

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
 2018 CORE TRENDS SURVEY
 JANUARY 3-10, 2018

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

BANNER A																		
SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME				
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Yes	1720	841	879	1066	198	257	421	611	421	236	107	810	564	561	463	265	207	555
	86%	86%	86%	88%	82%	80%	97%	94%	83%	63%	57%	84%	91%	96%	77%	91%	95%	97%
			EF			JKL	KL	L				M	MN	MNO	Q	Q	QR	
No	282	138	143	141	42	63	12	42	83	138	79	152	58	22	139	25	10	17
	14%	14%	14%	12%	18%	20%	3%	6%	16%	37%	42%	16%	9%	4%	23%	9%	5%	3%
				D	D		I	IJ	IJK	NOP	OP	P		RST	T			
Don't know	1	1	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-
	*%	*%	-	-	-	*%	-	-	*%	-	*%	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes	1667	818	848	999	200	273	416	620	405	194	117	780	548	535	461	255	192	540		
	83%	84%	83%	83%	83%	85%	96%	95%	80%	52%	63%	81%	88%	92%	76%	88%	89%	94%		
							KL	KL	L			M	MN	MN	Q	Q	QRS			
No	332	157	174	207	39	48	15	33	100	177	70	178	74	47	141	35	25	31		
	17%	16%	17%	17%	16%	15%	4%	5%	20%	47%	37%	19%	12%	8%	23%	12%	11%	5%		
								IJ	IJK		NO	OP			RST	T	T			
Don't know	4	4	-	1	1	-	1	-	-	2	-	3	-	0	1	-	-	0		
	*%	*%	-	*%	*%	-	*%	-	-	1%	-	*%	-	*%	*%	-	-	*%		
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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INT_USE_TOTAL: Summary of internet usage

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
NET Internet user	1774	874	901	1080	209	282	424	633	437	248	122	837	579	564	490	270	210	559		
	89%	89%	88%	89%	87%	88%	98%	97%	87%	66%	65%	87%	93%	97%	81%	93%	97%	98%		
							KL	KL	L			M	MN	MNO		Q	Q	QR		
General and mobile	1612	785	827	985	190	249	413	599	389	182	102	753	532	533	434	249	190	536		
	81%	80%	81%	82%	79%	78%	95%	92%	77%	49%	55%	78%	86%	91%	72%	86%	87%	94%		
							JKL	KL	L			M	MN	MNO		Q	Q	QRS		
General only	108	55	52	81	8	8	8	12	32	54	5	57	32	29	30	16	18	19		
	5%	6%	5%	7%	3%	3%	2%	2%	6%	14%	3%	6%	5%	5%	5%	5%	8%	3%		
				EF					IJ	IJK		M					T			
Mobile only	55	33	21	13	10	24	3	21	16	12	15	27	15	3	27	5	3	4		
	3%	3%	2%	1%	4%	8%	1%	3%	3%	3%	8%	3%	2%	*%	4%	2%	1%	1%		
					D	D		I	I	I	NOP	P	P		RST					
Not internet user	228	106	122	127	32	40	9	20	68	126	65	125	42	19	113	20	7	13		
	11%	11%	12%	11%	13%	12%	2%	3%	13%	34%	35%	13%	7%	3%	19%	7%	3%	2%		
									IJ	IJK	NOP	OP	P		RST	T				

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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INTFREQ. About how often do you use the internet?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on internet users	1774	874	901	1080	209	282	424	633	437	248	122	837	579	564	490	270	210	559
Unweighted Total	1785	980	805	1095	223	281	346	513	485	396	109	663	482	791	432	254	221	610
Almost constantly	528 30%	249 29%	279 31%	278 26%	89 43% D	95 34% D	170 40% KL	237 38% KL	88 20% L	28 11%	24 20%	236 28% M	174 30% M	198 35% MN	144 29%	78 29%	50 24%	201 36% QS
Several times a day	862 49%	444 51%	418 46%	580 54% EF	72 34%	118 42%	212 50%	307 48%	213 49%	110 45%	54 44%	366 44%	277 48%	311 55% MNO	212 43%	138 51%	106 51%	292 52% Q
About once a day	153 9%	74 8%	79 9%	98 9%	16 8%	20 7%	16 4%	34 5%	58 13% IJ	41 17% IJ	10 8%	91 11% P	56 10% P	28 5%	57 12% T	26 9% T	23 11% T	26 5%
Several times a week, OR	119 7%	50 6%	69 8%	64 6%	21 10%	25 9%	15 3%	37 6%	35 8% I	29 12% IJ	18 15% OP	72 9% P	33 6% P	17 3%	35 7%	21 8%	20 10% T	23 4%
Less often?	108 6%	54 6%	54 6%	60 6%	10 5%	23 8%	11 3%	17 3%	42 10% IJ	38 15% IJK	16 13% P	67 8% P	37 6% P	9 2%	41 8% RT	7 3%	10 5%	17 3%
Don't know	3 *%	3 *%	-	-	1 *%	1 *%	1 *%	-	2 *%	-	-	3 *%	1 *%	-	1 *%	1 *%	1 1%	-
Refused	1 *%	-	1 *%	-	-	-	-	-	-	1 *%	-	1 *%	1 *%	-	1 *%	-	-	-

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INTFREQ_TOT: Frequency of internet usage

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
NET Go online daily	1543	767	776	956	177	232	397	578	358	180	88	694	508	538	412	241	179	519		
	77%	78%	76%	79%	73%	72%	92%	89%	71%	48%	47%	72%	82%	92%	68%	83%	82%	91%		
			F				KL	KL	L			M	MN	MNO	Q	Q	QRS			
Almost constantly	528	249	279	278	89	95	170	237	88	28	24	236	174	198	144	78	50	201		
	26%	25%	27%	23%	37%	30%	39%	36%	17%	8%	13%	25%	28%	34%	24%	27%	23%	35%		
			D	D	D	KL	KL	L				M	M	MNO			QRS			
Several times a day	862	444	418	580	72	118	212	307	213	110	54	366	277	311	212	138	106	292		
	43%	45%	41%	48%	30%	37%	49%	47%	42%	30%	29%	38%	45%	53%	35%	48%	49%	51%		
			EF				L	L	L			M	MN	MNO	Q	Q	Q			
Once a day	153	74	79	98	16	20	16	34	58	41	10	91	56	28	57	26	23	26		
	8%	8%	8%	8%	7%	6%	4%	5%	11%	11%	5%	9%	9%	5%	9%	9%	11%	5%		
									IJ	IJ		P	P		T	T	T			
NET Go online less often	227	104	123	124	31	48	26	54	77	67	34	139	69	26	76	28	30	40		
	11%	11%	12%	10%	13%	15%	6%	8%	15%	18%	18%	14%	11%	5%	13%	10%	14%	7%		
						D			IJ	IJ	OP	P	P		T		T			
Several times a week	119	50	69	64	21	25	15	37	35	29	18	72	33	17	35	21	20	23		
	6%	5%	7%	5%	9%	8%	3%	6%	7%	8%	10%	8%	5%	3%	6%	7%	9%	4%		
									I	I	P	P					T			
Less often	108	54	54	60	10	23	11	17	42	38	16	67	37	9	41	7	10	17		
	5%	5%	5%	5%	4%	7%	2%	3%	8%	10%	9%	7%	6%	2%	7%	2%	4%	3%		
									IJ	IJ	P	P	P		RT					
Not internet user	228	106	122	127	32	40	9	20	68	126	65	125	42	19	113	20	7	13		
	11%	11%	12%	11%	13%	12%	2%	3%	13%	34%	35%	13%	7%	3%	19%	7%	3%	2%		
									IJ	IJK	NOP	OP	P		RST	T				
Don't know / Refuse	4	3	1	-	1	1	1	-	2	1	-	4	2	-	2	1	1	-		
	*%	*%	*%	-	*%	*%	*%	-	*%	*%	-	*%	*%	-	*%	*%	1%	-		

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HOME4NW. Do you currently subscribe to internet service at HOME?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on internet users	1774	874	901	1080	209	282	424	633	437	248	122	837	579	564	490	270	210	559		
Unweighted Total	1785	980	805	1095	223	281	346	513	485	396	109	663	482	791	432	254	221	610		
Yes	1419	690	729	921	150	186	329	486	367	209	61	645	459	516	312	213	180	524		
	80%	79%	81%	85%	72%	66%	78%	77%	84%	84%	50%	77%	79%	91%	64%	79%	86%	94%		
			EF					IJ	IJ			M	M	MNO		Q	QR	QRS		
No	347	179	168	153	59	94	91	145	69	37	60	187	117	46	178	56	29	30		
	20%	20%	19%	14%	28%	33%	21%	23%	16%	15%	49%	22%	20%	8%	36%	21%	14%	5%		
					D	D	L	KL			NOP	P	P		RST	T	T			
Don't know	8	5	4	6	-	2	4	2	1	1	1	5	3	2	0	1	0	4		
	*%	1%	*%	1%	-	1%	1%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%		
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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HOME4NW_TOT: Summary of home internet subscribers

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Internet at home	1419	690	729	921	150	186	329	486	367	209	61	645	459	516	312	213	180	524
	71%	70%	71%	76%	62%	58%	76%	74%	73%	56%	33%	67%	74%	89%	52%	73%	83%	92%
				EF			L	L	L			M	MN	MNO	Q	QR	QRS	
NET No internet at home	575	285	290	280	91	133	99	165	137	164	125	312	160	65	291	76	37	43
	29%	29%	28%	23%	38%	41%	23%	25%	27%	44%	67%	32%	26%	11%	48%	26%	17%	8%
				D	D	D				IJK	NOF	OP	P		RST	ST	T	
Use internet, no home service	347	179	168	153	59	94	91	145	69	37	60	187	117	46	178	56	29	30
	17%	18%	16%	13%	24%	29%	21%	22%	14%	10%	32%	19%	19%	8%	30%	19%	13%	5%
				D	D	D	KL	KL			NOF	P	P		RST	T	T	
Not internet user	228	106	122	127	32	40	9	20	68	126	65	125	42	19	113	20	7	13
	11%	11%	12%	11%	13%	12%	2%	3%	13%	34%	35%	13%	7%	3%	19%	7%	3%	2%
								IJ	IJK		NOF	OP	P		RST	T		
Don't know / refuse	8	5	4	6	-	2	4	2	1	1	1	5	3	2	0	1	0	4
	*%	*%	*%	*%	-	1%	1%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%

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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?

	BANNER A		SEX				RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+		
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
Based on home internet subscribers	1419	690	729	921	150	186	329	486	367	209	61	645	459	516	312	213	180	524			
Unweighted Total	1466	799	667	965	167	185	264	407	413	344	56	509	384	728	279	202	197	577			
Dial-up	42 3%	17 2%	25 3%	11 1%	7 5%	20 11% DE	13 4%	18 4%	7 2%	3 2%	10 17% NOP	26 4% P	13 3% P	5 1%	17 5% T	9 4% T	4 2%	5 1%			
Higher-speed	1268 89%	632 92% C	636 87%	852 93% F	135 90% F	143 77%	280 85%	445 91%	336 92% I	185 88% I	39 65%	558 87% M	411 89% M	486 94% MNO	266 85%	189 89%	166 92% Q	493 94% Q			
Both Slow-speed/Dial-up and Higher-speed/Broadband	23 2%	11 2%	12 2%	17 2%	3 2%	2 1%	6 2%	10 2%	6 2%	1 1%	2 3%	12 2%	8 2%	8 2%	5 1%	6 3%	4 2%	7 1%			
Access internet only using cell phone or tablet	6 *%	1 *%	5 1%	2 *%	- -	3 2%	1 *%	1 *%	4 1%	0 *%	2 3%	1 *%	2 *%	3 *%	3 1%	1 1%	0 *%	2 *%			
No home internet access	6 *%	3 *%	2 *%	2 *%	- -	4 2%	- -	1 *%	5 1%	0 *%	1 1%	4 1%	1 *%	1 *%	1 *%	1 *%	- -	2 *%			
Don't know	72 5%	25 4%	48 7% B	36 4%	6 4%	13 7%	30 9% JK	11 2%	8 2%	19 9% JK	7 11% P	43 7% P	25 5%	14 3%	20 6%	7 3%	6 3%	16 3%			
Refused	1 *%	1 *%	- -	- -	- -	0 *%	- -	- -	0 *%	- -	- -	- -	- -	0 *%	- -	- -	- -	- -			

