



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Use Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence				
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W	
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72	
No	16%		100%		37%		39%		20%		15%		12%		29%		26%		28%		7%		24%		5%		11%	12%	17%	24%
Yes	85%	100%		100%	63%	100%	61%	89%	80%	84%	85%	94%	88%	71%	89%	78%	74%	96%	72%	93%	97%	49%	76%	88%	95%	89%	88%	83%	76%	

Q1. Gender

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence				
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W	
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72	
Male	49%	49%	50%	52%	46%	50%	47%	43%	56%	100%		60%	45%	43%	49%	47%	49%	58%	46%	42%	51%	51%	50%	44%	51%	50%	50%	50%	49%	44%
Female	51%	51%	50%	48%	54%	50%	53%	57%	44%		100%	40%	55%	57%	51%	53%	51%	42%	54%	58%	49%	49%	50%	56%	49%	50%	50%	51%	56%	

Q2. Do you live inside Mecklenburg County?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q3. Do you have cable or satellite television at home?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	90%	91%	84%	92%	88%	90%	91%	87%	93%	91%	89%	91%	90%	90%	92%	87%	94%	81%	81%	92%	94%	86%	90%	89%	92%	90%	93%	91%	86%
No/DK	10%	9%	16%	8%	12%	10%	9%	13%	7%	9%	11%	9%	10%	10%	8%	13%	6%	19%	19%	8%	6%	14%	10%	11%	8%	10%	7%	9%	14%

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Q4. Do you have a landline phone?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	64%	63%	69%	53%	78%	55%	77%	66%	61%	60%	67%	43%	62%	86%	77%	53%	40%	50%	43%	63%	71%	51%	54%	63%	73%	63%	69%	62%	56%
No/DK	36%	37%	31%	47%	22%	45%	23%	34%	39%	40%	33%	57%	38%	14%	23%	47%	60%	50%	57%	37%	29%	49%	46%	38%	27%	37%	31%	38%	44%

Q5. Activities engaged in over past three months  
(Base=Total Sample)

	Total
RESPONDENTS	400
5a. Watch tv	98%
5b. Listen to radio	94%
5c. Read printed newspaper	72%
5d. Read printed book	82%
5e. Use a cell phone	97%
5f. Send/receive text messages	80%
5g. Take digital pictures/videos	79%
5h Play video/computer games	47%
5i. Use eBook reader	30%
5j. Use smart phone to connect to Internet	58%
5k. Connect to Internet from home	81%
5l. Connect to Internet at location other than home	64%

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Q5a. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Watch television

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	87%	88%	81%	86%	88%	88%	85%	86%	88%	86%	88%	88%	83%	91%	90%	86%	81%	77%	86%	95%	88%	80%	88%	89%	87%	89%	86%	84%	90%
Weekly	10%	8%	16%	10%	9%	7%	13%	10%	9%	10%	9%	9%	12%	7%	9%	10%	11%	12%	8%	3%	12%	17%	9%	6%	10%	6%	10%	12%	10%
Less than weekly	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	0%	1%	3%	1%	0%	3%	4%	4%	3%	1%	1%	3%	1%	2%	2%	2%	1%	2%	
Never	2%	2%	3%	3%	1%	3%	1%	2%	2%	1%	2%	2%	2%	1%	0%	2%	4%	8%	4%	2%	2%	2%	3%	1%	3%	2%	1%	2%	

Q5b. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Listen to the radio

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	67%	71%	48%	73%	59%	74%	57%	70%	64%	69%	65%	70%	76%	54%	67%	66%	77%	58%	56%	69%	75%	63%	61%	65%	73%	62%	70%	67%	69%
Weekly	19%	20%	15%	19%	20%	19%	20%	21%	17%	18%	21%	21%	19%	18%	19%	20%	13%	27%	27%	15%	18%	9%	22%	21%	19%	24%	20%	17%	14%
Less than weekly	7%	5%	18%	5%	10%	5%	11%	5%	9%	6%	8%	2%	3%	16%	8%	5%	6%	12%	6%	8%	3%	17%	8%	7%	4%	9%	4%	10%	7%
Never	7%	4%	19%	3%	11%	3%	12%	3%	10%	7%	6%	7%	2%	12%	6%	8%	4%	4%	11%	7%	4%	11%	10%	7%	3%	5%	6%	6%	10%

Q5c. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Read a printed newspaper

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	30%	27%	45%	22%	41%	22%	42%	31%	29%	28%	32%	12%	22%	58%	41%	19%	13%	27%	23%	22%	33%	23%	23%	27%	37%	31%	39%	26%	18%
Weekly	26%	28%	16%	33%	17%	31%	19%	29%	24%	27%	26%	36%	28%	15%	22%	28%	49%	8%	35%	34%	25%	40%	25%	24%	26%	32%	20%	23%	32%
Less than weekly	15%	16%	10%	17%	12%	16%	15%	14%	17%	15%	15%	19%	19%	7%	14%	12%	23%	27%	14%	5%	20%	11%	20%	13%	15%	17%	15%	13%	
Never	28%	28%	29%	28%	30%	31%	24%	27%	30%	31%	26%	34%	31%	20%	23%	42%	15%	38%	28%	39%	23%	26%	33%	36%	22%	20%	26%	36%	38%

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Q5d. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Read a printed book

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	31%	31%	29%	29%	33%	30%	32%	36%	24%	24%	37%	29%	29%	33%	33%	26%	28%	35%	26%	27%	32%	20%	24%	40%	32%	26%	35%	28%	28%
Weekly	28%	30%	16%	32%	21%	33%	20%	32%	23%	26%	29%	28%	28%	26%	29%	27%	15%	42%	29%	20%	29%	26%	29%	24%	29%	32%	26%	28%	25%
Less than weekly	24%	22%	31%	22%	26%	22%	26%	22%	25%	26%	21%	22%	22%	26%	23%	28%	21%	12%	19%	29%	25%	17%	26%	20%	25%	26%	24%	20%	25%
Never	19%	17%	24%	17%	21%	16%	23%	10%	27%	24%	13%	21%	20%	15%	15%	19%	36%	12%	25%	24%	14%	37%	21%	17%	14%	16%	15%	23%	22%

Q5e. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Use a cell phone

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	86%	89%	69%	98%	70%	93%	75%	88%	85%	90%	82%	97%	92%	69%	82%	92%	91%	88%	87%	86%	92%	83%	85%	86%	87%	88%	86%	83%	88%
Weekly	8%	6%	16%	1%	17%	5%	13%	8%	8%	5%	11%	2%	6%	16%	10%	5%	4%	8%	8%	3%	6%	9%	7%	6%	9%	8%	7%	7%	10%
Less than weekly	3%	3%	2%	1%	5%	1%	5%	1%	4%	1%	4%	2%	1%	7%	4%	1%	4%	1%	7%	7%	1%	3%	3%	2%	3%	2%	2%	5%	5%
Never	4%	2%	13%	0%	8%	1%	7%	3%	4%	4%	3%	2%	2%	7%	4%	3%	4%	4%	5%	3%	1%	9%	5%	4%	1%	4%	5%	3%	3%

Q5f. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Send or receive text messages

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	62%	69%	27%	81%	36%	79%	36%	64%	60%	63%	61%	93%	64%	30%	54%	70%	66%	85%	60%	63%	69%	49%	62%	67%	63%	73%	61%	60%	53%
Weekly	12%	12%	11%	12%	11%	11%	13%	15%	8%	13%	10%	3%	19%	11%	12%	8%	26%	12%	15%	12%	14%	12%	5%	15%	7%	12%	11%	17%	
Less than weekly	6%	5%	11%	3%	11%	3%	11%	5%	7%	6%	6%	2%	8%	9%	7%	8%	2%	4%	5%	3%	8%	6%	8%	6%	5%	6%	7%	4%	8%
Never	20%	14%	50%	3%	42%	7%	39%	16%	24%	17%	22%	2%	9%	50%	27%	14%	6%	12%	23%	19%	11%	31%	19%	22%	17%	14%	20%	25%	22%

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Q5g. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Take pictures or videos with a digital device

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	19%	21%	6%	26%	9%	26%	8%	22%	15%	18%	19%	31%	19%	6%	15%	27%	19%	12%	19%	20%	19%	20%	18%	22%	17%	18%	16%	20%	26%
Weekly	33%	37%	8%	43%	18%	41%	20%	38%	27%	33%	32%	36%	33%	28%	34%	25%	30%	54%	30%	31%	36%	17%	31%	35%	35%	43%	32%	30%	22%
Less than weekly	28%	28%	24%	25%	32%	27%	29%	26%	30%	29%	26%	24%	35%	23%	29%	27%	26%	23%	20%	32%	36%	26%	22%	21%	36%	26%	30%	21%	33%
Never	21%	14%	61%	6%	41%	6%	44%	15%	28%	19%	23%	8%	13%	43%	22%	20%	26%	12%	31%	17%	9%	37%	29%	22%	12%	13%	22%	30%	18%

Q5h. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Play video or computer games

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	19%	21%	8%	20%	17%	25%	9%	18%	20%	20%	18%	24%	19%	14%	17%	23%	15%	19%	17%	20%	14%	11%	24%	25%	13%	14%	18%	26%	19%
Weekly	13%	15%	5%	19%	6%	17%	8%	16%	10%	14%	12%	20%	13%	7%	12%	16%	11%	12%	13%	14%	16%	6%	6%	22%	14%	19%	8%	12%	15%
Less than weekly	15%	17%	6%	18%	11%	19%	9%	18%	11%	15%	15%	14%	19%	11%	15%	19%	9%	12%	14%	19%	18%	14%	14%	10%	19%	21%	13%	16%	10%
Never	53%	48%	81%	44%	66%	39%	74%	48%	59%	51%	55%	42%	50%	67%	56%	42%	66%	58%	56%	47%	51%	69%	57%	43%	54%	46%	61%	46%	56%

Q5i. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Use an eBook reader

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	11%	12%	5%	14%	6%	12%	8%	14%	8%	11%	10%	7%	17%	7%	10%	15%	6%	8%	5%	15%	14%	3%	9%	10%	14%	10%	14%	10%	8%
Weekly	10%	11%	5%	12%	7%	12%	6%	10%	10%	10%	9%	10%	12%	7%	11%	11%	2%	8%	7%	8%	12%	3%	7%	8%	14%	7%	12%	7%	10%
Less than weekly	10%	11%	2%	14%	4%	14%	4%	13%	6%	7%	12%	8%	15%	4%	9%	10%	9%	15%	7%	19%	11%	9%	6%	11%	11%	11%	8%	10%	11%
Never	69%	66%	89%	59%	83%	61%	82%	63%	76%	71%	68%	74%	56%	81%	70%	63%	81%	69%	82%	56%	63%	86%	76%	70%	61%	71%	66%	73%	69%
Don't know	1%	1%		0%	1%	1%		0%	1%	1%	0%	1%	1%		1%	2%			2%	2%		2%			1%	1%		1%	

