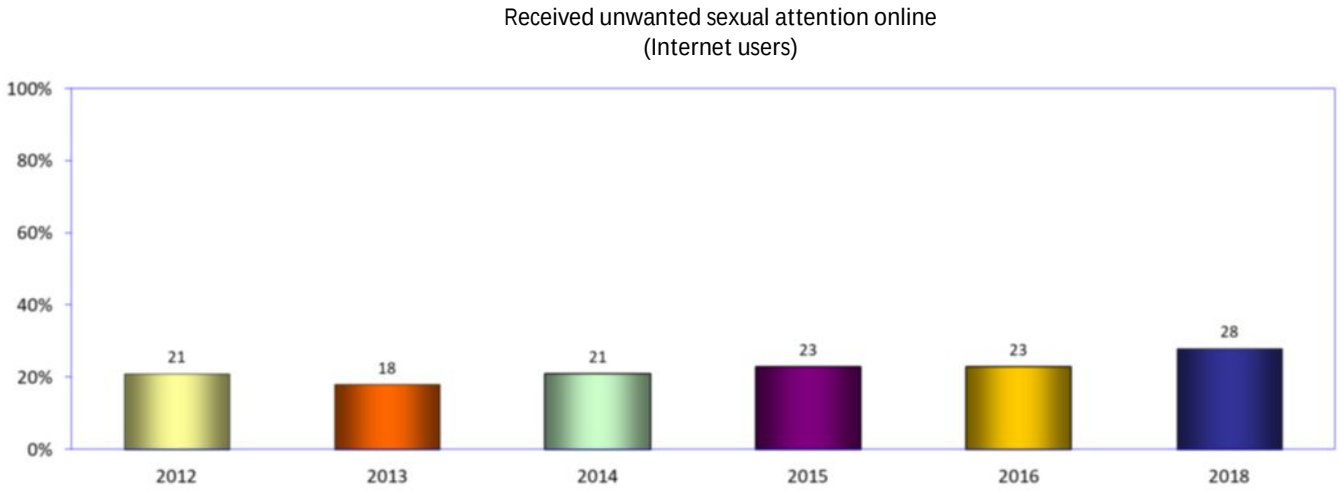


(Q828 U-1)

Unwanted sexual attention online

107. 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 28 percent, the highest so far in the study.

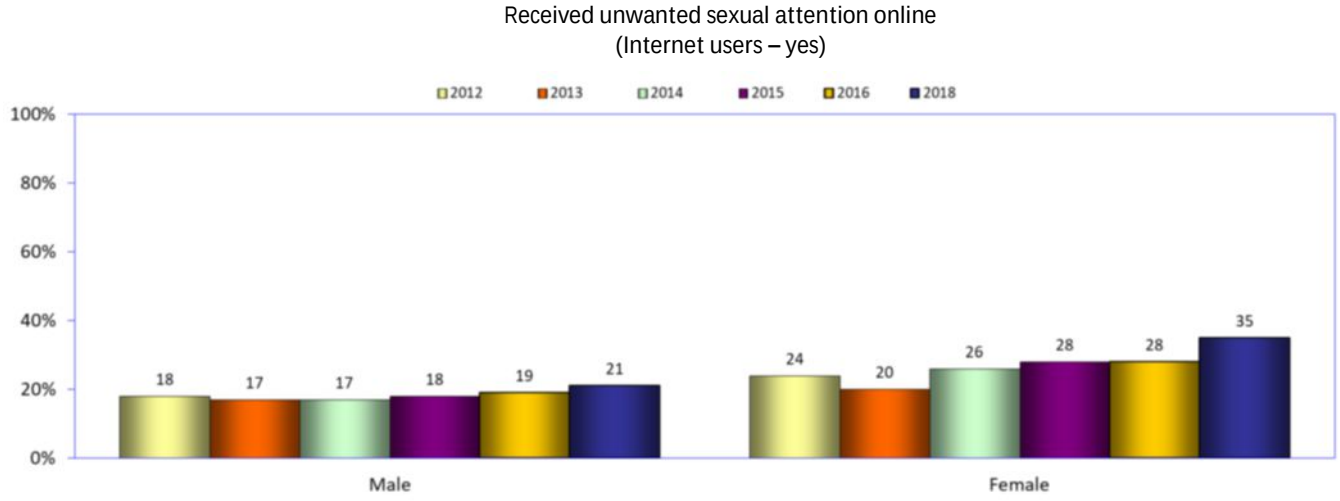


(Q849 U-1)

108. Unwanted sexual attention online (by gender)

Thirty-five percent of women reported unwanted sexual attention – seven percentage points higher than 2016 and the highest level to date.

Twenty-one percent of men reported receiving unwanted sexual attention online, marginally higher than 2016 and also the highest point reported in the study.



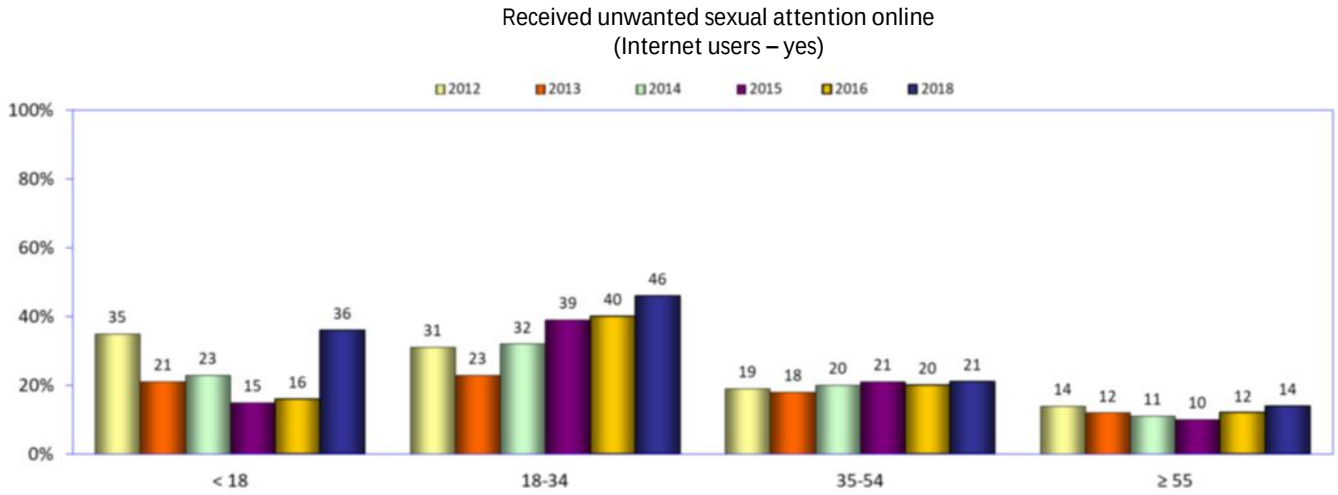
(Q849 G-13)

109. Unwanted sexual attention online (by age)

Internet users of all ages experience unwanted sexual attention online, and users in all four age ranges in the current study reported higher percentages of online sexual attention compared to 2016.

The largest percentage of users reporting unwanted sexual attention was among users ages 18 to 34 (46 percent), an increase over the 40 percent reported in 2016. Thirty-six percent of internet users under 18 reported unwanted sexual attention online – more than double the 16 percent in 2016.

Twenty-one percent of users age 35-54 reported unwanted sexual attention online, a slight increase from 20 percent in 2016. Fourteen percent of internet users age 55 and older reported unwanted sexual attention online, an increase for the second straight year. Both findings matched previous highs for the study.



(Q849 A-1)

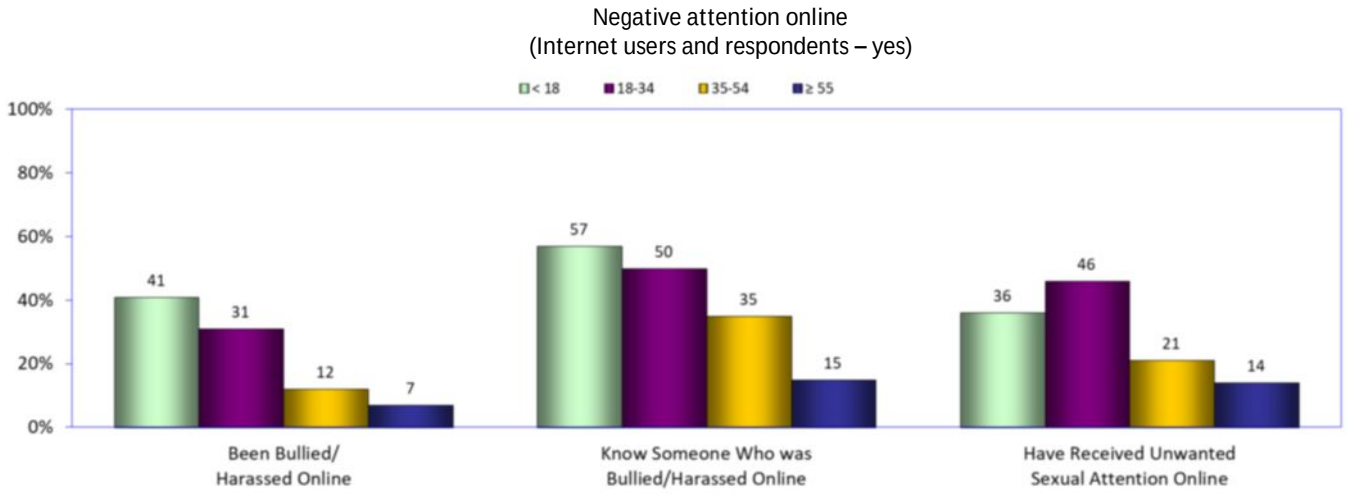
110. Receiving negative attention online: at a glance by age

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 41 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 (57 percent of users under age 18).

Adults 18-34 are the most likely to have received unwanted sexual attention online. An average of one in three respondents under 18 have experienced unwanted sexual attention.

These problems are not limited to young users; for example, 21 percent of users age 35-54 and 14 percent of those age 55 and older reported receiving unwanted sexual attention online.



(Q846, 848, 849 combined U-1) Q848 is respondents

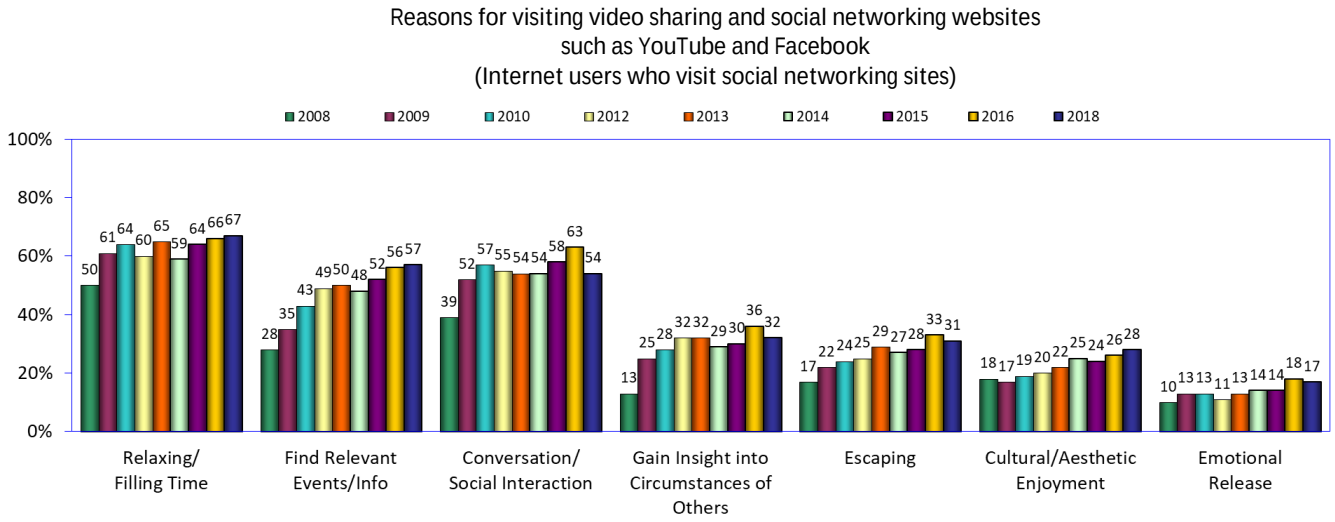
Social networking and video sharing sites

111. 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 67 percent, the highest level to date.

Two other categories set new highs for the study: find relevant events and information (57 percent) and cultural/aesthetic enjoyment (28 percent).

On the other hand, conversation and social interaction dropped nearly ten points to 54 percent.



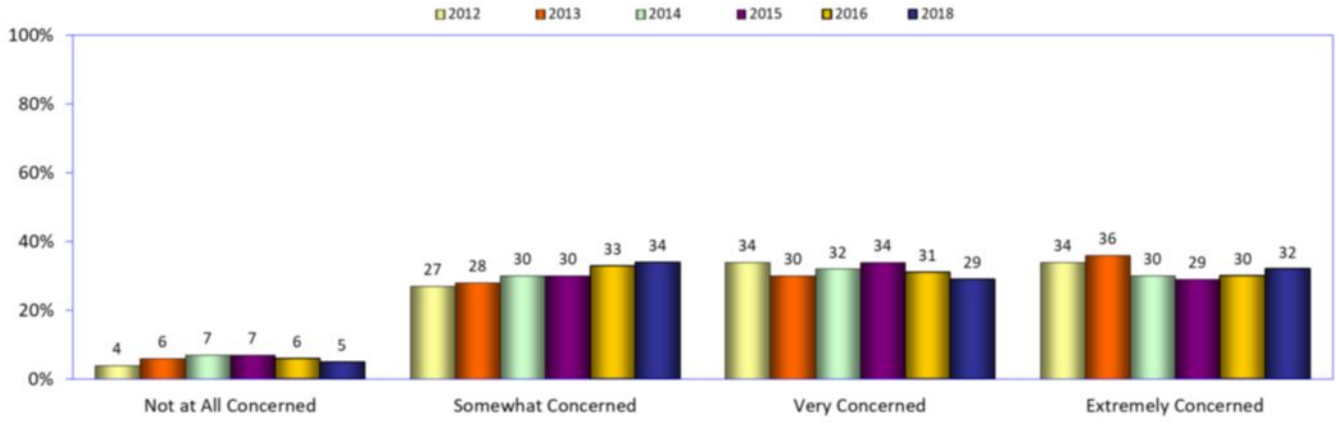
(Q1209I U-1a-b) (Multiple responses possible)

112. Social networking websites and concerns about privacy

Almost all respondents – 95 percent – expressed some concern about the privacy of their personal information on social networking sites.

However, the percentage reporting the highest levels of concern remained the same as in 2016 (61 percent).

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

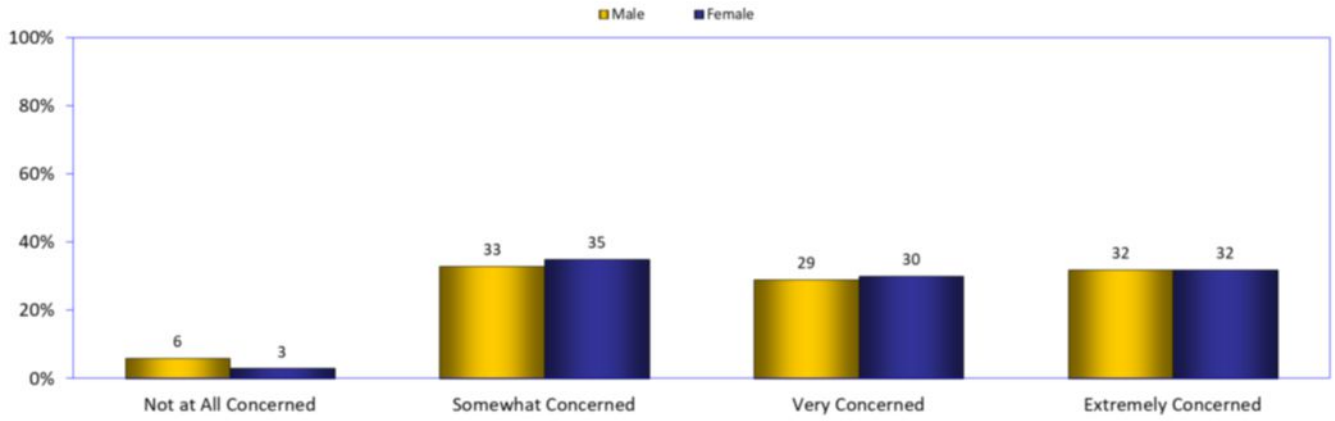


(Q841A R-1)

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

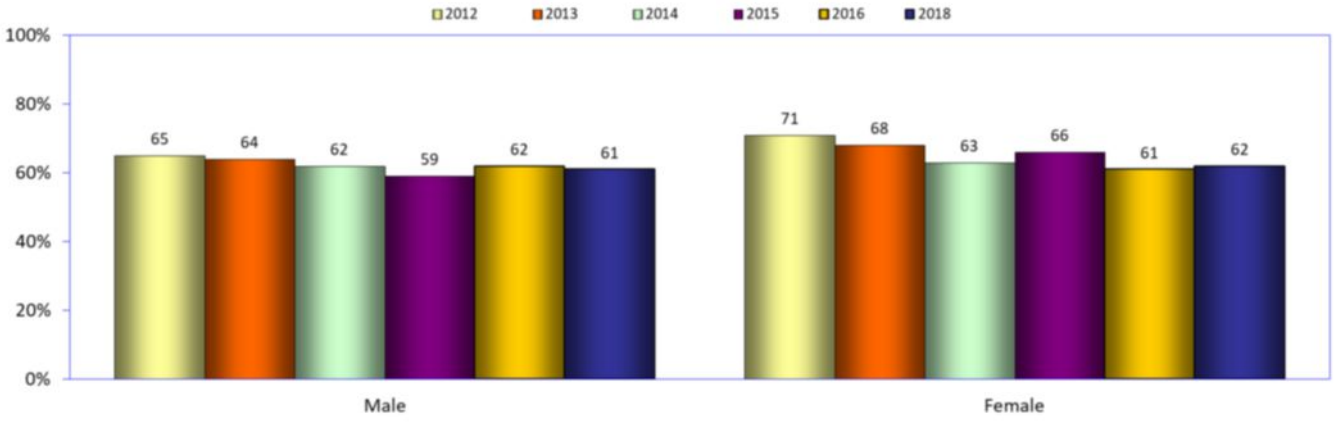
Large percentages of male and female respondents alike reported high levels of concern about the privacy of their personal information on social networking sites.