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BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

BANNER A	SEX		RACE			AGE				EDUCATION				HOUSEHOLD INCOME				
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Based on dial-up users	42	17	25	11	7	20	13	18	7	3	10	26	13	5	17	9	4	5
Unweighted Total	39	19	20	10	7	19	11	16	7	5	10	20	9	8	16	8	4	5
Yes, dial-up	36	14	22	9	7	16	11	16	7	2	8	25	11	3	15	8	2	5
	86%	85%	86%	84%	100%	79%	81%	86%	100%	68%	76%	94%	89%	54%	88%	95%	54%	92%
												P						
No, higher speed connection	6	2	4	2	-	4	2	3	-	1	2	1	1	2	2	0	2	0
	14%	15%	14%	16%	-	21%	19%	14%	-	32%	24%	6%	11%	46%	12%	5%	46%	8%
													N					
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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BBHOME_TOT: Summary of broadband users

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Home broadband user	1297	646	652	871	137	150	288	457	342	187	44	572	420	496	272	195	172	500		
	65%	66%	64%	72%	57%	47%	67%	70%	68%	50%	24%	59%	68%	85%	45%	67%	79%	87%		
				EF	F		L	L	L			M	MN	MNO		Q	QR	QRS		
Not broadband user	705	334	371	336	103	171	145	196	162	187	143	390	202	87	331	95	45	72		
	35%	34%	36%	28%	43%	53%	33%	30%	32%	50%	76%	41%	32%	15%	55%	33%	21%	13%		
				D	DE				IJK		NOP	OP	P		RST	ST	T			

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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BBSMART_TOT: Summary of smartphone / broadband users

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Smartphone and broadband	1149	582	568	762	124	136	283	426	290	132	33	486	369	467	214	175	150	476
	57%	59%	56%	63%	51%	42%	65%	65%	57%	35%	18%	50%	59%	80%	36%	60%	69%	83%
			EF	F		KL	KL	L				M	MN	MNO	Q	Q	QRS	
Smartphone, no home broadband	397	199	198	168	57	113	123	154	79	39	73	213	128	61	190	63	30	53
	20%	20%	19%	14%	24%	35%	28%	24%	16%	10%	39%	22%	21%	10%	31%	22%	14%	9%
				D	DE	KL	KL	L			NOF	P	P		RST	ST		
No smartphone, broadband	148	64	84	110	14	15	5	31	52	54	11	86	51	29	58	20	22	24
	7%	7%	8%	9%	6%	5%	1%	5%	10%	15%	6%	9%	8%	5%	10%	7%	10%	4%
			F					I	IJ	IJ		P		T		T		
No smartphone, no broadband	307	135	173	168	47	58	22	42	83	148	70	177	74	26	141	31	15	19
	15%	14%	17%	14%	19%	18%	5%	7%	17%	40%	37%	18%	12%	5%	23%	11%	7%	3%
								IJ	IJK		NOF	OP	P		RST	T		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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DEVICE1a. Next, do you have a cell phone, or not?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes	1897	933	963	1133	235	311	431	640	475	320	168	903	599	565	553	284	214	558		
	95%	95%	94%	94%	98%	97%	100%	98%	94%	85%	90%	94%	96%	97%	92%	98%	98%	98%		
					D	D	JKL	KL	L				MN	MN		Q	Q	Q		
No	105	46	59	74	6	10	2	13	30	54	19	59	23	18	50	6	4	13		
	5%	5%	6%	6%	2%	3%	*%	2%	6%	15%	10%	6%	4%	3%	8%	2%	2%	2%		
				EF				I	IJ	IJK	OP	OP			RST					
Don't know / refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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SMART2. Is your cell phone a smartphone, or not?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Smartphone owner	1547 77%	781 80%	766 75%	930 77%	180 75%	248 77%	405 94%	580 89%	369 73%	171 46%	106 57%	699 73%	497 80%	528 91%	404 67%	239 82%	180 83%	529 93%		
		C					JKL	KL	L			M	MN	MNO	Q	Q	QRS			
NET Not smartphone owner	455 23%	199 20%	257 25%	277 23%	60 25%	73 23%	28 6%	74 11%	136 27%	203 54%	81 43%	263 27%	125 20%	55 9%	199 33%	51 18%	37 17%	42 7%		
		B					I	IJ	IJK		NO	OP	P		RST	T	T			
Cell, not smartphone	323 16%	142 14%	182 18%	188 16%	52 22%	55 17%	25 6%	56 9%	96 19%	136 36%	52 28%	193 20%	100 16%	33 6%	140 23%	42 14%	31 14%	26 5%		
				D				IJ	IJK		OP	P	P		RST	T	T			
Not cell owner	105 5%	46 5%	59 6%	74 6%	6 2%	10 3%	2 *%	13 2%	30 6%	54 15%	19 10%	59 6%	23 4%	18 3%	50 8%	6 2%	4 2%	13 2%		
				EF				I	IJ	IJK	OP	OP			RST					
Don't know / refused	27 1%	11 1%	16 2%	15 1%	2 1%	8 2%	1 *%	4 1%	10 2%	12 3%	10 5%	12 1%	2 *%	4 1%	9 2%	3 1%	2 1%	3 1%		
								I	IJ	IJK	NO									

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes	1378 69%	635 65%	742 73%	826 68%	166 69%	231 72%	381 88%	513 78%	324 64%	137 37%	89 47%	637 66%	447 72%	459 79%	382 63%	216 74%	161 74%	440 77%		
			B				JKL	KL	L			M	M	MNO		Q	Q	Q		
No	621 31%	343 35%	278 27%	381 32%	74 31%	90 28%	52 12%	140 22%	179 35%	235 63%	98 53%	322 33%	173 28%	124 21%	221 37%	75 26%	55 26%	130 23%		
		C						I	IJ	IJK	NOF	P	P	RST						
Don't know	4 *%	2 *%	2 *%	0 *%	-	-	-	-	2 *%	2 *%	-	3 *%	2 *%	0 *%	-	-	0 *%	1 *%		
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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DEVICE1b. Please tell me if you happen to have each of the following items, or not. Do you have a tablet computer ?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes	1067 53%	500 51%	566 55%	663 55%	134 56%	151 47%	218 50%	412 63%	280 56%	141 38%	54 29%	470 49%	347 56%	383 66%	228 38%	159 55%	135 62%	410 72%		
				F			L	IKL	L			M	MN	MNO		Q	Q	QRS		
No	928 46%	474 48%	454 44%	539 45%	106 44%	170 53%	215 50%	241 37%	222 44%	228 61%	133 71%	488 51%	272 44%	200 34%	371 62%	130 45%	82 38%	161 28%		
						DE	J		J	IJK	NOP	OP	P		RST	T	T			
Don't know	6 *%	5 *%	1 *%	4 *%	1 *%	-	-	-	1 *%	5 1%	-	4 *%	3 *%	-	2 *%	1 *%	1 *%	1 *%		
Refused	1 *%	-	1 *%	1 *%	-	-	-	-	1 *%	-	-	-	-	-	1 *%	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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DEVICE1c. Please tell me if you happen to have each of the following items, or not. Do you have a desktop or laptop computer ?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUESHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Yes	1455	715	740	962	151	166	358	475	371	225	61	659	495	530	328	222	184	528
	73%	73%	72%	80%	63%	52%	83%	73%	74%	60%	32%	69%	80%	91%	54%	76%	85%	92%
			EF	F		JKL	L	L			M	MN	MNO		Q	QR	QRS	
No	546	264	282	244	89	155	75	178	134	148	126	301	127	53	274	68	33	43
	27%	27%	28%	20%	37%	48%	17%	27%	26%	40%	68%	31%	20%	9%	45%	24%	15%	8%
				D	DE		I	I	IJK		NOP	OP	P		RST	ST	T	
Don't know	1	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-
	*%	*%	-	*%	-	-	-	-	-	*%	-	*%	-	-	*%	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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DEVICE1d. Please tell me if you happen to have each of the following items, or not. Do you have a game console ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUESHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes	771 39%	390 40%	381 37%	460 38%	107 44%	124 39%	249 58%	354 54%	127 25%	32 8%	45 24%	381 40%	273 44%	233 40%	195 32%	130 45%	85 39%	264 46%		
							KL	KL	L			M	M	M		Q		Q		
No	1226 61%	588 60%	637 62%	746 62%	133 55%	195 61%	183 42%	296 45%	377 75%	341 91%	141 75%	580 60%	348 56%	349 60%	406 67%	161 55%	132 61%	308 54%		
							IJ	IJK	IJK	NOJ					RT					
Don't know	4 *%	2 *%	3 *%	0 *%	1 *%	2 1%	-	2 *%	1 *%	1 *%	2 1%	1 *%	1 *%	0 *%	2 *%	-	-	0 *%		
Refused	1 *%	-	1 *%	1 *%	-	-	-	1 *%	-	-	-	-	-	-	1 *%	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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WEB1a. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... Twitter ?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Yes, do this	477	230	247	293	63	65	172	176	94	31	18	220	153	187	120	60	57	182
	24%	23%	24%	24%	26%	20%	40%	27%	19%	8%	10%	23%	25%	32%	20%	21%	26%	32%
							JKL	KL	L			M	M	MNO				QR
NET Do not do this	1525	750	775	914	178	256	260	477	411	343	169	742	469	396	482	230	160	389
	76%	77%	76%	76%	74%	80%	60%	73%	81%	92%	90%	77%	75%	68%	80%	79%	74%	68%
								I	IJ	IJK	NO	P	P	T	T			
Do not do this	1448	717	731	865	172	248	258	471	391	298	150	699	453	385	446	226	158	382
	72%	73%	72%	72%	71%	77%	60%	72%	77%	80%	80%	73%	73%	66%	74%	78%	73%	67%
								I	I	IJ	NO	P	P	T	T			
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%
								IJ	IJK	NO	OP				RST			
Don't know / refused	2	2	-	-	-	-	-	2	-	-	-	2	2	1	-	-	-	-
	*%	*%	-	-	-	-	-	*%	-	-	-	*%	*%	*%	-	-	-	-

