
Reading Habits Survey

Final Revised Topline 01/04/2012

Data for November 16–December 21, 2011

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners

Interviewing dates: 11.16.2011 – 12.21.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,986]

Margin of error is plus or minus 2 percentage points for results based on internet users [n=2,571]

Margin of error is plus or minus 2 percentage points for results based on cell phone owners [n=2,771]

Margin of error is plus or minus 4 percentage points for results based on total e-Reader owners [n=676]

Margin of error is plus or minus 5 percentage points for results based on total tablet owners [n=638]

Margin of error is plus or minus 5 percentage points for results based on total e-Reader only owners [n=494]

Margin of error is plus or minus 5 percentage points for results based on total tablet only owners [n=456]

Margin of error is plus or minus 8 percentage points for results based on all those who own both an e-Reader and a tablet [n=182]

Q1 Overall, how would you rate the quality of life for you and your family today? Would you say it is excellent, very good, good, fair or poor?

	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	DON'T KNOW	REFUSED
Current	17	26	34	17	5	*	1
August 2011 ⁱ	17	26	33	17	6	*	*
May 2011 ⁱⁱ	19	26	32	16	7	1	*
Sept 2010 ⁱⁱⁱ	17	26	34	16	6	*	*
May 2010 ^{iv}	18	27	34	16	5	*	*
Sept 2009 ^v	16	26	35	17	5	*	*
April 2009 ^{vi}	17	26	34	16	5	*	1
Dec 2008 ^{vii}	15	26	34	19	5	*	1

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	82	18
August 2011	78	22
May 2011	78	22
January 2011 ^{viii}	79	21
December 2010 ^{ix}	77	23
November 2010 ^x	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{xi}	75	25
December 2009 ^{xii}	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{xiii}	74	26
August 2008 ^{xiv}	75	25
July 2008 ^{xv}	77	23
May 2008 ^{xvi}	73	27
April 2008 ^{xvii}	73	27
January 2008 ^{xviii}	70	30
December 2007 ^{xix}	75	25
September 2007 ^{xx}	73	27
February 2007 ^{xxi}	71	29
December 2006 ^{xxii}	70	30
November 2006 ^{xxiii}	68	32
August 2006 ^{xxiv}	70	30
April 2006 ^{xxv}	73	27
February 2006 ^{xxvi}	73	27
December 2005 ^{xxvii}	66	34
September 2005 ^{xxviii}	72	28
June 2005 ^{xxix}	68	32
February 2005 ^{xxx}	67	33
January 2005 ^{xxxi}	66	34

INTUSE/EMLOCC continued...

¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

INTUSE/EMLOCC continued...

	USES INTERNET	DOES NOT USE INTERNET
Nov 23-30, 2004 ^{xxxii}	59	41
November 2004 ^{xxxiii}	61	39
June 2004 ^{xxxiv}	63	37
February 2004 ^{xxxv}	63	37
November 2003 ^{xxxvi}	64	36
August 2003 ^{xxxvii}	63	37
June 2003 ^{xxxviii}	62	38
May 2003 ^{xxxix}	63	37
March 3-11, 2003 ^{xl}	62	38
February 2003 ^{xli}	64	36
December 2002 ^{xlii}	57	43
November 2002 ^{xliii}	61	39
October 2002 ^{xliv}	59	41
September 2002 ^{xlv}	61	39
July 2002 ^{xlvi}	59	41
March/May 2002 ^{xlvii}	58	42
January 2002 ^{xlviii}	61	39
December 2001 ^{xl ix}	58	42
November 2001 ⁱ	58	42
October 2001 ⁱⁱ	56	44
September 2001 ⁱⁱⁱ	55	45
August 2001 ⁱⁱⁱⁱ	59	41
February 2001 ^{lv}	53	47
December 2000 ^{lv}	59	41
November 2000 ^{lvi}	53	47
October 2000 ^{lvii}	52	48
September 2000 ^{lviii}	50	50
August 2000 ^{lix}	49	51
June 2000 ^{lx}	47	53
May 2000 ^{lxi}	48	52

Q2 Please tell me if you happen to have each of the following items, or not. Do you have...
[INSERT ITEMS IN ORDER]? [IF Q2 ITEM=YES, ASK FOLLOW-UP QUESTIONS BEFORE
MOVING TO NEXT Q2 ITEM]

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²				
Current	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

Q2 continued...