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Q5j. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Connect to the Internet using a smart phone or cell phone with Internet access.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	50%	59%		86%	169	69%	20%	54%	44%	53%	46%	75%	54%	18%	44%	55%	51%	69%	43%	51%	62%	34%	41%	54%	55%	54%	49%	48%	46%
Weekly	6%	7%		10%		6%	4%	6%	5%	4%	7%	2%	7%	7%	6%	4%	9%	4%	5%	5%	5%	6%	5%	7%	6%	5%	7%	3%	
Less than weekly	3%	3%		5%		3%	3%	2%	4%	4%	1%	3%	1%	4%	1%	4%	4%	6%	2%	2%	3%	9%	2%	1%	3%	2%	3%	4%	
Never	40%	32%	82%		93%	22%	66%	34%	45%	37%	42%	17%	34%	69%	45%	36%	30%	27%	42%	39%	30%	51%	47%	36%	34%	37%	41%	39%	
Have smart phone, don't use with Internet	3%		18%		7%		7%	3%	3%	2%	3%	3%	3%	2%	3%	6%			5%	3%	1%	6%	4%	3%	1%	1%	2%	1%	8%

Q5k. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Connect to the Internet from home using any type of device

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	69%	82%		83%	50%	87%	42%	71%	67%	70%	68%	75%	72%	59%	77%	58%	60%	73%	51%	78%	85%	34%	62%	68%	81%	74%	79%	63%	54%
Weekly	10%	12%		12%	8%	10%	11%	14%	7%	10%	11%	11%	12%	7%	8%	15%	2%	19%	8%	10%	10%	3%	8%	15%	11%	9%	7%	14%	13%
Less than weekly	2%	2%		2%	2%	1%	3%	2%	2%	2%	2%	3%	3%		0%	3%	6%	4%	7%	1%	6%	3%	1%	1%	3%	1%	2%	3%	
Never	19%	4%	100%	3%	40%	2%	44%	13%	25%	18%	20%	11%	13%	34%	14%	25%	32%	4%	34%	12%	4%	57%	27%	17%	7%	14%	14%	21%	31%

Q5l. Over the past three months, please tell me whether you engaged in the following activity everyday or almost every day, at least once a week, less than once a week, or never.  
Connect to the Internet at a location other than home, using any type of device

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	38%	45%		58%	11%	51%	18%	42%	35%	39%	38%	55%	41%	19%	43%	34%	23%	46%	26%	34%	54%	17%	27%	32%	52%	42%	44%	30%	29%
Weekly	15%	18%		17%	13%	19%	10%	17%	13%	18%	13%	12%	18%	15%	14%	17%	13%	23%	12%	17%	14%	6%	19%	14%	16%	13%	12%	21%	21%
Less than weekly	11%	13%		10%	12%	12%	9%	12%	10%	10%	12%	8%	10%	14%	11%	11%	13%	4%	10%	17%	10%	9%	8%	10%	13%	11%	13%	9%	10%
Never	36%	24%	100%	15%	64%	18%	63%	30%	42%	34%	38%	25%	31%	53%	32%	38%	51%	27%	51%	32%	21%	69%	46%	44%	18%	34%	31%	41%	40%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q5k+Q5l. Use Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
No	16%	100%		37%		39%		11%	20%	16%	15%	6%	12%	29%	11%	22%	26%	4%	28%	7%	3%	51%	24%	13%	5%	11%	12%	17%	24%
Yes	85%			100%	63%	100%	61%	89%	80%	84%	85%	94%	88%	71%	89%	78%	74%	96%	72%	93%	97%	49%	76%	88%	95%	89%	88%	83%	76%

Q6. Devices used to access Internet over past three months  
(Base=Total Sample)

	Total
RESPONDENTS	400
6a. Desk top computer	62%
6b. Mobile computer (laptop or netbook)	64%
6c. Tablet computer (iPad, Samsung Galaxy, Kindle Fire)	33%
Did not pick any above	19%

Q6a. Over the past three months, please tell me how frequently you have accessed the Internet using the following device.  
Desk top computer

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	47%	55%		53%	38%	57%	32%	47%	46%	48%	46%	44%	53%	41%	50%	43%	40%	50%	30%	58%	58%	20%	35%	48%	58%	45%	51%	44%	42%
Weekly	11%	13%		14%	6%	15%	4%	15%	7%	11%	11%	15%	10%	8%	11%	13%	9%	8%	14%	8%	9%	9%	12%	14%	9%	12%	7%	14%	14%
Less than weekly	5%	6%		5%	5%	6%	3%	6%	4%	5%	4%	7%	5%	2%	4%	5%	2%	15%	4%	7%	5%	9%	4%	5%	4%	4%	2%	7%	8%
Never	38%	26%	100%	28%	51%	22%	61%	33%	43%	36%	39%	34%	32%	49%	36%	39%	49%	27%	52%	27%	29%	63%	49%	33%	28%	39%	40%	35%	36%



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q6b. Over the past three months, please tell me how frequently you have accessed the Internet using the following device.  
Mobile computer such as a laptop or netbook

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	45%	53%		61%	24%	59%	23%	48%	42%	47%	43%	59%	49%	26%	51%	39%	32%	50%	25%	44%	65%	14%	35%	40%	60%	50%	53%	33%	39%
Weekly	12%	14%		15%	8%	15%	8%	15%	9%	13%	11%	10%	14%	11%	10%	16%	11%	12%	8%	17%	11%	9%	11%	16%	11%	12%	10%	14%	13%
Less than weekly	7%	8%		7%	6%	7%	6%	8%	5%	5%	8%	6%	8%	5%	7%	4%	9%	12%	9%	8%	6%	6%	7%	7%	5%	6%	7%	8%	
Never	37%	25%	100%	17%	63%	19%	63%	30%	44%	35%	38%	26%	28%	58%	33%	41%	49%	27%	58%	31%	18%	71%	48%	38%	22%	33%	31%	46%	40%

Q6c. Over the past three months, please tell me how frequently you have accessed the Internet using the following device.  
Tablet computer such as an iPad, Samsung Galaxy, or Kindle Fire

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	19%	22%		28%	7%	25%	9%	21%	17%	17%	21%	14%	28%	13%	19%	19%	17%	23%	6%	19%	27%	3%	13%	15%	29%	20%	23%	15%	17%
Weekly	7%	8%		9%	4%	9%	4%	7%	7%	8%	6%	6%	11%	2%	7%	8%	6%	4%	3%	7%	10%	7%	4%	4%	10%	8%	7%	7%	3%
Less than weekly	8%	9%		12%	1%	12%	1%	8%	7%	10%	5%	12%	9%	1%	8%	8%	4%	8%	7%	8%	8%	6%	7%	9%	7%	6%	8%	10%	4%
Never	67%	61%	100%	51%	88%	55%	85%	65%	69%	65%	69%	68%	53%	84%	66%	66%	72%	65%	85%	66%	55%	91%	74%	72%	54%	66%	62%	68%	76%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q7. What is your primary device for connecting to the Internet?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Do not use the Internet	16%		100%		37%		39%	11%	20%	16%	15%	6%	12%	29%	11%	22%	26%	4%	28%	7%	3%	51%	24%	13%	5%	11%	12%	17%	24%
Smart phone	21%	25%		36%		29%	9%	22%	20%	22%	20%	36%	20%	8%	12%	30%	32%	31%	29%	17%	20%	26%	25%	24%	16%	21%	18%	26%	24%
Desk top computer	27%	32%		17%	40%	26%	28%	28%	25%	25%	28%	17%	26%	37%	33%	21%	15%	19%	23%	42%	23%	9%	26%	28%	30%	25%	27%	30%	25%
Mobile computer (laptop, netbook)	29%	34%		37%	18%	36%	18%	29%	29%	30%	28%	37%	31%	19%	34%	21%	23%	31%	18%	27%	42%	14%	19%	28%	39%	34%	34%	21%	24%
Tablet computer (iPad, Samsung Galaxy, Kindle Fire)	7%	8%		10%	3%	9%	3%	9%	5%	6%	7%	4%	11%	4%	7%	5%	4%	15%	1%	7%	11%		7%	5%	9%	8%	9%	5%	3%
Don't know	1%	1%		0%	2%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%				1%		1%		2%	1%	1%	1%	1%	1%	1%

Q8. Over the past three months, have you engaged in the following activities?  
(Base=Total Sample)

	Total
RESPONDENTS	400
8a. Send or receive emails	80%
8b. Instant message	44%
8c. Browse the Internet	82%
8d. Use video chat	28%
8e. Use a search engine	78%
None of the above	17%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q8a. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Send or receive emails

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	63%	74%		79%	41%	77%	41%	70%	55%	59%	67%	61%	70%	55%	70%	57%	45%	65%	43%	69%	84%	29%	38%	64%	84%	67%	72%	51%	53%
Weekly	12%	14%		13%	12%	14%	9%	12%	12%	13%	11%	17%	12%	9%	13%	11%	15%	8%	16%	15%	8%	9%	19%	15%	8%	13%	11%	14%	13%
Less than weekly	5%	6%		4%	6%	6%	3%	3%	6%	8%	1%	13%	1%	1%	7%	6%	19%	4%	5%	3%	6%	11%	4%	1%	3%	1%	11%	7%	
Never	20%	5%	100%	5%	41%	2%	47%	14%	27%	19%	21%	9%	17%	35%	15%	25%	34%	8%	36%	10%	5%	57%	32%	18%	6%	17%	15%	23%	28%
Don't know	0%	0%		1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%

Q8b. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Instant message

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	25%	29%		37%	8%	36%	8%	29%	21%	23%	26%	29%	33%	11%	20%	30%	34%	23%	22%	27%	30%	23%	18%	21%	31%	34%	20%	22%	24%
Weekly	12%	14%		15%	7%	16%	5%	12%	11%	13%	10%	19%	9%	7%	12%	10%	9%	19%	7%	15%	13%	11%	14%	13%	16%	14%	5%	7%	
Less than weekly	8%	9%		10%	5%	9%	5%	8%	7%	6%	9%	10%	8%	5%	5%	8%	13%	12%	9%	10%	6%	9%	13%	8%	4%	8%	4%	9%	13%
Never	56%	48%	100%	39%	80%	40%	82%	52%	61%	58%	55%	42%	51%	77%	63%	52%	45%	46%	62%	47%	51%	69%	59%	57%	52%	42%	61%	64%	57%

Q8c. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Browse the Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	69%	81%		88%	41%	88%	38%	74%	63%	72%	65%	85%	74%	46%	71%	64%	57%	88%	48%	78%	86%	31%	58%	73%	80%	73%	74%	65%	57%
Weekly	10%	11%		7%	12%	9%	10%	10%	9%	7%	12%	4%	10%	14%	11%	9%	9%	12%	8%	6%	6%	6%	13%	7%	10%	10%	8%	9%	13%
Less than weekly	4%	4%		3%	5%	2%	6%	4%	3%	4%	4%	5%	1%	6%	3%	2%	9%	8%	8%	5%	3%	11%	3%	2%	4%	3%	3%	5%	6%
Never	18%	3%	100%	2%	41%	0%	46%	12%	25%	18%	19%	6%	15%	35%	15%	25%	26%	4%	32%	8%	5%	51%	26%	18%	7%	14%	15%	21%	25%