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WEB1b. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... Instagram ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes, do this	694	292	402	391	103	123	276	262	105	39	35	320	224	243	182	122	70	237		
	35%	30%	39%	32%	43%	38%	64%	40%	21%	10%	19%	33%	36%	42%	30%	42%	32%	42%		
			B	D			JKL	KL	L			M	M	MNO		QS		QS		
NET Do not do this	1308	688	620	816	137	198	157	391	400	336	152	642	398	340	421	169	148	334		
	65%	70%	61%	68%	57%	62%	36%	60%	79%	90%	81%	67%	64%	58%	70%	58%	68%	58%		
		C		E				I	IJ	IJK	NOF	P	P		RT		RT			
Do not do this	1230	654	575	766	132	190	155	385	379	291	134	598	382	329	385	164	145	326		
	61%	67%	56%	63%	55%	59%	36%	59%	75%	78%	72%	62%	61%	56%	64%	56%	67%	57%		
		C		E				I	IJ	IJ	NOF	P		T			RT			
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7		
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%		
								IJ	IJK		NOF	OP		RST						
Don't know / refused	4	3	1	1	-	-	-	3	1	-	-	3	2	1	-	1	-	1		
	*%	*%	*%	*%	-	-	-	*%	*%	-	-	*%	*%	*%	-	*%	-	*%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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WEB1c. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... Facebook ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes, do this	1362 68%	607 62%	755 74%	807 67%	167 70%	234 73%	349 81%	510 78%	329 65%	152 41%	94 50%	622 65%	439 71%	451 77%	401 66%	214 74%	153 70%	427 75%		
			B				KL	KL	L			M	MN	MNO				Q		
NET Do not do this	640 32%	372 38%	268 26%	400 33%	73 30%	87 27%	84 19%	143 22%	175 35%	222 59%	93 50%	340 35%	183 29%	132 23%	202 34%	77 26%	65 30%	144 25%		
		C						IJ	IJK	NO	OP	P		T						
Do not do this	561 28%	339 35%	223 22%	350 29%	67 28%	79 24%	81 19%	138 21%	155 31%	176 47%	74 39%	297 31%	167 27%	119 20%	165 27%	73 25%	62 28%	137 24%		
		C						IJ	IJK	OP	P	P								
No internet or cell phone	75 4%	31 3%	44 4%	48 4%	6 2%	8 2%	2 *	4 1%	20 4%	45 12%	18 10%	41 4%	14 2%	11 2%	36 6%	4 1%	2 1%	7 1%		
								IJ	IJK	NO	OP	OP			RST					
Don't know / refused	4 *%	3 *%	1 *%	1 *%	-	1 *%	-	2 *%	-	2 *%	1 *%	2 *%	2 *%	2 *%	1 *%	-	0 *%	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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WEB1d. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... Snapchat ?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Yes, do this	538	225	313	292	87	100	294	168	53	13	34	275	195	152	138	95	57	173
	27%	23%	31%	24%	36%	31%	68%	26%	10%	3%	18%	29%	31%	26%	23%	33%	26%	30%
			B		D	D	JKL	KL	L			M	MP	M		Q		Q
NET Do not do this	1464	755	709	916	153	221	138	485	452	361	153	687	427	431	465	195	160	398
	73%	77%	69%	76%	64%	69%	32%	74%	90%	97%	82%	71%	69%	74%	77%	67%	74%	70%
		C		EF				I	IJ	IJK	NO			O	RT			
Do not do this	1387	722	665	867	147	212	136	479	431	316	134	645	411	420	429	190	158	391
	69%	74%	65%	72%	61%	66%	32%	73%	85%	85%	72%	67%	66%	72%	71%	66%	73%	68%
		C		E				I	IJ	IJ				NO				
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%
								IJ	IJK		NO	OP			RST			
Don't know / refused	2	2	1	-	-	1	-	2	1	-	1	2	2	-	-	1	-	-
	*%	*%	*%	-	-	*%	-	*%	*%	-	*%	*%	*%	-	-	*%	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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WEB1e. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... YouTube ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes, do this	1464	732	731	858	183	251	396	558	342	149	100	681	458	493	407	226	168	482		
	73%	75%	72%	71%	76%	78%	91%	85%	68%	40%	54%	71%	74%	85%	68%	78%	77%	84%		
						D	JKL	KL	L			M	M	MNO		Q	Q	QRS		
NET Do not do this	538	247	291	349	58	71	37	95	163	225	87	281	163	90	196	65	50	90		
	27%	25%	28%	29%	24%	22%	9%	15%	32%	60%	46%	29%	26%	15%	32%	22%	23%	16%		
				F				I	IJ	IJK	NOF	P	P		RST	T	T			
Do not do this	460	213	246	300	52	63	35	89	143	180	69	237	147	79	159	61	47	81		
	23%	22%	24%	25%	22%	19%	8%	14%	28%	48%	37%	25%	24%	14%	26%	21%	22%	14%		
								I	IJ	IJK	NOF	P	P		T	T	T			
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7		
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%		
								IJ	IJK	IJK	NOF	OP			RST					
Don't know / refused	4	3	1	1	-	-	-	2	-	-	-	3	2	1	1	-	-	1		
	*%	*%	*%	*%	-	-	-	*%	-	-	-	*%	*%	*%	*%	-	-	*%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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WEB1f. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... WhatsApp ?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Yes, do this	439	196	243	165	51	157	119	207	85	22	59	167	115	167	123	56	46	145
	22%	20%	24%	14%	21%	49%	27%	32%	17%	6%	32%	17%	18%	29%	20%	19%	21%	25%
					D	DE	KL	KL	L		NO			NO				
NET Do not do this	1563	784	780	1042	189	164	314	446	420	353	128	795	507	416	480	234	171	427
	78%	80%	76%	86%	79%	51%	73%	68%	83%	94%	68%	83%	82%	71%	80%	81%	79%	75%
				EF	F			IJ	IJK		MP	MP						
Do not do this	1477	745	732	985	183	155	311	437	396	305	109	745	490	403	438	229	168	419
	74%	76%	72%	82%	76%	48%	72%	67%	79%	82%	59%	77%	79%	69%	73%	79%	77%	73%
		C		F	F			IJ	IJ		MP	MP	M					
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%
								IJ	IJK		NO	OP		RST				
Don't know / refused	11	7	4	8	-	2	1	5	3	3	-	9	3	3	6	1	1	1
	1%	1%	*%	1%	-	1%	*%	1%	1%	1%	-	1%	*%	*%	1%	*%	*%	*%

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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WEB1g. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... Pinterest ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Yes, do this	574 29%	153 16%	420 41%	388 32%	56 23%	73 23%	148 34%	221 34%	132 26%	60 16%	15 8%	252 26%	199 32%	231 40%	122 20%	91 32%	73 34%	224 39%		
			B	EF			KL	KL	L			M	MN	MNO		Q	Q	QR		
NET Do not do this	1428 71%	826 84%	602 59%	819 68%	185 77%	248 77%	285 66%	432 66%	373 74%	314 84%	172 92%	710 74%	423 68%	352 60%	481 80%	199 68%	144 66%	347 61%		
		C		D	D			IJ	IJK		NOF	OP	P	RST	T					
Do not do this	1345 67%	790 81%	556 54%	770 64%	178 74%	237 74%	283 65%	423 65%	350 69%	269 72%	153 82%	664 69%	405 65%	339 58%	443 73%	192 66%	142 65%	340 60%		
		C		D	D			J	IJK		NOF	P	P	RST						
No internet or cell phone	75 4%	31 3%	44 4%	48 4%	6 2%	8 2%	2 *	4 1%	20 4%	45 12%	18 10%	41 4%	14 2%	11 2%	36 6%	4 1%	2 1%	7 1%		
							*	IJ	IJK		NOF	OP		RST						
Don't know / refused	8 *	6 1%	3 *	1 *	1 *	3 1%	- -	5 1%	2 *	1 *	1 *	5 1%	3 1%	2 *	2 *	3 1%	- -	- -		

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WEB1h. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... LinkedIn ?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	374	187	962	621	583	603	290	217	572	
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	168	771	528	818	535	277	228	623	
Yes, do this	502	243	258	319	66	42	125	216	121	34	5	144	137	292	80	57	51	257
	25%	25%	25%	26%	28%	13%	29%	33%	24%	9%	3%	15%	22%	50%	13%	20%	24%	45%
			F	F		L	KL	L				M	MN	MNO	Q	Q	QRS	
NET Do not do this	1500	736	764	888	174	279	307	437	384	340	182	817	484	291	523	233	166	314
	75%	75%	75%	74%	72%	87%	71%	67%	76%	91%	97%	85%	78%	50%	87%	80%	76%	55%
					DE			J	IJK	NO	OP	P		RST	T	T		
Do not do this	1413	694	719	833	168	269	304	428	362	292	163	768	466	277	482	227	163	305
	71%	71%	70%	69%	70%	84%	70%	66%	72%	78%	87%	80%	75%	47%	80%	78%	75%	53%
					DE				IJK	NO	OP	P	P	T	T	T		
No internet or cell phone	75	31	44	48	6	8	2	4	20	45	18	41	14	11	36	4	2	7
	4%	3%	4%	4%	2%	2%	*%	1%	4%	12%	10%	4%	2%	2%	6%	1%	1%	1%
								IJ	IJK	NO	OP			RST				
Don't know / refused	13	11	1	7	-	3	1	5	2	4	-	8	4	4	5	3	0	2
	1%	1%	*%	1%	-	1%	*%	1%	*%	1%	-	1%	1%	1%	1%	1%	*%	*%
		C																

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SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on Twitter users	477	230	247	293	63	65	172	176	94	31	18	220	153	187	120	60	57	182		
Unweighted Total	458	255	203	270	71	66	137	147	112	56	16	163	114	236	104	54	55	187		
NET Daily	220	113	107	132	33	31	99	67	44	8	7	105	85	84	47	27	31	89		
	46%	49%	43%	45%	53%	47%	57%	38%	46%	26%	37%	48%	56%	45%	39%	44%	54%	49%		
Several times a day	125	66	59	79	22	14	56	39	24	5	3	62	47	50	25	12	16	59		
	26%	29%	24%	27%	35%	22%	33%	22%	26%	17%	16%	28%	31%	27%	21%	20%	28%	32%		
							L		L									Q		
About once a day	95	47	48	52	12	17	43	28	20	3	4	43	38	33	22	15	15	30		
	20%	20%	19%	18%	18%	26%	25%	16%	21%	9%	21%	20%	25%	18%	18%	24%	26%	16%		
							L		L											
NET Less frequently	255	117	139	161	30	32	72	109	50	23	10	115	67	103	73	33	26	93		
	53%	51%	56%	55%	47%	50%	42%	62%	54%	73%	54%	52%	44%	55%	61%	56%	46%	51%		
							I		IK											
A few times a week	119	59	60	78	14	15	34	53	23	7	4	63	32	43	32	16	12	49		
	25%	26%	24%	27%	22%	23%	20%	30%	25%	23%	21%	29%	21%	23%	26%	26%	21%	27%		
Every few weeks	64	22	42	43	8	6	17	25	14	7	-	30	20	24	20	7	6	23		
	13%	10%	17%	15%	13%	9%	10%	14%	15%	24%	-	14%	13%	13%	16%	11%	11%	13%		
			B						I											
Less often	72	36	37	41	7	11	20	31	13	8	6	22	15	36	22	11	8	22		
	15%	15%	15%	14%	12%	17%	12%	17%	14%	26%	33%	10%	10%	19%	18%	18%	14%	12%		
									I					NO						
Don't know / Refused	2	0	2	-	-	2	2	-	-	0	2	-	-	-	-	-	-	-		
	*%	*%	1%	-	-	3%	1%	-	-	1%	10%	-	-	-	-	-	-	-		

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SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on Instagram users	694	292	402	391	103	123	276	262	105	39	35	320	224	243	182	122	70	237		
Unweighted Total	627	313	314	348	101	117	222	209	120	63	30	232	160	292	149	95	69	234		
NET Daily	420	174	246	228	60	82	223	142	40	8	25	192	147	147	98	78	48	141		
	60%	60%	61%	58%	59%	66%	81%	54%	38%	20%	71%	60%	65%	60%	54%	64%	69%	59%		
Several times a day	267	109	158	139	45	56	151	92	17	2	18	128	92	90	63	54	29	83		
	38%	38%	39%	35%	44%	45%	55%	35%	17%	4%	53%	40%	41%	37%	35%	45%	41%	35%		
About once a day	152	64	88	89	15	26	72	50	22	6	6	64	54	57	35	23	19	57		
	22%	22%	22%	23%	14%	21%	26%	19%	21%	16%	18%	20%	24%	23%	19%	19%	28%	24%		
NET Less frequently	272	115	156	162	43	41	52	119	64	31	10	126	77	96	83	44	21	95		
	39%	39%	39%	41%	41%	34%	19%	46%	61%	80%	29%	39%	34%	40%	46%	36%	30%	40%		
A few times a week	149	58	91	86	29	21	21	67	39	18	6	67	46	55	47	30	9	47		
	21%	20%	23%	22%	28%	17%	7%	25%	37%	46%	18%	21%	21%	23%	26%	24%	13%	20%		
Every few weeks	58	30	28	44	4	6	9	27	13	9	-	28	17	21	11	11	6	28		
	8%	10%	7%	11%	4%	5%	3%	10%	12%	24%	-	9%	8%	9%	6%	9%	8%	12%		
Less often	65	28	37	31	10	15	22	26	12	4	4	31	14	20	25	4	6	20		
	9%	9%	9%	8%	10%	12%	8%	10%	12%	11%	11%	10%	6%	8%	14%	3%	9%	8%		
Don't know / Refused	3	3	-	2	-	-	1	-	1	-	-	3	1	-	-	-	1	2		
	*%	1%	-	*%	-	-	*%	-	1%	-	-	1%	*%	-	-	-	2%	1%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook ?