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)

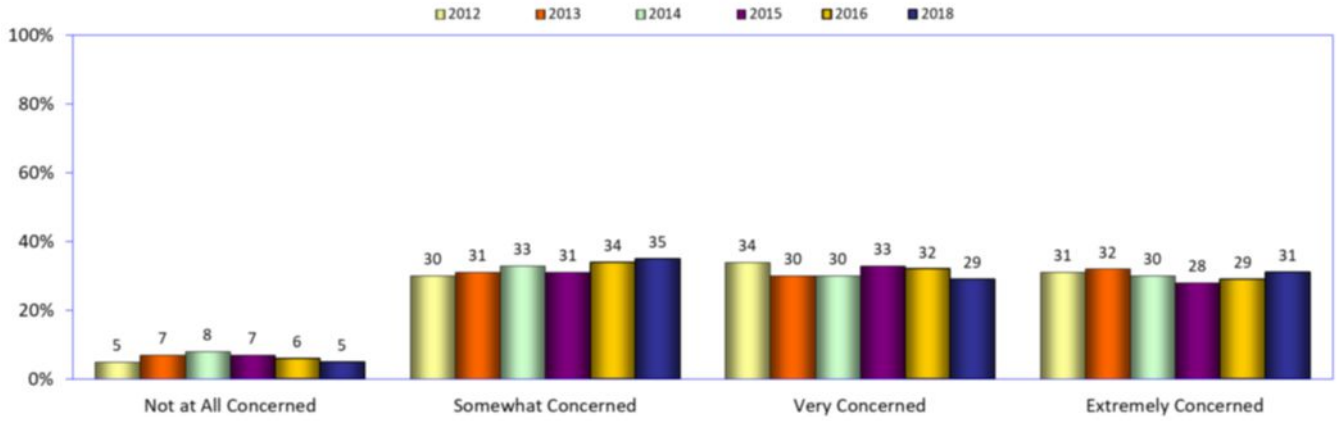


(Q841A G-2)

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

Almost all users – 95 percent – are concerned about the privacy of their personal information on social networking sites. Of these, 60 percent reported the highest levels of concern.

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



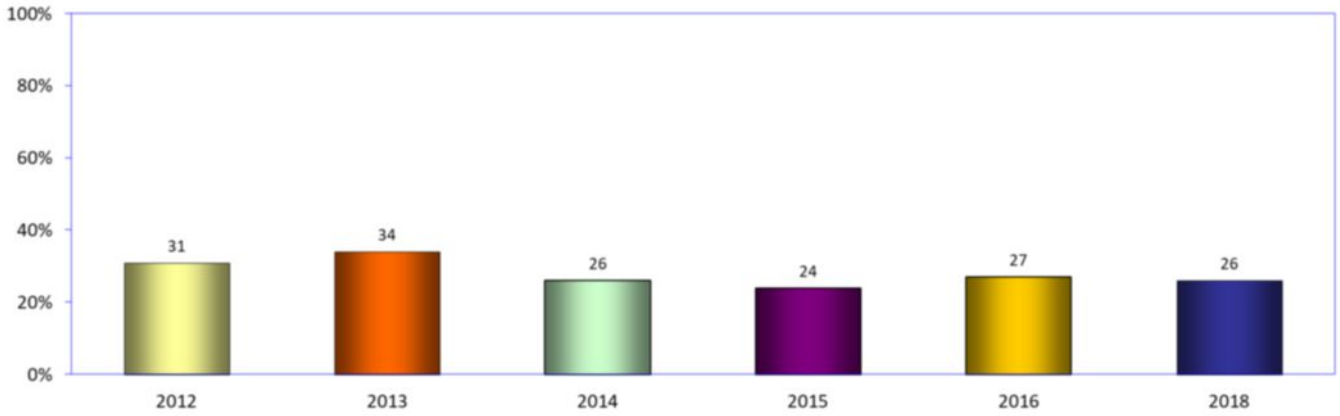
(Q841A U-1)

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, 26 percent of respondents who use social networking sites said they have altered their online profile to avoid embarrassment, down from the peak of 34 percent reported in 2013 and down slightly from the 27 percent reported in 2016.

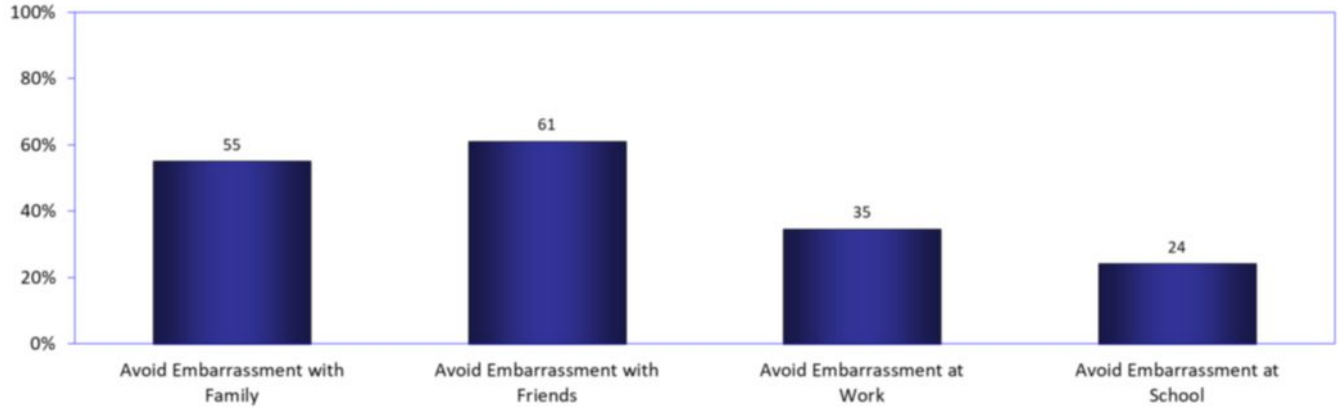
Have you ever altered your Facebook/social network profile because of concern over potential embarrassment?
(Internet users who use social networking sites - yes)



(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 was the principal reason users changed their social networking profiles (61 percent), a similar number altered their profile because of concern with embarrassment among family members (55 percent).

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



(Q841C U-1) Multiple responses allowed

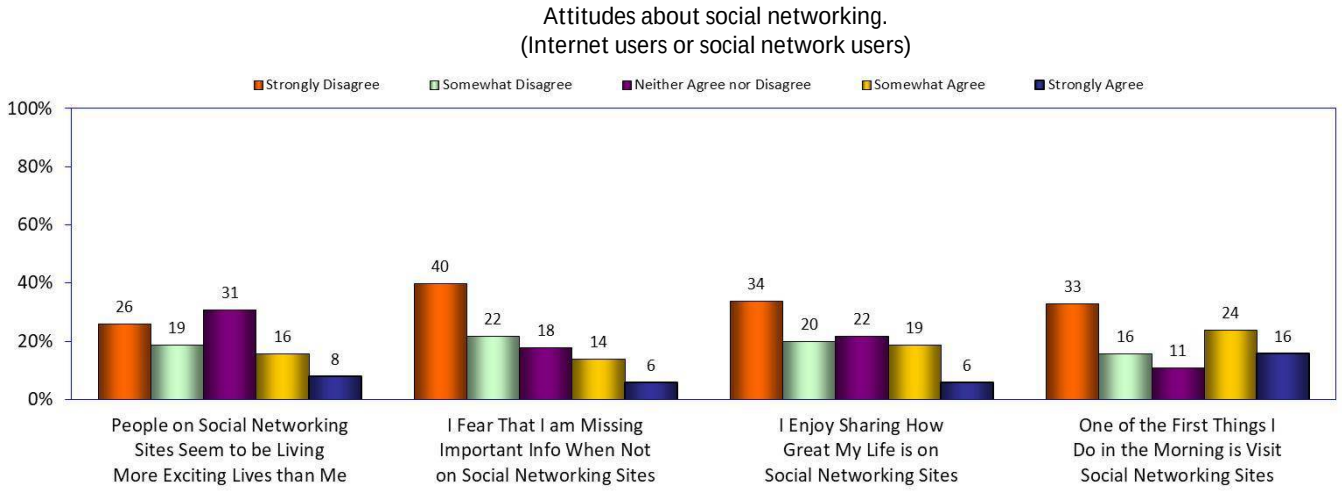
116. Feelings about participating in social networking

How is social networking impacting users' daily lives?

Forty percent of users somewhat or strongly agree that visiting their social networking site is one of the first activities of the day.

Although 40 percent begin their day by logging on to their social network, only 20 percent agree that they worry about missing information when they are not on social networking. Twenty-five percent agree that they enjoy sharing high points in their lives, perhaps indicating that people log on less to hear about others and more to report about themselves.

Despite the fact that social network users are more interested in sharing about their own lives, 24 percent report feeling that others have more exciting lives.

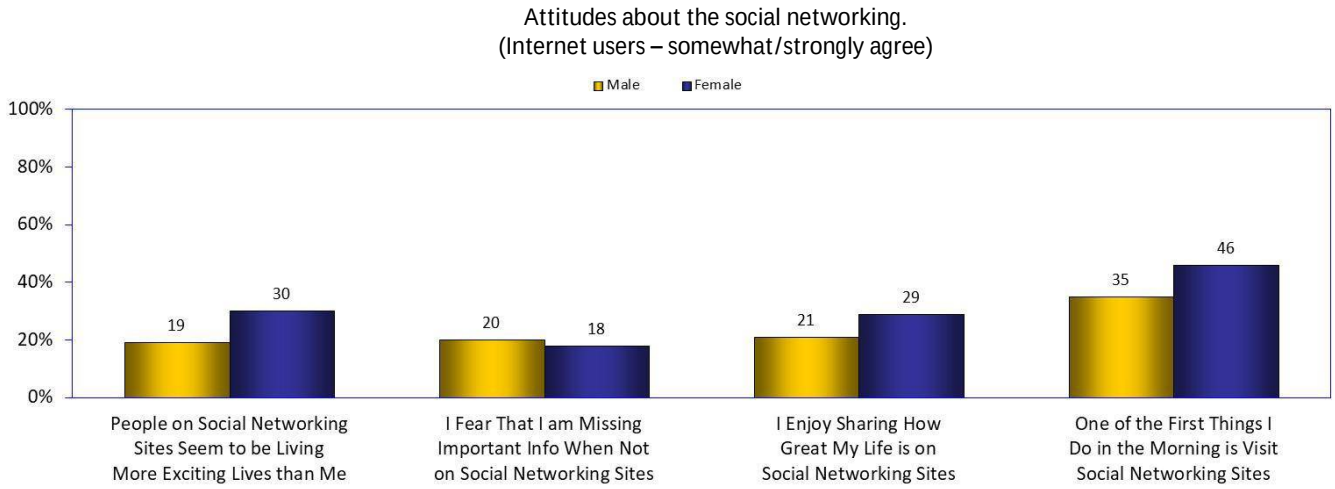


(Q220A-E-F-H U-1) X-axis categories 3 & 4 are social network users only

117. Feelings about participating in social networking (by gender)

When looking at responses by gender, females mirror the responses of users overall: a significant percentage start their day with checking their social networking site (46 percent), are more interested in sharing their life (29 percent) than worried that they might miss information about others (18 percent), and nonetheless feel that others on their network are leading more exciting lives.

For males, a smaller number report going onto their network first thing (35 percent) and are more evenly divided in their views about why they go on (21 percent to share their lives and 20 percent to check for important information) and how others appear (19 percent reporting that others' lives seem more exciting).

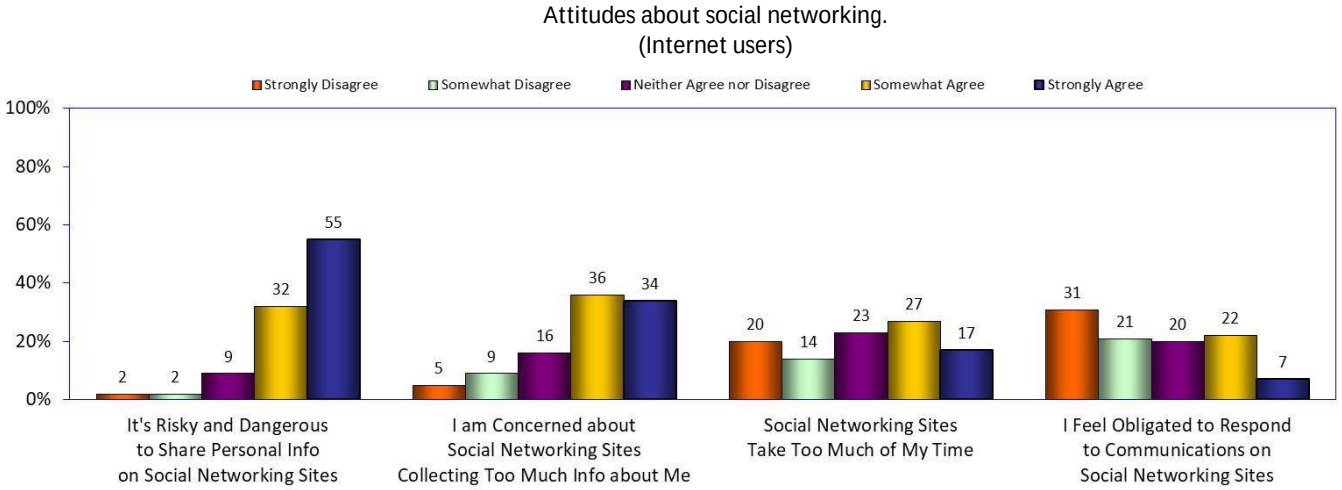


(Q220A-E-F-H G-2)

118. Feelings about the potential negative results of participating in social networking

As reported on page 22, 64 percent of users go online daily or several times a day to post on social networking sites. Yet 87 percent of users somewhat or strongly agree that it is risky and dangerous to share personal information on social networking sites. And 70 percent report concern that those social networking sites are collecting too much information about them.

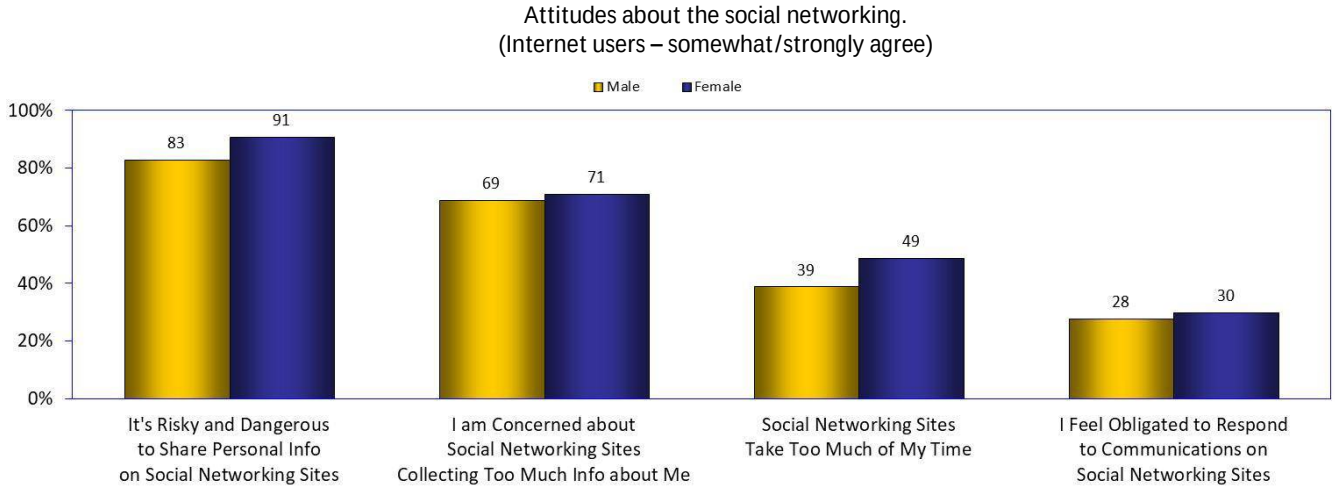
Although 59 percent of users feel that one should reply within one day or as soon as possible, only 29 percent feel obligated to respond to communications on their social networking sites.



(Q220B-C-D-G U-1)

119. Feelings about the risk of participating in social networking (by gender)

Females are modestly more concerned about the risks of sharing personal information on social networking sites (91 percent) and about social networking sites collecting information about them (71 percent). Higher percentages of females also report that social networking sites demand too much time (49 percent) when compared to males (39 percent). Nearly equal, but still somewhat low, numbers of males (28 percent) and females (30 percent) feel obligated to respond to communications on their social networking sites.



(Q220B-C-D-G G-2)

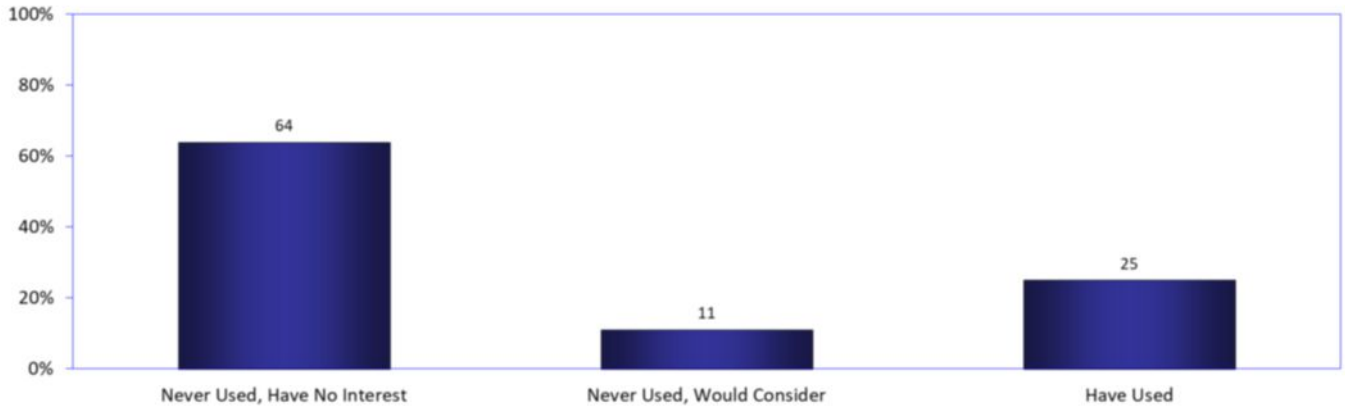
Online dating

120. Online dating sites

Thirty-six percent of internet users said they have used or would consider using an online dating site, such as Match.com or eHarmony, to meet someone. Of that group, 25 percent have already used one of these sites.

