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Americans' Use of Mobile Technology and Home Broadband

Some aspects of the digital divide remain, even as most U.S. adults have a smartphone or subscribe to home broadband. About 4 in 10 report being online almost constantly

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How we did this

To better understand Americans' smartphone and broadband adoption, Pew Research Center surveyed 5,733 U.S. adults from May 19 to Sept. 5, 2023. Ipsos conducted this National Public Opinion Reference Survey (NPORS) for the Center using address-based sampling and a multimode protocol that included both web and mail. This way nearly all U.S. adults have a chance of selection. The survey is weighted to be representative of the U.S. adult population by gender, race and ethnicity, education and other categories.

Polls from 2000 to 2021 were conducted via phone. For more on this mode shift, please read our Q&A.

Here are the questions used for this analysis, along with responses, and its methodology.

Americans' Use of Mobile Technology and Home Broadband

Some aspects of the digital divide remain, even as most U.S. adults have a smartphone or subscribe to home broadband. About 4 in 10 report being online almost constantly

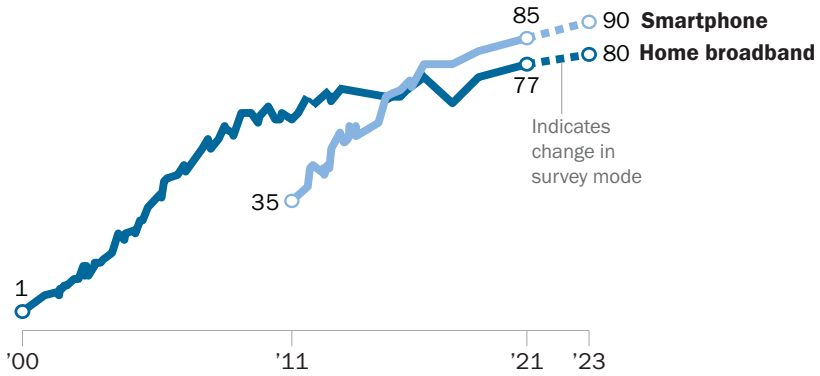
In a far cry from the early 2000s, most U.S. adults today say they use the internet (95%), have a smartphone (90%) or subscribe to high-speed internet at home (80%), according to a Pew Research Center survey conducted May 19 to Sept. 5, 2023.

Though adoption of these technologies has surged over the past two decades, there are notable differences by age, household income and educational attainment.

The Center has been tracking technology use for many years. Recently, we shifted from gathering responses via telephone to the web and mail. Mode changes can affect study results in a number of ways, therefore, we have to take a cautious approach when examining how things have – or have not – changed since our last study on these topics in 2021. For more details on this shift, please .

Most U.S. adults have a smartphone, home broadband

% of U.S. adults who say they own or subscribe to the following



Note: Dotted line indicates a change in mode. Polls from 2000-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. Refer to the topline for more information on how question wording varied over the years. Those who did not give an answer or who gave other responses are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
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Who has a smartphone and home broadband?

Even with high rates of adoption overall, divides exist by income, level of formal education and age. These differences are in line with the last time the Center asked about smartphone ownership and home broadband subscription in 2021.

Smartphone use

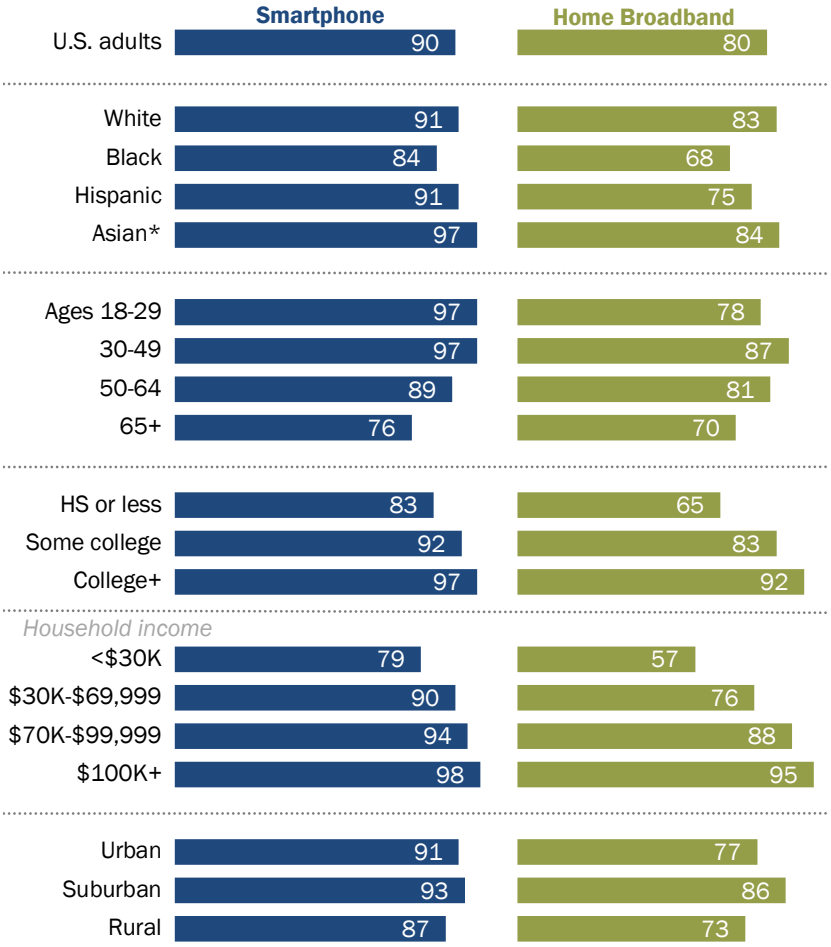
Smartphones are common across income levels, but those in households earning $100,000 or more annually are far more likely than those earning less than $30,000 per year to have one (98% vs. 79%).

