



Internet, broadband, and cell phone statistics

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Overview

In a national survey between November 30 and December 27, 2009, we find:

- 74% of American adults (ages 18 and older) use the internet -- a slight drop from our survey in April 2009, which did not include Spanish interviews. At that time we found that 79% of English-speaking adults use the internet.
- 60% of American adults use broadband connections at home – a drop that is within the margin of error from 63% in April 2009.
- 55% of American adults connect to the internet wirelessly, either through a WiFi or WiMax connection via their laptops or through their handheld device like a smart phone. This figure did not change in a statistically significant way during 2009.

These data come from the Pew Research Center's Internet & American Life Project. The most recent survey was conducted from November 30 to December 27, 2009, using landline and cell phones and including interviews in Spanish. Some 2,258 adults were interviewed and the overall sample has a margin of error of ± 2 percentage points.

Internet Users

Not all Pew Internet Project surveys include Spanish interviews, so these survey results are not completely comparable to all previous Project surveys. This latest survey finds that 74% of adults use the internet, a figure that has not markedly changed since early 2006, when we measured the online population at 73%. There is some variation from survey to survey. Here is the current profile of internet users:

Demographics of internet users

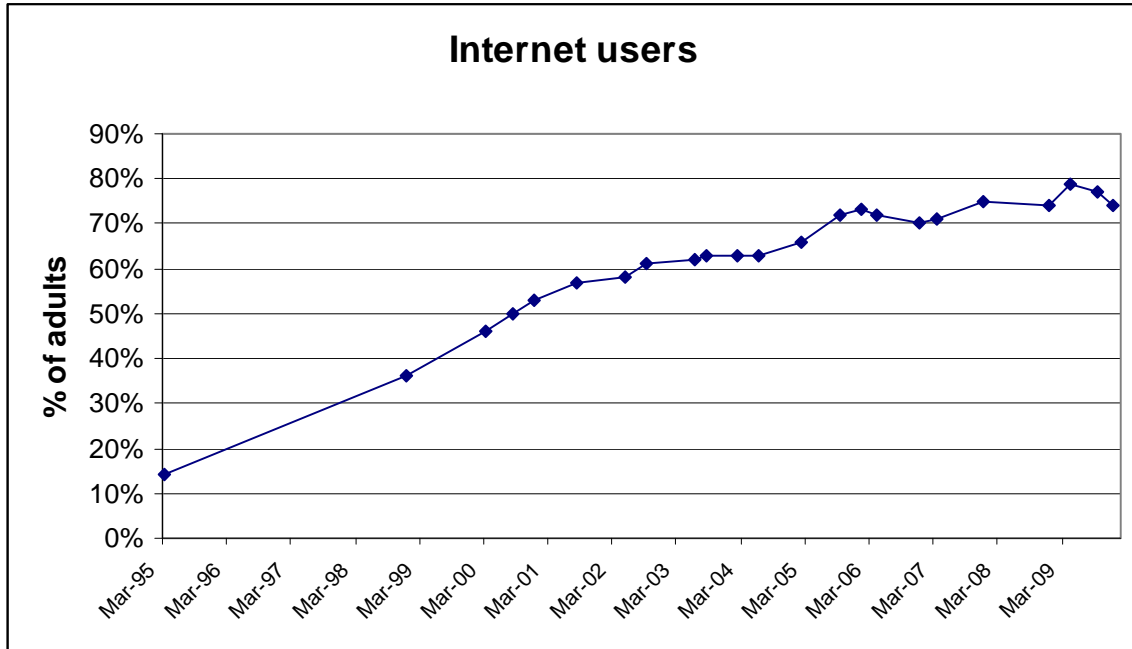
Below is the percentage of each group who use the internet, according to our December 2009 survey. As an example, 74% of adult women use the internet.

