

Topline Questionnaire

Educational Ecosystem Survey 2015

Final Topline

11/17/2015

Data for Oct. 13-Nov. 15, 2015

Princeton Survey Research Associates International for
Pew Research Center's Internet, Science & Technology Project

Sample: n=2,752 adults age 18 or older nationwide, including 1,789 cellphone interviews
Interviewing dates: Oct. 13, 2015 – Nov. 15, 2015

Margin of error: ± 2.1 percentage points for results based on Total [n=2,752]

Margin of error: ± 2.3 percentage points for results based on internet users [n=2,428]

Margin of error: ± 2.2 percentage points for results based on cellphone owners [n=2,606]

Margin of error: ± 2.8 percentage points for results based on employed [n=1,577]

Margin of error: ± 3.5 percentage points for results based on professional learners [n=1,002]

Margin of error: ± 2.4 percentage points for results based on personal learners [n=2,121]

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

INTMOB Do you access the internet on a cellphone, tablet or other mobile handheld device, at least occasionally?⁹

USES INTERNET

DOES NOT USE
INTERNET

⁹ 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 thru February 2012, an internet user is someone 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 thru 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.

Current	87	13
July 2015 ⁱ	87	13
April 2015 ⁱⁱ	85	15
September 2013 ⁱⁱⁱ	86	14
August 2013 ^{iv}	80	20
May 2013 ^v	85	15
December 2012 ^{vi}	81	19
November 2012 ^{vii}	85	15
September 2012 ^{viii}	81	19
August 2012 ^{ix}	85	15
April 2012 ^x	82	18
February 2012 ^{xi}	80	20
December 2011 ^{xii}	82	18
August 2011 ^{xiii}	78	22
May 2011 ^{xiv}	78	22
January 2011 ^{xv}	79	21
December 2010 ^{xvi}	77	23
November 2010 ^{xvii}	74	26
September 2010 ^{xviii}	74	26
May 2010 ^{xix}	79	21
January 2010 ^{xx}	75	25
December 2009 ^{xxi}	74	26
September 2009 ^{xxii}	77	23
April 2009 ^{xxiii}	79	21
December 2008 ^{xxiv}	74	26
November 2008 ^{xxv}	74	26
August 2008 ^{xxvi}	75	25
July 2008 ^{xxvii}	77	23
May 2008 ^{xxviii}	73	27
April 2008 ^{xxix}	73	27
January 2008 ^{xxx}	70	30

EMINUSE/INTMOB continued...

EMINUSE/INTMOB
continued...

December 2007 ^{xxxi}	75	25
September 2007 ^{xxxii}	73	27
February 2007 ^{xxxiii}	71	29
December 2006 ^{xxxiv}	70	30
November 2006 ^{xxxv}	68	32
August 2006 ^{xxxvi}	70	30
April 2006 ^{xxxvii}	73	27
February 2006 ^{xxxviii}	73	27
December 2005 ^{xxxix}	66	34
September 2005 ^{xl}	72	28
June 2005 ^{xli}	68	32
February 2005 ^{xlii}	67	33
January 2005 ^{xliii}	66	34
Nov 23-30, 2004 ^{xliv}	59	41
November 2004 ^{xlv}	61	39
July 2004 ^{xlvi}	67	33
June 2004 ^{xlvii}	63	37
March 2004 ^{xlviii}	69	31
February 2004 ^{lix}	63	37
November 2003 ^l	64	36
August 2003 ^{li}	63	37
June 2003 ^{lii}	62	38
May 2003 ^{liii}	63	37
March 3-11, 2003 ^{liv}	62	38
February 2003 ^{lv}	64	36
December 2002 ^{lvi}	57	43
November 2002 ^{lvii}	61	39
October 2002 ^{lviii}	59	41
September 2002 ^{lix}	61	39
July 2002 ^{lx}	59	41
March/May 2002 ^{lxi}	58	42
January 2002 ^{lxii}	61	39
December 2001 ^{lxiii}	58	42
November 2001 ^{lxiv}	58	42
October 2001 ^{lxv}	56	44
September 2001 ^{lxvi}	55	45
August 2001 ^{lxvii}	59	41
February 2001 ^{lxviii}	53	47
December 2000 ^{lxix}	59	41
November 2000 ^{lxx}	53	47
October 2000 ^{lxxi}	52	48
September 2000 ^{lxxii}	50	50
August 2000 ^{lxxiii}	49	51
June 2000 ^{lxxiv}	47	53
May 2000 ^{lxxv}	48	52

HOME3NW Do you ever use the internet or email at HOME?¹⁰

Based on all internet users [N=2,428]

YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
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¹⁰ April 2015 trend includes respondents who use a social networking site or app. Unless otherwise indicated, question wording was: "Do you ever use the internet or email at HOME?" July 2015 question wording was: "Do you currently subscribe to internet service at HOME?" December 2012 question wording was: "Do you ever use the internet AT HOME?" January 2011 and May 2011 question wording was: "Do you ever use the internet or email from home?" December 2010 and earlier trend wording was follows: "About how often do you use the internet or email from... HOME - 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?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

Current	90	10	0	*
July 2015	84	16	*	0
April 2015	89	11	*	0
September 2013	90	10	*	*
August 2013	89	11	0	0
May 2013	90	10	0	*
December 2012	90	10	0	0
November 2012	90	10	0	*
April 2012	89	11	0	0
February 2012	90	10	*	*
August 2011	90	10	0	0
May 2011	88	12	0	*
January 2011	89	11	*	0
December 2010	95	4	*	*
November 2010	95	4	*	*
September 2010	95	5	*	*
May 2010	94	6	*	*
January 2010	94	6	*	*
December 2009	93	6	*	*
September 2009	92	6	*	*
April 2009	91	8	*	*
December 2008	92	6	*	*
November 2008	93	7	*	*
August 2008	93	7	*	--
July 2008	93	7	*	--
May 2008	95	6	*	--
December 2007	94	7	*	--
September 2007	93	6	*	--
February 2007	95	5	*	--
November 2006	93	7	*	--
February 2006	94	6	*	--
June 2005	90	10	*	--
July 2004	94	7	*	--
March 2004	92	8	*	--

BBHOME1 Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?¹¹

BBHOME2 [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on those who use the internet at home

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) NONE OF THE ABOVE ¹²	(VOL.) DK	(VOL.) REF.
Current [N=2,217]	3	84	1	4	3	n/a	5	1
July 2015 [N=1,509]	3	91	1	*	1	n/a	4	*
April 2015 [N=1,544]	6	85	*	2	2	n/a	4	1
Sept 2013 [N=4,875]	3	91	n/a	3	1	*	2	*
May 2013 [N=1,727]	4	92	n/a	1	1	*	2	*
Dec 2012 [N=1,645]	4	90	n/a	2	*	*	3	1
Nov 2012 [N=1,770]	4	88	n/a	2	*	*	4	*
April 2012 [N=1,631]	4	90	n/a	1	*	*	4	*
Feb 2012 [N=1,572]	4	90	n/a	2	*	1	3	*
Aug 2011 [N=1,565]	5	89	n/a	1	1	1	3	*
May 2011 [N=1,518]	6	88	n/a	n/a	n/a	1	3	1
Jan 2011 [N=1,610]	4	88	n/a	n/a	n/a	2	4	1
Dec 2010 [N=1,731]	6	85	n/a	n/a	n/a	2	6	2
Nov 2010 [N=1,560]	6	86	n/a	n/a	n/a	2	4	2
Sept 2010 [N=1,947]	7	86	n/a	n/a	n/a	2	4	1
May 2010 [N=1,659]	7	86	n/a	n/a	n/a	2	4	1
Jan 2010 [N=1,573]	7	88	n/a	n/a	n/a	1	3	1
Dec 2009 [N=1,582]	9	86	n/a	n/a	n/a	2	4	1
Sept 2009 [N=1,584]	7	87	n/a	n/a	n/a	2	3	2
April 2009 [N=1,567]	9	86	n/a	n/a	n/a	2	3	1
Dec 2008 [N=1,538]	13	80	n/a	n/a	n/a	1	5	--
Nov 2008 [N=1,481]	12	82	n/a	n/a	n/a	1	5	--
Aug 2008 [N=1,543]	13	81	n/a	n/a	n/a	1	5	--
July 2008 [N=1,797]	14	81	n/a	n/a	n/a	1	4	--
May 2008 [N=1,463]	15	79	n/a	n/a	n/a	1	5	--
Dec 2007 [N=1,483]	18	77	n/a	n/a	n/a	1	3	--
Sept 2007 [N=1,575]	20	73	n/a	n/a	n/a	1	6	--
Feb 2007 [N=1,406]	23	70	n/a	n/a	n/a	1	6	--
Aug 2006 [N=1,787]	28	68	n/a	n/a	n/a	1	3	--

BBHOME1/BBHOME2 continued...

¹¹ In July 2015, question was asked of home internet subscribers. In April 2015, question wording was: "Is your internet connection AT HOME through a slow-speed link such as dial-up... OR do you have a high-speed, broadband link" Prior to April 2015, trends asked about specific types of home broadband connections such as DSL, cable modem, wireless broadband/satellite, fiber optic, T-1 or other high-speed access.

¹² May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

BBHOME1/BBHOME2 continued...