Almost two-thirds of users (64 percent) have never used an online dating site, and have no interest in doing so.

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)



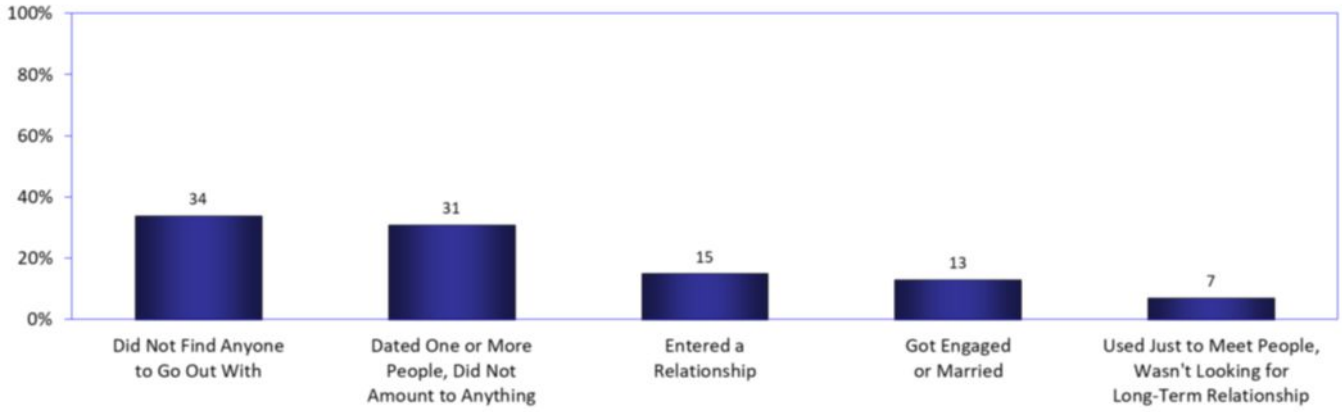
(Q960 U-1)

121. Online dating sites: reaction to the experience

For the one-quarter of respondents who have used an online dating site, 65 percent either did not find someone to go out with, or dated one or more people without developing a long-term relationship.

However, 28 percent entered a relationship, got engaged, or married to a person met through an online dating site.

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)



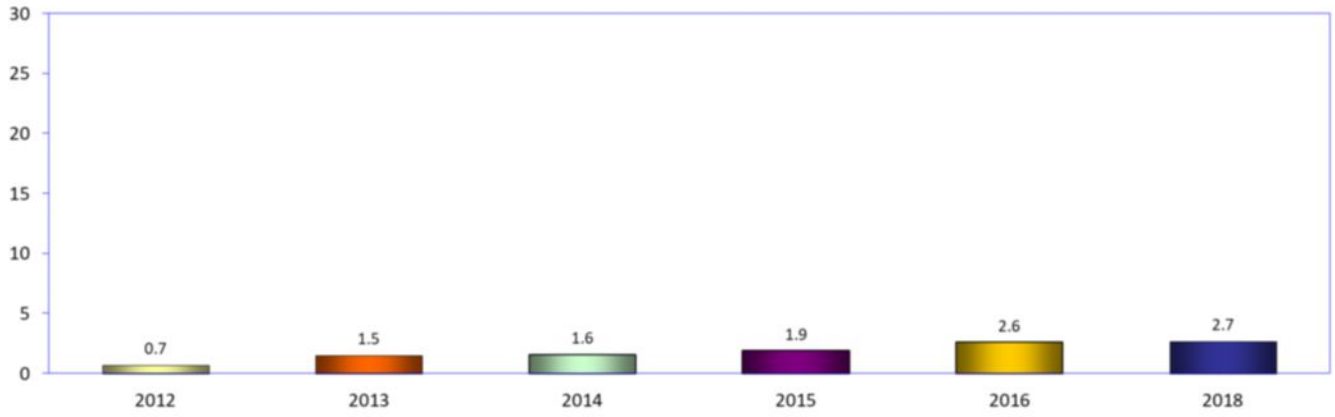
(Q960 U-2)

Online connection to companies: Twitter, Facebook and social networks

122. 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 2.7 in the current Digital Future study, up slightly from 2.6 companies in 2016.

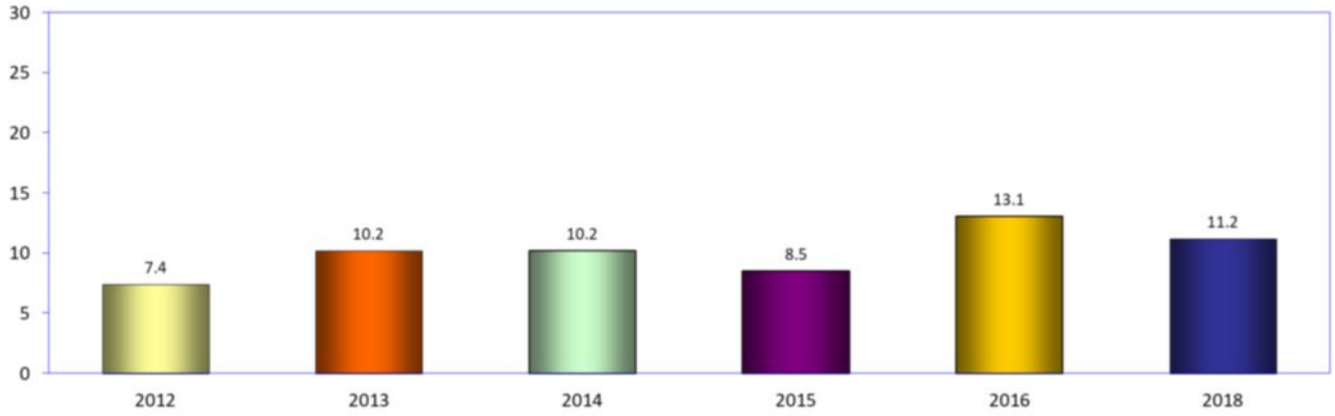
How many companies or brands have you followed on Twitter?
(Internet users)



(Q820 U-1)

The more specific group of internet users who follow companies or brands on Twitter reported that they follow an average of 11.2 companies/brands, down from the previous high of 13.1 in 2016, but still higher than all other years of the study.

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

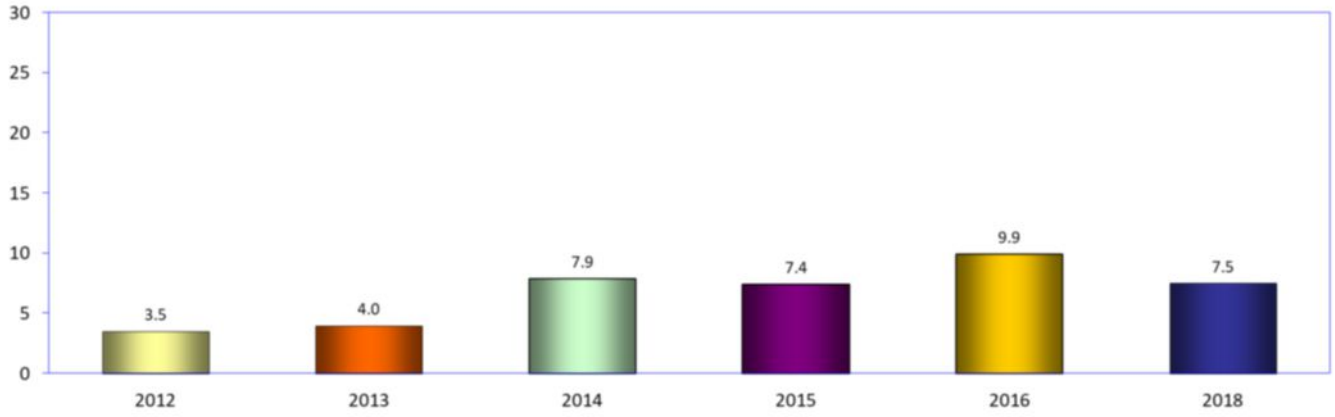


(Q820 U-2)

123. 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 7.5 companies or brands on social networking sites as compared to 2.7 followed on Twitter.

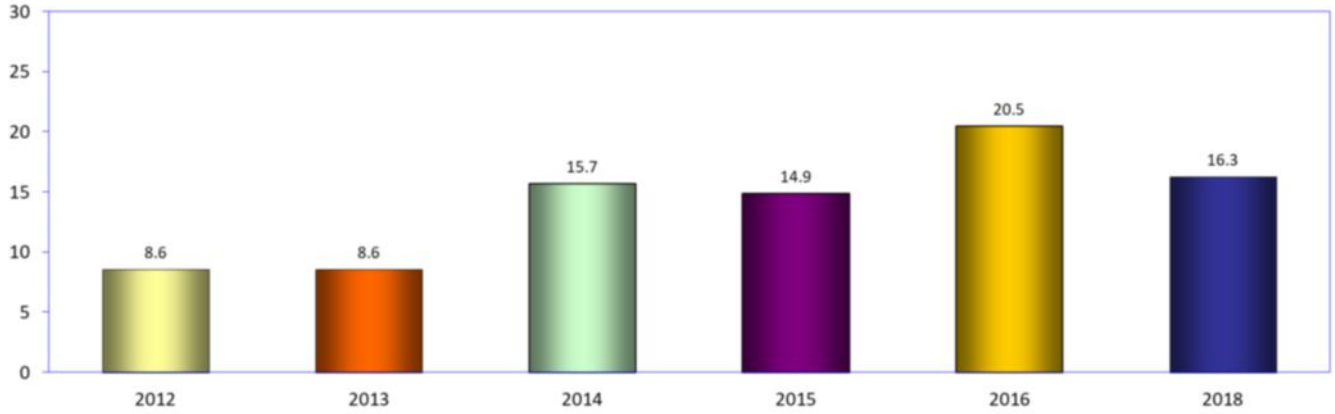
How many companies or brands have you friended on social networking sites such as Facebook?
(Internet users)



(Q821 U-1)

The number of companies friended on social networking by users who friend companies dropped significantly from the 20.5 reported in 2016 – now 16.3 companies. Nonetheless, it is higher than the 11.2 companies/brands followed on Twitter by internet users who have followed companies/brands on Twitter.

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)



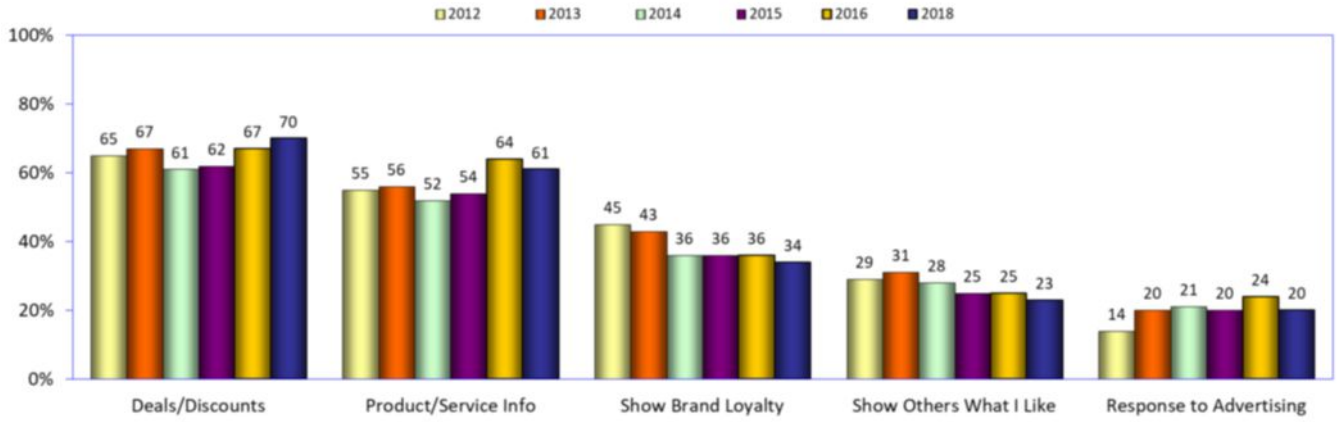
(Q821 U-2)

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

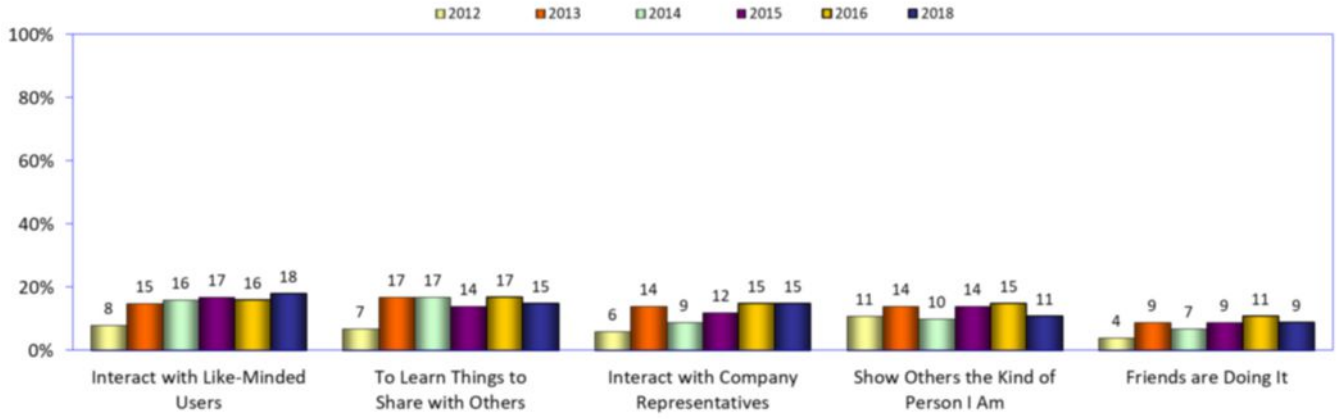
Why do internet users follow or friend companies or brands on Twitter or Facebook? For the sixth year in a row, the reason reported by the largest percentage of users is the opportunity to obtain deals or discounts – now 70 percent, setting a new high point for the study.

Other large percentages of users who friend companies or brands on social networking sites reported obtaining product or service information (61 percent, slightly lower than 2016), showing brand loyalty (now 34 percent and a new low for this category), and showing others what they like (23 percent and also a new low for the study).

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

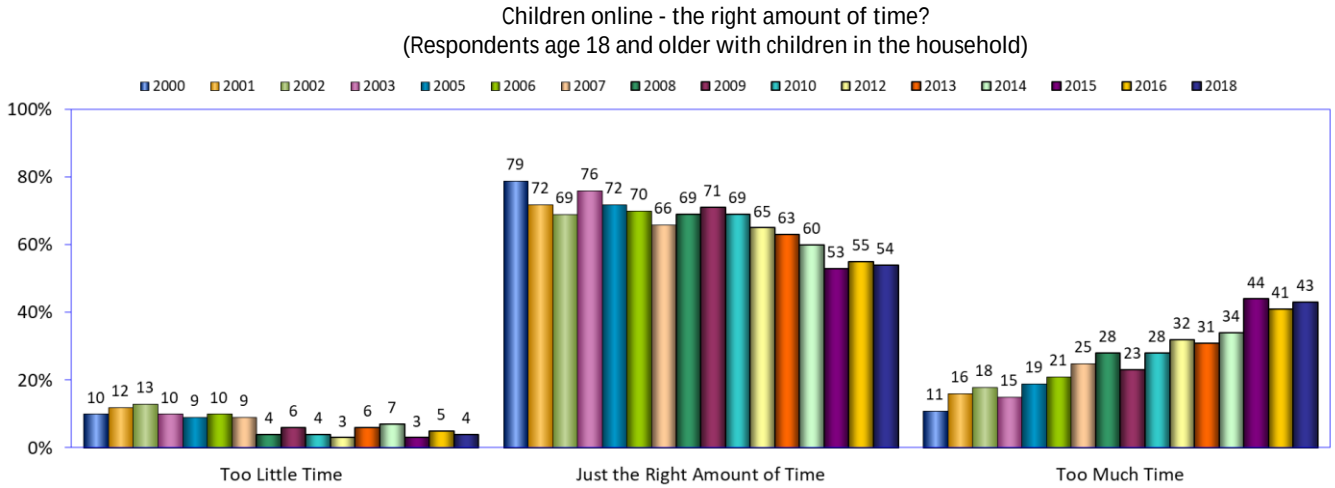
Adults who said the children in their households spend too much time. . .	
. . . online	43%
. . . watching television	35%
. . . playing video games	41%
Adults who said that using the internet has had a positive impact on the grades of the children in their households	45%
Adults who deny internet use as a punishment tool	53%
Adults who monitor what their children do on social networking sites	66%

Children and the internet

125. 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 decreased slightly from the 55 percent recorded in 2016.

The percentage of adults who said the children in their household spend too much time online increased slightly to 43 percent.

