

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: LIFESTYLE

-- FINAL TOPLINE --

Timberline: 937008
HR: 816
Princeton Job #: 13-12-021

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December 5-8, 2013

Results are based on telephone interviews conducted December 5-8, 2013 with a random sample of **-1,031-** adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of **--212--** parents of children under age 18, the margin of sampling error is ± 9 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

21. For each of the following, please say whether it is something you, personally, have, or do not have. How about – [RANDOM ORDER]?

<i>2013 Dec 5-8 (sorted by “yes, have”)</i>	Yes, have	No, do not
A DVD player or Blu-Ray player	80	20
Wireless Internet access, or Wi-Fi, in your home	73	26
Cable TV	68	32
A laptop computer	64	36
A smartphone, that is a cellular phone that has built-in applications and Internet access, such as an I-Phone or Android	62	38
A VCR	58	41
A desktop computer	57	43
An iPod or MP3 music player	45	54
A basic cellular phone that is not a smartphone	45	55
A video game system, such as X-Box or Playstation	41	59
An Internet streaming service like Hulu, Netflix, or Roku that brings you TV shows over your television or computer	39	61
A tablet computer, that is a small hand-held computer such as an I-Pad or Kindle Fire	38	62
Satellite TV	34	66
An e-reader, such as a Kindle or Nook	26	74

FULL RESULTS AND TRENDS:

A. Cable TV

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	68	32	*
2005 Dec 5-8	68	32	*

B. Satellite TV

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	34	66	*
2005 Dec 5-8	30	70	*

Q.21 (ELECTRONIC DEVICES) CONTINUED**C. A VCR**

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	58	41	1
2005 Dec 5-8	88	12	*

D. A DVD player or Blu-Ray player

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	80	20	*
2005 Dec 5-8 ^	83	17	*

^ WORDING: A DVD player

E. An iPod or MP3 music player

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	45	54	*
2005 Dec 5-8	19	81	*

F. A basic cellular phone that is not a smartphone

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	45	55	*
2005 Dec 5-8 ^	78	22	*

^ WORDING: A cellular phone

G. A desktop computer

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	57	43	*
2005 Dec 5-8	65	35	--

H. A laptop computer

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	64	36	--
2005 Dec 5-8	30	70	--

Q.21 (ELECTRONIC DEVICES) CONTINUED

I. Wireless Internet access, or Wi-Fi, in your home

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	73	26	1

J. A video game system, such as X-Box or Playstation

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	41	59	*
2005 Dec 5-8	36	64	*

K. An Internet streaming service like Hulu, Netflix or Roku that brings you TV shows over your television or computer

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	39	61	*

L. A smartphone; that is, a cellular phone that has built-in applications and Internet access, such as an I-Phone or Android

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	62	38	*

M. A tablet computer, that is, a small hand-held computer, such as an I-Pad or Kindle Fire

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	38	62	*

N. An E-reader, such as a Kindle or Nook

	<u>Yes, have</u>	<u>No, do not have</u>	<u>No opinion</u>
2013 Dec 5-8	26	74	*