	BANNER A -----SEX----- RACE----- AGE----- EDUCATION----- HOUESHOLD INCOME-----																		
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Based on Facebook users	1362	607	755	807	167	234	349	510	329	152	94	622	439	451	401	214	153	427	
Unweighted Total	1336	680	656	794	176	232	282	410	365	251	86	482	352	607	347	198	155	457	
NET Daily	1002	414	588	611	118	166	253	404	232	99	79	461	319	323	302	172	112	301	
	74%	68%	78%	76%	71%	71%	72%	79%	71%	65%	84%	74%	73%	72%	75%	81%	73%	71%	
			B				KL	KL			OP					T			
Several times a day	690	277	413	409	93	116	187	285	147	61	54	337	220	215	223	112	70	202	
	51%	46%	55%	51%	56%	50%	53%	56%	45%	40%	57%	54%	50%	48%	56%	53%	46%	47%	
			B				KL	KL				P			T				
About once a day	311	137	174	202	25	50	66	118	85	38	25	124	99	107	79	60	41	100	
	23%	23%	23%	25%	15%	21%	19%	23%	26%	25%	27%	20%	23%	24%	20%	28%	27%	23%	
				E					I										
NET Less frequently	357	190	167	194	49	68	95	106	97	50	15	160	118	127	99	42	39	125	
	26%	31%	22%	24%	29%	29%	27%	21%	29%	33%	16%	26%	27%	28%	25%	19%	26%	29%	
			C					J	J				M	M				R	
A few times a week	226	118	108	129	22	49	56	76	58	32	6	99	82	80	56	33	27	85	
	17%	19%	14%	16%	13%	21%	16%	15%	18%	21%	6%	16%	19%	18%	14%	15%	18%	20%	
			C									M	M	M				Q	
Every few weeks	54	33	21	28	13	7	15	11	18	8	2	25	20	21	13	5	8	22	
	4%	5%	3%	4%	8%	3%	4%	2%	6%	5%	2%	4%	5%	5%	3%	2%	5%	5%	
			C						J										
Less often	77	39	38	36	14	13	24	19	20	10	8	35	17	26	30	4	4	18	
	6%	6%	5%	4%	8%	6%	7%	4%	6%	7%	9%	6%	4%	6%	7%	2%	3%	4%	
															RS				
Don't know / Refused	4	4	-	2	1	-	1	-	0	2	-	1	1	1	-	-	2	1	
	*%	1%	-	*%	*%	-	*%	-	*%	1%	-	*%	*%	*%	-	-	1%	*%	

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat ?

	BANNER A		SEX				RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+		
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
Based on Snapchat users	538	225	313	292	87	100	294	168	53	13	34	275	195	152	138	95	57	173			
Unweighted Total	451	225	226	234	81	91	230	129	60	21	27	194	135	172	107	75	48	151			
NET Daily	339	146	192	175	59	72	231	89	14	2	24	191	133	80	90	66	33	100			
	63%	65%	61%	60%	68%	71%	78%	53%	27%	15%	70%	70%	69%	53%	66%	69%	58%	58%			
							JKL	KL				P	P								
Several times a day	262	109	152	131	46	54	187	62	10	1	19	164	105	51	73	53	21	75			
	49%	49%	49%	45%	53%	54%	64%	37%	20%	7%	57%	60%	54%	33%	53%	55%	37%	44%			
							JKL	KL			P	P	P								
About once a day	77	37	40	43	13	17	44	26	4	1	5	27	29	29	17	13	12	25			
	14%	16%	13%	15%	15%	17%	15%	16%	7%	8%	13%	10%	15%	19%	13%	14%	22%	14%			
														N							
NET Less frequently	195	76	119	117	27	29	63	77	38	11	8	82	60	71	46	29	24	69			
	36%	34%	38%	40%	32%	29%	22%	46%	72%	85%	25%	30%	31%	47%	34%	31%	42%	40%			
							I	IJ	IJ					MNO							
A few times a week	112	43	69	69	16	15	34	53	19	3	5	44	29	45	23	23	13	42			
	21%	19%	22%	24%	18%	15%	12%	31%	35%	26%	16%	16%	15%	29%	17%	24%	22%	24%			
							I	I						NO							
Every few weeks	28	12	16	23	2	3	7	13	4	4	1	5	9	14	6	4	6	8			
	5%	5%	5%	8%	3%	3%	2%	8%	8%	27%	3%	2%	5%	9%	4%	4%	10%	5%			
										I				N							
Less often	55	20	34	25	9	10	22	11	15	4	2	33	22	13	17	2	5	19			
	10%	9%	11%	9%	11%	10%	7%	6%	28%	31%	5%	12%	12%	8%	13%	2%	9%	11%			
								IJ	IJ					R				R			
Don't know / Refused	5	3	2	-	1	-	-	3	1	-	2	2	1	1	1	-	-	4			
	1%	1%	1%	-	1%	-	-	2%	1%	-	5%	1%	*	1%	1%	-	-	2%			

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on Youtube users	1464	732	731	858	183	251	396	558	342	149	100	681	458	493	407	226	168	482		
Unweighted Total	1450	822	628	856	191	251	326	459	390	248	89	526	358	678	353	205	175	523		
NET Daily	660	380	281	320	108	140	240	269	107	37	61	331	224	186	220	106	69	186		
	45%	52%	38%	37%	59%	56%	61%	48%	31%	25%	61%	49%	49%	38%	54%	47%	41%	39%		
		C			D	D	JKL	KL			NP	P	P		ST					
Several times a day	418	245	173	184	80	104	166	174	56	19	44	224	155	92	151	71	40	109		
	29%	33%	24%	21%	44%	41%	42%	31%	16%	12%	44%	33%	34%	19%	37%	32%	24%	23%		
		C			D	D	JKL	KL			P	P	P		ST	T				
About once a day	242	134	108	137	27	37	74	95	50	18	16	107	69	94	69	35	30	77		
	17%	18%	15%	16%	15%	15%	19%	17%	15%	12%	16%	16%	15%	19%	17%	15%	18%	16%		
							L													
NET Less frequently	799	351	448	537	75	109	156	288	232	112	40	347	233	305	185	119	98	295		
	55%	48%	61%	63%	41%	43%	39%	52%	68%	75%	39%	51%	51%	62%	46%	53%	59%	61%		
			B	EF				I	IJ	IJ				MNO			Q	Q		
A few times a week	496	234	262	324	43	81	119	188	132	54	27	209	148	193	115	71	63	185		
	34%	32%	36%	38%	23%	32%	30%	34%	39%	36%	27%	31%	32%	39%	28%	32%	37%	38%		
				E				I						MNO				Q		
Every few weeks	172	70	101	134	16	6	25	61	51	31	5	69	52	72	36	24	22	71		
	12%	10%	14%	16%	9%	3%	6%	11%	15%	21%	5%	10%	11%	15%	9%	10%	13%	15%		
			B	EF	F			I	I	IJ			M	MN				Q		
Less often	131	46	84	79	17	22	12	39	49	27	7	69	33	40	34	24	13	39		
	9%	6%	12%	9%	9%	9%	3%	7%	14%	18%	7%	10%	7%	8%	8%	11%	8%	8%		
			B					I	IJ	IJ										
Don't know / Refused	5	2	3	1	-	1	-	1	4	-	-	4	1	1	1	1	-	1		
	*%	*%	*%	*%	-	1%	-	*%	1%	-	-	1%	*%	*%	*%	*%	-	*%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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PIAL5a. How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up... Your television ?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----			-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572	
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623	
NET Hard	1110	504	606	707	150	147	157	352	320	264	80	550	339	339	330	158	122	320	
	55%	51%	59%	59%	62%	46%	36%	54%	63%	71%	43%	57%	55%	58%	55%	55%	56%	56%	
			B	F	F			I	IJ	IJK		M	M	M					
Very hard	613	265	348	386	106	74	71	171	181	180	56	303	185	171	209	81	73	152	
	31%	27%	34%	32%	44%	23%	16%	26%	36%	48%	30%	32%	30%	29%	35%	28%	34%	27%	
			B	F	DF			I	IJ	IJK				T					
Somewhat hard	498	239	259	321	44	73	86	181	138	84	25	247	154	167	121	77	49	169	
	25%	24%	25%	27%	18%	23%	20%	28%	27%	22%	13%	26%	25%	29%	20%	27%	22%	29%	
			E					I	I			M	M	M				Q	
NET Not hard	803	424	379	436	86	167	251	272	170	97	97	373	259	219	247	125	81	228	
	40%	43%	37%	36%	36%	52%	58%	42%	34%	26%	52%	39%	42%	38%	41%	43%	37%	40%	
		C				DE	JKL	KL	L		NO								
Not too hard	349	172	177	192	39	79	92	129	69	53	41	168	109	94	96	56	41	103	
	17%	18%	17%	16%	16%	25%	21%	20%	14%	14%	22%	17%	17%	16%	16%	19%	19%	18%	
						DE	KL	KL											
Not hard at all	454	252	202	243	47	88	159	143	101	44	55	205	150	125	151	68	40	125	
	23%	26%	20%	20%	20%	28%	37%	22%	20%	12%	30%	21%	24%	22%	25%	24%	18%	22%	
		C				DE	JKL	L	L		NP								
Other	82	45	37	62	4	5	25	26	15	13	7	35	23	25	25	7	14	20	
	4%	5%	4%	5%	2%	1%	6%	4%	3%	4%	4%	4%	4%	4%	4%	2%	6%	4%	
				EF															
Don't know / refused	6	6	-	2	-	2	-	3	-	-	3	3	0	-	1	-	-	2	
	*%	1%	-	*%	-	1%	-	*%	-	-	2%	*%	*%	-	*%	-	-	*%	

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PIAL5b. How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up... Your cell phone or smartphone ?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----			-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Based on those who have cell phone	1897	933	963	1133	235	311	431	640	475	320	168	903	599	565	553	284	214	558	
Unweighted Total	1933	1050	883	1166	248	319	351	521	527	489	154	739	514	802	506	272	225	613	
NET Hard	1404	655	749	850	184	223	324	510	347	203	110	656	430	467	391	213	158	445	
	74%	70%	78%	75%	79%	72%	75%	80%	73%	64%	66%	73%	72%	83%	71%	75%	74%	80%	
			B			L	KL	L					MNO				Q		
Very hard	984	435	549	589	130	155	223	364	251	133	85	431	289	340	264	143	114	324	
	52%	47%	57%	52%	55%	50%	52%	57%	53%	42%	51%	48%	48%	60%	48%	50%	53%	58%	
			B			L	L	L					MNO				Q		
Somewhat hard	420	220	200	261	55	69	101	146	97	70	25	225	141	127	127	70	45	122	
	22%	24%	21%	23%	23%	22%	24%	23%	20%	22%	15%	25%	23%	22%	23%	25%	21%	22%	
												M	M	M					
NET Not hard	413	231	182	226	46	80	90	100	115	100	53	218	144	74	139	61	52	81	
	22%	25%	19%	20%	20%	26%	21%	16%	24%	31%	32%	24%	24%	13%	25%	22%	24%	15%	
		C						J	IJK		P	P	P		T	T	T		
Not too hard	193	95	97	107	18	40	42	44	50	53	25	93	63	45	70	25	31	42	
	10%	10%	10%	9%	8%	13%	10%	7%	10%	17%	15%	10%	10%	8%	13%	9%	14%	8%	
										IJK	P				T		T		
Not hard at all	220	135	85	118	28	40	47	56	65	47	28	124	81	29	69	36	21	39	
	12%	15%	9%	10%	12%	13%	11%	9%	14%	15%	17%	14%	13%	5%	12%	13%	10%	7%	
		C						J	J		P	P	P		T	T			
Other	70	41	29	56	4	4	15	27	12	13	4	25	23	22	21	7	4	29	
	4%	4%	3%	5%	2%	1%	3%	4%	2%	4%	2%	3%	4%	4%	4%	3%	2%	5%	
				EF													S		
Don't know / refused	10	6	3	2	-	5	2	2	1	4	1	5	2	2	2	3	-	3	
	1%	1%	*%	*%	-	2%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%	-	1%	

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PIAL5c. How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up... The internet ?