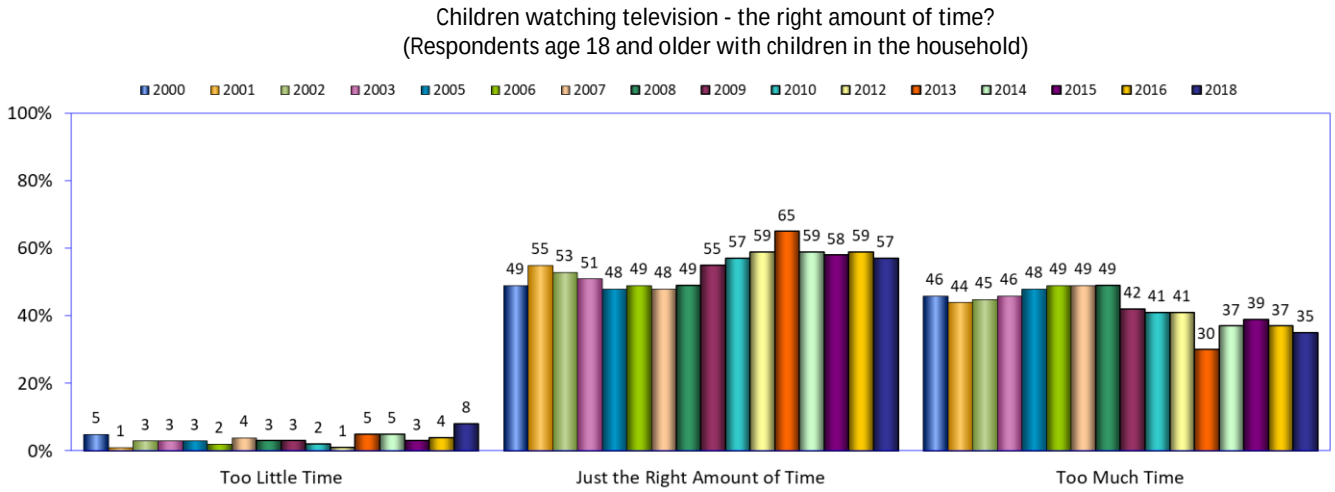


(Q1120 R-3)

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

Fifty-seven percent of adults said that the amount of time children in their households watch television is just right, down marginally from 59 percent in 2016.

The percentage of adults who said the children in their households spend too much time watching television decreased to 35 percent – down from 37 percent in 2016.

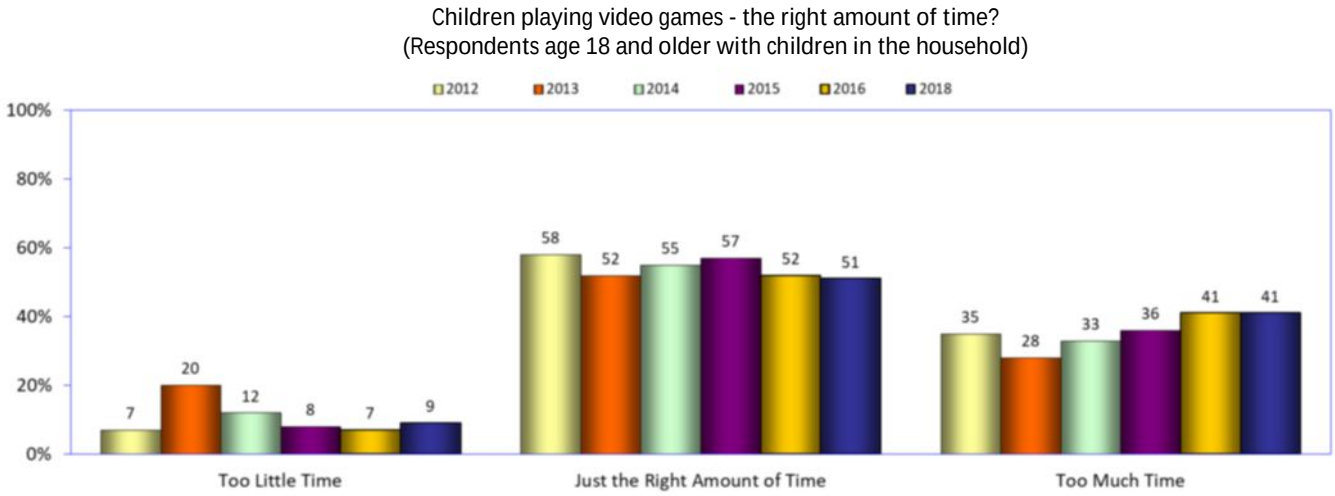


(Q1120 R-2)

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

Fifty-one percent of adults said that the amount of time children in their households spend playing video games is just right, down slightly from 52 percent in 2016 and the lowest level in the Digital Future studies.

The percentage of adults who said the children in their households spend too much time gaming remained at 41 percent – the same as in 2016.

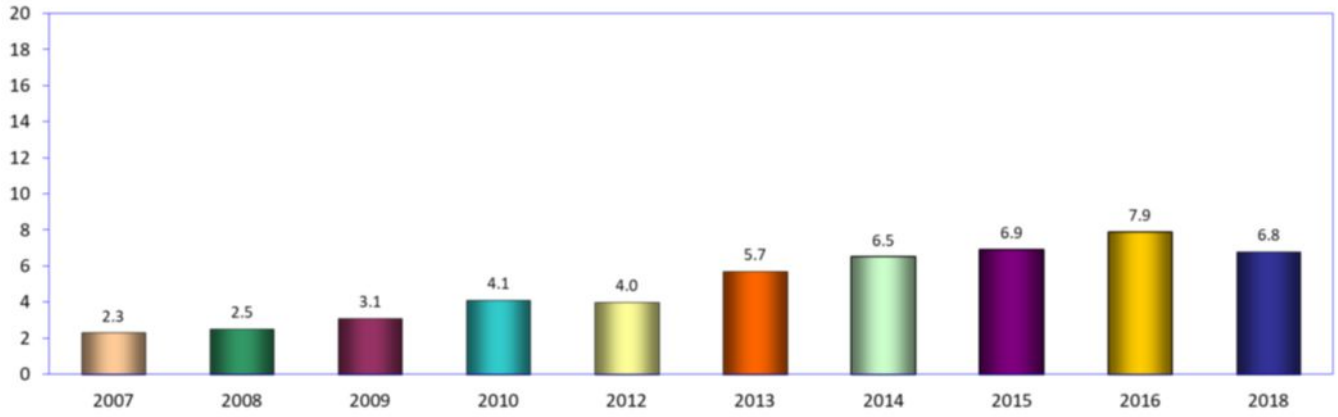


(Q1120 R-4)

128. The internet and schoolwork: time spent online at school

The current Digital Future study found that internet users who are students reported a significant decrease in time going online at school outside the home – now 6.8 hours per week, down from 7.9 hours in 2016.

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

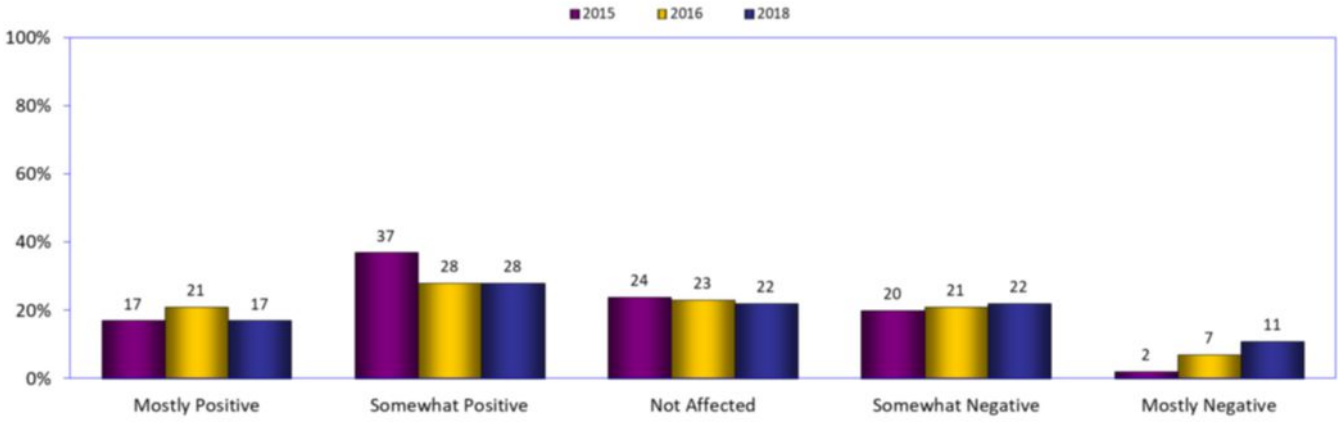


(Q410 U-1) (Note: Not all respondents in this data are children)

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

Just 45 percent of adults said the internet has had a positive impact on the grades of the children in their households – the lowest figure to date. Thirty-three percent of adults reported that the internet has had a negative effect on grades – the highest number to date.

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)

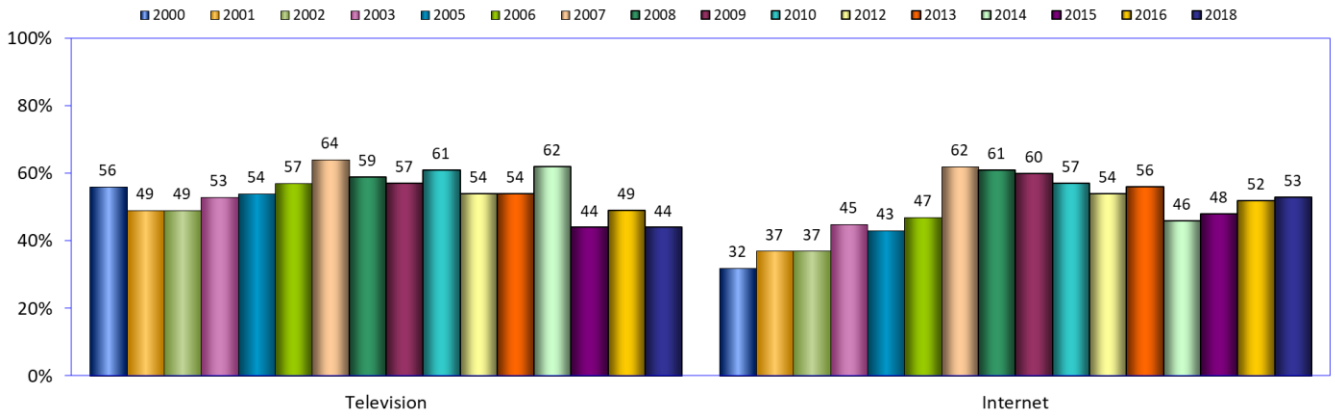


(Q1078 R-1)

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

In the current study, more households use the internet as a punishment tool than use television as a punishment tool. Internet surpassed television by nine percentage points.

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



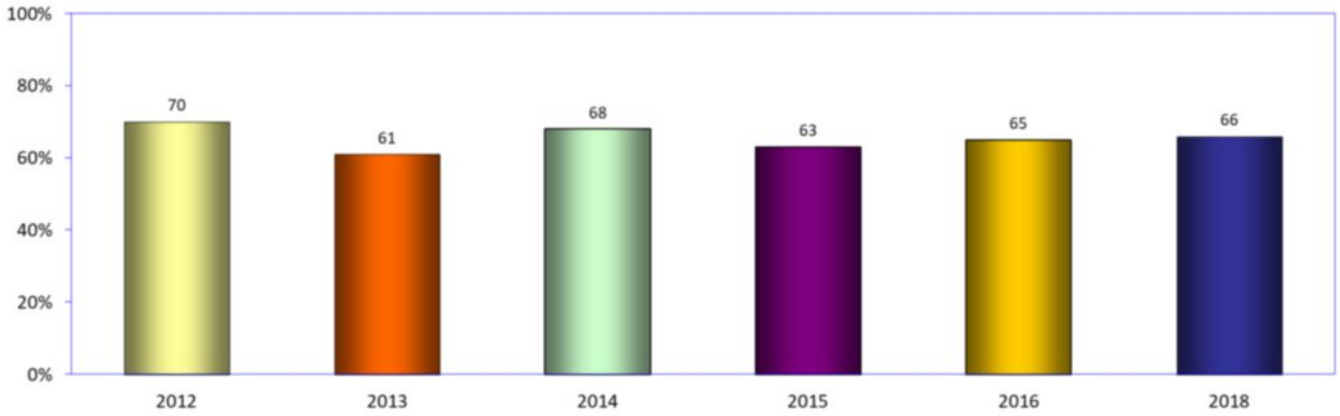
(Q1070 and Q1100 R-1)

Children, parents, and social networking

131. 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 slightly in the current study – now 66 percent.

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



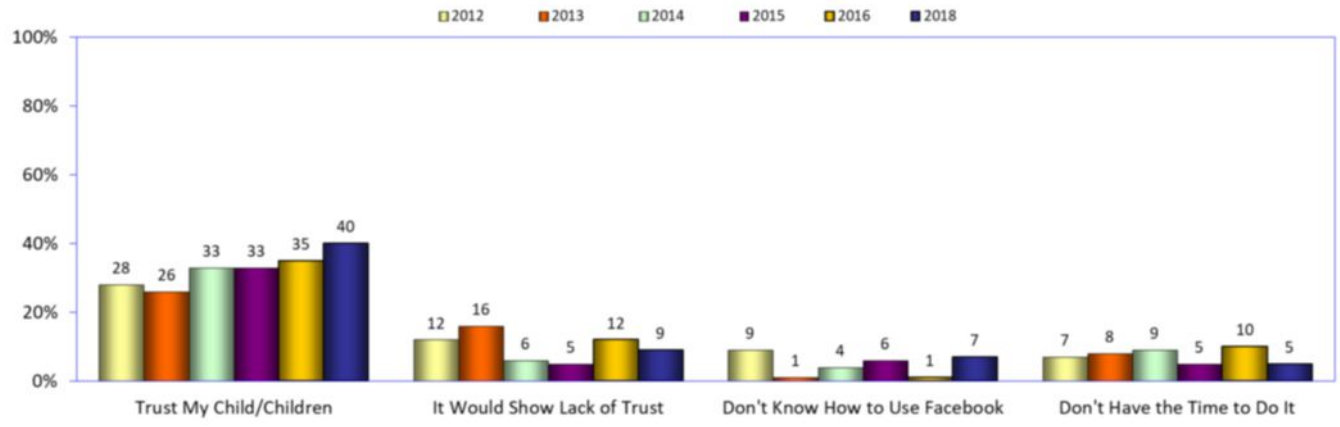
(Q1105 R-1)

132. **Do adults monitor their children's behavior on social networking sites?** Reasons why not.

Why don't adults monitor the social networking activity of the children in their households?

Forty-nine 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 47 percent reported in 2016.

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)

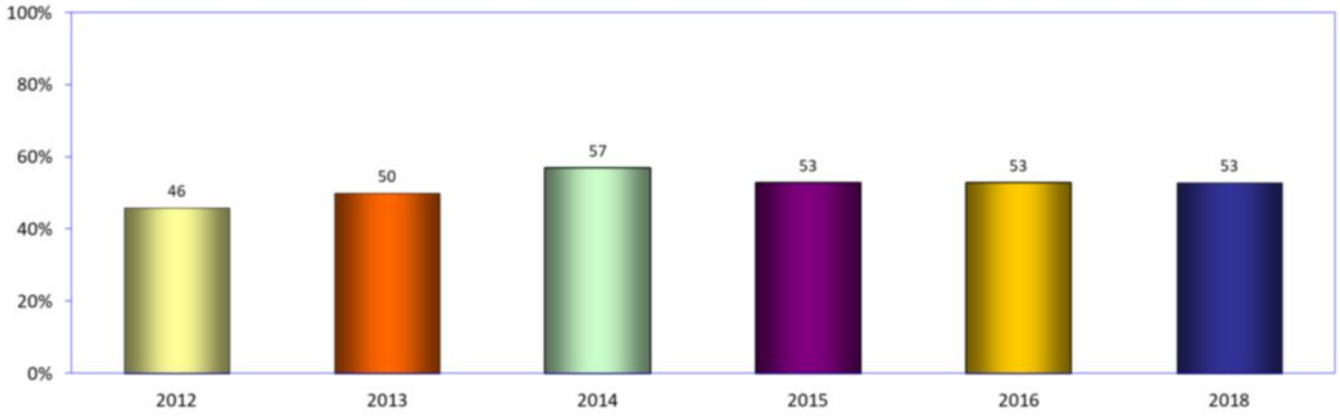


(Q1106 R-1)

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

Even though 66 percent of adults said they monitor the activity of the children in their households while on Facebook or social networking sites (see page 119), a smaller number – 53 percent – said they have password access to the children's accounts, the same as the last two years.

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)



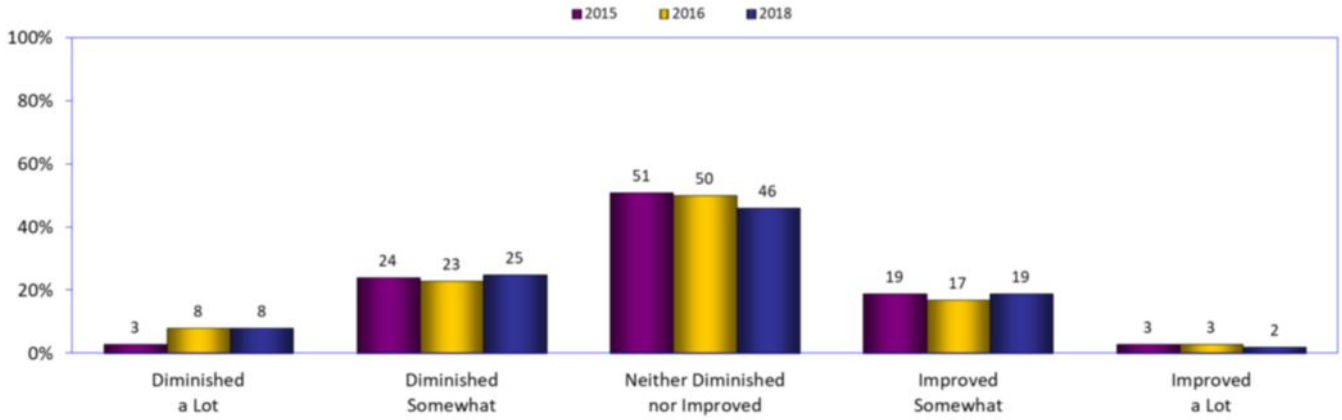
(Q1104 R-1)

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

In 2018, nearly half of adults (46 percent) reported that social networking or instantaneous online communication has had no impact on their children's lives.

More adults (33 percent) reported that the impact has been negative – the highest level so far – while a smaller number (21 percent) reported a positive impact.