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Q8d. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Use video chat

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	6%	7%		9%	2%	9%	2%	7%	5%	5%	7%	10%	6%	2%	3%	9%	11%	4%	6%	12%	5%	6%	8%	6%	5%	4%	5%	7%	10%
Weekly	8%	10%		12%	3%	12%	3%	9%	7%	8%	9%	12%	8%	5%	9%	8%	9%	4%	5%	14%	9%	3%	5%	8%	11%	11%	8%	6%	6%
Less than weekly	14%	17%		18%	9%	21%	4%	17%	11%	14%	14%	14%	19%	9%	16%	12%	15%	12%	8%	7%	20%	6%	15%	8%	19%	14%	16%	11%	14%
Never	71%	66%	100%	61%	85%	59%	90%	66%	76%	72%	70%	64%	67%	83%	71%	70%	66%	81%	81%	66%	66%	86%	73%	77%	64%	70%	70%	75%	71%
Don't know	1%	1%		1%	0%	1%	0%	0%	1%	1%	0%			2%	1%				2%					1%	1%	1%			

Q8e. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Use a search engine

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	64%	75%		83%	37%	83%	34%	69%	58%	67%	60%	84%	67%	39%	67%	58%	53%	81%	44%	69%	80%	20%	53%	66%	78%	71%	69%	58%	50%
Weekly	11%	13%		10%	13%	12%	10%	12%	10%	11%	12%	5%	12%	16%	14%	7%	11%	8%	11%	12%	12%	14%	10%	11%	11%	8%	10%	12%	17%
Less than weekly	4%	4%		2%	6%	1%	7%	3%	4%	2%	5%	2%	2%	7%	3%	5%	2%	4%	3%	7%	3%	3%	4%	3%	4%	2%	4%	6%	3%
Never	22%	7%	100%	6%	44%	4%	49%	16%	28%	20%	23%	8%	19%	38%	16%	30%	34%	8%	42%	12%	5%	63%	33%	20%	7%	19%	18%	23%	31%

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Data Table Report

Q9. Over the past three months, please tell me whether you engaged in the following activities over the Internet using any type of device?  
(Base=Total Sample)

	Total
RESPONDENTS	400
9a. Read blogs	46%
9b. Listen to podcasts	27%
9c. Make a purchase online	64%
9d. Watch or download tv programs or movies	39%
9e. Listen to or download music	51%
9f. Read eBooks	28%
9g. Read online newspapers or online magazines	50%
9h. Interact with government to get info. or return forms	43%
9i. Look for information about a specific topic	77%
9j. Share information, ideas, or opinions	55%
9k. Get local news and information	69%
9l. Get regional or national news and information	68%
9m. Find information about products and services	73%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q9. Over the past three months, please tell me whether you engaged in the following activities over the Internet using any type of device?  
(Base=Total Sample)

	Total
9n. Use social networks such as Facebook or Twitter	61%
None of the above	17%

Q9a. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Read blogs

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	13%	15%		17%	7%	18%	5%	15%	10%	14%	12%	12%	17%	8%	11%	18%	11%	4%	8%	12%	15%	6%	10%	11%	17%	15%	12%	12%	11%
Weekly	20%	23%		27%	9%	27%	8%	23%	16%	18%	21%	26%	22%	9%	20%	15%	19%	35%	19%	19%	25%	6%	16%	26%	21%	19%	25%	12%	18%
Less than weekly	14%	16%		18%	7%	18%	6%	16%	11%	14%	13%	16%	14%	11%	16%	11%	13%	4%	7%	19%	16%	11%	9%	11%	18%	11%	14%	19%	13%
Never	53%	45%	100%	37%	76%	36%	80%	46%	61%	53%	54%	45%	46%	70%	51%	55%	55%	58%	65%	49%	44%	77%	65%	50%	43%	53%	48%	57%	57%
Don't know	1%	1%		0%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Q9b. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Listen to podcasts

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	4%	4%		6%	1%	6%	1%	5%	2%	5%	2%	7%	4%	1%	6%	9%	4%	5%	7%	3%	3%	3%	5%	6%	2%	3%	3%	4%	6%
Weekly	9%	11%		14%	2%	12%	4%	11%	7%	10%	8%	9%	13%	3%	8%	12%	6%	12%	5%	14%	11%	6%	6%	6%	13%	10%	5%	11%	13%
Less than weekly	14%	17%		21%	6%	19%	7%	17%	11%	13%	16%	12%	20%	10%	18%	11%	6%	15%	6%	15%	22%	6%	7%	5%	27%	12%	20%	15%	8%
Never	71%	66%	100%	58%	89%	60%	87%	65%	77%	70%	72%	69%	62%	85%	72%	69%	77%	65%	82%	63%	64%	86%	80%	80%	57%	73%	70%	70%	69%
Don't know	2%	2%		1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	4%	3%	2%	1%	2%	2%	2%	1%	2%	1%	1%	4%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q9c. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Make a purchase online

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	3%	3%		4%	1%	4%	1%	2%	3%	4%	1%	4%	3%	1%	1%	3%	6%	4%	10%	7%	2%	3%	2%	1%	4%	3%	2%	1%	4%
Weekly	16%	18%		21%	8%	21%	8%	17%	14%	16%	15%	16%	20%	10%	17%	14%	9%	19%	9%	12%	26%	3%	11%	15%	22%	18%	20%	11%	8%
Less than weekly	46%	54%		56%	33%	57%	30%	48%	44%	49%	43%	55%	47%	37%	55%	39%	26%	42%	29%	53%	57%	9%	37%	49%	57%	46%	52%	48%	36%
Never	36%	24%	100%	19%	59%	19%	62%	33%	39%	32%	40%	26%	31%	52%	26%	44%	60%	35%	61%	29%	14%	83%	50%	35%	17%	32%	26%	40%	51%
Don't know	0%	0%		0%		0%		1%		0%				1%	0%						1%	3%				1%			

Q9d. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Watch or download television programs or movies using the Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	7%	8%		10%	2%	10%	3%	6%	8%	9%	5%	11%	8%	2%	6%	8%	11%	4%	8%	2%	10%	3%	9%	4%	8%	6%	8%	6%	7%
Weekly	14%	17%		21%	6%	20%	6%	17%	12%	15%	14%	21%	17%	6%	14%	14%	13%	23%	8%	19%	21%	6%	9%	16%	19%	16%	14%	15%	13%
Less than weekly	18%	21%		27%	5%	24%	8%	21%	14%	20%	15%	26%	18%	10%	20%	19%	6%	19%	16%	19%	20%	9%	15%	18%	22%	19%	18%	20%	14%
Never	61%	54%	100%	42%	86%	47%	82%	57%	65%	56%	66%	43%	57%	83%	60%	59%	70%	54%	68%	61%	49%	83%	68%	63%	51%	59%	60%	59%	67%

Q9e. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Listen to or download music using the Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	13%	15%		19%	4%	19%	3%	14%	11%	13%	13%	26%	10%	3%	9%	19%	9%	23%	13%	10%	15%	6%	16%	13%	13%	12%	9%	20%	13%
Weekly	19%	23%		28%	7%	26%	9%	17%	22%	22%	17%	30%	20%	8%	17%	19%	26%	27%	19%	15%	22%	26%	14%	22%	20%	21%	19%	15%	22%
Less than weekly	19%	23%		28%	8%	28%	6%	23%	15%	18%	20%	24%	24%	9%	25%	15%	15%		11%	20%	25%	17%	17%	16%	27%	21%	23%	19%	13%
Never	49%	39%	100%	25%	82%	27%	82%	46%	52%	47%	50%	21%	46%	80%	49%	47%	51%	50%	57%	54%	38%	69%	54%	50%	41%	46%	49%	47%	53%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q9f. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Read eBooks

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	8%	10%		12%	3%	10%	5%	11%	6%	7%	9%	6%	14%	3%	6%	13%	9%	4%	3%	14%	12%	3%	7%	8%	10%	10%	9%	10%	4%
Weekly	11%	13%		14%	6%	15%	4%	13%	9%	12%	9%	11%	14%	7%	13%	8%	6%	15%	8%	10%	12%	7%	10%	16%	6%	15%	10%	8%	
Less than weekly	10%	11%		14%	3%	13%	4%	12%	7%	8%	11%	11%	12%	6%	8%	14%	9%	4%	7%	14%	11%	9%	11%	11%	10%	6%	9%	15%	
Never	72%	66%	100%	59%	88%	62%	87%	65%	78%	73%	70%	73%	60%	85%	73%	65%	77%	77%	82%	63%	66%	89%	81%	70%	63%	74%	71%	72%	

Q9g. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Read online newspapers or online magazines

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	17%	20%		22%	10%	23%	8%	19%	14%	18%	16%	12%	23%	14%	21%	14%	6%	15%	6%	24%	29%	6%	16%	28%	18%	20%	17%	10%	
Weekly	18%	21%		23%	11%	24%	9%	17%	19%	16%	20%	21%	19%	13%	19%	16%	17%	23%	17%	19%	19%	11%	17%	15%	22%	20%	23%	11%	15%
Less than weekly	15%	17%		18%	10%	19%	8%	19%	10%	14%	15%	13%	17%	14%	16%	12%	19%	8%	12%	15%	15%	6%	12%	14%	19%	15%	16%	11%	15%
Never	50%	41%	100%	37%	68%	33%	75%	44%	57%	52%	49%	53%	40%	59%	44%	58%	57%	54%	65%	42%	36%	83%	65%	56%	31%	46%	41%	60%	60%
Don't know	0%	0%		1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	31%	1%	1%	1%	1%	

Q9h. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Interact with government to get information or return forms

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	4%	4%		5%	2%	5%	1%	3%	5%	4%	4%	6%	4%	1%	2%	3%	9%	8%	2%	8%	3%	3%	5%	2%	4%	4%	4%	2%	4%
Weekly	9%	11%		12%	5%	12%	5%	12%	6%	8%	10%	7%	10%	9%	10%	9%	4%	12%	6%	14%	15%	3%	7%	11%	10%	10%	7%	10%	11%
Less than weekly	30%	36%		35%	23%	37%	20%	32%	28%	33%	27%	25%	32%	33%	38%	22%	21%	15%	19%	31%	40%	11%	14%	25%	46%	29%	42%	28%	13%
Never	56%	49%	100%	47%	70%	45%	73%	53%	60%	55%	58%	60%	53%	58%	49%	64%	64%	65%	73%	46%	42%	83%	73%	60%	39%	57%	45%	59%	71%
Don't know	1%	1%		1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	1%	2%	0%	1%	2%	0%	2%	1%	1%	0%	1%	1%	1%	



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

09i. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Look for information about a specific topic