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Q2 continued...

	YES	NO	DON'T KNOW	REFUSED
b. A desktop or laptop computer ³				
Current	75	25	*	*
August 2011	76	24	*	*
May 2011	77	22	*	*
November 2010	77	23	0	*
September 2010	76	24	*	*
May 2010	79	21	*	0
January 2010	74	26	0	*
December 2009	73	27	*	*
September 2009	75	25	*	*
April 2009	78	22	*	*
April 2008	74	26	*	--
Dec 2007	75	25	*	--
April 2006	72	27	*	--
c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader ⁴				
Current	10	89	1	*
August 2011	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*
d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire ⁵				
Current	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

³ In past polls, "A desktop computer" and "A laptop computer or netbook" were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes.

⁴ In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

⁵ In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." Through January 2011, item wording was "A tablet computer like an iPad"

CELL5 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?

Based on cell phone owners

	CURRENT		MAY 2011
%	15	iPhone	10
	8	Blackberry	10
	20	Android	15
	2	Windows phone	2
	2	Palm	2
	18	Basic cell phone – unspecified (VOL.)	8
	7	Samsung – unspecified (VOL.)	7
	6	Flip phone – unspecified (VOL.)	3
	4	LG – unspecified (VOL.)	5
	2	Motorola – unspecified (VOL.)	3
	2	Nokia – unspecified (VOL.)	2
	2	Tracfone (VOL.)	2
	1	Pantech – unspecified (VOL.)	1
	7	Something else (SPECIFY)	16
	4	Don't know	13
	*	Refused	1
	[n=2,771]		[n=,1914]

Q3 What BRAND of e-reader do you currently have? [PRECODED OPEN-END]

Based on e-Reader owners [N=676]

	CURRENT	
%	62	Kindle
	23	Nook
	3	Sony Reader
	1	Kobo Reader
	1	Pandigital
	0	BeBook
	4	Other (SPECIFY)
	7	Don't know/Can't name
	1	Refused

Note: Total may exceed 100% due to multiple responses.

Q4 When did you first get an e-reader? Was it... [READ 1-4]

Based on those who confirmed their brand of e-Reader [N=635]

	CURRENT	
%	9	Within the past 30 days
	21	Within the past six months
	36	Within the past 12 months
	33	More than 12 months ago
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q5 Are you considering purchasing an e-reader? [IF YES: Do you think you will purchase an e-reader within the next six months – that is, before (MONTH, YEAR)?]

Based on those who do not own an e-Reader [N=2,290]

	CURRENT	
%	8	Yes, plan to purchase in next six months
	5	Considering purchasing but not in next six months
	85	Not considering purchasing
	2	Don't know
	*	Refused

Q6 What would you say is the MAIN reason you do not currently have an e-reader? [OPEN-END]

Based on those who do not own an e-Reader [N=2,290]

	CURRENT	
%	95	Gave response (SPECIFY)
	5	Don't know
	*	Refused

Q7 What BRAND of tablet computer do you currently have? [PRECODED OPEN-END]

Based on tablet owners [N=638]

	CURRENT	
%	67	iPad
	9	Samsung Galaxy
	5	Kindle Fire
	4	HP Touchpad
	3	Motorola Xoom
	*	Blackberry Playbook
	*	Nook Color
	8	Other (SPECIFY)
	5	Don't know/Can't name
	*	Refused

Note: Total may exceed 100% due to multiple responses.

Q8 When did you first get a tablet computer? Was it... [READ 1-4]

Based on those who confirmed their brand of tablet [N=607]

	CURRENT	
%	14	Within the past 30 days
	33	Within the past six months
	25	Within the past 12 months
	27	More than 12 months ago
	*	(DO NOT READ) Don't know
	0	(DO NOT READ) Refused

Q9 Are you considering purchasing a tablet computer? [IF YES: Do you think you will purchase a tablet within the next six months – that is, before (MONTH, YEAR)?]

Based on those who do not own a tablet [N=2,321]

	CURRENT	
%	10	Yes, plan to purchase in next six months
	8	Considering purchasing but not in next six months
	81	Not considering purchasing
	1	Don't know
	*	Refused

Q10 What would you say is the MAIN reason you do not currently have a tablet computer? [OPEN-END]

Based on those who do not own a tablet [N=2,321]

	CURRENT	
%	97	Gave response (SPECIFY)
	3	Don't know
	*	Refused

[READ TO ALL:] Next I have some questions about READING, including things like books, magazines, journals, newspapers, and online content...