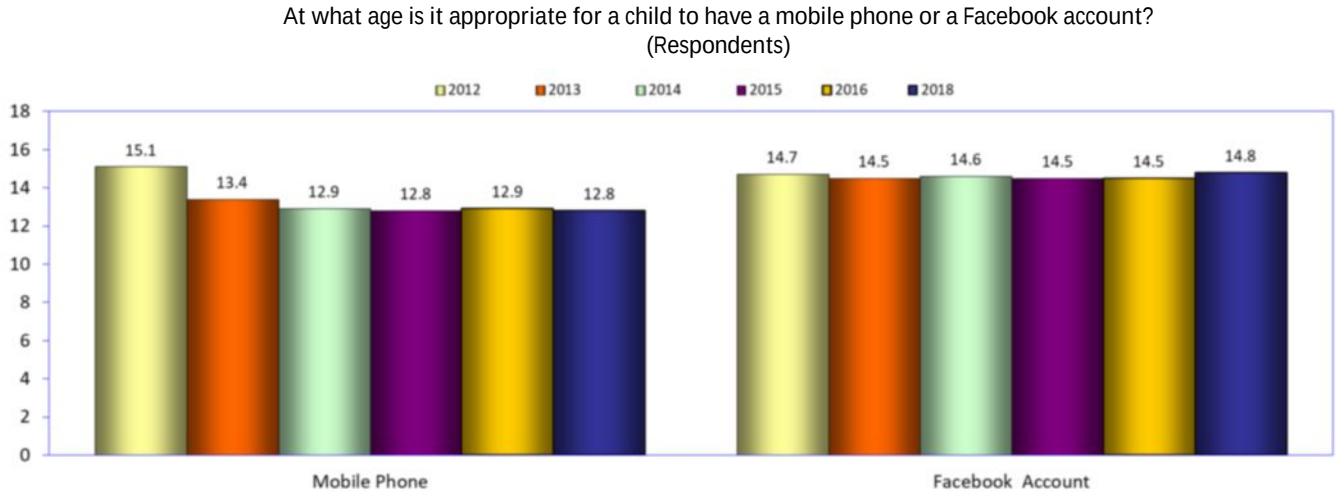
Has social networking or other instantaneous online communication
improved or diminished the quality of your children's lives?
(Respondents age 18 and older with children in the household)



(Q1085 R-1)

135. 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 five studies, respondents' views have remained essentially the same: age 13 for a mobile phone, and age 15 for a Facebook account.



(Q1136 R-1)

Political power and influence

Users who said. . .

. . . the internet has become important for political campaigns	84%
. . . by using the internet public officials will care more about what people like them think	41%
. . . the internet helps people to better understand politics	69%
. . . the internet can give people more say in what government does	46%
. . . by using the internet people like you can have more political power	47%

The internet and the political process

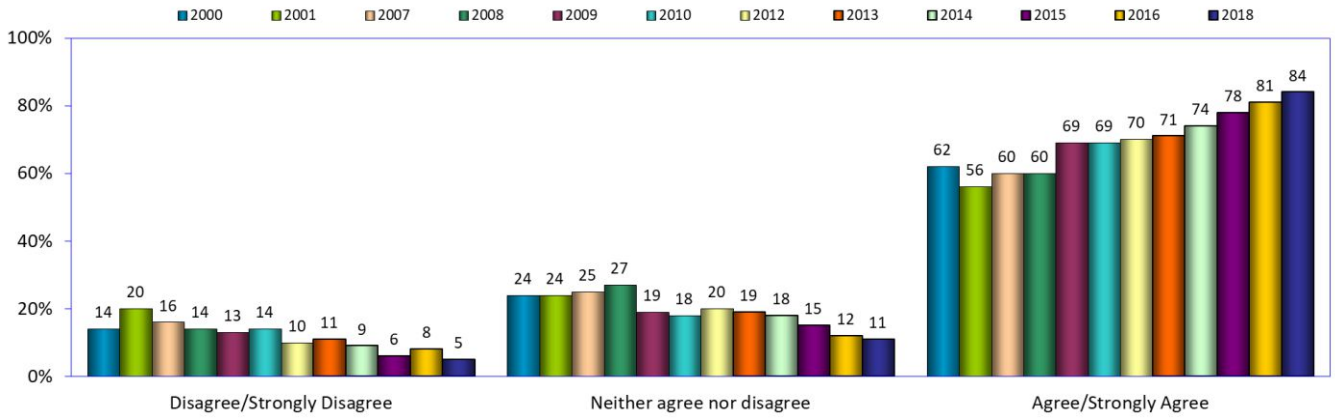
136. The internet**'s importance in political campaigns**

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-four percent of respondents age 16 and older agree or strongly agree that the internet has become important for political campaigns, up from the 81 percent reported in 2016 and a new high for the studies.

The percentage of those who do not think that the internet is important in political campaigns decreased to five percent and the lowest number to date.

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



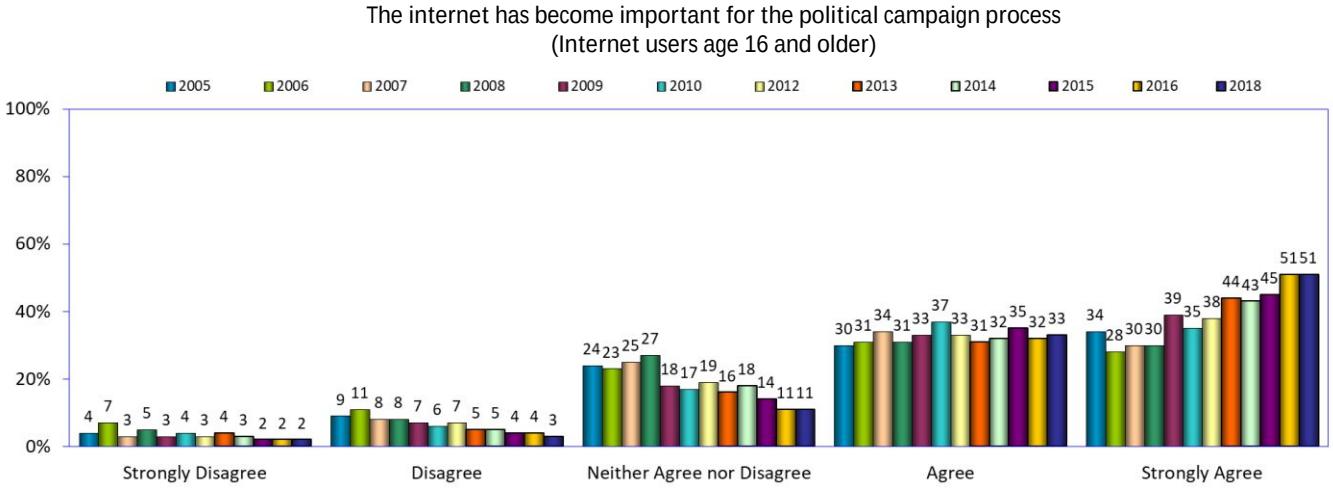
(Q190E R-2)

137. 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-four percent of users agree or strongly agree that the internet has become important for political campaigns, slightly up from 83 percent in 2016 and a new high.

The percentage of internet users who do not think the internet is important in political campaigns dropped to five percent, a new low.

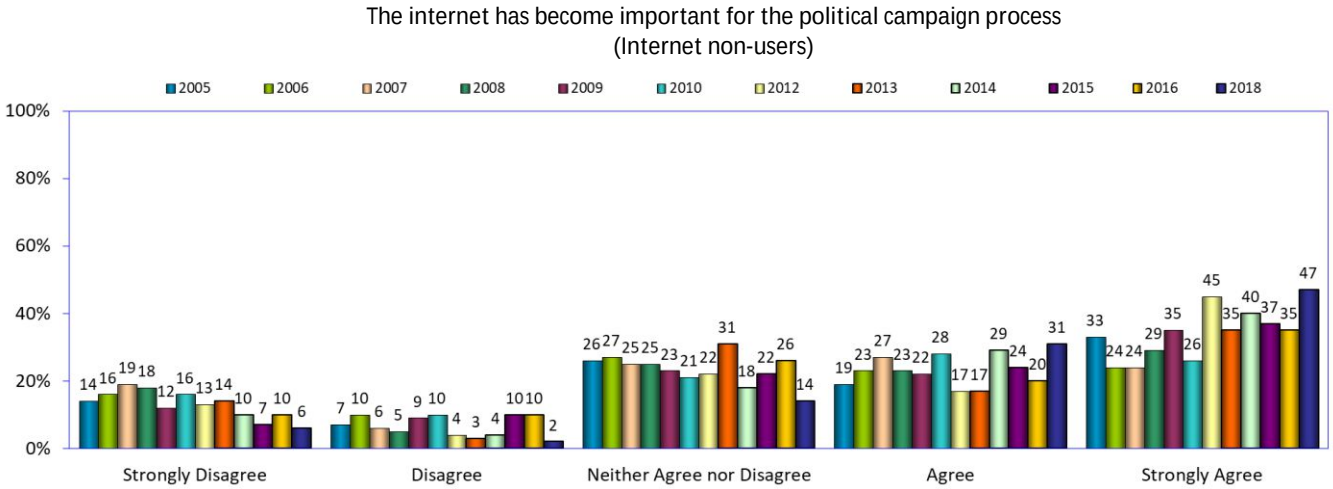


(Q190E U-1)

138. 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, and the number has sharply risen in 2018. Seventy-eight percent of non-users in the current study said that the internet is important in political campaigns, up from 55 percent in 2016 and well above the previous high of 69 percent in 2014.

Those who disagree or strongly disagree has also hit a new record – now eight percent which is well below the previous low of 14 in 2014.



(Q190E N-1)

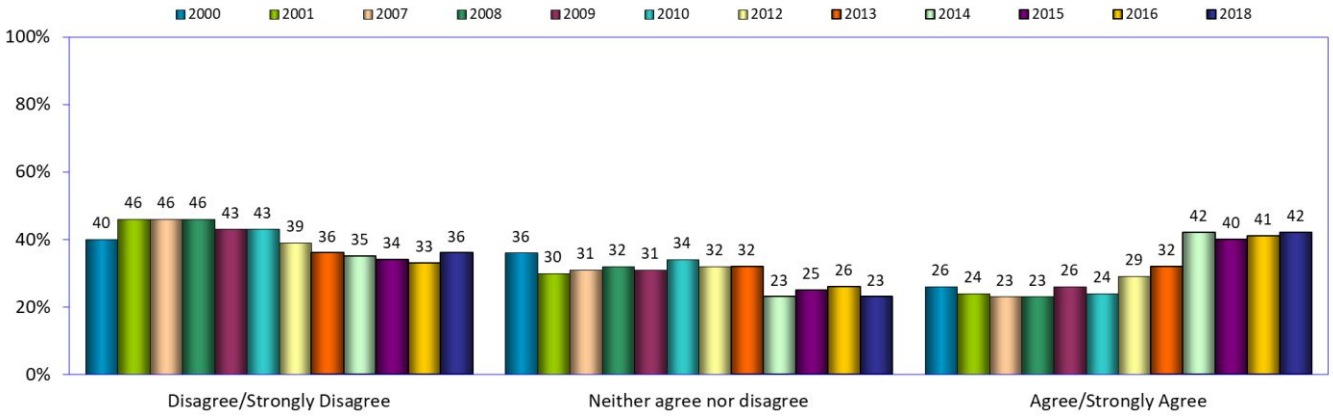
139. Is the internet a tool for political influence?

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

In the current study, 42 percent of respondents believe that by using the internet, public officials will care more about what people like them think, equaling the previous high mark of 2014 and slightly higher than 2016.

On the other hand, the percentage that disagrees or strongly disagrees with the statement reversed the downward trend of the previous five studies and increased to 36 percent, up from 33 percent in 2016.

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

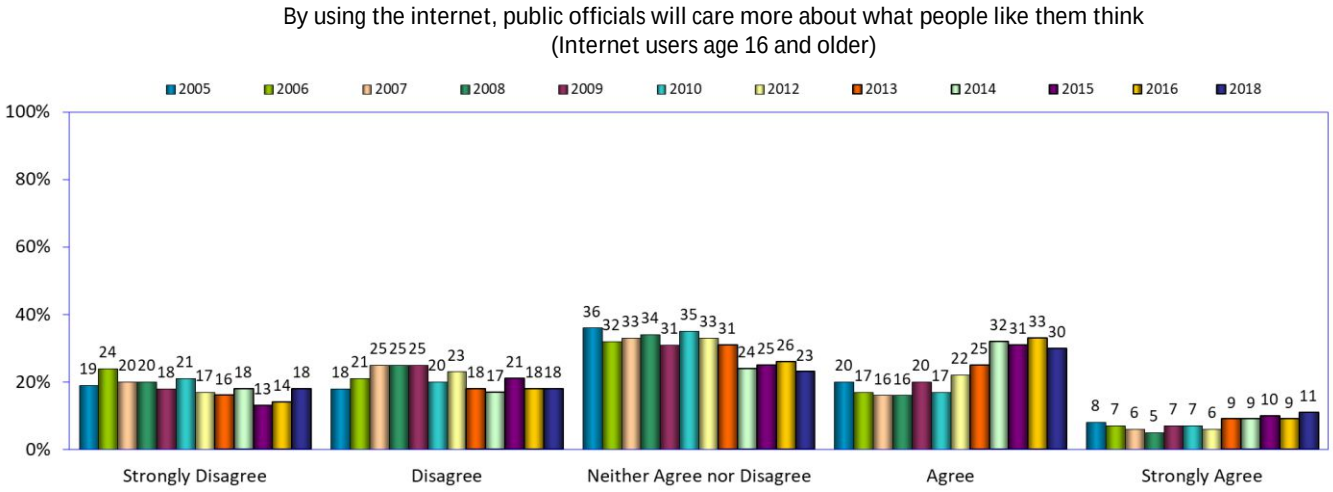


(Q190D R-2)

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

Among internet users age 16 and older, 41 percent agree or strongly agree that the internet can make public officials care more about what people like them think – a drop of just one percentage point from the previous year.

Like respondents in general, the percentage of internet users who disagree or strongly disagree moved higher– now 36 percent.

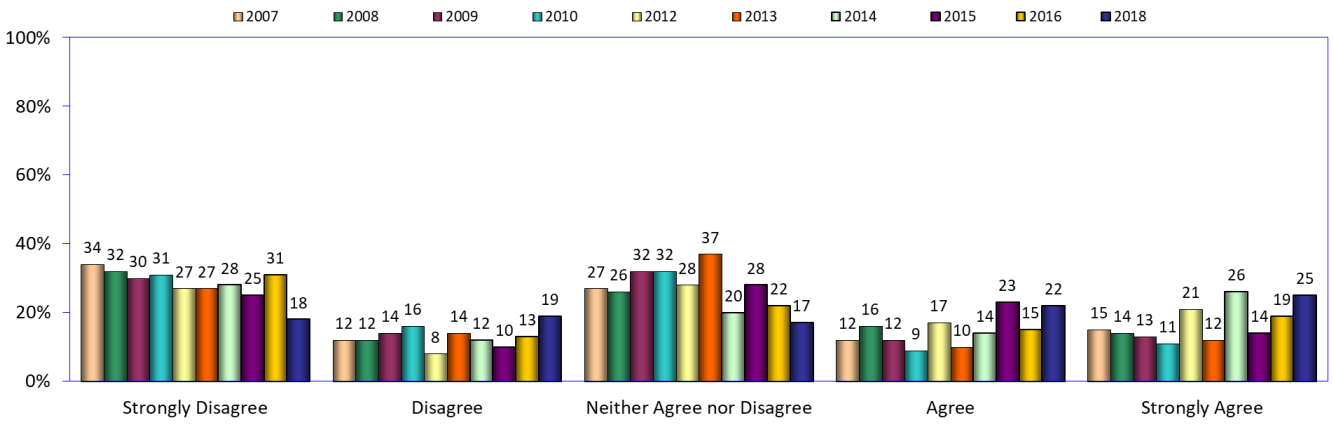


(Q190D U-1)

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

For the first time since 2012, a higher percentage of non-users agreed or strongly agreed with the statement – 47 percent of non-users compared to 41 percent of users.

Almost equal percentage of non-users (37 percent) as users (36 percent) disagree or strongly disagree with the statement. This figure marks a decrease over 2016 where 44 percent of users disagreed or strongly disagreed with the statement.

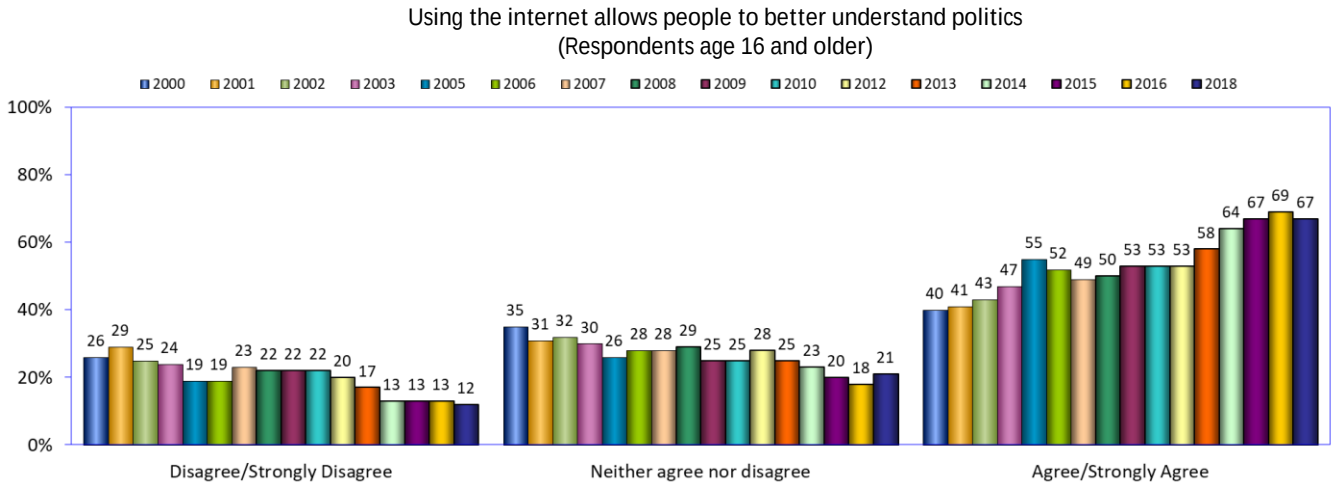


(Q190D N-1)

142. The internet: a tool for better understanding politics

The percentage of respondents agreeing that the internet can help people better understand politics dropped slightly in 2018, just two percentage points to 67 percent.