	Internet users
Total adults	74%
Men	74
Women	74
Race/ethnicity	
White, Non-Hispanic	76%
Black, Non-Hispanic	59
Hispanic (English- and Spanish-speaking)	55
Age	
18-29	93%
30-49	81
50-64	70
65+	38
Household income	
Less than \$30,000/yr	60%
\$30,000-\$49,999	76
\$50,000-\$74,999	83
\$75,000+	94
Educational attainment	
Less than High School	39%
High School	63
Some College	87
College +	94
Community type	
Urban	74%
Suburban	77
Rural	70

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is $\pm 2\%$.



These latest figures add to a long-term picture in Pew Internet Project data that there has been little significant growth in the overall internet user population since 2006.



Source: Surveys by The Pew Research Center's Internet & American Life Project and the Pew Research Center for The People & The Press.

Broadband Users

Again, this survey included Spanish interviews and that somewhat decreased the number of Americans reporting that they have broadband connections in their homes. Some 60% of adult Americans said they had home broadband connections in this survey and here is a portrait of the home broadband users:

Demographics of home broadband users

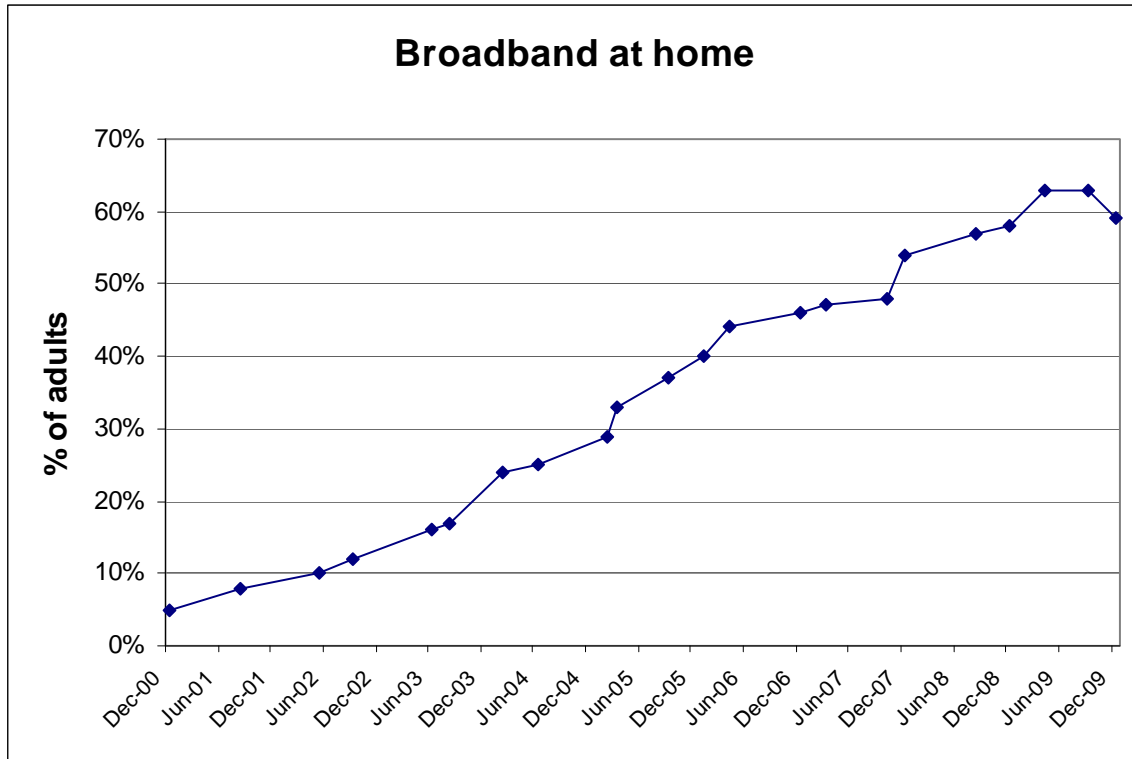
Below is the percentage of each group who have home broadband, according to our December 2009 survey. As an example, 58% of adult women have a home broadband connection.