	SEX		RACE			AGE				EDUCATION			HOUSEHOLD INCOME					
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Internet users	1774	874	901	1080	209	282	424	633	437	248	122	837	579	564	490	270	210	559
Unweighted Total	1785	980	805	1095	223	281	346	513	485	396	109	663	482	791	432	254	221	610
NET Hard	1294	602	692	820	139	191	325	490	292	166	61	567	420	486	314	204	171	452
	73%	69%	77%	76%	67%	68%	77%	77%	67%	67%	50%	68%	73%	86%	64%	75%	82%	81%
			B	EF			KL	KL				M	M	MNO	Q	Q	Q	
Very hard	892	400	492	560	100	130	238	337	206	94	41	364	280	371	204	125	111	349
	50%	46%	55%	52%	48%	46%	56%	53%	47%	38%	33%	43%	48%	66%	42%	46%	53%	62%
			B				KL	L	L				M	MNO			Q	QRS
Somewhat hard	402	202	200	260	40	61	87	153	86	72	20	204	140	115	109	79	60	103
	23%	23%	22%	24%	19%	22%	21%	24%	20%	29%	17%	24%	24%	20%	22%	29%	29%	19%
										IK					T	T		
NET Not hard	420	231	188	219	64	85	87	122	129	74	61	244	133	57	159	60	36	81
	24%	26%	21%	20%	30%	30%	20%	19%	30%	30%	50%	29%	23%	10%	32%	22%	17%	14%
		C			D	D			IJ	IJ	NO	OP	P		RST	T		
Not too hard	193	93	101	111	28	31	28	58	63	40	23	114	57	36	74	26	17	46
	11%	11%	11%	10%	14%	11%	7%	9%	14%	16%	19%	14%	10%	6%	15%	10%	8%	8%
									IJ	IJ	OP	P			ST			
Not hard at all	227	139	88	108	35	53	58	64	67	34	38	130	76	21	85	34	19	34
	13%	16%	10%	10%	17%	19%	14%	10%	15%	14%	31%	16%	13%	4%	17%	13%	9%	6%
		C			D	D			J		NO	P	P		ST	T		
Other	57	39	18	38	6	5	12	21	14	7	-	23	23	21	18	7	2	24
	3%	4%	2%	4%	3%	2%	3%	3%	3%	3%	-	3%	4%	4%	4%	2%	1%	4%
		C																S
Don't know / refused	3	1	2	2	-	0	-	-	2	-	-	3	2	-	-	-	-	1
	*%	*%	*%	*%	-	*%	-	-	*%	-	-	*%	*%	-	-	-	-	*%

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.

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PIAL5d. How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up... Social media ?

	SEX		RACE			AGE				EDUCATION				HOUSEHOLD INCOME				
	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Social media users	1378	635	742	826	166	231	381	513	324	137	89	637	447	459	382	216	161	440
Unweighted Total	1343	702	641	804	173	230	308	417	357	232	79	493	355	612	328	196	163	466
NET Hard	557	208	349	328	64	98	177	221	92	59	31	261	171	197	165	84	54	178
	40%	33%	47%	40%	39%	42%	47%	43%	28%	43%	35%	41%	38%	43%	43%	39%	34%	40%
			B			K	K	K										
Very hard	197	69	127	110	26	44	70	77	34	14	12	101	57	63	68	35	16	54
	14%	11%	17%	13%	16%	19%	18%	15%	11%	10%	13%	16%	13%	14%	18%	16%	10%	12%
			B			KL								ST				
Somewhat hard	361	139	221	217	38	55	107	144	57	45	19	159	114	134	97	48	38	124
	26%	22%	30%	26%	23%	24%	28%	28%	18%	33%	21%	25%	25%	29%	25%	22%	24%	28%
			B			K	K	K										
NET Not hard	812	424	388	493	100	133	203	288	229	78	56	373	276	259	217	131	106	260
	59%	67%	52%	60%	60%	58%	53%	56%	71%	57%	63%	59%	62%	56%	57%	61%	66%	59%
		C						IJL										
Not too hard	410	190	220	266	49	60	100	143	122	37	18	203	145	142	100	72	54	141
	30%	30%	30%	32%	29%	26%	26%	28%	38%	27%	21%	32%	32%	31%	26%	33%	34%	32%
								IJL				M	M					
Not hard at all	402	233	168	227	51	73	103	146	106	41	38	170	131	117	116	59	52	118
	29%	37%	23%	27%	31%	32%	27%	28%	33%	30%	43%	27%	29%	26%	30%	27%	32%	27%
		C									NOF							
Other	6	2	4	4	2	-	-	2	4	-	2	2	-	2	-	1	1	-
	*%	*%	1%	*%	1%	-	-	*%	1%	-	2%	*%	-	*%	-	*%	1%	-
Don't know / refused	2	1	1	1	-	-	-	1	-	-	-	1	-	1	-	-	-	2
	*%	*%	*%	*%	-	-	-	*%	-	-	-	*%	-	*%	-	-	-	1%

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PIAL11. Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been a GOOD thing or a BAD thing for society?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Good thing	1310	655	655	798	154	210	313	454	325	200	95	586	391	462	362	187	148	434
	65%	67%	64%	66%	64%	65%	72% KL	70% L	64% L	54%	51%	61% M	63% M	79% MNO	60%	64%	68% Q	76% QRS
Bad thing	323	150	172	199	43	41	62	87	88	82	41	193	113	44	120	46	35	66
	16%	15%	17%	16%	18%	13%	14%	13%	17%	22% IJ	22% P	20% P	18% P	8%	20% T	16%	16%	12%
Some of both	285	132	153	158	36	56	53	98	67	54	35	139	88	65	95	45	26	61
	14%	13%	15%	13%	15%	18%	12%	15%	13%	15%	19% P	14%	14%	11% T	16%	15%	12%	11%
Don't know	75	38	37	44	7	13	5	11	22	35	16	37	26	11	25	11	6	10
	4%	4%	4%	4%	3%	4%	1%	2%	4% IJ	9% IJK	9% NP	4% P	4%	2% T	4%	4%	3%	2%
Refused	10	6	5	9	0	1	1	3	2	2	-	6	4	0	0	2	2	-
	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	-	1%	1%	*%	*%	1%	1%	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PIAL12. How about you, personally? Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been a GOOD thing or a BAD thing for you?

BANNER A	-----SEX-----		-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----				
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Internet users	1774	874	901	1080	209	282	424	633	437	248	122	837	579	564	490	270	210	559
Unweighted Total	1785	980	805	1095	223	281	346	513	485	396	109	663	482	791	432	254	221	610
Good thing	1570 88%	766 88%	804 89%	970 90%	187 90%	248 88%	377 89%	572 90%	386 88%	209 84%	101 83%	723 86%	505 87%	528 94%	427 87%	236 87%	180 86%	525 94%
Bad thing	85 5%	43 5%	42 5%	45 4%	7 3%	15 5%	22 5%	23 4%	23 5%	15 6%	8 6%	53 6%	26 5%	15 3%	32 6%	9 3%	12 6%	16 3%
Some of both	84 5%	44 5%	40 4%	43 4%	11 5%	15 5%	19 4%	33 5%	18 4%	13 5%	4 4%	48 6%	34 6%	17 3%	23 5%	20 7%	13 6%	11 2%
Don't know	31 2%	17 2%	14 2%	21 2%	3 2%	3 1%	7 2%	4 1%	8 2%	11 4%	9 7%	11 1%	12 2%	4 1%	9 2%	4 2%	5 2%	6 1%
Refused	4 *%	3 *%	1 *%	1 *%	1 *%	1 *%	- -	2 *%	- -	1 *%	- -	2 *%	2 *%	1 *%	- -	1 1%	- -	1 *%

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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BOOKS1. 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.

BANNER A	-----SEX-----		-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----				
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
None	472	246	226	242	57	121	60	153	140	109	103	272	142	38	214	67	25	75
	24%	25%	22%	20%	24%	38%	14%	23%	28%	29%	55%	28%	23%	7%	36%	23%	12%	13%
						DE		I	I	IJ	NO	OP	P		RST	ST		
NET Book reader	1482	714	767	942	172	196	365	485	359	252	76	663	468	538	374	216	189	492
	74%	73%	75%	78%	71%	61%	84%	74%	71%	67%	40%	69%	75%	92%	62%	74%	87%	86%
				EF	F		JKL	L				M	MN	MNO	Q	QR	QR	
1-4 books	529	293	236	305	73	91	115	180	150	79	35	281	175	139	165	67	84	133
	26%	30%	23%	25%	30%	28%	27%	28%	30%	21%	19%	29%	28%	24%	27%	23%	39%	23%
		C					L	L				MP	M			QRT		
5-9 books	317	163	154	207	42	36	101	94	62	54	18	132	97	117	72	60	37	107
	16%	17%	15%	17%	17%	11%	23%	14%	12%	14%	10%	14%	16%	20%	12%	21%	17%	19%
				F			JKL						M	MN	Q	Q		Q
10+ books	636	258	378	430	56	69	149	210	146	119	23	251	196	283	137	89	68	252
	32%	26%	37%	36%	23%	21%	34%	32%	29%	32%	12%	26%	31%	49%	23%	31%	31%	44%
			B	EF								M	M	MNO	Q	Q	QRS	
Don't know / refuse	48	19	29	23	11	4	8	15	6	14	9	26	11	7	15	7	3	4
	2%	2%	3%	2%	5%	1%	2%	2%	1%	4%	5%	3%	2%	1%	2%	3%	1%	1%
					F					K		P						
Mean	11.90	10.30	13.44	13.02	10.32	7.95	13.57	11.49	10.37	12.60	6.29	9.74	11.21	17.23	10.23	10.45	11.69	14.95
			B	F			K						M	MNO				QR
Median	4.00	4.00	5.00	5.00	3.00	2.00	5.00	4.00	3.00	4.00	0.00	3.00	4.00	8.00	2.00	5.00	4.00	7.00

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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BOOKS2a. Thinking about all of the books you have read in the past 12 months, were any of those... Printed books ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUESHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on Have read books in past 12 months (includes DK)	1515	727	788	956	182	200	372	497	362	260	84	682	476	543	384	222	190	495		
Unweighted Total	1555	827	728	997	193	199	301	416	407	396	71	549	402	755	339	216	202	549		
Yes	1348	631	717	864	158	170	323	440	328	235	66	600	430	493	328	191	178	448		
	89%	87%	91%	90%	87%	85%	87%	88%	91%	91%	78%	88%	90%	91%	85%	86%	93%	91%		
			B										M	M			QR	Q		
No	163	94	69	92	22	28	48	57	33	23	17	80	45	50	52	30	13	47		
	11%	13%	9%	10%	12%	14%	13%	12%	9%	9%	21%	12%	9%	9%	14%	14%	7%	9%		
		C									OP				S	S				
Don't know	4	2	2	-	2	2	1	-	2	2	1	3	0	0	4	-	-	-		
	*%	*%	*%	-	1%	1%	*%	-	*%	1%	1%	*%	*%	*%	1%	-	-	-		
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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BOOKS2b. Were any of those... Audiobooks ?

BANNER A	SEX		RACE			AGE				EDUCATION				HOUSEHOLD INCOME				
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Have read books in past 12 months (includes DK)	1515	727	788	956	182	200	372	497	362	260	84	682	476	543	384	222	190	495
Unweighted Total	1555	827	728	997	193	199	301	416	407	396	71	549	402	755	339	216	202	549
Yes	368 24%	189 26%	179 23%	223 23%	43 24%	63 32% D	100 27% L	141 28%	78 21%	44 17%	19 22%	154 23%	93 20%	160 29% NO	96 25%	52 23%	44 23%	132 27%
No	1144 76%	536 74%	608 77%	733 77% F	139 76%	135 68%	273 73%	354 71%	285 79% J	216 83% IJ	64 76%	528 77% P	383 80% P	383 70%	288 75%	170 77%	147 77%	363 73%
Don't know	2 *%	1 *%	1 *%	-	-	1 1%	-	1 *%	-	0 *%	1 1%	-	-	0 *%	0 *%	-	-	-
Refused	1 *%	1 *%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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BOOKS2c. Were any of those... E-books ?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on Have read books in past 12 months (includes DK)	1515	727	788	956	182	200	372	497	362	260	84	682	476	543	384	222	190	495		
Unweighted Total	1555	827	728	997	193	199	301	416	407	396	71	549	402	755	339	216	202	549		
Yes	515 34%	235 32%	280 36%	330 34%	56 31%	62 31%	146 39%	204 41%	102 28%	56 22%	14 17%	181 26%	156 33%	243 45%	100 26%	77 35%	59 31%	216 44%		
							KL	KL					MN	MNO				QRS		
No	990 65%	488 67%	502 64%	625 65%	123 68%	134 67%	226 61%	291 59%	256 71%	202 78%	67 81%	495 73%	318 67%	300 55%	282 73%	144 65%	131 69%	278 56%		
							IJ	IJ			OP	P	P		T	T	T			
Don't know	9 1%	3 *%	6 1%	0 *%	2 1%	3 2%	-	2 *%	4 1%	1 *%	2 2%	5 1%	1 *%	0 *%	2 *%	1 *%	-	1 *%		
Refused	2 *%	2 *%	-	1 *%	1 *%	-	-	-	-	1 *%	-	1 *%	1 *%	-	-	-	-	-		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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BOOKS2aTOT. Summary of Print book readers