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	47%	55%		62%	25%	62%	23%	46%	47%	52%	42%	68%	48%	24%	50%	47%	23%	65%	26%	56%	65%	6%	41%	47%	58%	46%	53%	46%	35%
Weekly	22%	26%		22%	21%	23%	20%	26%	18%	20%	23%	13%	24%	28%	26%	12%	26%	27%	22%	20%	23%	14%	18%	21%	27%	23%	21%	20%	25%
Less than weekly	8%	10%		7%	10%	9%	7%	9%	8%	7%	10%	5%	8%	11%	9%	8%	9%		8%	12%	5%	9%	8%	10%	7%	7%	9%	7%	11%
Never	23%	9%	100%	9%	43%	6%	50%	19%	27%	21%	25%	14%	20%	37%	15%	33%	43%	8%	43%	12%	7%	71%	33%	22%	8%	24%	17%	27%	29%

09j. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Share information, ideas, or opinions

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	20%	23%		26%	10%	30%	4%	21%	18%	20%	19%	26%	20%	12%	20%	22%	11%	19%	13%	25%	23%	9%	18%	21%	22%	24%	22%	16%	14%
Weekly	20%	23%		26%	12%	26%	10%	23%	16%	20%	20%	21%	19%	20%	19%	23%	12%	17%	19%	22%	6%	17%	25%	22%	20%	23%	15%	18%	
Less than weekly	16%	19%		20%	9%	19%	10%	17%	14%	14%	17%	17%	18%	11%	16%	12%	15%	31%	15%	22%	14%	14%	13%	19%	16%	12%	21%	17%	
Never	45%	35%	100%	28%	68%	25%	75%	39%	51%	45%	45%	35%	44%	56%	43%	47%	51%	38%	55%	32%	41%	71%	51%	42%	37%	40%	43%	47%	51%
Don't know	0%	0%		1%		1%		1%		1%			1%	0%					2%			1%					1%		

09k. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Get local news and information

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	40%	47%		54%	20%	52%	22%	39%	40%	44%	35%	49%	47%	22%	45%	35%	28%	42%	25%	42%	57%	14%	26%	38%	55%	29%	53%	41%	32%
Weekly	18%	21%		21%	12%	26%	5%	20%	14%	16%	19%	21%	21%	10%	15%	18%	21%	27%	17%	22%	17%	14%	24%	14%	17%	30%	12%	12%	15%
Less than weekly	12%	14%		11%	12%	11%	12%	13%	10%	9%	14%	7%	10%	17%	13%	8%	13%	8%	10%	10%	11%	9%	10%	13%	12%	12%	10%	9%	15%
Never	31%	19%	100%	14%	55%	12%	61%	27%	36%	31%	32%	23%	22%	51%	26%	39%	38%	23%	48%	25%	15%	63%	40%	36%	16%	29%	25%	38%	38%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q9l. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Get regional or national news and information online

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	42%	49%		55%	24%	52%	25%	40%	43%	47%	36%	44%	50%	28%	51%	31%	32%	31%	23%	44%	62%	3%	25%	40%	61%	37%	55%	36%	31%
Weekly	17%	20%		21%	11%	25%	5%	19%	14%	18%	16%	23%	15%	13%	14%	21%	13%	27%	14%	25%	14%	6%	22%	20%	15%	22%	14%	19%	13%
Less than weekly	10%	11%		10%	9%	10%	9%	12%	7%	5%	14%	7%	8%	14%	3%	13%	15%	9%	7%	10%	9%	8%	7%	11%	12%	11%	5%	10%	
Never	32%	19%	100%	15%	55%	13%	61%	28%	36%	30%	34%	26%	27%	44%	22%	45%	43%	27%	54%	22%	14%	83%	46%	33%	11%	29%	19%	41%	47%
Don't know	0%	0%		1%		1%		0%		0%				1%	0%				2%					1%		1%			

Q9m. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Find information about products or services online

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	26%	31%		34%	15%	36%	11%	25%	27%	32%	21%	44%	22%	13%	26%	27%	17%	35%	15%	29%	37%	6%	20%	31%	31%	26%	32%	23%	19%
Weekly	32%	38%		41%	20%	40%	20%	35%	28%	33%	31%	31%	44%	19%	37%	25%	28%	31%	25%	27%	38%	17%	33%	26%	37%	36%	33%	31%	25%
Less than weekly	15%	18%		15%	15%	16%	14%	17%	14%	11%	20%	10%	11%	26%	17%	10%	19%	15%	18%	25%	12%	11%	14%	16%	17%	14%	16%	12%	19%
Never	27%	13%	100%	10%	49%	8%	56%	23%	31%	25%	28%	16%	23%	42%	19%	38%	36%	19%	42%	19%	13%	66%	33%	27%	14%	24%	19%	33%	36%

Q9n. Over the past three months, please tell me how frequently you engaged in the following activities over the Internet on any type of device.  
Use social networks such as Facebook or Twitter

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	41%	49%		60%	16%	68%	16%	43%	39%	43%	40%	67%	38%	20%	40%	44%	36%	50%	36%	37%	49%	26%	40%	47%	42%	49%	41%	41%	32%
Weekly	11%	13%		13%	9%	19%	9%	13%	9%	9%	14%	9%	16%	7%	11%	10%	13%	12%	8%	19%	12%	6%	8%	15%	13%	12%	11%	9%	15%
Less than weekly	8%	9%		9%	7%	13%	7%	12%	4%	11%	5%	4%	12%	7%	9%	7%	9%	8%	7%	10%	8%	6%	7%	3%	12%	9%	9%	5%	7%
Never	39%	28%	100%	19%	67%		99%	32%	47%	38%	41%	20%	34%	65%	40%	39%	43%	31%	48%	34%	31%	63%	45%	34%	34%	30%	38%	46%	46%
Don't know	0%	0%		1%		1%		0%		0%				1%	0%				1%					1%		1%			

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q10. Over the past three months, please tell me whether you engaged in the following activities over the Internet using any type of device?  
(Base=Total Sample)

	Total
RESPONDENTS	400
10a. Upload self-created content such as images, videos, or text to a website for sharing	53%
10b. Use peer-to-peer file sharing	26%
10c. Play single-player games	32%
10d. Play multi-player games	23%
10e. Use online banking	63%
10f. Post comments on websites	46%
None of the above	23%

Q10a. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Upload self-created content such as images, videos, or text to a website for sharing

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	9%	10%		14%	1%	14%		10%	7%	7%	10%	16%	8%	2%	5%	14%	13%	4%	12%	5%	10%	11%	7%	13%	7%	9%	7%	11%	10%
Weekly	20%	24%		27%	10%	29%	6%	20%	20%	20%	20%	28%	21%	11%	20%	21%	13%	31%	11%	27%	25%	6%	24%	19%	22%	25%	18%	25%	14%
Less than weekly	24%	29%		31%	15%	34%	9%	27%	21%	29%	20%	26%	29%	16%	30%	20%	13%	19%	18%	25%	29%	3%	21%	22%	33%	26%	31%	12%	22%
Never	47%	37%	100%	27%	73%	22%	85%	42%	52%	44%	50%	30%	42%	70%	45%	45%	60%	46%	58%	42%	36%	77%	49%	47%	39%	39%	45%	51%	54%
Don't know	1%	1%		0%	1%	1%		1%	1%	1%	1%	1%	1%	1%	0%	2%		1%	1%	3%		3%			1%		1%		

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q10b. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Use peer-to-peer file sharing

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	4%	4%		6%	6%	6%	1%	4%	3%	3%	4%	7%	4%		3%	3%	2%	15%	3%	5%	5%	3%	4%	3%	4%	6%	2%	2%	6%
Weekly	10%	12%		16%	2%	16%	1%	8%	12%	13%	7%	22%	8%	1%	6%	14%	13%	19%	11%	7%	10%	6%	13%	13%	8%	10%	9%	11%	10%
Less than weekly	12%	14%		18%	5%	17%	5%	16%	8%	14%	11%	16%	13%	8%	16%	8%	6%	12%	8%	12%	17%	6%	7%	11%	17%	16%	15%	10%	7%
Never	69%	63%	100%	55%	87%	54%	91%	66%	72%	68%	70%	49%	69%	88%	69%	69%	79%	46%	74%	71%	62%	86%	72%	69%	64%	65%	66%	70%	75%
Don't know	5%	6%		5%	6%	7%	2%	6%	4%	2%	8%	6%	6%	3%	6%	6%		8%	5%	5%	6%	5%	4%	7%	3%	8%	6%	3%	

Q10c. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Play single player games

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	12%	14%		15%	7%	17%	3%	14%	9%	12%	11%	17%	11%	7%	7%	19%	9%	19%	11%	20%	8%	9%	17%	14%	8%	11%	7%	17%	14%
Weekly	10%	12%		14%	5%	14%	5%	13%	8%	14%	6%	15%	10%	7%	11%	8%	13%	12%	10%	14%	7%	11%	11%	10%	10%	14%	9%	11%	8%
Less than weekly	10%	12%		13%	5%	14%	4%	9%	10%	9%	11%	12%	10%	7%	10%	10%	9%	8%	10%	8%	11%	6%	8%	9%	12%	10%	10%	10%	8%
Never	69%	63%	100%	58%	83%	55%	89%	65%	73%	65%	72%	56%	70%	79%	72%	63%	70%	62%	68%	58%	74%	74%	65%	67%	70%	65%	74%	62%	69%

Q10d. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Play multi-player games

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	11%	13%		14%	6%	17%	1%	12%	10%	15%	6%	21%	10%	2%	7%	18%	9%	12%	11%	12%	9%	3%	17%	13%	7%	11%	10%	17%	6%
Weekly	4%	5%		5%	3%	6%	1%	5%	4%	6%	2%	6%	4%	2%	5%	4%	2%	4%	3%	3%	4%	6%	3%	4%	5%	8%	2%	4%	4%
Less than weekly	8%	9%		11%	3%	12%	2%	10%	5%	11%	5%	12%	8%	3%	8%	9%	6%	4%	8%	10%	6%	6%	7%	8%	8%	7%	5%	7%	13%
Never	77%	73%	100%	69%	88%	65%	96%	73%	81%	68%	86%	62%	78%	92%	80%	69%	83%	81%	77%	75%	81%	86%	74%	75%	80%	74%	82%	72%	78%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q10e. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Use online banking

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	27%	32%		35%	15%	37%	11%	23%	31%	32%	22%	44%	23%	15%	26%	27%	19%	46%	17%	27%	37%	6%	23%	27%	34%	24%	34%	28%	17%
Weekly	29%	34%		36%	18%	36%	18%	34%	23%	28%	29%	26%	37%	20%	34%	21%	23%	27%	17%	32%	39%	9%	25%	25%	38%	39%	28%	21%	24%
Less than weekly	7%	8%		8%	5%	7%	6%	6%	8%	6%	8%	7%	9%	5%	6%	7%	15%		8%	10%	5%	9%	5%	8%	7%	4%	7%	5%	14%
Never	38%	26%	100%	20%	62%	20%	65%	37%	38%	34%	41%	23%	31%	60%	33%	45%	43%	27%	58%	31%	18%	77%	48%	40%	21%	33%	31%	46%	46%