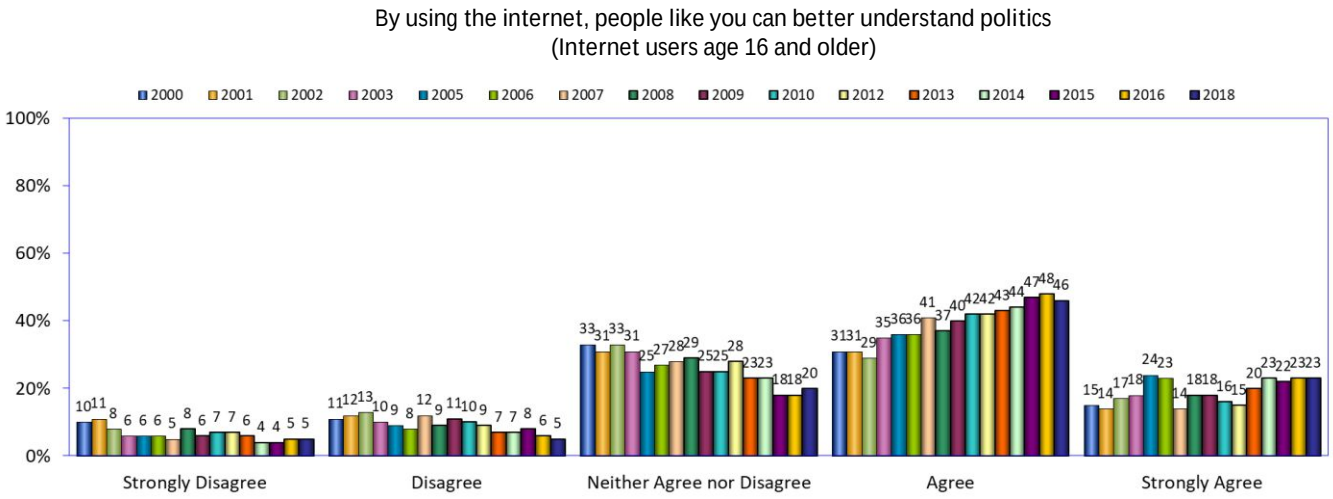
The percentage of those who disagree or strongly disagree that using the internet allows people to better understand politics dropped to 12 percent, the lowest number to date.



(Q190C R-2)

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

Sixty-nine percent of users agree or strongly agree that going online can help people better understand politics, down slightly from 71 percent in 2016. Users disagreeing or strongly disagreeing fell to 10 percent, the lowest percentage in the study to date.

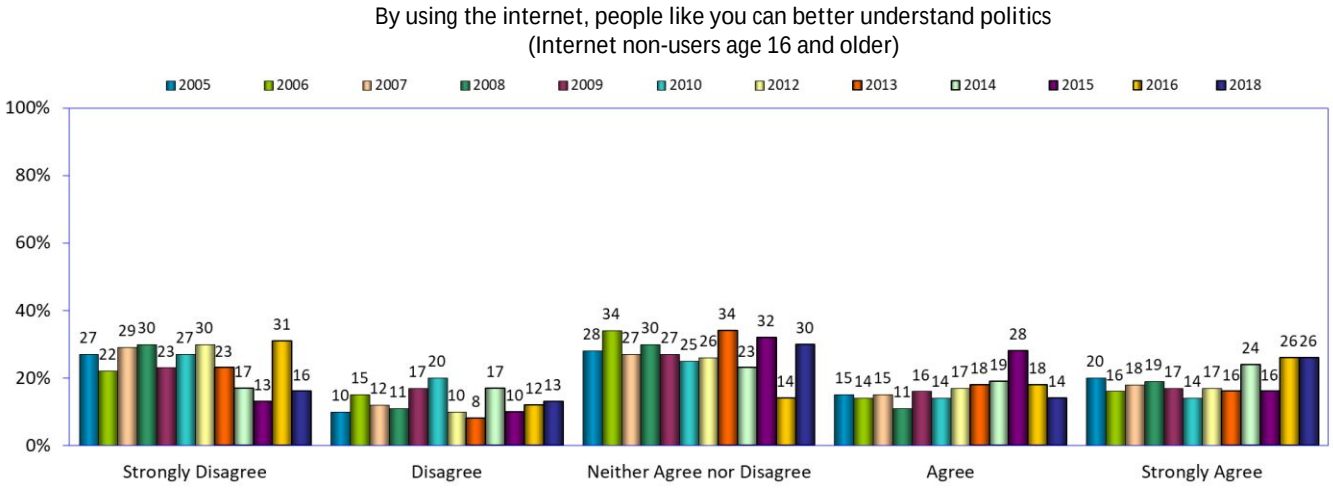


(Q190C U-1)

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

In the current study, views among non-users are polarized. Forty percent of internet non-users in the current study agreed or strongly agreed that going online can help people better understand politics – slightly lower than 2016.

The percentage of non-users who believe that the internet does not help others to better understand politics (29 percent) dropped 14 percentage points over 2016 (43 percent), but was still six points higher than 2015.



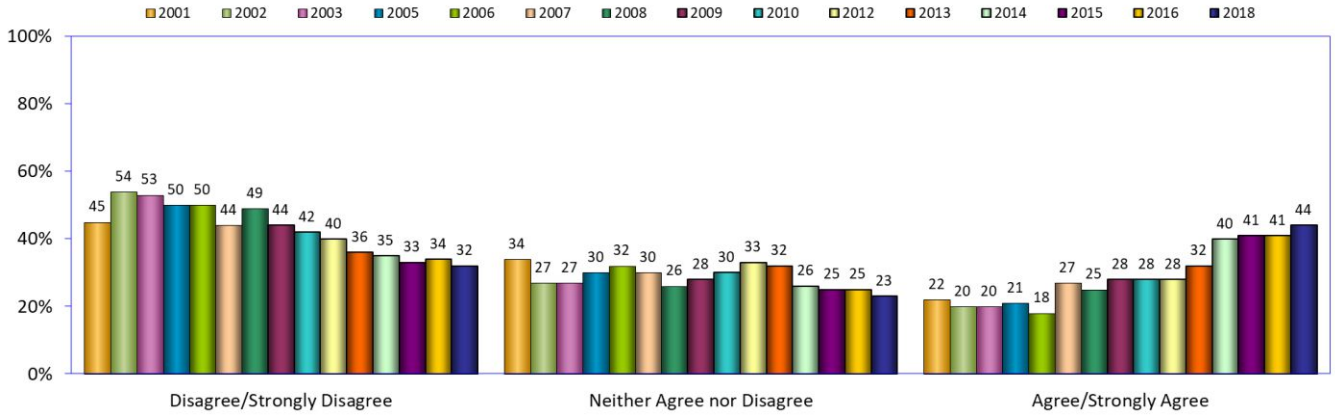
(Q190C N-1)

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

Forty-four 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 2016.

At the other extreme, 32 percent of respondents disagree or strongly disagree that the internet gives people more say in what the government does, down slightly from 34 percent in 2016.

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

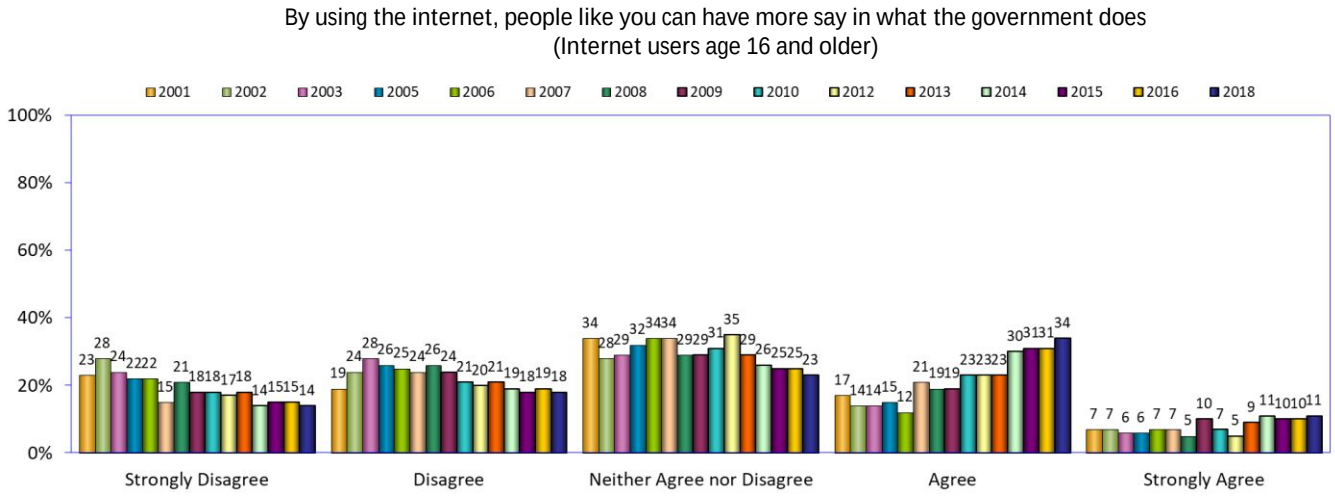


(Q190B R-2)

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

Forty-five 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, four percentage points higher than 2016.

The percentage of users who disagree with this statement decreased to 32 percent, down marginally from 34 percent in the previous study.

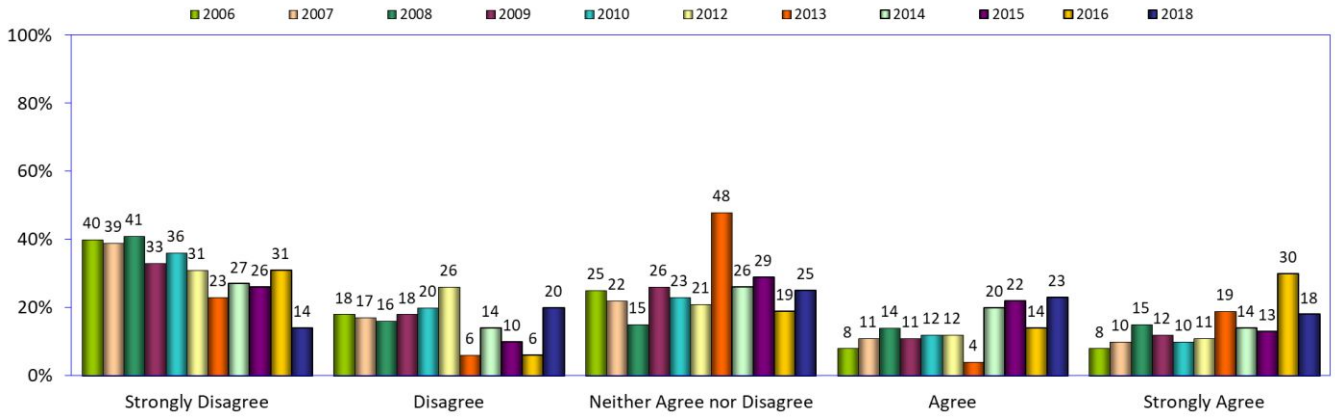


(Q190B U-1)

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

Forty-one 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, down slightly from the 44 percent reported in 2016 but still up significantly from the 35 percent reported in 2015.

The number disagreeing or strongly disagreeing (34 percent) remains at one of the lowest levels in the study and marginally below the 37 percent reported in 2016.



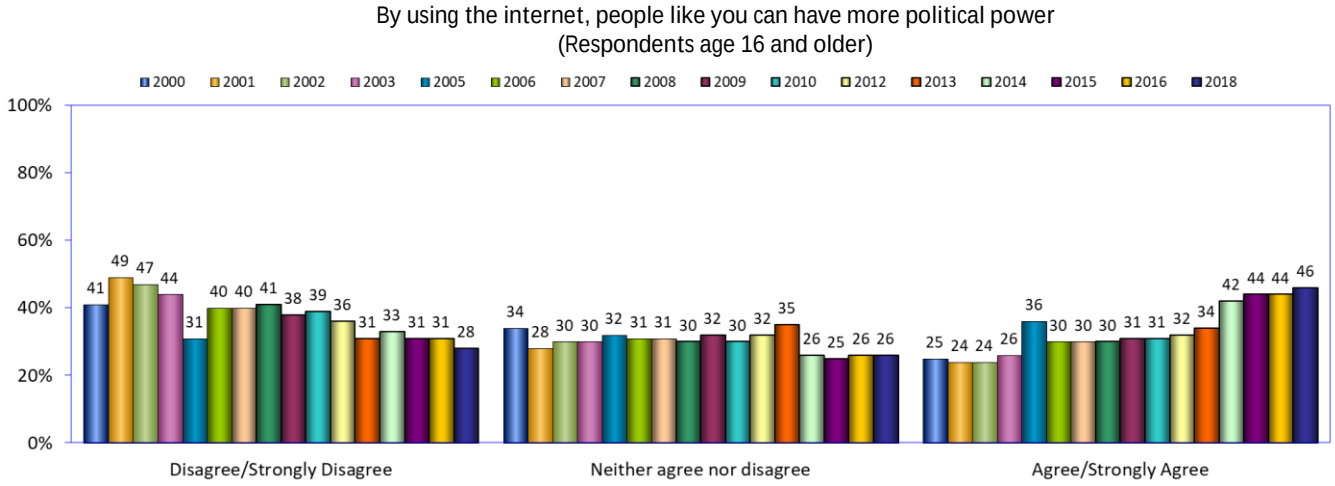
(Q190B N-1)

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

Positive attitudes about the internet as a tool to gain political power increased marginally in 2018 to a new high for the study.

Forty-six of respondents agree or strongly agree that people like them can use the internet to gain more political power –just two percentage points higher than 2016.

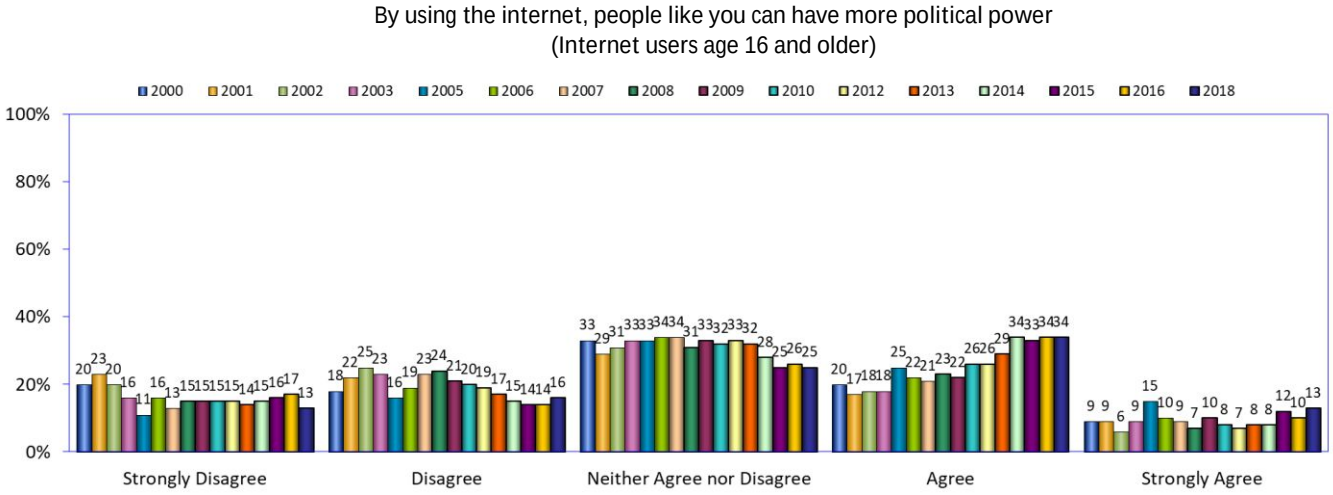
Similarly, 28 percent of respondents disagree or strongly disagree with this statement, the lowest figure reported to date.



(Q190A R-2)

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

Forty-seven percent of users agree or strongly agree that by using the internet, people like them can have more political power, up from 44 percent in 2016 and the highest level to date.

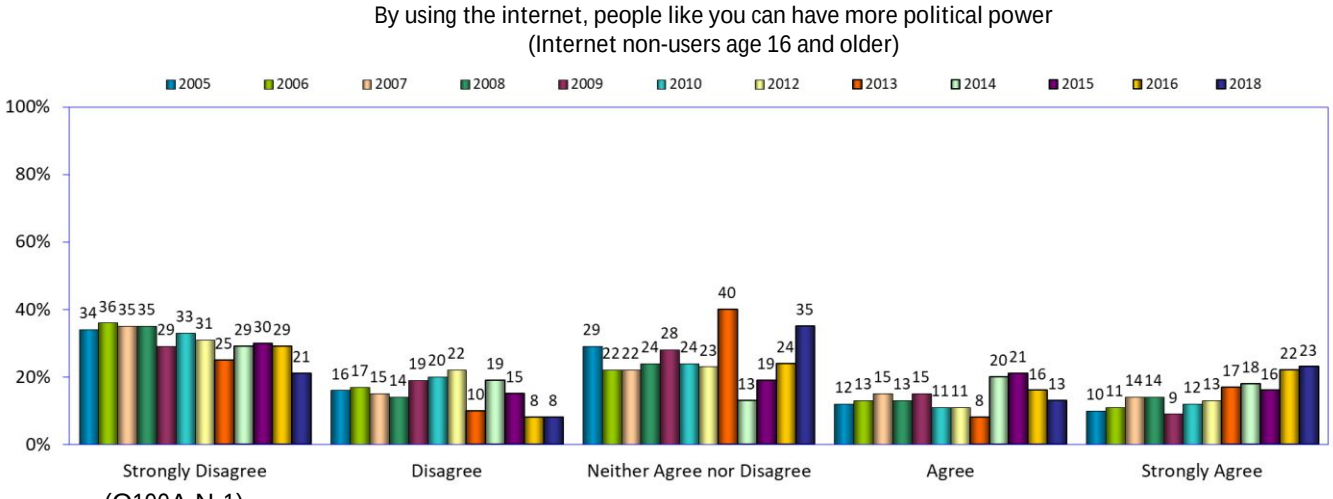


(Q190A U-1)

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

Thirty-six percent of non-users agree or strongly agree that by using the internet, people like them can have more political power – down marginally from the previous three studies.