There are also differences by education. Adults who have a bachelor's degree or some college education own smartphones at higher rates than those with a high school diploma or less.

Age also plays a role: Adults 50 and older – especially those who are at least 65 – are less likely than their younger counterparts to own a smartphone.

Rates of smartphone ownership, broadband subscription vary across groups, including by household income and education

% of U.S. adults who say they own or subscribe to the following



* Estimates for Asian adults are representative of English speakers only.
Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Those who did not give an answer or who gave other responses are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
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Home broadband

There are large gaps between the lowest- and highest-income Americans in whether they have a broadband subscription. Nearly all (95%) adults with an annual household income of at least $100,000 say they have one. This compares with 57% of adults in households that make less than $30,000 per year. A similar pattern emerges by level of formal education.

While most adults living in rural areas (73%) subscribe to high-speed internet at home, they are less likely to do so than their peers living in suburban areas (86%) and slightly less likely than those living in urban settings (77%).

Asian (84%) and White (83%) adults are more likely than Hispanic (75%) or Black (68%) adults to say they subscribe to home broadband. Many of these differences between racial and ethnic groups fade, though, when accounting for income, education, age and community type.[1]

[1] Estimates for Asian adults are representative of English speakers only.

‘Smartphone-dependent’ adults

Some 15% of adults are “smartphone dependent,” meaning they own a smartphone but do not subscribe to a high-speed home broadband service. This share has remained relatively stable in recent years but is roughly double what we found in 2013 (8%).

Those who live in lower-income households are particularly likely to rely on their smartphone to go online. The shares who fall into this category are:

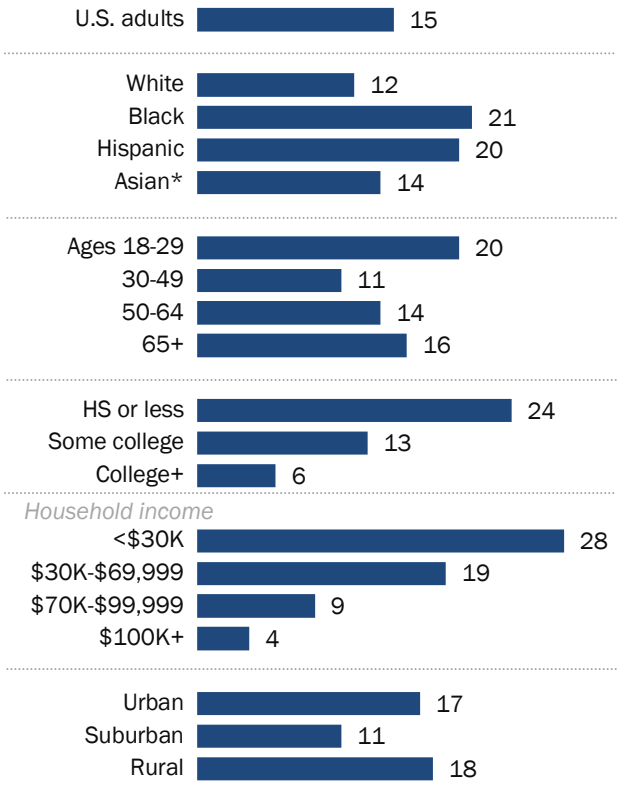
- 28% of Americans in households earning less than $30,000 per year
- 19% of Americans in households earning $30,000 to $69,999 per year
- 9% of Americans in households earning $70,000 to $99,999 per year
- 4% of Americans in households earning $100,000 or more per year

Adults with lower levels of formal education are also more likely to be smartphone dependent. About a quarter (24%) of those who have completed high school or less education rely on a mobile device for internet, compared with 6% of those with a college degree.

Roughly one-in-five Black or Hispanic adults are smartphone dependent, compared with a smaller share of White adults.