	Home broadband users
Total adults	60%
Men	61
Women	58
Race/ethnicity	
White, Non-Hispanic	63%
Black, Non-Hispanic	44
Hispanic (English- and Spanish-speaking)	40
Age	
18-29	76%
30-49	67
50-64	56
65+	26
Household income	
Less than \$30,000/yr	42%
\$30,000-\$49,999	62
\$50,000-\$74,999	73
\$75,000+	83
Educational attainment	
Less than High School	24%
High School	46
Some College	73
College +	83
Community type	
Urban	61%
Suburban	64
Rural	47

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is $\pm 2\%$.



Broadband use at home has risen fairly consistently since the Pew Internet Project began to measure it in 2000, but growth rate has slowed somewhat in the general population.



Wireless Users

Overall, 55% of Americans connect to the internet wirelessly at least on occasion. The Pew Internet Project measures wireless connectivity to the internet in several ways. First, it looks at those who connect via standard computer. Some 46% of adults now own laptop and, among them, 83% connect via WiFi and 28% connect via wireless broadband. In this survey, we also found that 83% of adults have cell phones or smartphones and, among them, 35% have accessed the internet via their phone. Here is the portrait of wireless users:

Demographics of wireless internet users

Below is the percentage of each group who have accessed the internet wirelessly via their laptop or handheld device, according to our December 2009 survey. As an example, 51% of adult women have accessed the internet wirelessly.

Wireless internet users	
Total adults	55%
Men	59
Women	51
Race/ethnicity	
White, Non-Hispanic	52%
Black, Non-Hispanic	59
Hispanic (English- and Spanish-speaking)	62
Age	
18-29	80%
30-49	66
50-64	42
65+	16
Household income	
Less than \$30,000/yr	46%
\$30,000-\$49,999	55
\$50,000-\$74,999	61
\$75,000+	76
Educational attainment	
Less than High School	41%
High School	42
Some College	63
College +	69
Community type	
Urban	57%
Suburban	56
Rural	45

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is $\pm 2\%$.



About the Pew Research Center's Internet & American Life Project

The Pew Research Center's Internet & American Life Project is one of seven projects that make up the Pew Research Center, a nonpartisan, nonprofit "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. The Project produces reports exploring the impact of the internet on families, communities, work and home, daily life, education, health care, and civic and political life. The Project aims to be an authoritative source on the evolution of the internet through surveys that examine how Americans use the internet and how their activities affect their lives.

The Pew Internet Project takes no positions on policy issues related to the internet or other communications technologies. It does not endorse technologies, industry sectors, companies, nonprofit organizations, or individuals.

Methodology

This report is based on the findings of a daily tracking 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 between November 30 and December 27, 2009, among a sample of 2,258 adults, age 18 and older. Interviews were conducted in both English (n=2,197) and Spanish (n=61). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based internet users (n=1,676), the margin of sampling error is plus or minus 2.8 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 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, half of the time interviewers first asked to speak with the youngest adult male currently

at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. 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 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.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2009 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Landline	Cell	
21990	8100	T Total Numbers Dialed
1263	183	OF Non-residential
1068	6	OF Computer/Fax
10	0	OF Cell phone
9496	3132	OF Other not working
1130	140	UH Additional projected not working
9023	4639	Working numbers
41.0%	57.3%	Working Rate
377	47	UH No Answer / Busy
1201	1101	UO_{NC} Voice Mail
40	8	UO_{NC} Other Non-Contact
7405	3483	Contacted numbers
82.1%	75.1%	Contact Rate
668	642	UO_R Callback
4868	1940	UO_R Refusal
1869	901	Cooperating numbers
25.2%	25.9%	Cooperation Rate
66	27	IN1 Language Barrier
0	291	IN2 Child's cell phone
1803	583	Eligible numbers
96.5%	64.7%	Eligibility Rate
110	18	R Break-off
1693	565	I Completes
93.9%	96.9%	Completion Rate
19.5%	18.8%	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 19.5 percent. The response rate for the cellular sample was 18.8 percent.