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) NONE OF THE ABOVE ¹³	(VOL.) DK	(VOL.) REF.
Dec 2005 [N=1,715]	35	61	n/a	n/a	n/a	1	3	--
June 2005 [N=1,204]	44	53	n/a	n/a	n/a	1	1	--
Feb 2005 [N=1,287]	47	50	n/a	n/a	n/a	1	3	--
Jan 2005 [N=1,261]	48	50	n/a	n/a	n/a	1	1	--
Feb 2004 [N=1,241]	55	42	n/a	n/a	n/a	1	2	--
Nov 2003 [N=1,199]	62	35	n/a	n/a	n/a	1	2	--

SUMMARY OF HOME BROADBAND

Based on those who use the internet at home

	current		July 2015
%	85	Home broadband users	92
	15	No home broadband/DK	8
	[N=2,217]		[N=1,509]

Based on Total

	current		July 2015
%	67	Home broadband users	67
	33	No home broadband/DK	33

DEVICE1a Next, do you have a cellphone, or not?¹⁴

	yes	no	(VOL.) Don't know	(VOL.) Refused
Current	91	9	0	0
July 2015	92	8	*	*
April 2015	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0

¹³ May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

¹⁴ Question was asked of landline sample only. Results shown here have been recalculated to include cellphone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cellphone sample, but trend results shown here reflect Total combined landline and cellphone sample. In past polls, 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 cellphone or a Blackberry or iPhone or other device that is also a cellphone?"; "Do you have...a cellphone or a Blackberry or iPhone or other handheld device that is also a cellphone?"; "Do you have a cellphone, or a Blackberry or other device that is also a cellphone?"; "Do you happen to have a cellphone?"; "Do you have a cellphone?"

August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	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	*	--
Nov. 23-30, 2004	65	35	*	--

SMART1 Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?¹⁵

Based on cellphone owners

YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/ DON'T KNOW	(VOL.) REFUSED
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¹⁵ Wording may vary from survey to survey. Wording variations include: "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?"; "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone or not, or are you not sure?"

Current [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

[READ TO ALL:] On a different subject...

EMPLNW3 Are you now employed full-time, part-time, or are you not employed for pay?

	current	
%	45	Employed full-time
	13	Employed part-time
	42	Not employed for pay
	*	(VOL.) Don't know
	*	(VOL.) Refused

STUD Are you currently enrolled as a full- or part-time student, or not? [IF YES, PROBE TO DETERMINE FT OR PT]

	current	
%	9	Yes, full-time
	6	Yes, part-time
	85	No
	0	(VOL.) Don't know
	*	(VOL.) Refused

EDInst Are you enrolled... [READ]

Based on students [N=334]

	current	
%	3	In high school
	49	As an undergraduate at a college or university

14	As a graduate student at a university
17	At a community college
12	At a technical, trade or vocational school
3	(VOL.) Other (SPECIFY)
*	(VOL.) Don't know
1	(VOL.) Refused

Q4 Are you enrolled in or participating in an online course, whether it is for credit or not?

Based on students [N=334]

	current	
%	33	Yes
	67	No
	0	(VOL.) Don't know
	*	(VOL.) Refused

Q5 In the past 5 years, have you personally been laid off from a job or experienced unemployment, or not?

	current	
%	22	Yes
	77	No
	*	(VOL.) Don't know
	*	(VOL.) Refused

[READ TO EMPLOYED:] Now, turning to questions about the way some people might be interested in learning...

Q9 [FOR FIRST TWO RANDOMIZED ITEMS: Have you taken a class or gotten extra training in the past 12 months [INSERT ITEMS; RANDOMIZE], or haven't you done this?]

[FOR REMAINING ITEMS: How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Have you taken a class or gotten extra training in the past 12 months (ITEM), or haven't you done this?]]

Based on employed [N=1,577]

YES	NO	(VOL.) DK	(VOL.) REFUSED
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a.	To learn, maintain or improve job skills	55	45	*	*
b.	To help you get a raise or promotion at work	24	75	*	*
c.	To help you get a new job with a different employer	13	86	*	*
d.	For a license or certification needed for your job	36	64	*	0
e.	Because you were worried about possible downsizing where you work	7	92	*	*

[READ TO ALL:] Next I have a few questions related to your PERSONAL INTERESTS, outside of a job or work. This might include interests related to a hobby, your home, health, religion, your community or other areas of personal interest to you.

Q13 [FOR FIRST TWO RANDOMIZED ITEMS: In the past 12 months, have you [INSERT ITEMS; RANDOMIZE]?]

[FOR REMAINING ITEMS: Have you [INSERT NEXT ITEM]? [IF NECESSARY: Have you done this in the past 12 months, or not?]]