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Print book reader	1348	631	717	864	158	170	323	440	328	235	66	600	430	493	328	191	178	448
	67%	64%	70%	72%	66%	53%	75%	67%	65%	63%	35%	62%	69%	85%	54%	66%	82%	78%
			B	F	F		JKL					M	MN	MNO	Q	QR	QR	
NET Not a print book reader	649	346	303	343	81	149	109	214	175	137	121	359	191	90	271	99	40	123
	32%	35%	30%	28%	34%	46%	25%	33%	35%	37%	64%	37%	31%	15%	45%	34%	18%	22%
		C				DE		I	I	I	NO	OP	P		RST	ST		
Have not read a book this way	163	94	69	92	22	28	48	57	33	23	17	80	45	50	52	30	13	47
	8%	10%	7%	8%	9%	9%	11%	9%	6%	6%	9%	8%	7%	9%	9%	10%	6%	8%
		C					KL											
Have read no books in last year	487	252	234	252	59	121	60	156	142	114	103	280	146	40	219	68	27	76
	24%	26%	23%	21%	24%	38%	14%	24%	28%	31%	55%	29%	23%	7%	36%	24%	12%	13%
						DE		I	I	IJ	NO	OP	P		RST	ST		
Don't know / refuse	5	3	2	-	2	2	1	-	2	2	1	3	0	0	4	-	-	-
	*%	*%	*%	-	1%	1%	*%	-	*%	1%	*%	*%	*%	*%	1%	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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BOOKS2bTOT. Summary of Audio book readers

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Audio book reader	368	189	179	223	43	63	100	141	78	44	19	154	93	160	96	52	44	132
	18%	19%	18%	18%	18%	20%	23% KL	22% KL	15%	12%	10%	16% M	15% MNO	27% MNO	16%	18%	20%	23% Q
NET Not an audio book reader	1631	789	842	984	197	256	333	511	427	330	167	808	529	423	507	238	174	440
	81%	81%	82%	82%	82%	80%	77%	78%	85% IJ	88% IJ	89% P	84% P	85% P	73% P	84% T	82%	80%	77%
Have not read a book this way	1144	536	608	733	139	135	273	354	285	216	64	528	383	383	288	170	147	363
	57%	55%	59%	61% F	58% F	42%	63% J	54%	56%	58%	34%	55% M	62% MN	66% MN	48%	59% Q	67% Q	64% Q
Have read no books in last year	487	252	234	252	59	121	60	156	142	114	103	280	146	40	219	68	27	76
	24%	26%	23%	21%	24%	38% DE	14%	24% I	28% I	31% IJ	55% NOP	29% OP	23% P	7% P	36% RST	24% ST	12%	13%
Don't know / refuse	3	2	1	-	-	1	-	1	-	0	1	-	-	0	0	-	-	-
	*%	*%	*%	-	-	*%	-	*%	-	*%	1%	-	-	*%	*%	-	-	-

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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BOOKS2cTOT. Summary of E-book readers

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
E-book reader	515 26%	235 24%	280 27%	330 27% F	56 23%	62 19%	146 34% KL	204 31% KL	102 20%	56 15%	14 8%	181 19% M	156 25% MN	243 42% MNO	100 17%	77 26% Q	59 27% Q	216 38% QRS
NET Not an e-book reader	1477 74%	740 76%	737 72%	876 73% F	182 76% F	256 80% D	287 66% D	447 68% IJ	399 79% IJ	316 85% IJ	171 91% NOP	775 81% OP	463 75% P	340 58% P	501 83% RST	213 73% T	158 73% T	355 62%
Have not read a book this way	990 49%	488 50%	502 49%	625 52% F	123 51% F	134 42% J	226 52% J	291 45% J	256 51% J	202 54% J	67 36%	495 51% M	318 51% M	300 51% M	282 47%	144 50%	131 60% QRT	278 49%
Have read no books in last year	487 24%	252 26%	234 23%	252 21% DE	59 24% DE	121 38% DE	60 14% DE	156 24% I	142 28% I	114 31% IJ	103 55% NOP	280 29% OP	146 23% P	40 7% P	219 36% RST	68 24% ST	27 12%	76 13%
Don't know / refuse	10 1%	5 *%	6 1%	1 *%	3 1%	3 1%	- -	2 *%	4 1%	2 1%	2 1%	7 1%	2 *%	0 *%	2 *%	1 *%	- -	1 *%

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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SEX. Respondent's sex

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Male	980	980	-	603	104	148	225	328	243	167	95	469	296	276	256	135	121	317		
	49%	100%	-	50%	43%	46%	52%	50%	48%	45%	51%	49%	48%	47%	43%	47%	56%	56%		
							L										Q	QR		
Female	1022	-	1022	604	136	174	208	325	262	207	92	493	326	307	346	155	96	254		
	51%	-	100%	50%	57%	54%	48%	50%	52%	55%	49%	51%	52%	53%	57%	53%	44%	44%		
										I					ST	T				

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AGECAT. What is your age?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
18-29	433 22%	225 23%	208 20%	226 19%	56 23%	89 28% D	433 100%	-	-	-	24 13%	252 26% MP	164 26% MP	98 17%	138 23% T	73 25% T	55 26% T	99 17%
30-49	653 33%	328 33%	325 32%	364 30%	82 34%	131 41% D	-	653 100%	-	-	66 35%	269 28%	184 30%	228 39% NO	191 32%	104 36%	63 29%	229 40% QS
50-64	505 25%	243 25%	262 26%	323 27%	66 28%	65 20% F	-	-	505 100%	-	54 29%	240 25%	171 27%	144 25%	152 25%	62 21%	56 26%	160 28%
65+	374 19%	167 17%	207 20%	276 23%	36 15%	33 10% EF	-	-	-	374 100%	43 23%	186 19%	95 15%	103 18%	119 20% T	48 17%	42 19%	79 14%
Don't know/Refused	37 2%	17 2%	20 2%	19 2% E	1 *%	3 1%	-	-	-	-	-	15 2%	8 1%	9 2%	3 *%	3 1%	1 1%	5 1%

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MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Married	903 45%	460 47%	444 43%	628 52%	62 26%	122 38%	64 15%	359 55%	280 56%	186 50%	74 40%	364 38%	254 41%	352 60%	142 24%	112 39%	113 52%	401 70%		
				EF		E		I	I	I				MNO		Q	QR	QRS		
Living with a partner	144 7%	75 8%	69 7%	82 7%	18 7%	28 9%	43 10%	60 9%	30 6%	9 3%	16 9%	76 8%	46 7%	32 5%	51 9%	28 10%	23 10%	24 4%		
							KL	KL	L					T	T	T				
Divorced	185 9%	73 7%	112 11%	117 10%	25 10%	22 7%	2 *	43 7%	89 18%	49 13%	13 7%	96 10%	67 11%	45 8%	90 15%	29 10%	16 7%	31 5%		
			B					I	IJ	IJ				ST						
Separated	60 3%	24 2%	36 4%	19 2%	8 3%	32 10%	5 1%	36 6%	12 2%	7 2%	17 9%	27 3%	21 3%	8 1%	38 6%	5 2%	2 1%	8 1%		
						DE		IKL			NOF		P	RST						
Widowed	151 8%	38 4%	113 11%	98 8%	18 8%	18 6%	5 1%	13 2%	29 6%	101 27%	25 13%	80 8%	45 7%	23 4%	76 13%	22 8%	9 4%	11 2%		
			B						IJ	IJK	P	P		ST	T					
Never been married	520 26%	287 29%	233 23%	250 21%	104 43%	94 29%	310 72%	131 20%	57 11%	18 5%	42 22%	301 31%	184 30%	114 20%	202 34%	92 32%	54 25%	93 16%		
		C		DF	D	JKL	KL	L				MP	P	ST	T	T				
Don't know	4 *%	4 *%	- -	0 *%	1 1%	1 *%	1 *%	1 *%	1 *%	0 *%	0 *%	1 *%	- -	1 *%	1 *%	- -	0 *%	0 *%		
Refused	34 2%	19 2%	15 1%	14 1%	3 1%	3 1%	3 1%	10 1%	7 1%	4 1%	- -	16 2%	4 1%	8 1%	2 *%	2 1%	1 1%	4 1%		

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EDUCAT. What is the highest level of school you have completed or the highest degree you have received?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
NET College graduate+	583	276	307	404	50	51	98	228	144	103	-	-	-	583	55	77	70	302		
	29%	28%	30%	33%	21%	16%	23%	35%	28%	28%	-	-	-	100%	9%	26%	32%	53%		
				EF				IKL							Q	Q	QRS			
Post grad degree	104	45	59	79	7	6	8	51	21	22	-	-	-	104	6	10	8	67		
	5%	5%	6%	7%	3%	2%	2%	8%	4%	6%	-	-	-	18%	1%	3%	4%	12%		
				EF				I		I								QRS		
College degree	479	231	248	325	43	44	90	178	122	81	-	-	-	479	49	67	63	234		
	24%	24%	24%	27%	18%	14%	21%	27%	24%	22%	-	-	-	82%	8%	23%	29%	41%		
				EF											Q	Q	QRS			
Some College	621	296	326	383	79	85	164	184	171	95	-	374	621	-	204	106	81	151		
	31%	30%	32%	32%	33%	26%	38%	28%	34%	25%	-	39%	100%	-	34%	37%	37%	26%		
							JL		L				N		T	T	T			
NET H.S. graduate or less	775	396	379	414	111	183	167	237	188	171	187	588	-	-	340	106	66	117		
	39%	40%	37%	34%	46%	57%	39%	36%	37%	46%	100%	61%	-	-	56%	36%	30%	20%		
					D	DE				IJK	N				RST	T	T			
H.S. graduate	588	301	287	353	87	95	144	170	135	128	-	588	-	-	236	89	60	102		
	29%	31%	28%	29%	36%	30%	33%	26%	27%	34%	-	61%	-	-	39%	31%	28%	18%		
				D		JK			JK						RST	T	T			
Less than H.S.	187	95	92	60	24	88	24	66	54	43	187	-	-	-	104	17	6	15		
	9%	10%	9%	5%	10%	27%	5%	10%	11%	12%	100%	-	-	-	17%	6%	3%	3%		
				D	DE			I	I	I					RST					
Don't know/Refused	22	11	11	7	0	3	4	4	2	5	-	-	-	-	4	2	-	1		
	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	-	-	-	-	1%	1%	-	*%		
NET Some college or less	1397	692	705	796	190	268	331	421	359	266	187	962	621	-	544	212	147	268		
	70%	71%	69%	66%	79%	83%	76%	64%	71%	71%	100%	100%	100%	-	90%	73%	68%	47%		
				D	D	J		J	J	J					RST	T	T			

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EDUCCAT. What is the highest level of school you have completed or the highest degree you have received?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
NET Some college or more	1204	572	632	787	129	135	262	413	314	198	-	374	621	583	259	183	151	453		
	60%	58%	62%	65%	54%	42%	61%	63%	62%	53%	-	39%	100%	100%	43%	63%	70%	79%		
				EF	F		L	L	L				N	N		Q	Q	QRS		