Survey Questions

December Tracking Survey 2009 Final Topline

1/4/10

Data for November 30 – December 27, 2009

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

Sample: n= 2,258 national adults, age 18 and older, including 565 cell phone interviews
Interviewing dates: 11.30.09 – 12.27.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,258]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,676]

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	74	26
September 2009	77	23
April 2009 ⁱ	79	21
December 2008 ⁱⁱ	74	26
November 2008 ⁱⁱⁱ	74	26
August 2008 ^{iv}	75	25
July 2008 ^v	77	23
May 2008 ^{vi}	73	27
April 2008 ^{vii}	73	27
January 2008 ^{viii}	70	30
December 2007 ^{ix}	75	25
September 2007 ^x	73	27
February 2007 ^{xi}	71	29
December 2006 ^{xii}	70	30
November 2006 ^{xiii}	68	32
August 2006 ^{xiv}	70	30
April 2006 ^{xv}	73	27
February 2006 ^{xvi}	73	27
December 2005 ^{xvii}	66	34
September 2005 ^{xviii}	72	28
June 2005 ^{xix}	68	32
February 2005 ^{xx}	67	33
January 2005 ^{xxi}	66	34
Nov 23-30, 2004 ^{xxii}	59	41
November 2004 ^{xxiii}	61	39
June 2004 ^{xxiv}	63	37
February 2004 ^{xxv}	63	37

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?"

November 2003 ^{xxvi}	64	36
August 2003 ^{xxvii}	63	37
June 2003 ^{xxviii}	62	38
May 2003 ^{xxix}	63	37
March 3-11, 2003 ^{xxx}	62	38
February 2003 ^{xxxi}	64	36
December 2002 ^{xxxii}	57	43
November 2002 ^{xxxiii}	61	39
October 2002 ^{xxxiv}	59	41
September 2002 ^{xxxv}	61	39
July 2002 ^{xxxvi}	59	41
March/May 2002 ^{xxxvii}	58	42
January 2002 ^{xxxviii}	61	39
December 2001 ^{xxxix}	58	42
November 2001 ^{xl}	58	42
October 2001 ^{xli}	56	44
September 2001 ^{xlii}	55	45
August 2001 ^{xliii}	59	41
February 2001 ^{xliv}	53	47
December 2000 ^{xlv}	59	41
November 2000 ^{xlvi}	53	47
October 2000 ^{xlvii}	52	48
September 2000 ^{xlviii}	50	50
August 2000 ^{xlix}	49	51
June 2000 ⁱ	47	53
May 2000 ⁱⁱ	48	52

Q8 About how often do you use the internet or email from ... [INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on internet users [N=1,676]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
a. Home									
Current	38	21	13	13	4	4	6	*	*
September 2009	37	21	13	13	4	4	6	*	*
April 2009	37	22	15	11	3	3	8	*	*
December 2008	35	22	15	13	4	3	6	*	*
November 2008	34	23	15	12	4	5	7	*	*
August 2008	35	22	15	13	5	3	7	*	--
July 2008 ²	29	25	17	14	4	4	7	*	--
May 2008	37	21	15	11	5	6	6	*	--
December 2007	36	22	14	11	5	6	7	*	--
September 2007	34	21	15	12	5	6	6	*	--
February 2007	31	24	15	12	6	7	5	*	--
November 2006	30	24	16	13	5	5	7	*	--

² Beginning in July 2008, "Never" is offered as an explicitly read category. Prior to July 2008, it was a volunteered category.