The number of non-users who disagree or strongly disagree declined sharply to 29 percent, down from 37 percent in 2016 and even below the previous low of 35 percent in 2013.

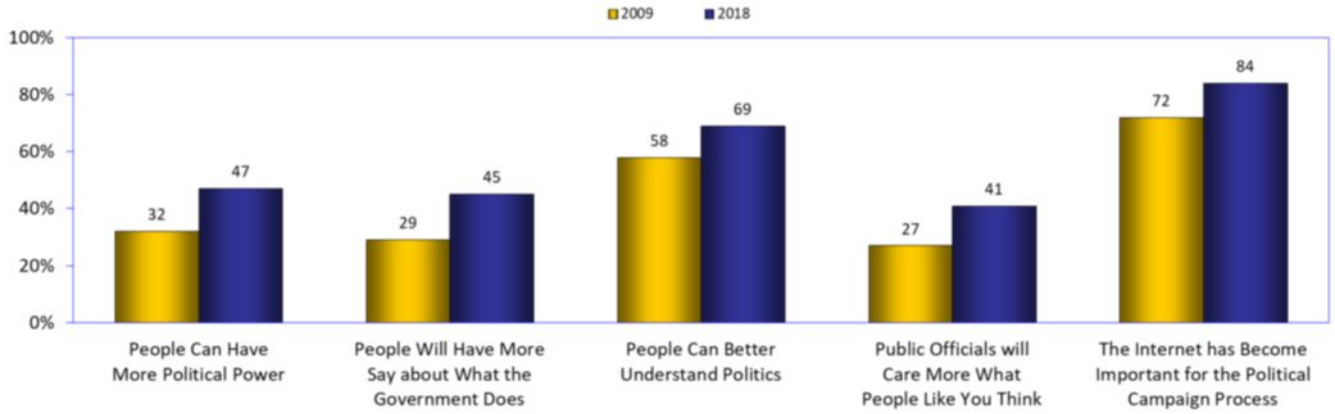


(Q190A N-1)

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

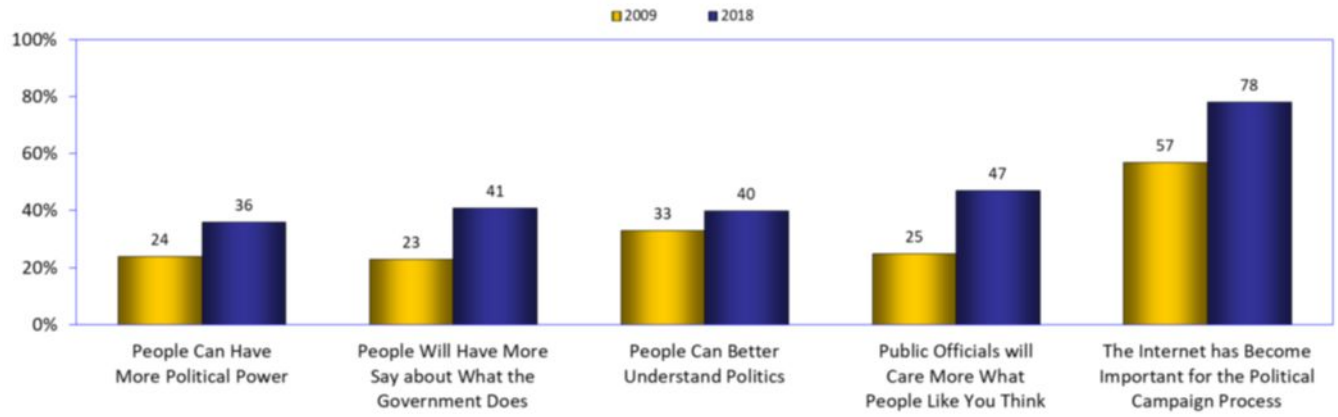
Comparing views from 2009 to 2018 finds, among users and non-users alike, significant increases in agreement about the role of the internet in creating political power, giving people more say in what government does, helping people to better understand politics, encouraging public officials to care more about what their constituents think, and its importance in political campaigns.

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



(Q190A-E U-1)

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



(Q190A-E N-1)

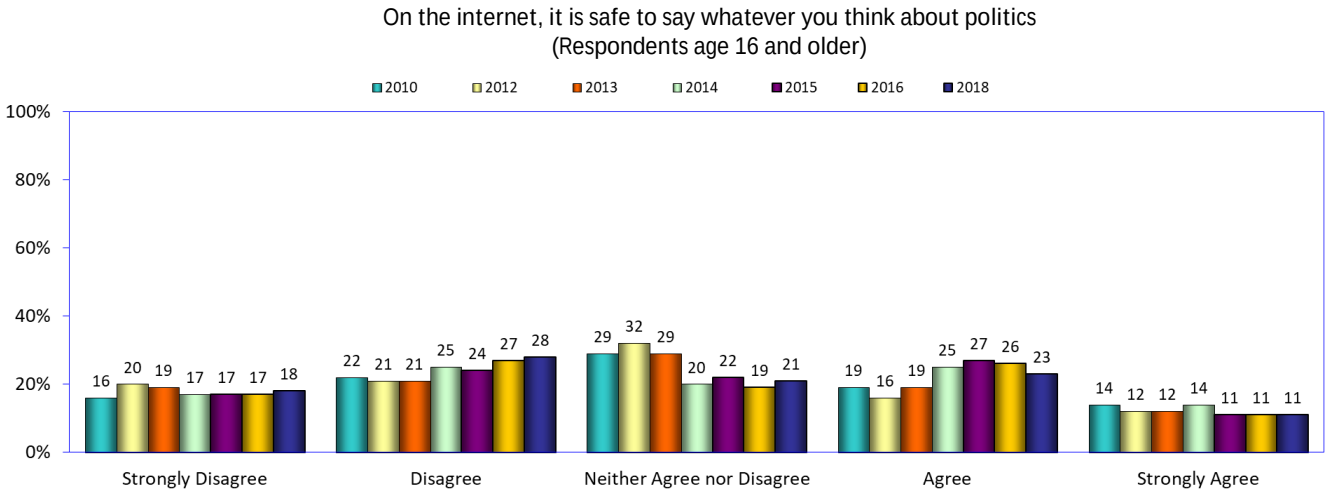
The internet and free speech about politics & government

152. 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 declined for the last three years.

Thirty-four percent agreed it is safe to voice their views about politics while online – down from 37 percent in 2016.

Similarly, the percentage of respondents who disagree or strongly disagree with this statement increased marginally over 2016– now 46 percent, up from 44 percent in 2016 and the highest number to date.

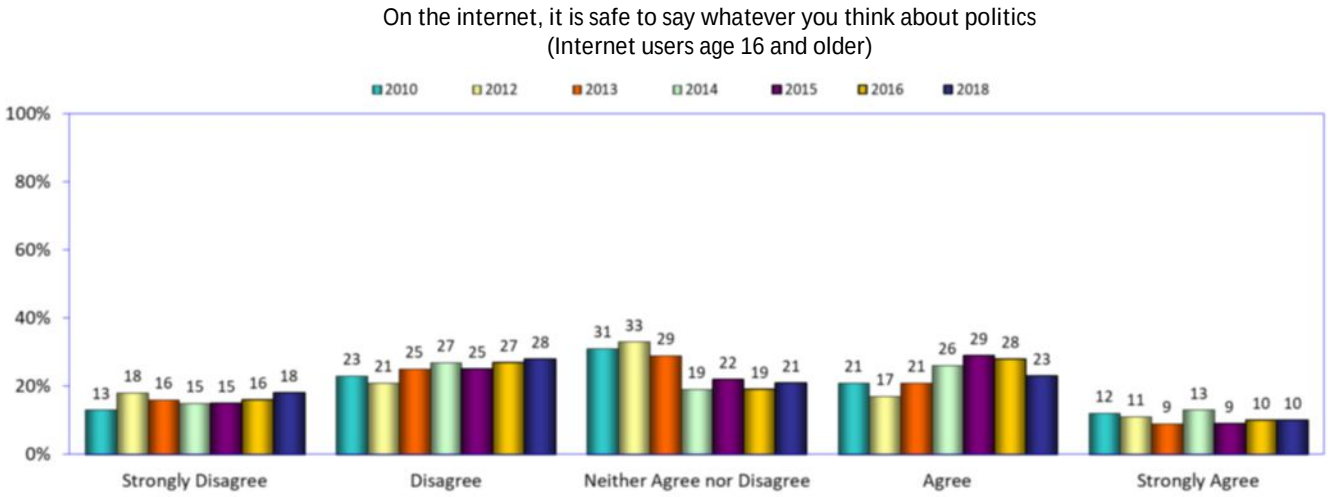


(Q195B R-1)

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

The percentage of internet users age 16 and older who said it is safe to say online whatever they think about politics decreased to 33 percent, down from 38 percent in 2016.

The percentage of those who disagree with this statement increased to 46 percent, up from 43 percent in 2016 and the highest number to date.

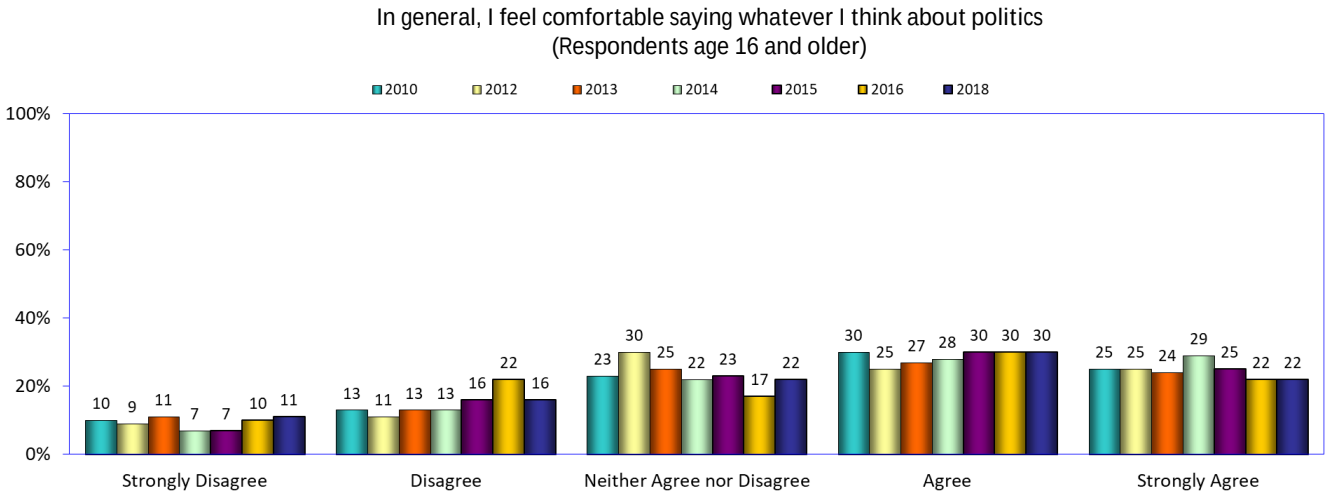


(Q195B U-1)

154. 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, the same as in 2016.

Those who do not feel comfortable decreased to 27 percent, which is down from 2016 (32 percent), but up from 2015 (23 percent).



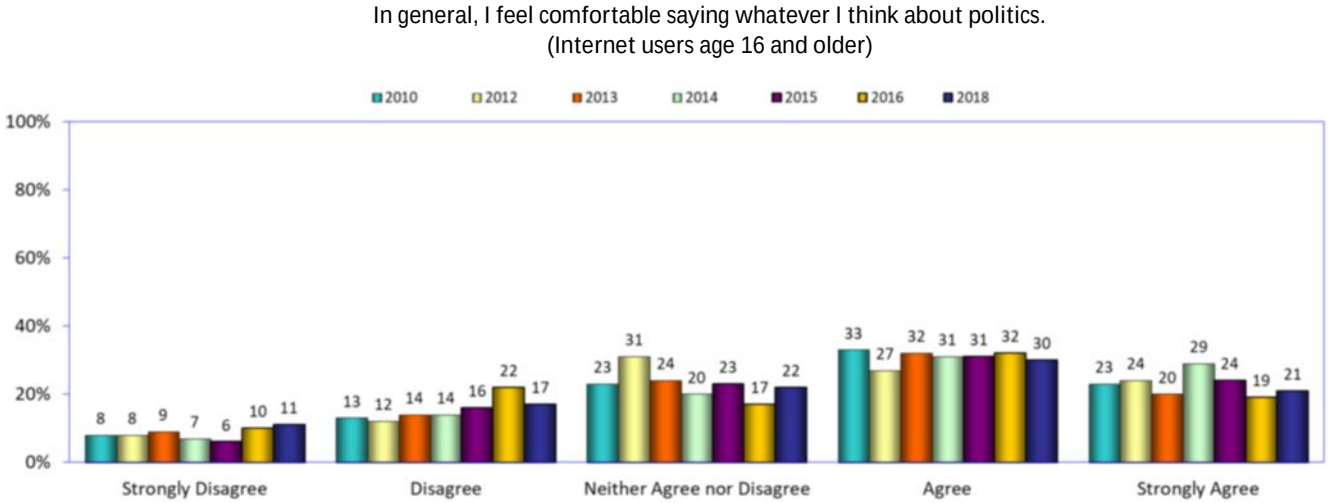
(Q195A R-1)

155. 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, the same as in 2016.

The percentage of users who do not feel comfortable saying whatever they think about politics decreased to 28 percent, down from 32 percent in 2016.



(Q195A U-1)

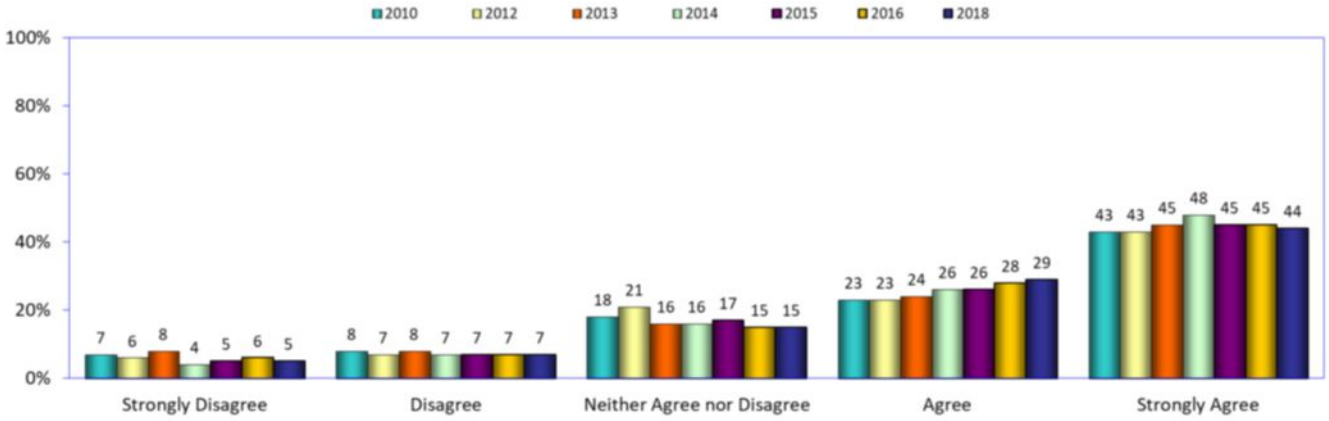
156. Criticizing the government while online

Even though 34 percent of respondents age 16 and older believe it is safe to express their political beliefs on the internet (see page 134), 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, the same as in 2016.

The percentage of respondents who do not think people should be free to criticize the government decreased marginally in the current study – now 12 percent of respondents, down from 13 percent in 2016.

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



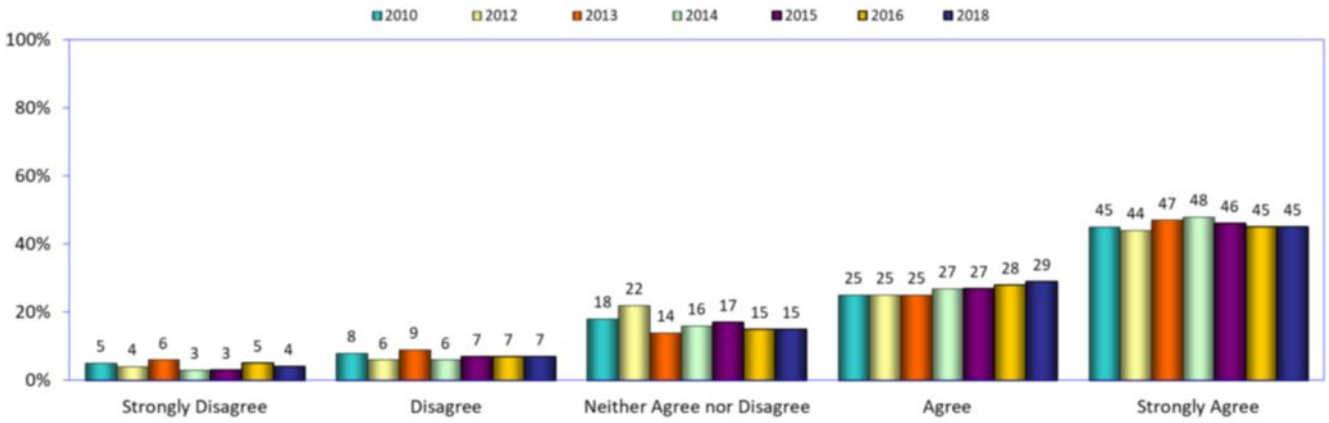
(Q195C R-1)

157. Criticizing the government while online (users)

Attitudes about criticizing the government while online have changed only very slightly from 2016. Users who agree or strongly agree increased just one percentage point from 2016 – now 74 percent.