15% of U.S. adults are ‘smartphone dependent,’ and this share is greater among those with lower incomes

*% of U.S. adults who are **smartphone dependent** (i.e., say they have a smartphone but do not subscribe to home broadband)*



* Estimates for Asian adults are representative of English speakers only.
Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Those who did not give an answer or who gave other responses are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023. “Americans’ Use of Mobile Technology and Home Broadband”

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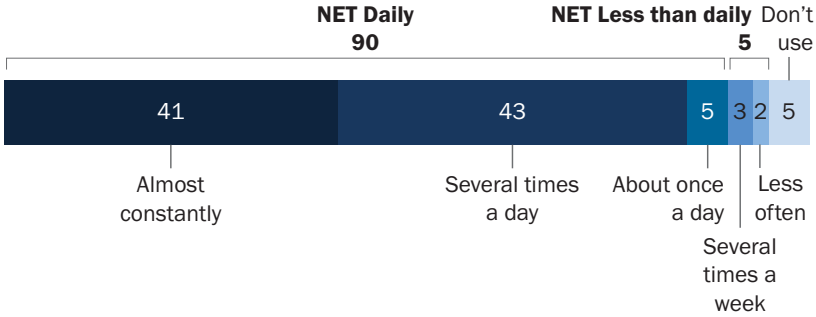
What share of Americans are constantly online?

With the internet becoming more and more central to Americans' daily lives, nine-in-ten U.S. adults now say they go online every day. This includes 41% who report using the internet almost constantly.

Roughly 4 in 10 U.S. adults say they're online almost constantly

% of U.S. adults who say they use the internet ...



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
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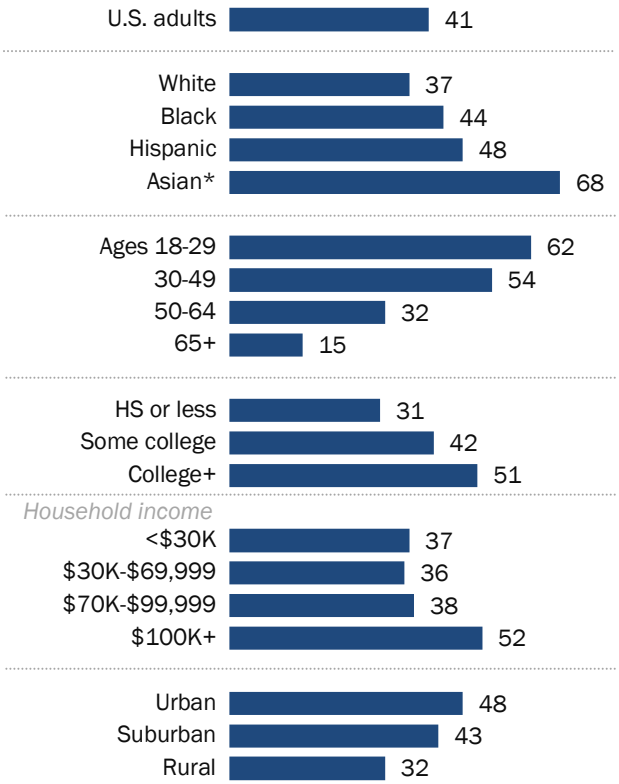
However, some are more likely to be constantly online than others – especially the youngest adults. About six-in-ten adults ages 18 to 29 (62%) say they are constantly online, compared with smaller shares of those in older age groups, including only 15% of those 65 and older.

Those with higher levels of education and household incomes are also more likely to say they are online almost constantly. For instance, roughly half (52%) of adults with an annual household income of at least $100,000 report using the internet almost constantly. This compares with about four-in-ten or fewer among those with an annual household income less than $100,000.

Differences also emerge by the type of community that adults live in. About half of those living in urban areas (48%) say they use the internet almost constantly, compared with 43% of those in suburban communities and 32% of those in rural settings.

Majority of adults under 30 say they're online almost constantly

*% of U.S. adults who say they use the internet **almost constantly***



* Estimates for Asian adults are representative of English speakers only.
Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Those who did not give an answer or who gave other responses are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023. "Americans' Use of Mobile Technology and Home Broadband"

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Acknowledgments

This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at pewresearch.org/internet.

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2023 National Public Opinion Reference Survey (NPORS) Methodology

Summary

Ipsos conducted the National Public Opinion Reference Survey (NPORS) for Pew Research Center using address-based sampling and a multimode protocol. The survey was fielded from May 19 to Sept. 5, 2023. Participants were first mailed an invitation to complete an online survey. A paper survey was later mailed to those who did not respond. In total, 2,217 respondents completed the survey online, and 3,516 respondents completed the paper survey (total n=5,733). The survey was administered in English and Spanish. The AAPOR Response Rate 1 was 31%.