Q10f. Over the past three months, please tell me how frequently you engaged in the following activity over the Internet on any type of device.  
Post comments on websites

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Daily	12%	14%		16%	7%	19%	1%	13%	11%	11%	13%	26%	9%	3%	9%	18%	11%	19%	15%	17%	8%	6%	17%	17%	8%	15%	10%	15%	10%
Weekly	16%	19%		21%	9%	26%	1%	17%	15%	18%	14%	23%	17%	8%	14%	23%	11%	12%	11%	20%	18%	9%	15%	22%	15%	16%	16%	15%	18%
Less than weekly	18%	21%		23%	11%	24%	8%	20%	16%	18%	18%	18%	22%	13%	22%	13%	11%	27%	10%	20%	25%	3%	10%	17%	27%	17%	23%	15%	14%
Never	54%	45%	100%	39%	73%	30%	89%	50%	57%	52%	55%	33%	53%	75%	56%	47%	68%	42%	63%	41%	49%	83%	59%	45%	49%	52%	50%	56%	58%
Don't know	0%	0%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%				2%					1%		1%			

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q11. Over the past three months, please tell me whether you engaged in the following activities over the Internet using any type of device?  
(Base=Total Sample)

	Total
RESPONDENTS	400
11a. Post comments on websites and state your personal opinion	45%
11b. Post comments on websites and provide additional facts and information	42%
11c. Post comments on websites and comment on community or political issues	32%
None of the above	55%

Q11a. Please tell me if you do the following all or most of the time, some of the time, hardly ever, or never.  
Post comments on websites and state your personal opinions

	Total	Post Comments	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	185	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
All/most of the time	25%	54%	30%		33%	14%	37%	7%	29%	21%	25%	25%	33%	25%	17%	22%	32%	15%	38%	20%	39%	26%	14%	18%	30%	28%	27%	26%	23%	22%
Some of the time	15%	33%	18%		20%	8%	25%		14%	16%	16%	14%	27%	15%	4%	16%	16%	9%	15%	12%	12%	18%	3%	19%	17%	15%	14%	17%	16%	15%
Hardly ever	5%	10%	5%		6%	3%	6%	3%	6%	3%	5%	4%	7%	4%	2%	5%	3%	6%	4%	4%	7%	4%	4%	4%	6%	5%	6%	4%	4%	3%
Never	55%	3%	47%	100%	41%	75%	32%	91%	51%	60%	54%	57%	33%	56%	76%	57%	49%	70%	42%	64%	42%	51%	83%	60%	47%	52%	53%	53%	57%	60%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q11b. Please tell me if you do the following all or most of the time, some of the time, hardly ever, or never.  
Post comments on websites and provide additional facts and information

	Total	Post Comments	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	185	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
All/most of the time	11%	24%	13%		15%	6%	16%	4%	13%	9%	12%	11%	15%	12%	7%	12%	14%	2%	4%	8%	24%	9%		11%	10%	14%	9%	14%	10%	10%
Some of the time	23%	49%	27%		30%	13%	35%	4%	24%	22%	26%	20%	35%	23%	11%	22%	25%	13%	38%	18%	27%	27%	11%	19%	27%	25%	27%	28%	21%	13%
Hardly ever	8%	17%	9%		10%	5%	12%	1%	8%	7%	7%	8%	11%	7%	6%	8%	8%	9%	4%	8%	5%	9%	6%	6%	14%	6%	6%	5%	7%	15%
Never	58%	10%	51%	100%	45%	76%	37%	91%	55%	62%	56%	61%	40%	58%	76%	58%	53%	77%	54%	66%	44%	55%	83%	65%	49%	54%	58%	53%	62%	63%

Q11c. Please tell me if you do the following all or most of the time, some of the time, hardly ever, or never.  
Post comments on websites and comment on community or political issues.

	Total	Post Comments	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	185	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
All/most of the time	8%	17%	9%		10%	4%	12%	2%	8%	8%	8%	7%	10%	8%	5%	7%	11%	4%	4%	4%	17%	8%	3%	6%	9%	9%	5%	8%	7%	8%
Some of the time	16%	35%	19%		23%	7%	26%	1%	19%	12%	17%	15%	21%	19%	7%	12%	23%	9%	27%	16%	20%	17%	6%	14%	20%	17%	24%	15%	15%	11%
Hardly ever	8%	18%	10%		10%	6%	12%	3%	9%	8%	9%	8%	11%	7%	7%	9%	6%	6%	15%	8%	8%	10%	3%	8%	7%	10%	6%	9%	10%	8%
Never	68%	31%	62%	100%	57%	83%	51%	94%	64%	72%	66%	70%	58%	66%	80%	71%	60%	81%	54%	73%	54%	66%	89%	73%	64%	63%	65%	68%	68%	72%

Knight School of Communication 2012 Digital and Media Literacy Survey  
Data Table Report

Q12. Over the past three months, please tell me whether you engaged in the following activities with a smartphone or cell phone with Internet access?  
(Base=Total Sample)

	Total
RESPONDENTS	231
12a. Use social media	74%
12b. Write and read email	87%
12c. Browse the Internet	91%
12d. Get local news and information	82%
12e. Get regional or national news and information	76%
12f. Get directions	81%
12g. Take pictures or videos	89%
12h. Watch television or movies	32%
12i. Read eBooks, online newspapers or online magazines	41%
12j. Play games online or through apps	45%
12k. Make purchases online	45%
12l. Use video chat	30%
12m. Download apps	72%
None of the above	4%



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12a. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Use social media

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	51%	51%	51%	61%	5%	45%	58%	55%	46%	72%	42%	17%	48%	56%	47%	53%	53%	38%	53%	53%	56%	53%	46%	55%	53%	47%	47%
Weekly	11%	11%	11%	13%	2%	13%	8%	7%	15%	8%	13%	11%	9%	8%	20%	16%	14%	15%	11%	13%	6%	14%	11%	10%	8%	15%	13%
Less than weekly	12%	12%	12%	13%	7%	11%	14%	11%	13%	6%	15%	19%	11%	14%	17%	5%	14%	12%	12%		14%	10%	14%	16%	12%	9%	13%
Never	26%	26%	26%	13%	84%	31%	20%	27%	25%	13%	30%	50%	32%	21%	17%	26%	19%	35%	24%	33%	24%	21%	29%	19%	27%	30%	26%
Don't know	0%	0%	0%		2%		1%		1%			3%	1%								2%			1%			

Q12b. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Write or read emails

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	62%	62%	62%	65%	51%	62%	63%	62%	63%	62%	71%	39%	62%	63%	63%	58%	53%	62%	75%	53%	54%	52%	73%	60%	72%	53%	63%
Weekly	16%	16%	16%	16%	16%	19%	14%	18%	14%	22%	12%	14%	17%	15%	20%	11%	19%	12%	12%	13%	24%	16%	14%	16%	15%	17%	18%
Less than weekly	8%	8%	8%	7%	12%	7%	10%	8%	8%	9%	5%	14%	6%	8%	10%	16%	14%	15%	4%	13%	6%	16%	5%	8%	4%	17%	8%
Never	13%	13%	13%	11%	19%	12%	13%	11%	14%	7%	11%	31%	14%	13%	7%	16%	14%	12%	9%	20%	16%	16%	8%	16%	8%	13%	11%
Don't know	0%	0%	0%		2%		1%		1%			3%	1%								2%			1%			

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12c. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Browse the Internet

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+ Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	66%	66%	66%	70%	49%	66%	66%	69%	63%	81%	63%	31%	61%	73%	60%	74%	67%	62%	70%	60%	74%	62%	65%	66%	69%	64%	63%
Weekly	15%	15%	15%	14%	19%	14%	16%	11%	19%	10%	17%	19%	15%	13%	17%	16%	12%	18%	11%	13%	10%	17%	16%	19%	10%	11%	21%
Less than weekly	10%	10%	10%	9%	19%	10%	11%	10%	11%	5%	9%	28%	13%	6%	13%	11%	12%	12%	10%	7%	8%	9%	13%	5%	13%	17%	8%
Never	9%	9%	9%	8%	12%	10%	7%	10%	7%	3%	10%	19%	10%	8%	10%		9%	9%	9%	20%	8%	10%	6%	10%	6%	9%	8%
Don't know	0%	0%	0%	2%			1%		1%		3%	1%									2%			1%			

Q12d. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Get local news and information

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+ Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	49%	49%	49%	51%	40%	47%	51%	55%	42%	56%	50%	28%	49%	51%	47%	47%	51%	41%	52%	53%	48%	41%	53%	40%	58%	47%	50%
Weekly	18%	18%	18%	20%	12%	22%	13%	11%	26%	18%	19%	17%	18%	18%	17%	21%	11%	24%	18%	13%	18%	21%	18%	18%	18%	19%	18%
Less than weekly	15%	15%	15%	14%	21%	16%	15%	14%	16%	14%	12%	25%	13%	17%	27%	5%	21%	15%	12%		20%	16%	15%	21%	10%	17%	16%
Never	17%	17%	17%	15%	26%	15%	21%	19%	15%	12%	18%	28%	20%	14%	10%	26%	18%	21%	18%	33%	14%	21%	15%	21%	13%	17%	16%
Don't know	0%	0%	0%	2%			1%		1%		3%	1%									2%				1%		

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12e. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Get regional news and information

	Total	Use Internet	Use Smartphone for Int	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	39%	39%	39%	40%	30%	34%	44%	44%	33%	48%	38%	14%	43%	38%	40%	11%	35%	38%	45%	20%	36%	36%	44%	34%	50%	32%	34%
Weekly	23%	23%	23%	27%	7%	26%	19%	22%	24%	25%	21%	22%	21%	25%	13%	42%	19%	29%	24%	13%	26%	22%	23%	24%	23%	23%	21%
Less than weekly	15%	15%	15%	12%	26%	17%	12%	9%	21%	9%	17%	22%	12%	14%	23%	21%	19%	18%	10%	7%	16%	14%	16%	18%	10%	19%	16%
Never	23%	23%	23%	21%	35%	22%	25%	25%	21%	18%	23%	39%	23%	23%	23%	26%	26%	15%	22%	60%	22%	26%	18%	24%	15%	26%	29%
Don't know	0%	0%	0%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%

Q12f. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Get directions

	Total	Use Internet	Use Smartphone for Int	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	20%	20%	20%	21%	16%	20%	21%	22%	19%	24%	21%	8%	14%	25%	33%	16%	26%	18%	17%	40%	22%	17%	19%	19%	23%	19%	18%
Weekly	33%	33%	33%	35%	23%	31%	35%	28%	38%	42%	28%	22%	31%	35%	27%	47%	35%	29%	34%	27%	32%	34%	33%	31%	33%	32%	39%
Less than weekly	28%	28%	28%	27%	33%	29%	26%	30%	25%	24%	28%	39%	32%	25%	27%	11%	28%	24%	31%	13%	26%	28%	31%	35%	26%	23%	26%
Never	19%	19%	19%	17%	28%	20%	18%	20%	18%	10%	23%	31%	23%	14%	13%	26%	11%	29%	19%	20%	20%	21%	18%	15%	18%	26%	16%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12g. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Take pictures and videos