	February 2006	29	25	17	12	5	6	6	*	--
	June 2005	27	22	15	13	6	7	10	*	--
	July 2004 ⁱⁱⁱ	27	27	17	13	5	5	7	*	--
	March 2004 ⁱⁱⁱⁱ	29	24	15	13	6	5	8	*	--
b. Work										
	Current	33	6	4	3	1	2	49	*	*
	September 2009	34	7	4	4	2	3	46	*	*
	April 2009	36	8	6	4	1	2	41	*	1
	December 2008	36	9	5	4	2	2	40	*	*
	November 2008	36	7	4	4	2	3	44	*	*
	August 2008	37	7	5	5	2	2	42	1	--
	July 2008	32	8	4	3	1	2	48	2	--
	May 2008	36	8	5	5	1	7	37	1	--
	December 2007	37	9	3	4	1	5	40	1	--
	September 2007	35	9	5	4	1	4	42	*	--
	February 2007	38	9	5	3	2	5	38	1	--
	November 2006	31	9	5	5	2	4	43	1	--
	February 2006	35	8	5	3	2	7	40	1	--
	June 2005	35	9	5	4	2	6	39	*	--
	July 2004	28	12	5	4	1	5	44	*	--
	March 2004	28	10	5	6	2	4	44	*	--

Q9 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]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer [includes netbook]				
Current	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ³				
Current	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*

³ Prior to April 2009, item wording was "A cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

April 2008	78	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005 ⁴	66	34	*	--
November 23-30, 2004	65	35	*	--

Q10 On your laptop computer, do you ever use [INSERT IN ORDER]?

Based on internet users who have a laptop

	YES	NO	DON'T KNOW	REFUSED
a. WiFi or wireless connection to access the internet [IF NECESSARY: WiFi is a short-range wireless internet connection.]				
Current [N=1,000]	83	16	1	*
September 2009 [N=965]	82	17	1	*
April 2009 [N=937]	80	19	1	*
b. Wireless broadband, such as an AirCard, to access the internet [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.]				
Current	28	69	2	*
September 2009	31	64	5	*
April 2009	37	57	6	*

Q11 Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; ROTATE c-e.]?

Based on cell phone users

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Send or receive email					
Current [N=1,919]	29	70	*	*	*
September 2009 [N=1,868]	27	72	*	*	0
April 2009 [N=1,818]	25	75	n/a	*	0
December 2007 [N=1,704]	19	81	n/a	0	--
b. Send or receive Instant Messages					
Current	31	68	*	1	0
September 2009	27	71	1	1	*

⁴ Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

	April 2009	20	79	n/a	*	*
	December 2007	17	83	n/a	*	--
c.	Access the internet ⁵					
	Current	32	67	1	*	0
	September 2009	29	71	1	*	0
	April 2009	25	74	n/a	*	*
	December 2007	19	81	n/a	0	--

WIRELESS Wireless internet use⁶

	WIRELESS INTERNET USER	INTERNET USER BUT NOT WIRELESS	ALL OTHERS
Current	55	24	21
September 2009	54	25	21
April 2009	56	23	20
December 2008	43	30	26
November 2008	37	37	26

ⁱ April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].

ⁱⁱ 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.

ⁱⁱⁱ November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

^{iv} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

^v 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].

^{vi} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

^{vii} 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].

^{viii} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

⁵ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

⁶ Definitions for wireless internet use may vary from survey to survey.

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- ^{ix} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^x September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xi} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xiii} 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.
- ^{xiv} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xv} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xvi} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xvii} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xviii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xix} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xx} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxi} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xxii} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxiii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxiv} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxv} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxvi} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxvii} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxviii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xxix} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxx} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxxi} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxxii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xxxiii} November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ^{xxxiv} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xxxv} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxxvi} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xxxvii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xxxviii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{xxxix} 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.

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- ^{xi} 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.
- ^{xii} 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.
- ^{xiii} 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.
- ^{xiii} August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- ^{xliv} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xlv} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xlvi} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^{xlvii} October 2000 trends based on a daily tracking survey conducted October 2 - November 1, 2000 [N=3,336].
- ^{xlviii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{xlix} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ⁱ June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ⁱⁱ May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ⁱⁱⁱ July 2004 trend figures based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510].
- ⁱⁱⁱⁱ March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200].