Sample definition

The sample was drawn from the U.S. Postal Service Computerized Delivery Sequence File and was provided by MSG (Marketing Systems Group). Occupied residential addresses (including "drop points") in all U.S. states (including Alaska and Hawaii) and the District of Columbia had a nonzero chance of selection. The draw was a national, stratified random sample, with differential probabilities of selection across the mutually exclusive strata. Ipsos designed the sample plan as shown in the table below.

Stratum	Race/Ethnicity	% of specified race/ethnicity	Education	Total ABS households	Total sampled households
1	Black, non-Hispanic	50%-74.99% Black, non-Hispanic	65%+ HS or less	0.5%	0.6%
2	Black, non-Hispanic	50%-74.99% Black, non-Hispanic	Remaining census block groups	3.3%	4.0%
3	Black, non-Hispanic	75%+ Black, non-Hispanic	65%+ HS or less	0.4%	0.6%
4	Black, non-Hispanic	75%+ Black, non-Hispanic	Remaining census block groups	2.4%	3.1%
5	Hispanic	50%-74.99% Hispanic	65%+ HS or less	1.2%	5.6%
6	Hispanic	50%-74.99% Hispanic	Remaining census block groups	4.7%	12.4%
7	Hispanic	75%+ Hispanic	65%+ HS or less	2.0%	5.8%
8	Hispanic	75%+ Hispanic	Remaining census block groups	1.8%	3.9%
9	All other	Remaining census block groups	65%+ HS or less	3.0%	4.5%
10	All other	Remaining census block groups	Remaining census block groups	80.8%	59.3%
					100%

Mailing protocol

Ipsos sent initial mailings in a 9-by-12-inch envelope via first-class mail to the 19,498 sampled households. These packets included two $1 bills and a letter asking a member of the household to complete an online survey using the website and password provided. If two or more adults were in the household, the letter asked the adult with the next birthday to complete the survey. Sampled households were later sent a reminder postcard and then a reminder letter via first-class mail.

Ipsos sent nonresponding households with a deliverable address a 9-by-12-inch Priority Mail envelope. The Priority envelope contained a letter, a $5 bill, a paper version of the survey and a postage-paid return envelope. The paper survey was one 11-by-17-inch page folded booklet-style. The within-household selection instructions were identical to those used in the earlier online survey request. Nonresponding households were later sent a second envelope containing another copy of the paper questionnaire by first-class mail.

The initial mailing and the first mailing containing the paper version of the survey were each sent out in two separate launches: soft launch and full launch. The soft launch made up 5% of the sample at each point in the field period and was sent out several days earlier than the full launch. The full launch consisted of the remaining sample.

Households in Hispanic-dominant census block groups received all materials in English and Spanish. All other households received materials in English only. Those who completed the survey online or returned the completed paper survey were sent a $10 post-incentive.

Questionnaire development and testing

Pew Research Center developed the questionnaire in consultation with Ipsos. The online questionnaire was tested on both desktop and mobile devices. The test data was analyzed to ensure the logic and randomizations were working as intended before the survey was launched.

Weighting

The survey was weighted to support reliable inference from the sample to the target population of U.S. adults. The weight was created using a multistep process that includes a base weight adjusting for differential probabilities of selection and a raking calibration that aligns the survey with the population benchmarks. The process starts with the base weight, which accounted for the probability of selection of the address from the U.S. Postal Service Computerized Delivery Sequence File frame, as well as the number of adults living in the household.

Then the base weights are calibrated to population benchmarks using raking, or iterative proportional fitting. The raking dimensions and the source for the population parameter estimates are reported in the table below. All raking targets are based on the noninstitutionalized U.S. adult population (ages 18 and older). These weights are trimmed at about the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights.

Raking dimensions and source for population parameter estimates, NPORS 2023

Raking dimension*	Source
Age(5)	2021 American Community Survey
Gender(2) x Age(3)	2021 American Community Survey
Gender(2) x Education(3)	2021 American Community Survey
Age(3) x Education(3)	2021 American Community Survey
Race/ethnicity(5)**	2021 American Community Survey
Education(3) x Race/ethnicity(4)***	2021 American Community Survey
Race/ethnicity(4) x Born inside or outside the U.S.(2)***	2021 American Community Survey
Census region(4) by metro status(2)	2021 Current Population Survey ASEC March Supplement
Voter registration(2)*	2018 Current Population Survey Voting and Registration Supplement
Phone type(3) x Education(3)****	2022 National Health Interview Survey
Phone type(3) x White/non-White(2)****	2022 National Health Interview Survey
Phone type(3) x Age(3)	2022 National Health Interview Survey

* Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.
** The standalone raking dimension for race/ethnicity includes “Asian, non-Hispanic” as its own category, but this category is combined with “Other, non-Hispanic” when crossed with other dimensions.
*** Education is collapsed for the “Other, non-Hispanic” category. Born inside or outside the U.S. is crossed only among Hispanics.
**** Cellphone only, landline only or both.