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	27%	27%	27%	30%	14%	26%	27%	21%	33%	39%	20%	11%	25%	38%	20%	5%	32%	32%	25%	27%	28%	33%	23%	24%	27%	32%	29%
Weekly	44%	44%	44%	47%	30%	43%	45%	45%	43%	45%	39%	56%	45%	37%	50%	58%	39%	41%	45%	33%	50%	36%	47%	50%	47%	32%	45%
Less than weekly	18%	18%	18%	15%	30%	19%	17%	21%	14%	10%	28%	11%	17%	18%	13%	26%	14%	15%	23%	20%	10%	16%	22%	18%	14%	17%	21%
Never	11%	11%	11%	8%	23%	12%	10%	13%	9%	5%	13%	19%	12%	7%	17%	11%	16%	12%	8%	20%	12%	14%	7%	8%	10%	19%	5%
Don't know	0%	0%	0%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%

Q12h. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Watch television or movies

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	7%	7%	7%	7%	7%	9%	5%	8%	7%	8%	9%	7%	3%	15%	10%	3%	12%	15%	3%	20%	10%	3%	6%	10%	4%	6%	13%
Weekly	8%	8%	8%	10%	7%	10%	5%	7%	9%	8%	10%	8%	5%	15%	5%	7%	12%	6%	6%	10%	10%	6%	5%	10%	11%	5%	
Less than weekly	17%	17%	17%	20%	7%	16%	19%	18%	16%	19%	18%	11%	14%	20%	20%	21%	21%	15%	19%	13%	12%	21%	19%	16%	14%	19%	21%
Never	67%	67%	67%	63%	84%	64%	71%	67%	67%	65%	62%	86%	77%	49%	70%	74%	60%	59%	72%	67%	68%	64%	69%	69%	71%	64%	61%
Don't know	0%	0%	0%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12i. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Read eBooks, online newspapers, or online magazines

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+ Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	11%	11%	11%	12%	9%	13%	9%	11%	12%	12%	13%	3%	9%	18%	7%	5%	5%	21%	11%	7%	6%	10%	15%	8%	17%	6%	11%
Weekly	13%	13%	13%	15%	2%	13%	13%	12%	14%	13%	16%	3%	12%	11%	27%	5%	19%	15%	13%	20%	14%	14%	11%	10%	9%	15%	26%
Less than weekly	17%	17%	17%	19%	9%	16%	19%	16%	18%	15%	18%	17%	14%	23%	13%	21%	21%	15%	15%	13%	16%	14%	19%	18%	12%	21%	24%
Never	58%	58%	58%	54%	77%	58%	59%	61%	55%	59%	52%	75%	65%	48%	53%	68%	54%	50%	61%	60%	64%	60%	55%	65%	62%	57%	39%
Don't know	0%	0%	0%	2%		1%		1%			3%	1%									2%			1%			

Q12j. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Play games online or through apps

	Total	Use Internet	Use Smartphone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+ Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	16%	16%	16%	19%	2%	16%	16%	15%	17%	19%	16%	8%	13%	20%	13%	26%	14%	24%	15%	13%	22%	17%	13%	19%	10%	21%	13%
Weekly	14%	14%	14%	15%	9%	15%	14%	17%	12%	20%	9%	14%	14%	18%	7%	11%	21%	12%	12%	20%	18%	19%	9%	16%	13%	13%	18%
Less than weekly	15%	15%	15%	18%	2%	16%	14%	15%	14%	15%	16%	8%	14%	18%	20%		23%	12%	13%	7%	10%	19%	16%	11%	15%	19%	13%
Never	55%	55%	55%	48%	84%	53%	56%	53%	56%	46%	58%	67%	59%	44%	60%	63%	42%	53%	60%	60%	50%	43%	62%	53%	60%	47%	55%
Don't know	0%	0%	0%	2%		1%		1%			3%	1%									2%			1%			

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12k. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Make purchases online

	Total	Use Internet	Use Smartphone for Int	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	5%	5%	5%	5%	7%	7%	3%	5%	5%	5%	7%	3%	3%	11%	8%	5%	7%	6%	4%	7%	8%	2%	6%	5%	1%	6%	13%
Weekly	12%	12%	12%	14%	5%	14%	10%	14%	10%	11%	12%	14%	12%	8%	17%	21%	9%	15%	14%	7%	6%	14%	15%	13%	14%	9%	11%
Less than weekly	28%	28%	28%	29%	23%	25%	31%	29%	27%	32%	32%	6%	27%	32%	27%	16%	25%	29%	32%	13%	22%	22%	35%	23%	35%	26%	26%
Never	55%	55%	55%	53%	63%	54%	55%	52%	57%	52%	49%	78%	58%	48%	57%	58%	60%	50%	50%	73%	64%	60%	44%	60%	49%	60%	50%
Don't know	0%	0%	0%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%

Q12l. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Use video chat

	Total	Use Internet	Use Smartphone for Int	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	4%	4%	4%	4%	2%	3%	5%	6%	2%	7%	2%	1%	1%	10%	3%	5%	9%	1%	7%	8%	3%	2%	2%	2%	3%	4%	11%
Weekly	9%	9%	9%	10%	5%	9%	9%	9%	9%	8%	13%		7%	8%	13%	16%	5%	15%	8%	7%	10%	5%	12%	13%	8%	6%	11%
Less than weekly	17%	17%	17%	20%	2%	19%	15%	18%	15%	22%	16%	6%	16%	20%	20%	5%	21%	15%	18%	13%	20%	10%	19%	21%	14%	13%	21%
Never	70%	70%	70%	65%	91%	69%	72%	66%	74%	63%	68%	94%	76%	62%	63%	79%	68%	62%	73%	80%	62%	81%	67%	65%	76%	77%	58%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q12m. Over the past 3 months, please tell me how frequently you used your smartphone or cell phone with Internet access to engage in the following activity.  
Download apps

	Total	Use Internet	Use Smart Phone for Internet	Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	Yes	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	231	231	231	188	43	129	102	119	112	97	98	36	111	71	30	19	57	34	101	15	50	58	108	62	78	47	38
Daily	10%	10%	10%	11%	9%	12%	11%	10%	14%	14%	9%	3%	5%	20%	17%	18%	15%	4%	27%	12%	10%	7%	10%	6%	9%	21%	
Weekly	23%	23%	23%	27%	7%	23%	24%	28%	19%	30%	22%	8%	19%	32%	13%	32%	16%	21%	27%	7%	28%	29%	20%	26%	26%	19%	21%
Less than weekly	38%	38%	38%	39%	33%	40%	36%	36%	40%	41%	37%	33%	44%	31%	40%	26%	33%	26%	46%	20%	24%	33%	50%	44%	41%	34%	32%
Never	28%	28%	28%	23%	51%	28%	28%	25%	31%	14%	32%	56%	32%	17%	30%	42%	33%	38%	24%	47%	36%	28%	22%	21%	27%	38%	26%

Q13. In the past year, have you created any of the following media content yourself?  
(Base=Total Sample)

	Total
RESPONDENTS	400
Written a letter to an editor or newspaper	11%
Created video or audio materials	24%
Created a digital slide show or PowerPoint presentation	27%
Written a blog	10%
Created and posted a podcast	2%
Created a webpage of any kind	17%
None of the above	52%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q13a. In the past year, have you created any of the following media content yourself?  
Written a letter to an editor or newspaper

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	11%	12%	3%	12%	9%	14%	6%	11%	11%	12%	9%	6%	11%	15%	15%	4%	6%	12%	4%	12%	15%	6%	7%	5%	17%	8%	18%	7%	4%
No/DK	89%	88%	97%	88%	91%	86%	94%	89%	89%	88%	91%	94%	89%	85%	85%	96%	94%	88%	96%	88%	85%	94%	93%	95%	83%	92%	82%	93%	96%

Q13b. In the past year, have you created any of the following media content yourself?  
Created video or audio materials

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	24%	28%	5%	35%	10%	35%	8%	27%	22%	30%	19%	40%	24%	10%	24%	31%	6%	27%	20%	22%	29%	9%	22%	27%	27%	27%	24%	20%	24%
No/DK	76%	72%	95%	65%	90%	65%	92%	73%	78%	70%	81%	60%	76%	90%	76%	69%	94%	73%	80%	78%	71%	91%	78%	73%	73%	73%	76%	80%	76%

Q13c. In the past year, have you created any of the following media content yourself?  
Created a digital slide show or PowerPoint presentation

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	27%	31%	5%	40%	9%	38%	11%	34%	20%	29%	25%	40%	29%	12%	28%	27%	26%	19%	16%	25%	36%	9%	19%	25%	37%	27%	31%	22%	24%
No/DK	73%	69%	95%	60%	91%	62%	89%	66%	80%	71%	75%	60%	71%	88%	72%	73%	74%	81%	84%	75%	64%	91%	81%	75%	63%	73%	69%	78%	76%

Q13d. In the past year, have you created any of the following media content yourself?  
Written a blog

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	10%	12%	100%	14%	4%	15%	1%	14%	6%	11%	9%	12%	13%	4%	8%	12%	11%	12%	8%	17%	10%	6%	8%	9%	12%	7%	12%	7%	13%
No/DK	90%	88%	100%	86%	96%	85%	99%	86%	94%	89%	91%	88%	87%	96%	92%	88%	89%	88%	92%	83%	90%	94%	92%	91%	88%	93%	88%	93%	88%



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q13e. In the past year, have you created any of the following media content yourself?  
Created and posted a podcast

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	2%	2%		3%		3%		2%	1%	2%	1%	3%	2%		0%	3%	4%		2%	3%	1%	3%	3%	1%	1%	2%	2%	4%	
No/DK	98%	98%	100%	97%	100%	97%	100%	98%	99%	98%	99%	97%	98%	100%	100%	97%	96%	100%	98%	97%	99%	97%	97%	99%	99%	98%	100%	98%	96%

Q13f. In the past year, have you created any of the following media content yourself?  
Created a webpage of any kind

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	17%	20%		24%	7%	26%	3%	21%	12%	19%	15%	20%	22%	7%	17%	20%	9%	12%	13%	19%	23%	6%	14%	16%	22%	19%	14%	19%	14%
No/DK	83%	80%	100%	76%	93%	74%	97%	79%	88%	81%	85%	80%	78%	93%	83%	80%	91%	88%	87%	81%	77%	94%	86%	84%	78%	81%	86%	81%	86%

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Q14. Agreement with the following statements . . .  
(Base=Internet Users)