- Q11** Overall, thinking about the different kinds of reading you might do, do you ever read... [INSERT ITEM; RANDOMIZE]? [IF YES: How often do you do this – every day or almost every day, a few times a week, a few times a month, or less often?]

	YES, DAILY OR ALMOST DAILY	YES, A FEW TIMES A WEEK	YES, A FEW TIMES A MONTH	YES, LESS OFTEN	NO, NEVER DO THIS	(VOL.) NO JOB/NOT IN SCHOOL	DON'T KNOW	REF.
a. For work or school	36	12	5	3	41	3	*	*
b. For pleasure	36	23	14	6	20	n/a	*	*
c. To keep up with current events	50	21	6	1	22	n/a	*	*
d. To research specific topics you're interested in	24	25	18	7	25	n/a	*	*

- Q12** Do you ever get recommendations for things to read from any of the following sources? (First/Next), how about from... [INSERT ITEMS; RANDOMIZE a-b; ASK ITEMS c-d LAST IN ORDER]? Do you ever get reading recommendations from this source, or not?

	YES	NO	DON'T KNOW	REFUSED
a. A library or librarian, including a library website	19	80	*	*
b. A family member, friend or co-worker	64	35	*	*
<i>Item C: Based on all internet users [N=2,571]</i>				
c. An online bookstore or other website	34	65	*	*
d. The staff of a bookstore you visit in person	23	76	*	*

- Q13** During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to. {Gallup modified}

	CURRENT 18+ ONLY		Gallup 5/2005 ⁶	Gallup 12/2002	Gallup 12/2001	Gallup 9/1999	Gallup 7/1999	Gallup 12/1990	Gallup 7/1978
%	19	None	16	18	13	13	12	16	8
	32	1-5 books	38	31	38	30	24	32	29
	15	6-10 books	14	15	16	16	18	15	17
	26	11-50 books	25	27	23	31	34	27	29
	5	More than 50 books	6	8	8	7	10	7	13
	3	Don't know/Ref	1	1	1	2	3	3	4
	17	Mean	14.2	15.8	14.5	17	20	11	n/a
	8	Median	5	6	5	7	10	6	n/a

⁶ Gallup/CNN/USA Today survey of reading habits. Question wording is "During the past year, about how many books, either hardcover or paperback, did you read all or part of the way through?"

Q14 Do you have any physical or health conditions that make reading difficult or challenging for you?

	CURRENT	
%	18	Yes
	82	No
	*	Don't know
	*	Refused

Q15 If you had to say, what do you like MOST about reading books? [OPEN-END]

Based on those who read any books in the past 12 months [N=2,474]

	CURRENT	
%	93	Gave response (SPECIFY)
	2	Do not like reading books
	5	Can't say/Don't know
	*	Refused

Q16 Thinking about all of the books you have read in the past 12 months, were any of those... [INSERT ITEMS IN ORDER]? Were any of those... [INSERT NEXT ITEM]?

Based on those who read any books in the past 12 months [N=2,474]

	YES	NO	DON'T KNOW	REFUSED
a. Printed books	93	7	*	*
b. Audiobooks	14	86	*	0
c. Electronic books, also called e-books	21	78	*	*

- Q17** When you read electronic books or e-books, do you ever read them on your... [INSERT ITEMS IN ORDER]? [IF YES: How often do you read e-books on your [INSERT ITEM] – would you say every day or almost every day, a few times a week, a few times a month, or less often?]