Design effect and margin of error

Weighting and survey design features that depart from simple random sampling tend to result in an increase in the variance of survey estimates. This increase, known as the design effect, or “deff,” should be incorporated into the margin of error, standard errors and tests of statistical significance. The overall design effect for a survey is commonly approximated as 1 plus the squared coefficient of variation of the weights.

For this survey, the margin of error (half-width of the 95% confidence interval) incorporating the design effect for full sample estimates at 50% is plus or minus 1.8 percentage points. Estimates based on subgroups will have larger margins of error. It is important to remember that random sampling error is only one possible source of error in a survey estimate. Other sources, such as question wording and reporting inaccuracy, may contribute additional error.

A summary of the weights and their associated design effect is reported in the table below.

Weight variable	Completed interviews	Approximate design effect	Effective sample size	Margin of error (95% confidence level)
WEIGHT	5,733	1.9	2,980	±1.8 percentage points

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, NPORS 2023

Group	Unweighted sample size	Plus or minus ...
Total sample	5,733	1.8 percentage points
White, non-Hispanic	3,729	2.2 percentage points
Black, non-Hispanic	528	5.7 percentage points
Hispanic	941	4.8 percentage points
Asian, non-Hispanic	244	8.5 percentage points
Ages 18-29	546	5.3 percentage points
30-49	1,589	3.3 percentage points
50-64	1,591	3.3 percentage points
65+	1,914	2.8 percentage points
High school or less	1,344	3.5 percentage points
Some college	1,873	3.2 percentage points
College grad+	2,466	2.5 percentage points
Household income		
<$30K	1,068	4.3 percentage points
$30K-$69,999	1,777	3.4 percentage points
$70K-$99,999	894	4.5 percentage points
$100K+	1,712	3.1 percentage points
Urban	1,487	3.7 percentage points
Suburban	2,718	2.6 percentage points
Rural	1,449	3.5 percentage points

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

A note about the Asian adult sample

This survey includes a total sample size of 325 Asian adults. The sample primarily includes English-speaking Asian adults and, therefore, may not be representative of the overall Asian adult population. Despite this limitation, it is important to report the views of Asian adults on the topics in this study. As always, Asian adults' responses are incorporated into the general population figures throughout this report.

Dispositions

The table below reports the disposition of all sampled households for the survey.

Final dispositions and rates, NPORS 2023

Interview	**Code**	**Cases**
Complete	1.10	5,733
Partial	1.20	89
Eligible, non-interview		
Refusal	2.11	21
Blank questionnaire returned	2.1131	51
Completed questionnaire, but not returned during field period	2.27	82
Unknown eligibility, non-interview		
Nothing returned or completed	3.199	12,246
Housing unit, unknown if eligible respondent	3.20	37
Not eligible		
Selected respondent screened out of sample	4.10	7
No such address	4.313	1,232
Total sample used		**19,498**
Complete interviews (1.1)	I	5,733
Partial interviews (1.2)	P	89
Refusal and break off (2.1)	R	72
Non-contact (2.2)	NC	82
Other (2.3, 2.9)	O	0
Unknown household (3.1)	UH	12,246
Unknown respondent eligibility (3.2, 3.9)	UO	37
Not eligible (4.1, 4.313)	NE	1,239
TOTAL		**19,498**
AAPOR RR1 = I/((I+P) + (R+NC+O) + (UH+UO))		**31%**

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2023 PEW RESEARCH CENTER NPORS
INTERNET TOPLINE
MAY 19 – SEPTEMBER 5, 2023
N=5,733

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). IF NO ONE ANSWERED THE QUESTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY. ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

	Sample size	**Margin of error at 95% confidence level**
U.S. adults	5,733	+/- 1.8 percentage points

ASK ALL:
EMINUSE Do you use the internet or email, at least occasionally?

ASK ALL:
INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[2]

	Uses internet	Does not use internet
May 19-Sep 5, 2023	95	5

PHONE TREND FOR COMPARISON:

	Uses internet	Does not use internet
Jan 2021	93	7
Feb 2019	90	10
Jan 2018	89	11
Nov 2016	90	10
May 2016	87	13
Apr 2016*	86	14
Nov 2015	87	13
Jul 2015	87	13
Apr 2015*	85	15
Sep 2013*	86	14
Aug 2013	80	20
May 2013	85	15
Dec 2012	81	19

[2] The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said "yes" to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 through February 2012, an internet user is someone who said "yes" to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 through December 2012, an internet user is someone said "yes" to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. Since then, anyone who responds "yes" to EMINUSE or INTMOB is considered an internet user. The surveys with an asterisk (*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