	Total
RESPONDENTS	338
14a. I think that using the Internet makes me more informed.	92%
14b. I think that reading other peoples' recommendations on sites like Amazon, Ebay or Yelp is useful helping me make decisions.	68%
14c. I think the Internet offers a very important opportunity to get to know people from different backgrounds and places.	76%
14d. It is important for me to be able to stay in touch with my friends online.	74%
14e. When I go online, I like to feel I am part of a community.	44%
14f. I enjoy the shared aspect of things like Wikipedia and online message boards.	62%
14g. I regularly post information about myself online.	24%

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Q14. Agreement with the following statements . . .  
(Base=Internet Users)

	Total
14h. When I'm interested in a topic, I gather information from several different sources like TV, radio, and the Internet to try to get the full picture.	83%
14i. I am usually able to enter the right words in a search engine to find what I am looking for.	92%
14j. I can usually determine whether or not the information I find online is correct and reliable.	85%
14k. When I search for something online and get many results, I can usually decide which ones will be the most useful for me.	93%
14l. I often share website links with other people.	52%
Did not agree with any above	2%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q14a. Please tell me whether you agree or disagree with the following statements.  
I think that using the Internet makes me more informed.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	92%	94%	88%	95%	84%	93%	90%	93%	91%	91%	93%	91%	95%	87%	89%	88%	84%	91%	96%	71%	90%	86%	98%	94%	95%	90%	82%
Disagree	7%	5%	10%	5%	11%	7%	6%	5%	8%	6%	7%	7%	3%	11%	9%	12%	13%	7%	3%	29%	9%	8%	2%	3%	3%	9%	16%
Don't know	2%	2%	2%	1%	4%	1%	3%	2%	2%	3%	1%	2%	2%	2%	3%	3%	3%	2%	1%	1%	1%	6%	2%	2%	1%	2%	

Q14b. Please tell me whether you agree or disagree with the following statements.  
I think that reading other people's recommendations on sites like Amazon, Ebay or Yelp is useful in helping me make decisions.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	68%	73%	56%	75%	50%	72%	63%	71%	65%	72%	69%	61%	71%	61%	71%	64%	61%	73%	73%	71%	68%	58%	73%	70%	71%	60%	71%
Disagree	28%	24%	36%	23%	42%	25%	32%	27%	29%	25%	29%	30%	24%	35%	26%	36%	36%	22%	23%	29%	28%	37%	23%	26%	26%	37%	24%
Don't know	4%	3%	7%	2%	8%	3%	6%	2%	6%	3%	2%	9%	5%	4%	3%	4%	4%	5%	4%	4%	4%	5%	4%	4%	3%	3%	5%

Q14c. Please tell me whether you agree or disagree with the following statements.  
I think the Internet offers a very important opportunity to get to know people from different backgrounds and places.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	76%	79%	69%	81%	61%	78%	73%	79%	72%	85%	74%	67%	74%	79%	83%	68%	79%	82%	73%	82%	81%	73%	74%	74%	74%	76%	80%
Disagree	20%	16%	28%	15%	31%	18%	22%	18%	22%	13%	20%	29%	23%	15%	14%	24%	17%	13%	22%	18%	17%	21%	21%	21%	22%	16%	18%
Don't know	4%	5%	3%	3%	7%	4%	5%	3%	6%	2%	7%	5%	4%	5%	3%	8%	4%	5%	5%	3%	6%	5%	4%	4%	7%	2%	

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Q14d. Please tell me whether you agree or disagree with the following statements.  
It is important for me to be able to stay in touch with my friends online.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	74%	78%	64%	85%	47%	76%	72%	78%	71%	84%	70%	67%	76%	71%	83%	60%	72%	71%	74%	76%	74%	64%	78%	69%	82%	73%	71%
Disagree	24%	20%	34%	14%	49%	22%	26%	21%	28%	15%	28%	30%	23%	26%	17%	40%	26%	25%	26%	24%	24%	32%	20%	29%	16%	25%	29%
Don't know	2%	2%	2%	1%	4%	2%	2%	2%	2%	1%	1%	3%	2%	3%			1%	4%	1%		1%	4%	1%	2%	3%	1%	

Q14e. Please tell me whether you agree or disagree with the following statements.  
When I go online, I like to feel I am part of a community.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	44%	48%	36%	52%	26%	48%	41%	43%	46%	52%	42%	38%	40%	49%	66%	32%	53%	49%	42%	59%	49%	49%	38%	44%	42%	45%	53%
Disagree	52%	48%	60%	45%	69%	50%	54%	54%	50%	47%	53%	57%	57%	47%	34%	60%	45%	44%	55%	41%	49%	45%	59%	51%	54%	52%	47%
Don't know	4%	3%	4%	3%	5%	2%	5%	3%	4%	1%	5%	5%	3%	4%		8%	3%	7%	3%		3%	6%	3%	6%	4%	3%	

Q14f. Please tell me whether you agree or disagree with the following statements.  
I enjoy the shared aspects of things like Wikipedia and online message boards.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	62%	70%	46%	73%	35%	61%	65%	62%	62%	82%	60%	41%	56%	66%	80%	72%	68%	67%	57%	65%	65%	61%	61%	64%	63%	61%	60%
Disagree	33%	26%	48%	24%	56%	35%	31%	33%	34%	17%	36%	51%	39%	28%	20%	28%	28%	24%	40%	29%	31%	35%	34%	33%	32%	33%	36%
Don't know	4%	3%	7%	3%	8%	4%	5%	5%	4%	2%	4%	8%	5%	5%		4%	9%	4%	6%	4%	5%	4%	3%	5%	6%	4%	

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Q14g. Please tell me whether you agree or disagree with the following statements.  
I regularly post information about myself online.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	24%	28%	15%	31%	5%	27%	21%	23%	25%	38%	21%	10%	17%	35%	34%	24%	32%	29%	19%	24%	31%	30%	18%	24%	19%	31%	27%
Disagree	75%	71%	84%	68%	92%	72%	78%	75%	75%	62%	77%	89%	83%	62%	66%	76%	67%	69%	80%	76%	68%	68%	82%	74%	80%	67%	73%
Don't know	1%	1%	1%	0%	3%	1%	1%	2%	1%	2%	1%	1%	3%	66%	76%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%

Q14h. Please tell me whether you agree or disagree with the following statements.  
When I'm interested in a topic, I gather informaton from several different sources like TV, radio, and the Internet to try to get the full picture.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	83%	86%	77%	87%	72%	84%	81%	85%	80%	86%	81%	82%	87%	78%	83%	72%	80%	80%	86%	82%	82%	77%	86%	76%	88%	82%	84%
Disagree	16%	13%	22%	12%	25%	15%	17%	13%	19%	14%	18%	16%	12%	20%	17%	28%	18%	20%	13%	18%	17%	20%	13%	21%	10%	18%	16%
Don't know	1%	1%	1%	0%	3%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%

Q14i. Please tell me whether you agree or disagree with the following statements.  
I am usually able to enter the right words in a search engine to find what I am looking for.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	92%	94%	88%	96%	83%	93%	91%	93%	92%	97%	91%	89%	95%	89%	91%	88%	89%	89%	97%	94%	88%	87%	97%	91%	93%	93%	91%
Disagree	7%	4%	11%	4%	14%	5%	8%	5%	8%	3%	8%	9%	4%	9%	9%	12%	9%	9%	2%	6%	10%	12%	2%	7%	6%	6%	9%
Don't know	1%	1%	1%	0%	3%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%

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Q14j. Please tell me whether you agree or disagree with the following statements.  
I can usually determine whether or not the information I find online is correct and reliable.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	85%	88%	78%	87%	79%	87%	82%	86%	84%	88%	86%	79%	88%	83%	83%	76%	79%	89%	89%	94%	79%	80%	89%	78%	84%	94%	85%
Disagree	12%	8%	19%	10%	15%	10%	14%	10%	13%	11%	9%	16%	9%	12%	14%	24%	17%	7%	8%	6%	18%	14%	8%	18%	12%	3%	13%
Don't know	4%	3%	4%	2%	6%	3%	5%	4%	3%	2%	4%	5%	3%	5%	3%	4%	4%	3%	3%	3%	3%	6%	3%	4%	4%	3%	2%

Q14k. Please tell me whether you agree or disagree with the following statements.  
When I search for something online and get many results, I can usually decide which ones will be the most useful for me.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	93%	94%	90%	96%	84%	95%	90%	95%	91%	95%	93%	89%	94%	90%	91%	96%	88%	95%	96%	100%	92%	85%	96%	91%	93%	96%	89%
Disagree	6%	4%	8%	3%	13%	4%	8%	3%	8%	3%	5%	10%	5%	7%	6%	4%	8%	5%	2%	6%	11%	3%	6%	5%	4%	9%	
Don't know	2%	2%	2%	1%	3%	2%	2%	2%	1%	3%	1%	1%	1%	3%	3%	4%	4%	1%	1%	1%	5%	1%	3%	2%	2%	2%	

Q14l. Please tell me whether you agree or disagree with the following statements.  
I often share website links with other people.  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Agree	52%	58%	40%	58%	38%	55%	49%	52%	53%	55%	54%	45%	55%	53%	34%	52%	45%	62%	55%	41%	45%	48%	59%	53%	54%	48%	55%
Disagree	46%	41%	57%	41%	58%	43%	50%	46%	46%	45%	44%	52%	44%	43%	66%	48%	54%	35%	43%	59%	54%	50%	39%	45%	43%	51%	45%
Don't know	2%	1%	3%	1%	4%	3%	1%	2%	1%	2%	3%	2%	2%	3%	2%	1%	1%	4%	1%	1%	2%	2%	2%	2%	3%	1%	2%

Knight School of Communication 2012 Digital and Media Literacy Survey  
Data Table Report

Q15. Agreement that  
computer and Internet  
skills are sufficient to do  
the following . . .  
(Base=Internet Users)

	Total
RESPONDENTS	338
15a. Communicate with relatives, friends and colleagues	93%
15b. Protect your personal data such as your address, phone number, credit card, and bank information	77%
15c. Conduct a job search online	83%
15d. Find general information about local government services	92%
15e. Find information about local news and events	93%
15f. Find information about regional or national news and events	92%
Did not agree with any above	2%



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q15a. Do you feel your current computer and Internet skills are sufficient to . . .  
Communicate with relatives, friends and colleagues?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	93%	95%	90%	96%	86%	96%	90%	94%	92%	95%	95%	89%	94%	95%	86%	96%	91%	93%	96%	88%	90%	88%	98%	96%	93%	96%	89%
No/DK	7%	5%	10%	4%	14%	4%	10%	6%	8%	5%	5%	11%	6%	5%	14%	4%	9%	7%	4%	12%	10%	12%	2%	4%	8%	4%	11%