	YES, DAILY OR ALMOST DAILY	YES, A FEW TIMES A WEEK	YES, A FEW TIMES A MONTH	YES, LESS OFTEN	NO, DON'T READ E- BOOKS ON THIS DEVICE	(VOL.) DEVICE NOT EQUIPPED FOR E- BOOKS	DON'T KNOW	REF.
<i>Item A: Based on tablet owners who read e-books in the past 12 months [N=298]</i>								
a. Tablet computer	25	19	20	17	19	0	0	0
<i>Item B: Based on e-Reader owners who read e-books in the past 12 months [N=494]</i>								
b. E-book reader	32	29	19	13	7	*	1	0
<i>Item C: Based on desktop/laptop owners who read e-books in the past 12 months [N=764]</i>								
c. Desktop or laptop computer	7	11	12	15	54	0	*	0
<i>Item D: Based on cell phone owners who read e-books in the past 12 months [N=782]</i>								
d. Cell phone	5	8	9	7	70	1	*	*

- Q18** Now thinking just about yesterday... Did you spend any time reading a book yesterday?
{PRC People-Press 2011 modified}

Based on total

	CURRENT 18+		PRC 6/2010 ⁷	April 2006	April 2004	April 2002	Sept 1999	Nov 1997	June 1995	Feb 1994
%	34	Yes	35	38	35	34	35	35	30	31
	65	No	65	62	65	66	65	65	70	69
	*	Don't know	n/a							
	0	Refused	n/a							

⁷ Pew Research Center for the People and the Press. Question wording is "Not including school or work-related books, did you spend any time reading a book yesterday?"

- Q19** Yesterday, did you [IF READ PRINT BOOKS: read a printed book, IF READ E-BOOKS: read an electronic or digital book, IF LISTEN TO AUDIOBOOKS: listen to an audio book]? [ACCEPT MULTIPLE RESPONSES] {*PRC People-Press 2011 modified*}

Based on those who read any books yesterday [N=1,226]

	CURRENT 18+		PRC 6/2010 ⁸
%	84	Print book	95
	15	Electronic or digital book	4
	4	Audiobook	4
	1	Other (VOL.)	n/a
	1	None of these (VOL.)	n/a
	*	Don't know	*
	0	Refused	

Note: Total may exceed 100% due to multiple responses.

- Q20** Thinking about the LAST book you read, in any format, did you... [READ 1-4; RANDOMIZE 1-3; PUNCH 4 ALWAYS LAST]

Based on those who read any books in the past 12 months [N=2,474]

	CURRENT	
%	48	Purchase the book
	24	Borrow the book from a friend or family member
	14	Borrow the book from a library
	13	Or did you get the book some other way? (SPECIFY)
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

- Q21** Do you happen to read... [INSERT ITEMS IN ORDER] regularly, or not? [IF YES, ASK Q22-Q23 FOLLOW UP BEFORE MOVING TO NEXT ITEM IN Q21]

	YES	NO	DON'T KNOW	REFUSED
a. Any daily news or newspapers	58	42	*	*
b. Any magazines or journals	48	52	*	*

- Q22** Did you spend any time reading [INSERT ITEM] YESTERDAY?

YES	NO	DON'T KNOW	REFUSED
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⁸ Pew Research Center for the People and the Press. Question wording was "There are different ways people read books these days. Yesterday, did you read a printed book, an electronic or digital book, or listen to an audiobook?"

Item A: Based on those who regularly read daily news or newspapers [N=1,847]

a. News or a newspaper	75	25	0	0
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Item B: Based on those who regularly read magazines or journals [N=1,587]

b. Magazines or journals	46	54	*	0
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Q23 Do you ever read [INSERT ITEM] on a computer or a handheld device such as a tablet, e-reader or cell phone?

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on those who regularly read daily news or newspapers [N=1,847]</i>				
a. News or a newspaper	54	46	0	0
<i>Item B: Based on those who regularly read magazines or journals [N=1,587]</i>				
b. Magazines or journals	33	67	*	0

Q24 Overall, now that books, magazines, newspapers and other material are available in electronic and digital formats, do you find that you spend [READ 1-3; ROTATE 1-2; PUNCH 3 ALWAYS LAST]

Based on those who read e-content [N=1,573]

	CURRENT	
%	30	MORE time reading
	7	LESS time reading
	62	About the SAME amount of time reading as you did before
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q25 And overall, when you want to read something in digital or electronic format, do you find that it is available in the format you want... [READ 1-5]

Based on those who read e-content [N=1,573]

	CURRENT	
%	20	Always
	50	Most of the time
	17	Only sometimes
	3	Hardly ever
	4	Never
	4	(DO NOT READ) Don't know
	2	(DO NOT READ) Refused

Q37 When you want to read a particular e-book, do you usually look for it first...[READ AND ROTATE 1-2]?