	Uses internet	Does not use internet
Nov 2012*	85	15
Sep 2012	81	19
Aug 2012	85	15
Apr 2012	82	18
Feb 2012	80	20
Dec 2011*	81	19
Aug 2011	78	22
May 2011	78	22
Jan 2011	79	21
Dec 2010	77	23
Nov 2010	74	26
Sep 2010	74	26
May 2010	79	21
Jan 2010	75	25
Dec 2009	74	26
Sep 2009	77	23
Apr 2009	79	21
Dec 2008	74	26
Nov 2008	74	26
Aug 2008	75	25
Jul 2008	77	23
May 2008	73	27
Apr 2008	73	27
Jan 2008	70	30
Dec 2007	75	25
Sep 2007	73	27
Feb 2007	71	29
Dec 2006	70	30
Nov 2006	68	32
Aug 2006	70	30
Apr 2006	73	27
Feb 2006	73	27
Dec 2005	66	34
Sep 2005	72	28
Jun 2005	68	32
Feb 2005	67	33
Jan 2005	66	34
Nov 2004	59	41
Nov 2004	61	39
Jul 2004	67	33
Jun 2004	63	37
Mar 2004	69	31
Feb 2004	63	37
Nov 2003	64	36
Aug 2003	63	37
Jun 2003	62	38

	Uses internet	Does not use internet
May 2003	63	37
Mar 2003	62	38
Feb 2003	64	36
Dec 2002	57	43
Nov 2002	61	39
Oct 2002	59	41
Sep 2002	61	39
Jul 2002	59	41
Mar/May 2002	58	42
Jan 2002	61	39
Dec 2001	58	42
Nov 2001	58	42
Oct 2001	56	44
Sep 2001	55	45
Aug 2001	59	41
Feb 2001	53	47
Dec 2000	59	41
Nov 2000	53	47
Oct 2000	52	48
Sep 2000	50	50
Aug 2000	49	51
Jun 2000	47	53
May 2000	48	52

ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=5,461]:
INTFREQ About how often do you use the internet?[3]

	Almost constantly	Several times a day	About once a day	Several times a week	Less often	No answer
May 19-Sep 5, 2023	43	45	6	3	2	1

PHONE TREND FOR COMPARISON:

	Almost constantly	Several times a day	About once a day	Several times a week	Less often	(VOL.) Don't know	(VOL.) No answer
Jan 2021	33	51	6	5	4	*	*
Feb 2019	31	49	10	5	4	*	*
Jan 2018	30	49	9	7	6	*	*
May 2016	25	50	11	7	6	*	*
Apr 2016*	28	49	10	7	6	*	*
Jul 2015	24	49	11	7	8	*	1

[3] The surveys with an asterisk (*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

INTFREQ BASED ON ALL ADULTS:

	Almost constantly	Several times a day	About once a day	Several times a week	Less often	No answer to INTFREQ	Not an internet user
May 19-Sep 5, 2023	41	43	5	3	2	1	5

ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=5,461]:
HOME4NW2 Do you currently subscribe to internet service installed at your home (other than data plans on mobile devices)?

	Yes	No	No answer
May 19-Sep 5, 2023	89	10	1

PHONE TREND FOR COMPARISON[4]:

	Yes	No	(VOL.) Don't know	(VOL.) No answer
Jan 2021	86	14	*	0
Feb 2019	84	16	*	0
Jan 2018	80	20	*	0
Jul 2015	84	16	*	0

HOME4NW2 BASED ON ALL ADULTS:

	Yes	No	No answer to HOME4NW2	Not an internet user
May 19-Sep 5, 2023	85	10	1	5

ASK IF HOME INTERNET SUBSCRIBER (HOME4NW2=1) [N=4,892]:
BBHOME Is the home internet service you subscribe to…

	Dial-up[5]	High-speed broadband[6]	Other service **[TEXT BOX]**	Not sure	No answer
May 19-Sep 5, 2023	2	94	*	4	1

[4] For surveys conducted 2021 and earlier, the question wording was "Do you currently subscribe to internet service at HOME?"
[5] The dial-up response option wording was "Dial-up (over a landline phone connection)."
[6] The high-speed home broadband response option wording was "High-speed broadband like cable, fiber optic, wireless router, satellite, or DSL."

PHONE TREND FOR COMPARISON[7]:

	Dial-up	Higher-speed broadband	(VOL.) Both dial-up and higher-speed	(VOL). Access net on cell or tablet only	(VOL.) No home net access	(VOL.) Don't know	(VOL.) No answer
Jan 2021	2	91	3	1	*	4	0
Feb 2019	2	92	3	*	*	2	*
Jan 2018	3	90	2	*	*	5	*
Jul 2015	3	91	1	*	1	4	*

SUMMARY OF HOME BROADBAND BASED ON HOME INTERNET SUBSCRIBERS (HOME4NW2=1) [N=4,892][8]:

	Home broadband users	No home broadband
May 19-Sep 5, 2023	94	6

PHONE TREND FOR COMPARISON:

	Home broadband users	No home broadband
Jan 2021	94	6
Feb 2019	94	6
Jan 2018	91	9
Jul 2015	92	8