Similarly, those who disagree or strongly disagree dropped by one percent from 2016 – now 11 percent.

People should be free on the internet to criticize the government
(Users age 16 and older)

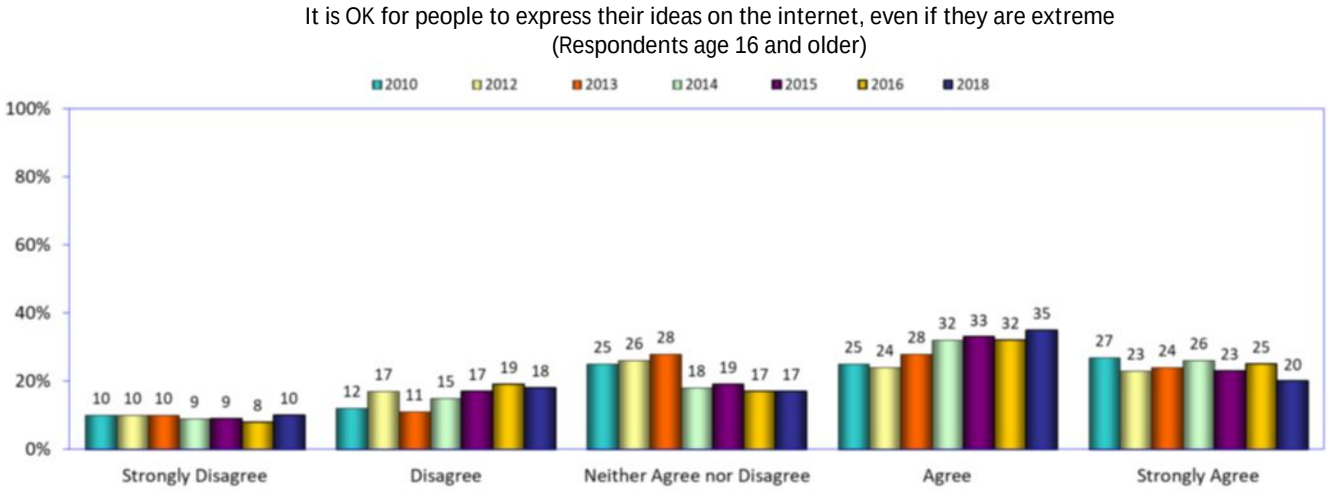


(Q195C U-1)

158. 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 (55 percent) said it is OK for people to express 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 28 percent in the current study, up from 27 percent in 2016.

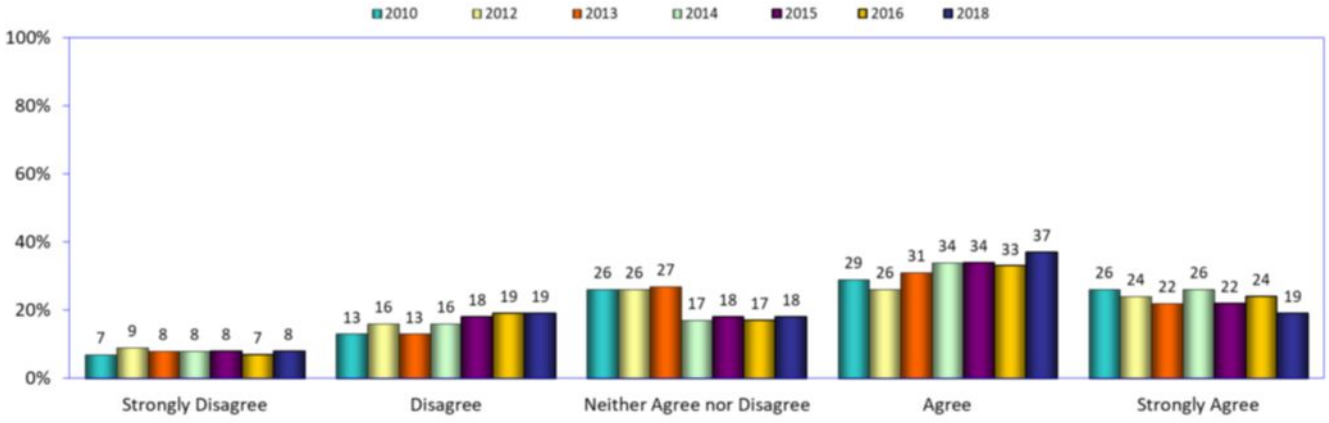


(Q195D R-1)

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

Fifty-six percent of users age 16 and older overall agree or strongly agree that it is OK for people to express their extreme ideas on the internet – down from 57 percent in 2016.

The percentage of users who disagree with free expression of extreme ideas on the internet increased just one percentage point to 27 percent.



(Q195D U-1)

160. Politics, government, and the internet (by political views)

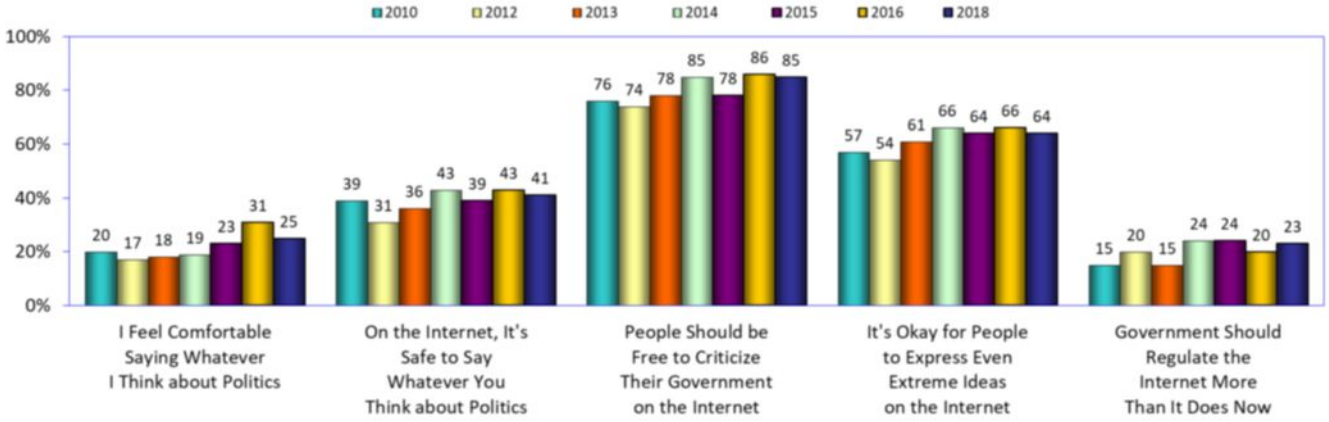
In every category but one, either liberals or conservatives have consistently had the higher percentages of respondents agreeing or strongly agreeing with the statement.

Conservatives consistently have the higher percentages of agreement that they feel more comfortable saying whatever they think about politics (30 percent of conservatives in 2018 as compared to 25 percent of liberals).

Liberals, on the other hand, report that on the internet it is safe to say whatever you think about politics (41 percent of liberals and 30 percent of conservatives), people should be free to criticize their government (85 percent of liberals and 71 percent of conservatives), and it is okay for people to express even extreme ideas (64 percent of liberals and 58 percent of conservatives).

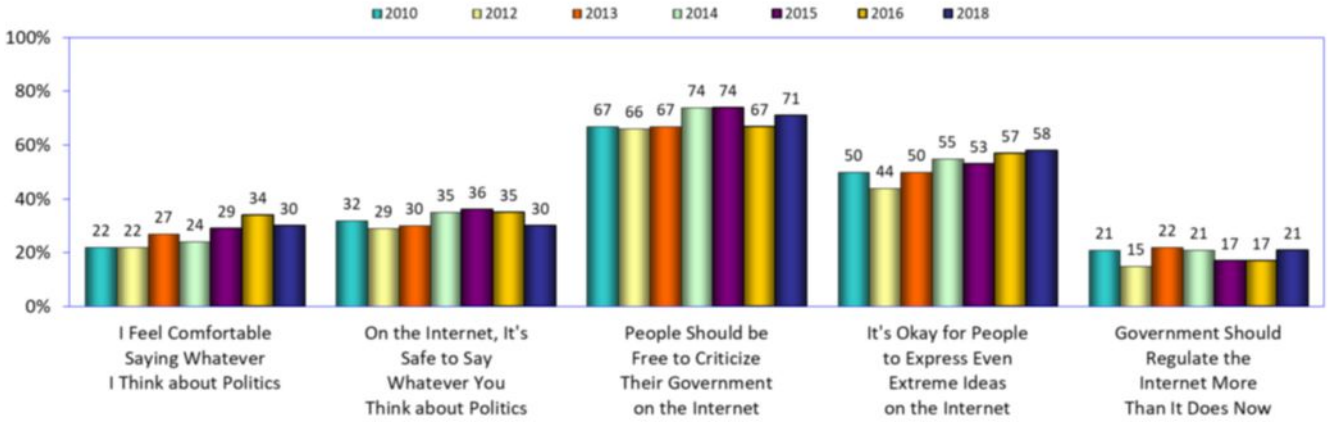
Only on the issue of government regulation does the higher percentage shift back and forth between liberals and conservatives. Since 2013, the liberals have reported the higher percentage. In 2018, 23 percent of liberals agreed or strongly agreed compared to 21 percent of conservatives – the smallest gap of the five categories.

Overview of attitudes about the internet and politics/government – liberals
(Respondents age 16 and older - agree/strongly agree)



(Q195A-E P-1)

Overview of attitudes about the internet and politics/government – conservatives
(Respondents age 16 and older - agree/strongly agree)



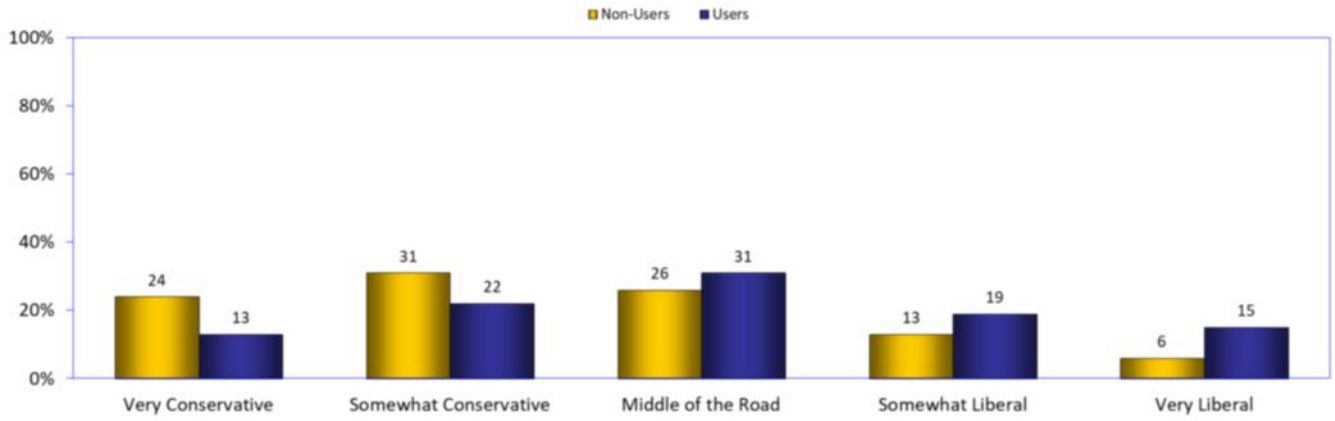
(Q195A-E P-2)

161. Political views: users vs. non-users

A significantly higher percentage of internet users (34 percent) compared to non-users (19 percent) identify themselves politically as somewhat liberal or very liberal.

Conversely, higher percentages of non-users identify themselves as somewhat conservative or very conservative: 55 percent of non-users compared to 35 percent of users.

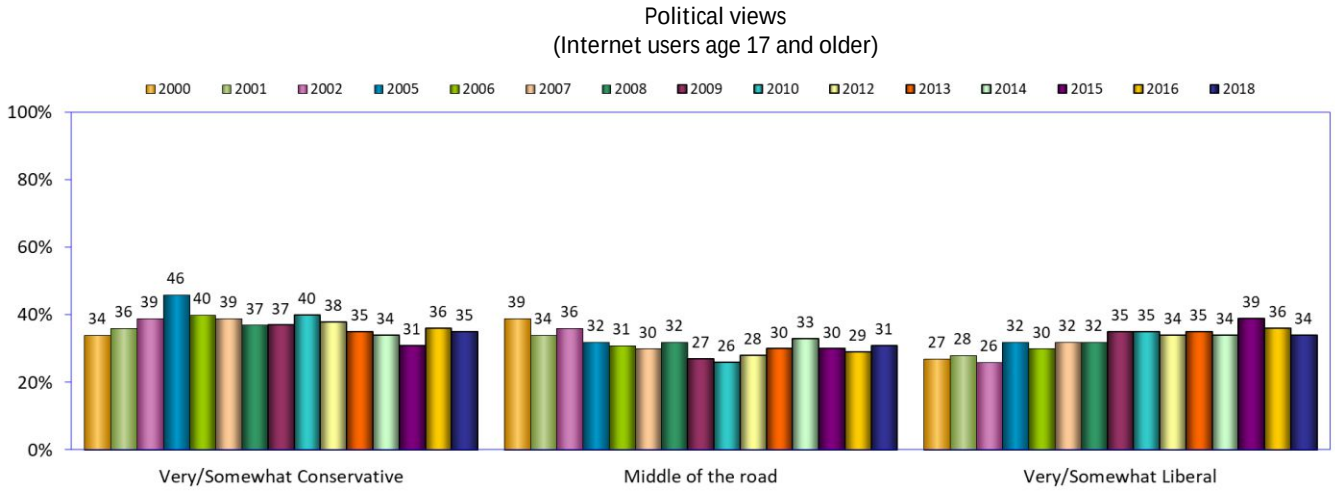
Political views
(Respondents age 17 and older)



(Q1230 R-1)

162. Political views: users since 2000

Comparing political views of internet users since 2000 shows a generally even spread across the major categories. This year, users showed a shift toward the middle with both conservative and liberal numbers dipping slightly from 2016 levels.



(Q1230 U-1)

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	China Internet Network Information Center (CNNIC) cnnic.com.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	Charles University, Department of Sociology https://www.ff.cuni.cz/home/research/departments_research_profiles/department-sociology/
France	M@rsouin Network www.marsouin.org
Greece	EKKE: The National Center for Social Research www.ekke.gr
Indonesia	AAPJII – The Indonesia Association of Internet Service Providers https://apjii.or.id/survei
Israel	The Research Center for Internet Psychology (CIP) Sammy Ofer School of Communications, The Interdisciplinary Center www.idc.ac.il/communications/cip/en

Italy	SDA Bocconi, Bocconi University www.sdabocconi.it/home/it/
Japan	Rikkyo University, College of Sociology english.rikkyo.ac.jp/
Macao	University of Macau, ERS E-Research (Lab) Macao Internet Project (MIP) www.macaointernetproject.net
Mexico	Tecnológico de Monterrey, Proyecto Internet www.wip.mx
Middle East	Contact: Justin Martin, justin.martin@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	Lisbon Internet and Networks International Research Programme (LINI) http://www.lini-research.org
Qatar	Northwestern University in Qatar (NU-Q) www.qatar.northwestern.edu
Russia	Sholokhov Moscow State University for the Humanities http://mggu-sh.ru/en
South Africa	University of Witwatersrand, Johannesburg The Media Observatory Wits Journalism, www.journalism.co.za
Sweden	IIS (The Internet 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 Católica 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 study, quotas were implemented to cap the representation of certain demographic groups and continue with the 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, 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 and some respondents completed each option. Additional discretion was given to the phone interviewers to use all options to best achieve a complete interview in the interest of the study goals.

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

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

Data Collection and Weighting:

Interviews were conducted in English. Interviewing took place between January 26th, 2018 and March 30th, 2018.

- Interviews were conducted later than usual for the 2017 wave (rather than starting in October/November, they began in January 2018).

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=36in total in 2018), so no caps were put in 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	2018 with Weighting
Income							
≤ 29,999	31%	27%	31%	31%	30%	30%	31%
30,000 to 49,999	20%	18%	19%	19%	20%	20%	19%
50,000 to 99,999	30%	33%	29%	30%	30%	30%	30%
100,000 or more	20%	22%	20%	20%	20%	20%	20%
Age/Gender							
Males :12-17	5%	3%	5%	5%	5%	5%	5%
Males :18-24	6%	5%	6%	6%	6%	6%	6%
Males :25-34	8%	5%	8%	8%	8%	8%	8%
Males :35-44	8%	8%	8%	8%	8%	8%	8%
Males :45-54	9%	9%	9%	9%	9%	8%	8%
Males :55-64	7%	8%	7%	7%	7%	7%	7%
Males :65-74	4%	5%	4%	4%	4%	4%	4%
Males :75-84	2%	3%	2%	2%	2%	2%	2%
Males : ≥ 85	1%	1%	1%	1%	1%	1%	1%
Females :12-17	5%	3%	5%	5%	5%	5%	5%
Females :18-24	6%	4%	6%	6%	6%	6%	6%
Females :25-34	8%	6%	8%	8%	8%	8%	8%
Females :35-44	8%	9%	8%	8%	8%	8%	8%
Females :45-54	9%	10%	9%	9%	9%	9%	9%
Females :55-64	7%	9%	7%	7%	7%	7%	7%
Females :65-74	4%	6%	5%	4%	4%	5%	4%
Females :75-84	3%	4%	4%	3%	3%	3%	3%
Females : ≥85	1%	1%	1%	1%	1%	1%	1%
Education							
Less than HS Grad	22%	12%	21%	21%	21%	21%	21%
HS Grad no college	27%	25%	27%	27%	27%	27%	27%
Some college/ associates degree	26%	30%	25%	26%	25%	26%	25%
Bachelor's degree or higher	25%	34%	27%	26%	26%	26%	27%
Ethnicity							
Hispanic	17%	11%	16%	16%	16%	16%	16%
White/Anglo/Caucasian/ Middle-Eastern	75%	81%	77%	73%	73%	74%	73%
Black/African American	14%	10%	14%	13%	13%	13%	13%
Asian/Pacific Islander	6%	6%	6%	6%	6%	6%	6%