Based on those who read an e-book in the past 12 months [N=793]

	CURRENT	
%	75	At an online bookstore or other website
	12	At your public library
	5	(DO NOT READ) Someplace else
	5	(DO NOT READ) Don't know
	3	(DO NOT READ) Refused

Q38 In general, when you want to [INSERT ITEMS IN ORDER], do you prefer purchasing your own copy, or borrowing it from a library or some other source?

	PREFER PURCHASING OWN COPY	PREFER BORROWING	(VOL.) NO PREFERENCE	DON'T KNOW	REFUSED
<i>Item A: Based on those who read a print book in the past 12 months [N=2,295]</i>					
a. Read a book in print	54	38	7	1	*
<i>Item B: Based on those who read an e-book in the past 12 months [N=793]</i>					
b. Read an e-book	61	31	6	2	*
<i>Item C: Based on those who listened to an audiobook in the past 12 months [N=415]</i>					
c. Listen to an audiobook	32	61	4	2	1

Q39 Please tell me which you think is better – printed books or e-books – for each of the following. How about [INSERT ITEMS; RANDOMIZE]? Are printed books OR e-books better for this?

Based on those who read both a print book and e-book in the past 12 months [N=701]

	PRINTED BOOKS	E-BOOKS	(VOL.) NO PREFERENCE / BOTH EQUALLY	(VOL.) DON'T DO THIS KIND OF READING / CAN'T COMPARE	DON'T KNOW	REFUSED
a. Sharing books with other people	69	25	4	2	*	0
b. Reading with a child	81	9	4	5	1	*
c. Reading books while traveling or commuting	19	73	3	2	2	*
d. Reading books in bed	43	45	9	3	*	*
e. Having a wide selection of books to choose from	35	53	10	1	1	*
f. Being able to get a book quickly	13	83	2	1	1	1

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Research Center's Internet & American Life Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org. Thanks again for your time. Have a nice (day/evening).

Methodology

Reading Habits Survey

Prepared by Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

December 2011

SUMMARY

The Reading Habits Survey obtained telephone interviews with a nationally representative sample of 2,986 people ages 16 and older living in the United States. Interviews were conducted via landline ($n_{LL}=1,526$) and cell phone ($n_C=1,460$, including 677 without a landline phone). The survey was conducted by Princeton Survey Research Associates International. The interviews were administered in English and Spanish by Princeton Data Source from November 16 to December 21, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for results based on the complete set of weighted data is ± 2.2 percentage points. Results based on the 2,571 internet users have a margin of sampling error of ± 2.3 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Interviews were conducted from November 16 to December 21, 2011. As many as 7 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. Each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular respondents were offered a post-paid cash reimbursement for their participation.

Calls were made to the landline and cell samples until 1,125 interviews were completed in each. Once those targets were hit, screening for e-book and tablet owners was implemented. During the screening, anyone who did not respond with having an e-book or tablet device was screened-out as ineligible. All others continued the survey until approximately 700 e-Reader/Tablet owners were interviewed overall.

WEIGHTING AND ANALYSIS

The first stage of weighting corrected for the oversampling of tablet and e-reader users via screening from the landline and cell sample frames. The second stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.⁹ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

This first-stage weight for the i^{th} case can be expressed as:

$$WT_i = \frac{1}{\left(\frac{S_{LL}}{S_{CP}} \times \frac{1}{AD_i}\right)} \text{ if respondent has no cell phone}$$

$$WT_i = \frac{1}{\left(\frac{S_{LL}}{S_{CP}} \times \frac{1}{AD_i}\right) + R} \text{ if respondent has both kinds of phones}$$

$$WT_i = \frac{1}{R} \text{ if respondent has no land line phone}$$

Where S_{LL} = size of the landline sample

S_{CP} = size of the cell phone sample

AD_i = Number of adults in the household

R = Estimated ratio of the land line sample frame to the cell phone sample frame

The equations can be simplified by plugging in the values for $S_{LL} = 1,526$ and $S_{CP} = 1,460$. Additionally, we will estimate of the ratio of the size of landline sample frame to the cell phone sample frame $R = 1.03$.

The final stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population

⁹ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.¹⁰¹¹

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

¹⁰ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

¹¹ The phone use parameter used for this 16+ sample is the same as the parameter we use for all 18+ surveys. In other words, no adjustment was made to account for the fact that the target population for this survey is slightly different than a standard 18+ general population survey.