SUMMARY OF HOME BROADBAND BASED ON ALL ADULTS[9]:

	Home broadband users	No home broadband
May 19-Sep 5, 2023	80	20

PHONE TREND FOR COMPARISON:

	Home broadband users	No home broadband
Jan 2021	77	23
Feb 2019	73	27
Jan 2018	65	35
Jul 2015	67	33

ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=5,461]:
SMUSE Please indicate whether or not you ever use the following websites or apps.
[RANDOMIZE AND SPLIT ACROSS TWO SCREENS]

	Yes, use this	No, don't use this	No answer
a. Facebook			
May 19-Sep 5, 2023	71	27	1
b. YouTube			
May 19-Sep 5, 2023	87	12	1
c. Twitter[10]			
May 19-Sep 5, 2023	23	74	3

[10] The company changed its name to X while our May 19-Sept. 5, 2023, survey was in the field.

	Yes, use this	No, don't use this	No answer
d. Instagram			
May 19-Sep 5, 2023	49	49	2
e. Snapchat			
May 19-Sep 5, 2023	28	69	3
f. WhatsApp			
May 19-Sep 5, 2023	31	67	2
g. LinkedIn			
May 19-Sep 5, 2023	31	66	3
h. Pinterest			
May 19-Sep 5, 2023	36	61	2
i. TikTok			
May 19-Sep 5, 2023	34	63	2
j. BeReal			
May 19-Sep 5, 2023	4	93	3
k. Reddit			
May 19-Sep 5, 2023	23	74	3

PHONE TREND FOR COMPARISON[11]:

	Yes, use this	No, don't use this	(VOL.) Don't know	(VOL.) No answer
Use Facebook[12]				
Jan 2021	73	27	*	*
Feb 2019	75	25	0	0
Jan 2018	76	24	*	*
Apr 2016*	79	21	0	0
Apr 2015*	72	28	0	0
Sep 2014	71	28	0	0
Sep 2013	71	29	*	0

[8] Home broadband users are defined as those who said they have high-speed broadband. Those defined as not having home broadband gave any other answer, including not sure or refusing the question.
[9] Home broadband users are defined as those who said they have high-speed broadband. Those defined as not having home broadband gave any other answer, including not sure or refusing the question.
[10] The company changed its name to X while our May 19-Sept. 5, 2023, survey was in the field.
[11] Wording in January 2021 was "Please tell me if you ever use any of the following. Do you ever use… [INSERT ITEMS; RANDOMIZE ITEM¬S a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]?" Wording in February 2019 was "Please tell me if you ever use any of the following social media sites. Do you ever use… [INSERT ITEMS; RANDOMIZE]?" For January 2018, it was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use… [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was "Do you ever use the internet to… [INSERT ITEM; RANDOMIZE]?" For August and December 2012, as well as September 2013 through September 2014, the wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever… [INSERT ITEM; RANDOMIZE]?" For April 2015 through April 2016, the question wording was "Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to… [INSERT ITEM; RANDOMIZE]?" The surveys with an asterisk (*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.
[12] Dec. 13-16, 2012, trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

	Yes, use this	No, don't use this	(VOL.) Don't know	(VOL.) No answer
Use Facebook (cont.)				
Dec 2012	67	33	*	0
Aug 2012	66	34	1	0
Use YouTube				
Jan 2021	86	14	0	*
Feb 2019	79	20	*	0
Jan 2018	81	18	*	*
Use Twitter				
Jan 2021	25	75	*	*
Feb 2019	24	76	0	0
Jan 2018	27	73	*	*
Apr 2016*	24	75	0	*
Apr 2015*	23	77	0	0
Sep 2014	23	77	*	0
Sep 2013	18	82	*	0
May 2013	18	82	*	*
Dec 2012	16	84	*	*
Aug 2012	16	84	*	0
Use Instagram				
Jan 2021	43	57	*	*
Feb 2019	41	59	*	0
Jan 2018	39	61	*	*
Apr 2016*	32	67	*	*
Apr 2015*	27	72	*	0
Sep 2014	26	74	0	0
Sep 2013	17	82	*	0
Dec 2012	13	87	*	0
Aug 2012	12	88	1	0
Use Snapchat				
Jan 2021	27	73	0	*
Feb 2019	26	74	*	0
Jan 2018	30	70	*	*
Use WhatsApp				
Jan 2021	24	75	*	*
Feb 2019	21	78	1	0
Jan 2018	24	75	*	*
Use LinkedIn				
Jan 2021	30	69	1	*
Feb 2019	29	71	*	0
Jan 2018	28	71	1	*
Apr 2016*	29	70	1	0
Apr 2015*	26	73	1	0
Sep 2014	28	72	*	0
Sep 2013	22	77	1	*
Aug 2012	20	79	1	*