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EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Employed full-time	898	519	379	551	94	154	189	419	244	34	63	362	250	349	171	159	118	350		
	45%	53%	37%	46%	39%	48%	44%	64%	48%	9%	34%	38%	40%	60%	28%	55%	54%	61%		
		C					L	IKL	L					MNO	Q	Q	Q			
Employed part-time	270	108	161	156	31	49	115	71	61	18	20	165	103	56	111	33	30	62		
	13%	11%	16%	13%	13%	15%	27%	11%	12%	5%	11%	17%	17%	10%	18%	11%	14%	11%		
			B				JKL	L	L			MP	MP		RT					
Retired	373	162	211	274	41	30	1	4	80	283	34	184	117	103	110	55	42	77		
	19%	17%	21%	23%	17%	9%	*%	1%	16%	76%	18%	19%	19%	18%	18%	19%	19%	14%		
				F	F				IJ	IJK										
Not employed for pay	292	105	188	130	55	69	100	110	59	19	53	176	87	42	143	28	18	41		
	15%	11%	18%	11%	23%	22%	23%	17%	12%	5%	28%	18%	14%	7%	24%	10%	8%	7%		
			B		D	D	JKL	KL	L		NOF	OP	P		RST					
Have own business/self-employed	56	36	20	38	7	4	3	19	22	9	2	25	16	19	17	8	4	21		
	3%	4%	2%	3%	3%	1%	1%	3%	4%	2%	1%	3%	3%	3%	3%	3%	2%	4%		
		C		F				I	I											
Disabled	62	23	39	39	8	7	5	16	32	9	11	33	29	3	43	4	2	2		
	3%	2%	4%	3%	3%	2%	1%	2%	6%	2%	6%	3%	5%	*%	7%	1%	1%	*%		
								IJL			P	P	P		RST					
Student	18	10	7	9	2	4	17	1	-	-	-	9	7	9	2	2	2	10		
	1%	1%	1%	1%	1%	1%	4%	*%	-	-	-	1%	1%	2%	*%	1%	1%	2%		
							J											Q		
Other	15	4	11	8	2	3	2	6	6	0	1	7	9	3	4	1	2	3		
	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%		
								L												
Don't know	0	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Refused	17	11	6	1	-	1	1	8	-	1	2	2	4	0	1	-	-	5		
	1%	1%	1%	*%	-	*%	*%	1%	-	*%	1%	*%	1%	*%	*%	-	-	1%		

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HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

	BANNER A		-----SEX-----			-----RACE-----			-----AGE-----				-----EDUCATION-----			-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572	
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623	
Yes, Hispanic	321	148	174	-	-	321	89	131	65	33	88	144	85	51	147	65	20	36	
	16%	15%	17%	-	-	100%	21%	20%	13%	9%	47%	15%	14%	9%	24%	22%	9%	6%	
							KL	KL			NO	P	P		ST	ST			
No, not Hispanic	1643	809	834	1202	240	-	337	509	436	337	97	804	523	526	449	225	197	523	
	82%	83%	82%	100%	100%	-	78%	78%	86%	90%	52%	84%	84%	90%	75%	78%	91%	91%	
								IJ	IJ			M	M	MNO			QR	QR	
Don't know/Refused	38	23	15	5	1	-	6	13	4	4	2	14	14	6	7	0	-	12	
	2%	2%	1%	*%	*%	-	1%	2%	1%	1%	1%	1%	2%	1%	1%	*%	-	2%	
																		R	

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
White	1330	653	677	1207	-	123	263	414	346	288	83	650	420	427	337	189	169	449
	66%	67%	66%	100%	-	38%	61%	63%	69%	77%	44%	68%	68%	73%	56%	65%	78%	79%
			F				I	IJK				M	M	MNO	Q	QR	QR	
Black or African-American	256	110	146	-	240	16	63	87	69	36	27	141	86	51	116	38	22	37
	13%	11%	14%	-	100%	5%	15%	13%	14%	10%	15%	15%	14%	9%	19%	13%	10%	7%
			F									P	P	RST	T			
Asian or Asian-American	84	37	47	-	-	4	29	41	6	7	6	28	16	45	16	11	5	32
	4%	4%	5%	-	-	1%	7%	6%	1%	2%	3%	3%	3%	8%	3%	4%	2%	6%
							KL	KL						MNO				QS
Mixed race	61	33	28	-	-	18	23	15	14	7	3	27	31	14	18	12	7	13
	3%	3%	3%	-	-	5%	5%	2%	3%	2%	2%	3%	5%	2%	3%	4%	3%	2%
							JL					MP						
Other	181	97	84	-	-	141	40	76	43	21	53	84	44	26	89	36	9	22
	9%	10%	8%	-	-	44%	9%	12%	8%	5%	28%	9%	7%	4%	15%	12%	4%	4%
								L			NO	P		ST	ST			
Don't know/Refused	89	49	41	-	-	20	15	19	27	15	15	33	25	20	26	4	4	18
	4%	5%	4%	-	-	6%	4%	3%	5%	4%	8%	3%	4%	3%	4%	1%	2%	3%
														R				

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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RACETHN. Race - Hispanic

BANNER A	SEX		RACE			AGE					EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
White, non-Hispanic	1207	603	604	1207	-	-	226	364	323	276	60	586	383	404	287	163	160	432
	60%	62%	59%	100%	-	-	52%	56%	64%	74%	32%	61%	62%	69%	48%	56%	74%	76%
								IJ	IJK			M	M	MNO		Q	QR	QR
Black, non-Hispanic	240	104	136	-	240	-	56	82	66	36	24	135	79	50	111	32	21	37
	12%	11%	13%	-	100%	-	13%	12%	13%	10%	13%	14%	13%	9%	18%	11%	10%	7%
												P	P		RST			
Hispanic	321	148	174	-	-	321	89	131	65	33	88	144	85	51	147	65	20	36
	16%	15%	17%	-	-	100%	21%	20%	13%	9%	47%	15%	14%	9%	24%	22%	9%	6%
							KL	KL			NOP	P	P		ST	ST		
Other, non-Hispanic	164	85	79	-	-	-	50	61	31	20	11	68	52	61	42	29	12	48
	8%	9%	8%	-	-	-	12%	9%	6%	5%	6%	7%	8%	11%	7%	10%	5%	8%
							KL	KL						MN		S		
Don't know/Refused	69	39	30	-	-	-	12	15	19	10	3	29	24	17	17	1	4	17
	3%	4%	3%	-	-	-	3%	2%	4%	3%	2%	3%	4%	3%	3%	*%	2%	3%
															R			R
NET Non-white	726	337	389	-	240	321	195	274	162	89	123	347	215	162	299	126	53	122
	36%	34%	38%	-	100%	100%	45%	42%	32%	24%	66%	36%	35%	28%	50%	43%	24%	21%
							KL	KL	L		NOP	P	P		ST	ST		

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BIRTH_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

	BANNER A -----SEX-----		-----RACE-----			-----AGE-----					-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Hispanics	319	147	172	-	-	319	89	130	65	32	88	144	85	48	145	65	20	36
Unweighted Total	323	173	150	-	-	323	84	113	80	42	87	132	74	70	143	59	19	43
U.S.	144	73	70	-	-	144	58	49	24	11	17	71	56	28	46	34	14	27
	45%	50%	41%	-	-	45%	65%	38%	37%	33%	19%	49%	66%	58%	32%	52%	73%	73%
							JKL					M	MN	M		Q	Q	QR
Puerto Rico	19	3	16	-	-	19	8	1	4	5	7	7	3	3	9	7	-	0
	6%	2%	9%	-	-	6%	9%	1%	7%	17%	7%	5%	4%	7%	6%	11%	-	1%
			B				J		J	J						T		
Another country	154	70	84	-	-	154	21	80	36	16	65	65	25	17	89	23	5	9
	48%	48%	49%	-	-	48%	24%	62%	56%	50%	73%	45%	29%	34%	62%	36%	27%	26%
							I	I	I		NOF	O			RST			
Don't know/Refused	2	0	2	-	-	2	2	-	-	-	-	1	1	1	-	1	-	-
	1%	*%	1%	-	-	1%	2%	-	-	-	-	1%	1%	1%	-	2%	-	-
NET Born in U.S./Puerto Rico	163	76	86	-	-	163	66	50	29	16	23	78	59	31	55	41	14	27
	51%	52%	50%	-	-	51%	74%	38%	44%	50%	27%	54%	69%	64%	38%	63%	73%	74%
							JKL					M	MN	M		Q	Q	Q

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INC. Last year -- that is in 2017 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Less than \$10,000	174 9%	70 7%	104 10% B	63 5%	43 18% D	52 16% D	38 9%	66 10% L	48 9% L	23 6%	44 24% NOP	103 11% P	50 8% P	13 2%	174 29%	-	-	-		
10 to under \$20,000	215 11%	86 9%	129 13% B	106 9%	31 13%	52 16% D	50 12%	59 9%	58 12%	45 12%	34 18% P	134 14% P	77 12% P	16 3%	215 36%	-	-	-		
20 to under \$30,000	215 11%	101 10%	114 11%	118 10%	37 15% D	43 13%	49 11%	66 10%	46 9%	52 14% K	26 14% P	130 14% P	78 12% P	25 4%	215 36%	-	-	-		
30 to under \$40,000	165 8%	78 8%	87 9%	89 7%	15 6%	42 13% DE	47 11% K	57 9%	31 6%	27 7%	14 8%	80 8%	57 9%	43 7%	-	165 57%	-	-		
40 to under \$50,000	125 6%	58 6%	68 7%	74 6%	16 7%	23 7%	26 6%	47 7%	31 6%	21 6%	2 1%	64 7% M	50 8% M	33 6% M	-	125 43%	-	-		
50 to under \$75,000	217 11%	121 12%	96 9%	160 13% F	21 9%	20 6%	55 13%	63 10%	56 11%	42 11%	6 3%	104 11% M	81 13% M	70 12% M	-	-	217 100%	-		
75 to under \$100,000	181 9%	90 9%	91 9%	144 12% EF	12 5%	12 4%	46 11%	53 8%	47 9%	33 9%	2 1%	78 8% M	72 12% M	73 12% MN	-	-	-	181 32%		
100 to under \$150,000	199 10%	120 12% C	79 8%	153 13% EF	12 5%	12 4%	18 4%	95 15% IL	62 12% IL	23 6%	9 5%	61 6%	42 7%	106 18% MNO	-	-	-	199 35%		
\$150,000 or more	192 10%	107 11%	85 8%	135 11% EF	13 5%	13 4%	34 8%	80 12% IL	51 10% L	23 6%	4 2%	49 5% M	37 6% M	123 21% MNO	-	-	-	192 34%		
Don't know	124 6%	48 5%	76 7% B	46 4%	19 8% D	36 11% D	51 12% JK	19 3%	21 4%	29 8% JK	31 17% NOP	73 8% P	30 5% P	10 2%	-	-	-	-		

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INC. Last year -- that is in 2017 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

BANNER A		SEX		RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Refused	196	101	95	119	21	17	18	48	53	56	14	85	49	69	-	-	-	-
	10%	10%	9%	10%	9%	5%	4%	7%	11%	15%	7%	9%	8%	12%	-	-	-	-
			F					I	IJ				O					

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PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
Republican	453 23%	250 26%	203 20%	364 30%	18 7%	31 10%	75 17%	113 17%	147 29%	112 30%	32 17%	225 23%	160 26%	120 21%	96 16%	62 21%	64 29%	167 29%		
		C		EF				IJ	IJ				M				Q	QR		
Democrat	556 28%	222 23%	334 33%	279 23%	135 56%	86 27%	128 30%	170 26%	135 27%	112 30%	41 22%	250 26%	162 26%	206 35%	158 26%	95 33%	70 32%	153 27%		
			B		DF								MNO							
Independent	674 34%	339 35%	335 33%	411 34%	58 24%	131 41%	159 37%	256 39%	152 30%	101 27%	58 31%	324 34%	205 33%	203 35%	248 41%	96 33%	52 24%	204 36%		
				E		DE	L	KL							RS	S		S		
No preference	174 9%	100 10%	74 7%	94 8%	17 7%	41 13%	44 10%	63 10%	40 8%	26 7%	29 16%	102 11%	58 9%	19 3%	75 13%	26 9%	21 10%	23 4%		
		C				DE					P	P	P		T	T	T			
Other party	9 *%	9 1%	0 *%	5 *%	- -	1 *%	1 *%	4 1%	1 *%	3 1%	- -	4 *%	5 1%	4 1%	1 *%	0 *%	3 2%	3 *%		
		C																		
Don't know/Refused	136 7%	61 6%	75 7%	54 4%	12 5%	32 10%	26 6%	47 7%	29 6%	20 5%	26 14%	58 6%	32 5%	30 5%	25 4%	10 4%	8 4%	21 4%		
						DE					NO									

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PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