Table 1: Sample Demographics

	Parameter (16+)	Unweighted	Weighted
<u>Gender</u>			
Male	48.6	47.2	48.9
Female	51.4	52.8	51.1
<u>Age</u>			
16-24	16.0	15.0	14.2
25-34	17.3	14.0	15.1
35-44	17.0	14.9	17.3
45-54	18.7	17.6	18.7
55-64	14.8	17.3	18.5
65+	16.2	21.2	16.2
<u>Education</u>			
Less than HS Graduate	16.8	11.5	15.5
HS Graduate	33.8	26.7	33.3
Some College	23.1	23.3	23.9
College Graduate	26.3	38.5	27.3
<u>Race/Ethnicity</u>			
White/not Hispanic	68.0	73.1	67.7
Black/not Hispanic	11.7	10.8	11.9
Hispanic - US born	6.4	6.5	6.8
Hispanic - born outside	7.5	4.3	7.3
Other/not Hispanic	6.2	5.3	6.2
<u>Region</u>			
Northeast	18.5	15.8	18.2
Midwest	22.0	24.1	22.7
South	36.9	37.3	37.0
West	22.6	22.7	22.1
<u>County Pop. Density</u>			
1 - Lowest	20.1	23.6	20.3
2	20.0	21.2	20.1
3	20.1	22.3	20.4
4	20.2	17.6	20.2
5 - Highest	19.6	15.2	18.9
<u>Household Phone Use</u>			
LLO	9.3	5.0	8.3
Dual/few, some cell	41.7	51.7	42.3
Dual/most cell	18.5	20.6	19.0
CPO	30.5	22.7	30.5

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.46.

PSRAI calculates the composite design effect for a sample of size n , with each case having a weight, w_i as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left(\sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (\sqrt{deff}). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where \hat{p} is the sample estimate and n is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample—the one around 50%. For example, the margin of error for the entire sample is ± 2.2 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.2 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:¹²

- Contact rate – the proportion of working numbers where a request for interview was made¹³
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 14 percent. The response rate for the cellular sample was 11 percent.

¹² PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

¹³ PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

Table 2: Sample Disposition

Landline	Cell	
66,518	60,997	Total Numbers Dialed
2,876	919	Non-residential
3,004	142	Computer/Fax
16	----	Cell phone
32,283	22,623	Other not working
3,844	887	Additional projected not working
24,495	36,426	Working numbers
36.8%	59.7%	Working Rate
1,281	296	No Answer / Busy
7,092	13,997	Voice Mail
118	27	Other Non-Contact
16,004	22,106	Contacted numbers
65.3%	60.7%	Contact Rate
902	3,485	Callback
11,408	14,644	Refusal
3,694	3,977	Cooperating numbers
23.1%	18.0%	Cooperation Rate
104	129	Language Barrier
1,960	2,362	Child's cell phone / Oversample Screenout
1,630	1,486	Eligible numbers
44.1%	37.4%	Eligibility Rate
104	26	Break-off
1,526	1,460	Completes
93.6%	98.3%	Completion Rate
14.1%	10.7%	Response Rate

Omnibus Surveys in January 2012

Omnibus Week 1 – January 5-8, 2012

1,000 adults age 18 and older

PIAL10a. As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

a. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone

Yes	88%
No	11%
DK/Ref	1%

b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader

Yes	18%
No	81%
DK/Ref	1%

c. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire

Yes	20%
No	80%
DK/Ref	*%

Omnibus Week 2 – January 12-15, 2012

1,008 adults age 18 and older

PIAL10a. As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

a. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone

Yes	87%
No	13%
DK/Ref	*%

b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader

Yes	19%
No	80%
DK/Ref	1%

d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire

Yes	19%
No	81%
DK/Ref	*%

Methodologies for post-holiday surveys

The PSRAI January 2012 Omnibus Week 1 obtained telephone interviews with a nationally representative sample of 1,000 adults living in the continental United States. Telephone interviews were conducted by landline (600) and cell phone (400, including 184 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from January 5-8, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of wighted data is ± 3.9 percentage points.

The PSRAI January 2012 Omnibus Week 2 obtained telephone interviews with a nationally representative sample of 1,008 adults living in the continental United States. Telephone interviews were conducted by landline (604) and cell phone (404, including 194 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from January 12-15, 2012. Statistical results

are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.8 percentage points.