	Yes, use this	No, don't use this	(VOL.) Don't know	(VOL.) No answer
Use Pinterest				
Jan 2021	33	67	*	*
Feb 2019	31	68	*	*
Jan 2018	32	67	*	*
Apr 2016*	31	69	*	0
Apr 2015*	31	68	1	*
Sep 2014	28	72	*	0
Sept 2013	21	77	2	*
Dec 2012	15	83	2	0
Aug 2012	12	87	1	*
Use TikTok				
Jan 2021	23	77	0	*
Use Reddit				
Jan 2021	19	81	*	*
Feb 2019	12	87	1	0

SMUSE BASED ON ALL ADULTS:

		Yes, use this	No, don't use this	No answer	Not an internet user
a.	Facebook				
	May 19-Sep 5, 2023	68	26	1	5
b.	YouTube				
	May 19-Sep 5, 2023	83	12	1	5
c.	Twitter				
	May 19-Sep 5, 2023	22	70	3	5
d.	Instagram				
	May 19-Sep 5, 2023	47	46	2	5
e.	Snapchat				
	May 19-Sep 5, 2023	27	66	2	5
f.	WhatsApp				
	May 19-Sep 5, 2023	29	64	2	5
g.	LinkedIn				
	May 19-Sep 5, 2023	30	63	3	5
h.	Pinterest				
	May 19-Sep 5, 2023	35	58	2	5
i.	TikTok				
	May 19-Sep 5, 2023	33	60	2	5
j.	BeReal				
	May 19-Sep 5, 2023	3	89	3	5
k.	Reddit				
	May 19-Sep 5, 2023	22	70	3	5

ASK ALL:
DEVICE1a Do you have a cell phone?

	Yes, have a cell phone	No, do not have a cell phone	No answer
May 19-Sep 5, 2023	97	2	1

PHONE TREND FOR COMPARISON[13]:

	Yes	No	(VOL.) Don't know	(VOL.) No answer
Jan 2021	97	3	0	0
Feb 2019	96	4	0	0
Jan 2018	95	5	0	0
Nov 2016	95	5	0	0
May 2016	92	8	0	0
Apr 2016*	92	8	0	0
Nov 2015	91	9	0	0
Jul 2015	92	8	*	*
Apr 2015*	92	8	*	0
Sep 2013*	91	9	0	0
Aug 2013	89	11	0	0
May 2013	91	9	0	*
Dec 2012	87	13	*	0
Nov 2012*	84	16	0	*
Sep 2012	85	15	*	0
Aug 2012	89	10	0	*
Apr 2012	88	12	*	*
Feb 2012	88	12	0	*
Dec 2011*	87	13	0	*
Aug 2011	84	15	*	*
May 2011	83	17	*	0
Jan 2011	84	16	*	*
Dec 2010	81	19	*	*
Nov 2010	82	18	0	*
Sep 2010	85	15	*	*
May 2010	82	18	*	0
Jan 2010	80	20	0	*
Dec 2009	83	17	0	*
Sep 2009	84	15	*	*
Apr 2009	85	15	*	*
Dec 2008	84	16	*	*
Jul 2008	82	18	*	--
May 2008	78	22	*	0
Apr 2008	78	22	*	--

[13] This question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, the question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone sample. In past polls, the question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have…a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"; "Next, do you have a cell phone, or not?" The surveys with an asterisk (*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

Jan 2008	77	22	*	--
Dec 2007	75	25	*	--
Sep 2007	78	22	*	--
Apr 2006	73	27	*	--
Jan 2005	66	34	*	--

ASK IF CELL PHONE OWNER (DEVICE1a=1) [N=5,558]:
SMART2 Is your cell phone a smartphone?

	Yes, smartphone	No, not a smartphone	No answer
May 19-Sep 5, 2023	93	7	*

PHONE TREND FOR COMPARISON[14]:

	Yes, smartphone	No, not a smartphone	(VOL.) Don't know	(VOL.) No answer
Jan 2021	87	12	1	*
Feb 2019	84	15	1	0
Jan 2018	82	17	1	*
Nov 2016	81	16	3	*
May 2016	76	17	7	0
Apr 2016*	78	16	6	*
Nov 2015	76	17	7	*
Jul 2015	73	20	7	*
Apr 2015*	73	22	5	*
Sep 2013*	60	33	7	*
Aug 2013	60	33	6	*
May 2013	55	39	5	*
Dec 2012	52	41	6	*
Nov 2012*	55	39	6	*
Sep 2012	53	40	6	*
Apr 2012	46	44	10	*
Feb 2012	45	46	8	*
May 2011	33	53	14	*

[14] The surveys with an asterisk (*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

SMART2 BASED ON ALL ADULTS:

	Yes, smartphone	No, not a smartphone	No answer to SMART2	No cell phone	No answer to DEVICE1a
May 19-Sep 5, 2023	90	7	*	2	1