	YES	NO	(VOL.) DK	(VOL.) REFUSED
a.	25	75	*	*
b.	58	41	*	*
c.	35	65	*	*
NO ITEM D				
e.	30	70	0	*
f.	16	83	*	0

[READ TO ALL:] Moving on...

LIBUSE Have you, personally, EVER...[INSERT ITEMS IN ORDER], or is this something you've never done? [IF YES: Have you done this in the past 12 months?]¹⁶

	TOTAL YES, HAVE DONE THIS	----- IN THE PAST 12 MONTHS	----- NOT IN PAST 12 MONTHS	NO, HAVE NEVER DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Visited a public library or used a public library bookmobile IN PERSON						
Current	78	44	34	22	*	0
April 2015	82	46	36	18	*	*
September 2013	81	48	33	19	*	*
November 2012	84	53	30	16	*	0
b. Used a public library WEBSITE¹⁷						
Current	46	31	15	54	*	*
September 2013	44	30	14	56	*	*
November 2012	39	25	14	61	*	*
c. Used a public library mobile APP						
Current	12	9	3	87	*	*

Q25 As far as you know, does your local library system offer any of the following services? (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: As far as you know, does your local library system offer this service, or not?]

	Yes	No	(VOL.) DK	(vol.) ref.
a. E-books and digital audio books for borrowing	62	16	22	*
b. Online career- and job-related resources	41	21	38	*
c. Online programs that certify that people have mastered new skills	24	27	49	1
NO ITEM D				
e. Programs on starting a new business	24	28	47	1
f. Online GED, or high-school equivalency, classes	26	27	47	1

¹⁶ In November 2012, follow-ups about the past 12 months were asked as separate questions later in the interview, rather than as immediate follow-up probes, as done for the September 2013 poll. Trend results shown here have been recalculated based on Total respondents.

¹⁷ In November 2012, item wording was "Gone on a public library WEBSITE."

Q26 How well, if at all, do your local public libraries serve the learning and educational needs of your local community – not just children at schools, but all those of any age who want to learn? [READ]

	<u>CURRENT</u>	
%	37	Very well
	39	Pretty well
	6	Not too well
	4	Not well at all
	12	(VOL.) Don't know
	*	(VOL.) Refused

Q27 How well, if at all, do your local public libraries serve the learning and educational needs of you and your family? [READ]

	current	
%	34	Very well
	36	Pretty well
	9	Not too well
	12	Not well at all
	7	(VOL.) Don't know
	1	(VOL.) Refused

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- ⁱ July 2015 trends based on the July 2015 Tracking Survey, conducted June 10 – July 12, 2015 [N=2,001, including 1,300 cell phone interviews].
- ⁱⁱ April 2015 trends based on the Libraries Survey 2015, conducted March 17 – April 12, 2015 among those age **16 or older** [N=2,004, including 1,300 cell phone interviews].
- ⁱⁱⁱ September 2013 trends based on the Libraries Typology Survey, conducted July 18 – September 30, 2013 among those age **16 or older** [N=6,224, including 3,102 cell phone interviews].
- ^{iv} August 2013 trends based on the August Tracking 2013/Facebook Survey, conducted August 7–September 16, 2013 [N=1,801, including 900 cell phone interviews].
- ^v May 2013 trends based on the Spring Tracking Survey 2013, conducted April 17–May 19, 2013 [N=2,252, including 1,127 cell phone interviews].
- ^{vi} December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].
- ^{vii} November 2012 trends based on the Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews].
- ^{viii} September 2012 trends based on the Health Tracking Survey 2012, conducted August 7–September 6, 2012 [N=3,014, including 1,206 cell phone interviews].
- ^{ix} August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].
- ^x April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews].
- ^{xi} February 2012 trends based on the Winter Tracking Survey 2012, conducted January 20–February 19, 2012 [N=2,253, including 901 cell phone interviews].
- ^{xii} December 2011 trends based on the Reading Habits Survey 2011, conducted November 16–December 21, 2011 among those age **16 or older** [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].
- ^{xiii} August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews].
- ^{xiv} May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews].
- ^{xv} 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].
- ^{xvi} 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].
- ^{xvii} November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3–24, 2010 [N=2,257, including 755 cell phone interviews].
- ^{xviii} 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].
- ^{xix} 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].
- ^{xx} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].
- ^{xxi} 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].

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- ^{lii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{liii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{liiv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{liv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{livi} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{lvii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{lviii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{lix} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{lx} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{lxii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{lxiii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{lxiiii} 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.
- ^{lxiv} 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.
- ^{lxv} 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.
- ^{lxvi} 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.
- ^{lxvii} 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.
- ^{lxviii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{lxix} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{lxx} November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321].
- ^{lxxi} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{lxxii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{lxxiii} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{lxxiv} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{lxxv} May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].