BANNER A	SEX		RACE			AGE				EDUCATION				HOUSEHOLD INCOME				
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on Not Republican or Democrat	993	508	485	564	87	205	230	370	223	150	113	487	299	256	349	133	84	251
Republican	219	119	101	171	8	27	43	77	55	43	17	117	79	54	72	30	21	76
	22%	23%	21%	30%	9%	13%	19%	21%	25%	29%	15%	24%	26%	21%	21%	22%	25%	30%
				EF						I		M	M					Q
Democrat	323	160	163	179	36	79	95	124	68	35	20	143	105	114	117	43	32	95
	33%	32%	34%	32%	41%	39%	41%	34%	31%	24%	18%	29%	35%	45%	34%	32%	38%	38%
							KL	L				M	M	MNO				
Don't know	289	146	143	137	28	69	60	124	58	45	56	149	65	55	108	44	22	54
	29%	29%	29%	24%	32%	34%	26%	33%	26%	30%	49%	31%	22%	22%	31%	33%	26%	22%
						D					NO	OP			T	T		
Refused	161	83	78	77	16	30	32	46	41	26	20	78	50	33	53	17	10	25
	16%	16%	16%	14%	18%	15%	14%	12%	18%	18%	18%	16%	17%	13%	15%	12%	11%	10%

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HH1. How many people, including yourself, live in your household?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572		
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623		
1 person	351 18%	181 19%	169 17%	212 18%	63 26% DF	44 14%	56 13%	68 10%	102 20%	122 32% IJ IJK	38 20%	172 18%	108 17%	95 16%	175 29% RST	56 19% T	30 14% T	42 7%		
2 people	583 29%	285 29%	298 29%	435 36% EF	42 18%	58 18%	89 21%	120 18%	198 39% IJ IJ	165 44% IJ	49 26%	256 27%	179 29%	200 34% MN	134 22%	89 31% Q	87 40% QR	193 34% Q		
3-4 people	675 34%	325 33%	350 34%	389 32% EF	81 34%	126 39% D	186 43% KL	277 42% KL	150 30% L	56 15%	53 28%	326 34%	232 37% M	205 35%	183 30%	97 34%	73 34%	228 40% Q		
5 or more people	314 16%	146 15%	168 16%	144 12%	41 17%	84 26% DE	91 21% KL	159 24% KL	42 8% L	19 5%	32 17%	179 19% OP	79 13%	71 12%	101 17%	47 16%	26 12%	96 17%		
Don't know/Refused	79 4%	42 4%	36 4%	27 2%	14 6% D	8 3%	11 2%	29 4%	14 3%	12 3%	16 9% NOP	29 3%	24 4%	13 2%	10 2%	1 *%	1 *%	12 2% RS		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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HH3. How many, including yourself, are adults, age 18 and older?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based to more than one person in household	1651	798	853	995	178	278	376	585	403	253	149	790	514	488	428	235	187	529		
Unweighted Total	1596	870	726	961	181	276	301	468	430	352	130	605	412	665	351	211	190	566		
1 adult	85 5%	31 4%	54 6% B	36 4%	20 12% D	18 7%	16 4% L	49 8% IKL	16 4% L	4 1%	12 8% P	49 6% P	27 5%	16 3%	39 9% ST	16 7% T	8 4%	13 2%		
2 adults	925 56%	451 57%	474 56% B	647 65% EF	76 43%	119 43%	143 38% I	346 59% I	243 60% I	178 71% IJK	81 54%	402 51%	276 54%	324 66% MNO	224 52%	134 57%	119 64%	330 62% Q		
3-4 adults	511 31%	252 32%	259 30%	266 27%	62 35%	118 42% D	178 47% JKL	151 26% L	120 30% L	57 22%	39 26%	275 35% P	175 34% P	124 26%	135 31%	81 35%	54 29%	162 31%		
5 or more adults	69 4%	29 4%	39 5%	27 3%	10 6%	15 6% JKL	29 8% L	21 4% L	15 4% L	2 1%	9 6%	40 5% P	16 3%	13 3%	25 6% R	3 1%	5 3%	17 3%		
Don't know/Refused	62 4%	35 4%	27 3%	19 2%	9 5%	7 3%	10 3%	18 3%	10 2%	11 5%	8 6%	25 3%	19 4%	10 2%	5 1%	1 1%	1 1%	8 1%		
NET More than 1 adult in household	1504 91%	733 92%	772 90%	940 95% E	148 83%	252 91% E	349 93%	518 89%	377 94% J	237 94% J	129 86%	716 91%	468 91%	462 95% MNO	384 90%	218 93%	178 95% Q	509 96% Q		
NET At least one child in household	684 41%	301 38%	382 45% B	365 37% D	90 51% D	146 53% D	160 43% KL	383 65% IKL	98 24% L	35 14%	59 39%	348 44%	206 40%	198 41%	196 46% S	113 48% S	63 34%	225 43% S		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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L1. Now thinking about your telephone use...Do you have a working cell phone?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on landline sample	447	179	268	310	45	37	24	90	136	180	44	222	118	122	124	58	42	127		
Unweighted Total	500	218	282	355	52	38	17	74	143	243	39	189	122	208	117	69	51	159		
Yes, have cell phone	323	131	192	229	32	26	20	78	98	119	24	153	93	103	76	46	39	113		
	72%	73%	72%	74%	72%	71%	82%	86%	72%	66%	55%	69%	79%	84%	62%	80%	91%	89%		
								KL					MN	MN		Q	QR	Q		
No, do not	112	45	67	76	10	11	4	12	35	55	17	68	23	17	46	11	4	12		
	25%	25%	25%	25%	23%	29%	18%	13%	26%	31%	38%	31%	19%	14%	38%	20%	9%	9%		
								J	J		OP	OP			RST	ST				
Don't know/Refused	12	3	9	5	2	-	-	1	4	6	3	2	2	2	1	-	-	2		
	3%	2%	3%	2%	5%	-	-	1%	3%	3%	7%	1%	2%	2%	1%	-	-	1%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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L1a. Does anyone in your household have a working cell phone?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on no cell phone and multi-person household	77	33	44	50	4	6	4	5	26	34	14	39	13	14	18	8	-	13		
Unweighted Total	50	22	28	29	4	3	2	3	16	23	8	20	8	11	9	4	-	9		
Yes, someone in household has cell phone	28 36%	14 42%	14 32%	19 37%	2 48%	4 67%	2 50%	- -	12 46%	12 35%	4 31%	17 42%	6 48%	5 37%	6 36%	4 54%	- -	9 70%		
No	33 42%	14 43%	19 42%	27 53%	- -	2 33%	2 50%	2 41%	8 33%	16 47%	6 47%	17 43%	2 17%	6 45%	11 59%	4 46%	- -	2 16%		
Don't know/Refused	16 21%	5 15%	11 26%	5 9%	2 52%	- -	- -	3 59%	5 21%	6 18%	3 22%	6 15%	4 35%	2 18%	1 5%	- -	- -	2 14%		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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C1. Now thinking about your telephone use...Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

	BANNER A		SEX			RACE			AGE				EDUCATION				HOUSEHOLD INCOME			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+	
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Based on cell phone sample	1555	801	754	897	196	285	409	563	369	194	143	740	504	461	479	233	175	445		
Unweighted Total	1502	863	639	857	202	288	335	454	401	286	129	582	406	610	418	208	177	464		
Yes, home telephone	468	243	226	288	64	61	104	128	142	89	26	235	163	149	111	59	47	175		
	30%	30%	30%	32%	33%	22%	26%	23%	38%	46%	18%	32%	32%	32%	23%	25%	27%	39%		
				F	F				IJ	IJ		M	M	M				QRS		
No, home telephone	1050	539	511	598	127	215	292	420	226	99	110	492	330	308	364	170	128	263		
	68%	67%	68%	67%	65%	76%	72%	75%	61%	51%	77%	66%	65%	67%	76%	73%	73%	59%		
						DE	KL	KL	L		NOF				T	T	T			
Don't know/Refused	37	19	18	10	5	8	12	15	2	5	7	14	11	4	5	4	-	7		
	2%	2%	2%	1%	3%	3%	3%	3%	*%	3%	5%	2%	2%	1%	1%	2%	-	2%		
							K	K			P									

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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L1/C1: L1. Do you have a working cell phone? / C1. Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

	BANNER A -----SEX-----		-----RACE-----			-----AGE-----					-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Landline only	112	45	67	76	10	11	4	12	35	55	17	68	23	17	46	11	4	12
	6%	5%	7%	6%	4%	3%	1%	2%	7%	15%	9%	7%	4%	3%	8%	4%	2%	2%
			B	F					IJ	IJK	OP	OP			RST			
Dual	791	373	418	517	96	87	124	206	239	208	50	387	256	252	187	105	85	288
	40%	38%	41%	43%	40%	27%	29%	32%	47%	56%	27%	40%	41%	43%	31%	36%	39%	50%
			F	F					IJ	IJK		M	M	M				QRS
Cell phone only	1050	539	511	598	127	215	292	420	226	99	110	492	330	308	364	170	128	263
	52%	55%	50%	50%	53%	67%	68%	64%	45%	27%	59%	51%	53%	53%	60%	58%	59%	46%
		C				DE	KL	KL	L						T	T	T	
Don't know/Refused	49	22	27	15	7	8	12	16	5	11	10	15	14	6	6	4	-	9
	2%	2%	3%	1%	3%	2%	3%	2%	1%	3%	5%	2%	2%	1%	1%	1%	-	2%
											NP							

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CREGION. Census region from self-reported zipcode

	BANNER A -----SEX-----		-----RACE-----			-----AGE-----					-----EDUCATION-----				-----HOUESHOLD INCOME-----			
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2002	980	1022	1207	240	321	433	653	505	374	187	962	621	583	603	290	217	572
Unweighted Total	2002	1081	921	1212	254	326	352	528	544	529	168	771	528	818	535	277	228	623
Northeast	349	159	189	220	48	36	89	114	79	62	21	156	99	120	83	50	47	114
	17%	16%	19%	18%	20%	11%	21%	18%	16%	17%	11%	16%	16%	21%	14%	17%	22%	20%
			F	F									MNO				Q	Q
Midwest	420	216	204	316	50	28	71	141	113	81	32	215	138	122	134	59	48	114
	21%	22%	20%	26%	21%	9%	16%	22%	22%	22%	17%	22%	22%	21%	22%	20%	22%	20%
			F	F				I										
South	757	368	390	429	118	130	154	219	216	157	78	383	245	192	235	110	69	209
	38%	38%	38%	36%	49%	40%	36%	34%	43%	42%	42%	40%	39%	33%	39%	38%	32%	37%
				D				IJ	J		P	P	P					
West	476	236	240	242	24	127	118	178	97	74	56	207	139	149	151	71	53	135
	24%	24%	23%	20%	10%	40%	27%	27%	19%	20%	30%	22%	22%	25%	25%	25%	24%	24%
				E		DE	KL	KL			N							

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
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USR. Urban-Suburban-Rural distinction - Landline from sample - Cell from respondent reported zip code

	BANNER A -----SEX-----		-----RACE-----			-----AGE-----				-----EDUCATION-----				-----HOUESHOLD INCOME-----				
	TOTAL	MALE	FEMALE	WHITE	BLACK	HISP	18-29	30-49	50-64	65+	LT HS	HS	GRAD	SOME COLL	COLL GRAD+	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Based on landline sample or cell phone sample with zip code	1851	901	950	1148	231	272	385	601	478	359	155	904	580	546	555	279	211	552
Unweighted Total	1854	995	859	1161	243	271	311	484	515	506	140	721	494	773	488	268	222	605
Urban	704	313	391	353	122	146	177	241	163	110	59	338	206	228	238	107	75	194
	38%	35%	41%	31%	53%	54%	46%	40%	34%	31%	38%	37%	35%	42%	43%	38%	36%	35%
			B		D	D	KL	L						O	T			
Suburban	861	438	422	572	92	101	167	279	230	171	58	406	284	262	216	120	106	300
	46%	49%	44%	50%	40%	37%	43%	46%	48%	48%	38%	45%	49%	48%	39%	43%	50%	54%
			EF										M	M			Q	QR
Rural	286	149	137	223	16	24	42	81	86	77	38	160	90	55	100	52	30	58
	15%	17%	14%	19%	7%	9%	11%	13%	18%	21%	25%	18%	16%	10%	18%	19%	14%	11%
			EF					I	IJ		OP	P	P		T	T		

Comparison Groups: BC/DEF/IJKL/MNOP/QRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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