The margin of error for the combined data is ± 2.4 percentage points.

Winter Tracking Survey 2012

Final Topline

02/22/2012

Data for January 20–February 19, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=2,253 national adults, age 18 and older, including 901 cell phone interviews
Interviewing dates: 01.20.2012 – 02.19.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,729]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,961]

Q2 During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.¹⁴

	CURRENT		DEC 2011
%	23	None	18
	6	1 book	6
	17	2-3 books	13
	13	4-5 books	12
	14	6-10 books	15
	11	11-20 books	14
	13	More than 20 books	17
	2	Don't know	3
	1	Refused	1

¹⁴ Question was added after interviewing began. Results are based on Total respondents who were asked the question [N=1,850].

Q3 Thinking about all of the books you have read in the past 12 months, were any of those... [INSERT ITEMS IN ORDER]? Were any of those... [INSERT NEXT ITEM]?

Based on those who read any books in the past 12 months

	YES	NO	DON'T KNOW	REFUSED
d. Printed books				
Current [N=1,377] ¹⁵	90	10	*	*
December 2011 [N=2,474]	93	7	*	*
e. Audiobooks				
Current	15	85	*	*
December 2011	14	86	*	0
f. Electronic books, also called e-books				
Current	29	71	*	*
December 2011	21	78	*	*

Methodology for Winter Tracking survey

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from January 20 to February 19, 2012, among a sample of 2,253 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,352) and cell phone (901, including 440 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based Internet users (n=1,729), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the

¹⁵ Question was added after interviewing began. Results are based on respondents who were asked the question and who read any books in the past 12 months.

survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.¹⁶ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.¹⁷

Following is the full disposition of all sampled telephone numbers:

Sample Disposition		
Landline	Cell	
33,732	22,499	Total Numbers Dialed
1,396	274	Non-residential
1,483	47	Computer/Fax
8	---	Cell phone
14,936	8,237	Other not working
3,094	467	Additional projected not working
12,815	13,474	Working numbers
38.0%	59.9%	Working Rate
1,031	156	No Answer / Busy
4,290	5,288	Voice Mail
40	16	Other Non-Contact
7,454	8,014	Contacted numbers
58.2%	59.5%	Contact Rate
513	1,256	Callback
5,491	5,273	Refusal
1,450	1,485	Cooperating numbers
19.5%	18.5%	Cooperation Rate
67	41	Language Barrier

¹⁶ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

¹⁷ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

----	524	Child's cell phone
1,383	920	Eligible numbers
95.4%	62.0%	Eligibility Rate
31	19	Break-off
1,352	901	Completes
97.8%	97.9%	Completion Rate
11.1%	10.8%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 11 percent. The response rate for the cellular sample was 11 percent.

Endnotes

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- ⁱ August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews].
- ⁱⁱ May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews].
- ⁱⁱⁱ September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews].
- ^{iv} May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews].
- ^v September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews].
- ^{vi} April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].
- ^{vii} December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.
- ^{viii} January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].
- ^{ix} December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].
- ^x November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].
- ^{xi} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].
- ^{xii} December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].
- ^{xiii} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- ^{xiv} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- ^{xv} July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].
- ^{xvi} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^{xvii} April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].
- ^{xviii} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xix} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].

^{xx} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].

^{xxi} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

^{xxii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

^{xxiii} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

^{xxiv} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

^{xxv} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

^{xxvi} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

^{xxvii} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].

^{xxviii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].

^{xxix} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].

^{xxx} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

^{xxxi} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].

^{xxxii} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].

^{xxxiii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].

^{xxxiv} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

^{xxxv} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].

^{xxxvi} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].

^{xxxvii} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

^{xxxviii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

^{xxxix} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

^{xl} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].

^{xli} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

^{xlii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].

^{xliiii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].

^{xliiv} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

^{xli v} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

^{xli vi} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

^{xli vii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

^{xli viii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].

^{xli ix} December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.

^l November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 - November 18, 2001 and November 19 - December 16, 2001.

^{li} October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 - October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 - November 18, 2001.

^{lii} September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

^{liii} August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

^{liv} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

^{lv} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

^{lvi} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

^{lvii} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

^{lviii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

^{lix} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

^{lx} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

^{lxi} May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].