Q15b. Do you feel your current computer and Internet skills are sufficient to . . .  
Protect your personal data such as your address, phone number, credit card, and bank information?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	77%	81%	68%	82%	66%	79%	75%	81%	74%	83%	82%	62%	76%	82%	74%	72%	70%	85%	82%	76%	73%	73%	82%	84%	71%	76%	80%
No/DK	23%	19%	32%	18%	34%	21%	25%	19%	26%	17%	18%	38%	24%	18%	26%	28%	30%	15%	18%	24%	27%	27%	18%	16%	29%	24%	20%

Q15c. Do you feel your current computer and Internet skills are sufficient to . . .  
Conduct a job search online?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	83%	88%	70%	90%	63%	85%	80%	87%	78%	90%	90%	61%	78%	95%	69%	88%	68%	87%	90%	71%	82%	79%	87%	82%	82%	85%	82%
No/DK	17%	12%	30%	10%	38%	15%	20%	13%	22%	10%	10%	39%	22%	5%	31%	12%	32%	13%	10%	29%	18%	21%	13%	18%	18%	15%	18%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q15d. Do you feel your current computer and Internet skills are sufficient to . . .  
Find general information about local government services?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	92%	95%	86%	95%	83%	93%	90%	95%	90%	95%	94%	85%	92%	92%	83%	100%	82%	91%	98%	82%	88%	87%	97%	94%	92%	91%	91%
No/DK	8%	5%	14%	5%	17%	7%	10%	5%	10%	5%	6%	15%	8%	8%	17%	18%	9%	2%	18%	12%	13%	3%	6%	8%	9%	9%	

Q15e. Do you feel your current computer and Internet skills are sufficient to . . .  
Find information about local news and events?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	93%	94%	91%	96%	85%	97%	88%	96%	90%	99%	93%	86%	94%	92%	91%	96%	92%	87%	97%	94%	90%	90%	96%	93%	94%	93%	93%
No/DK	7%	6%	9%	4%	15%	3%	12%	4%	10%	1%	7%	14%	6%	8%	9%	4%	8%	13%	3%	6%	10%	10%	4%	7%	6%	7%	

Q15f. Do you feel your current computer and Internet skills are sufficient to . . .  
Find information about regional or national news and events?  
(Base=Internet users only)

	Use Internet	Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	338	231	107	242	96	183	155	165	173	114	137	87	186	92	35	25	76	55	141	17	78	84	158	89	120	67	55
Yes	92%	94%	89%	95%	84%	95%	88%	95%	90%	96%	92%	87%	94%	89%	86%	96%	86%	89%	97%	82%	87%	87%	98%	93%	94%	93%	84%
No/DK	8%	6%	11%	5%	16%	5%	12%	5%	10%	4%	8%	13%	6%	11%	14%	4%	14%	11%	3%	18%	13%	13%	2%	7%	6%	7%	16%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q16. Sources used to learn about computers and related technology.  
(Base=Total Sample)

	Total
RESPONDENTS	400
16a. Through a school system either private or public	54%
16b. Through training classes	48%
16c. From friends, family members, or colleagues	72%
16d. From children	40%
16e. On your own	84%
None of the above	7%

Q16a. Have you learned about computers and related technology from the following source?  
Through a school system either public or private.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	54%	59%	24%	68%	35%	69%	31%	59%	48%	58%	50%	85%	54%	24%	47%	66%	47%	69%	49%	61%	58%	29%	49%	65%	56%	55%	51%	52%	61%
No	45%	40%	71%	32%	63%	31%	66%	40%	50%	41%	49%	15%	46%	73%	52%	32%	53%	27%	48%	39%	42%	66%	50%	34%	43%	43%	48%	47%	38%
Have not learned about computers	1%	1%	5%	0%	2%	3%	1%	1%	2%	2%	1%		1%	3%	1%	2%	4%	3%				6%	1%	1%	1%	2%	1%	1%	1%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q16b. Have you learned about computers and related technology from the following source?  
Through training classes

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	48%	51%	27%	52%	41%	52%	41%	56%	39%	43%	52%	49%	50%	44%	46%	55%	38%	42%	39%	54%	55%	17%	36%	57%	55%	46%	45%	46%	58%
No	51%	48%	65%	47%	55%	48%	54%	42%	60%	54%	47%	51%	49%	51%	53%	42%	62%	54%	58%	46%	45%	74%	62%	41%	45%	51%	54%	53%	40%
Have not learned about computers	2%	1%	8%	0%	4%		4%	2%	2%	3%	0%		1%	5%	1%	3%	4%	4%			9%	2%	2%		3%	1%	1%	1%	

Q16c. Have you learned about computers and related technology from the following source?  
From friends, family members or colleagues

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	72%	78%	39%	77%	63%	80%	59%	74%	69%	66%	77%	78%	67%	72%	77%	65%	60%	77%	60%	71%	82%	40%	68%	72%	80%	69%	77%	67%	72%
No	27%	22%	53%	22%	33%	20%	37%	24%	29%	32%	22%	22%	33%	24%	22%	31%	40%	19%	36%	29%	18%	51%	30%	27%	19%	28%	22%	32%	26%
Have not learned about computers	2%	1%	8%	0%	4%		4%	1%	2%	3%	1%		1%	5%	1%	3%	4%	4%			9%	2%	1%	1%	3%	1%	1%	1%	

Q16d. Have you learned about computers and related technology from the following source?  
From children

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	40%	42%	26%	42%	37%	42%	36%	44%	35%	30%	50%	31%	44%	43%	43%	37%	32%	38%	37%	42%	47%	20%	41%	35%	45%	36%	47%	30%	44%
No	59%	57%	66%	58%	60%	58%	59%	54%	63%	68%	50%	69%	56%	52%	56%	59%	68%	58%	59%	58%	53%	71%	57%	64%	54%	61%	52%	69%	54%
Have not learned about computers	2%	1%	8%	0%	4%		4%	1%	2%	3%	1%		1%	5%	1%	3%	4%	4%			9%	2%	1%	1%	3%	1%	1%	1%	

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q16e. Have you learned about computers and related technology from the following source?  
On your own

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	84%	90%	52%	91%	74%	92%	71%	87%	80%	85%	83%	88%	85%	78%	89%	81%	60%	92%	75%	85%	92%	49%	81%	88%	90%	81%	89%	85%	78%
No	14%	10%	40%	9%	22%	8%	25%	12%	18%	13%	16%	12%	14%	17%	10%	15%	40%	4%	22%	15%	8%	43%	17%	11%	9%	16%	9%	14%	21%
Have not learned about computers	2%	1%	8%	0%	4%		4%	1%	2%	3%	1%		1%	5%	1%	3%		4%	4%		9%	2%	1%	1%	3%	1%	1%	1%	

Q17. In general, do you feel you need to learn more about computers and related technology?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	63%	63%	61%	64%	62%	63%	63%	67%	58%	60%	66%	69%	59%	62%	59%	68%	77%	46%	68%	64%	56%	66%	66%	65%	60%	59%	61%	58%	76%
No	35%	35%	35%	35%	36%	36%	34%	32%	39%	37%	34%	30%	39%	36%	39%	29%	23%	54%	30%	36%	42%	31%	30%	33%	40%	37%	36%	41%	24%
Don't know	2%	2%	3%	1%	3%	1%	3%	1%	3%	4%	0%	2%	2%	2%	2%	3%		2%	2%	1%	3%	4%	2%	1%	4%	2%	1%		

Q18. Obstacles to learning more about computers and related technology  
(Base=Total Sample)

	Total
RESPONDENTS	400
18a. No time	42%
18b. Don't know how or where to get help	29%
18c. Not enough money	35%
18d. No/limited access to Internet	16%
None of the above	47%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q18a. What are your biggest obstacles to learning more about computers and related technology?  
No time  
(Base=Total Sample)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Major obstacle	19%	19%	23%	23%	15%	19%	20%	20%	19%	22%	17%	21%	22%	14%	14%	22%	38%	12%	21%	22%	16%	23%	26%	16%	16%	18%	14%	16%	33%
Minor obstacle	22%	25%	10%	24%	20%	26%	16%	22%	23%	22%	22%	24%	22%	20%	25%	20%	21%	12%	21%	22%	26%	15%	25%	25%	22%	28%	19%	19%	
Not an obstacle	58%	56%	68%	53%	64%	55%	62%	57%	59%	55%	60%	53%	55%	66%	61%	55%	40%	77%	58%	56%	57%	51%	59%	57%	58%	59%	58%	64%	46%
Don't know	1%	1%		1%	1%	0%	1%	1%		1%	1%	2%	1%		3%			1%		1%			2%	1%	1%		1%	1%	

Q18b. What are your biggest obstacles to learning more about computers and related technology?  
Don't know how or where to get help  
(Base=Total Sample)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Major obstacle	9%	7%	19%	8%	11%	7%	12%	10%	9%	7%	11%	10%	6%	12%	7%	10%	23%	18%	12%	3%	11%	22%	4%	4%	7%	5%	14%	15%	
Minor obstacle	20%	19%	23%	15%	27%	19%	21%	20%	20%	24%	16%	17%	21%	21%	17%	24%	23%	19%	23%	22%	15%	29%	23%	19%	17%	21%	18%	16%	29%
Not an obstacle	69%	72%	53%	77%	59%	73%	63%	67%	71%	68%	70%	71%	71%	64%	76%	61%	53%	81%	57%	64%	81%	57%	55%	73%	78%	70%	77%	68%	53%
Don't know	2%	1%	5%	1%	4%	1%	4%	3%	1%	1%	3%	2%	2%	2%	1%	5%		3%	2%	1%	3%	1%	4%	1%	2%	1%	2%	3%	

Q18c. What are your biggest obstacles to learning more about computers and related technology?  
Not enough money  
(Base=Total Sample)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Major obstacle	16%	14%	29%	13%	21%	14%	19%	15%	18%	14%	18%	15%	20%	12%	10%	18%	36%	19%	33%	14%	8%	31%	26%	11%	9%	10%	13%	15%	32%
Minor obstacle	19%	20%	13%	19%	18%	21%	15%	21%	16%	22%	16%	23%	15%	19%	16%	24%	23%	8%	19%	24%	15%	17%	22%	21%	16%	21%	12%	23%	22%
Not an obstacle	64%	65%	56%	67%	60%	64%	63%	62%	66%	64%	64%	60%	63%	68%	74%	54%	40%	73%	46%	61%	77%	51%	52%	64%	74%	68%	74%	59%	43%
Don't know	1%	1%	2%	1%	2%	0%	3%	2%		1%	2%	2%	1%	1%		4%		2%	2%	1%			4%	1%	1%		2%	3%	

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q18d. What are your biggest obstacles to learning more about computers and related technology?  
No access/limited access to Internet  
(Base=Total Sample)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Major obstacle	7%	5%	19%	5%	10%	3%	13%	4%	10%	7%	7%	7%	7%	7%	3%	13%	11%	4%	11%	8%	1%	11%	15%	5%	2%	5%	5%	7%	13%
Minor obstacle	9%	8%	10%	8%	9%	10%	6%	10%	7%	6%	11%	6%	13%	6%	4%	13%	19%	4%	15%	10%	5%	20%	9%	8%	6%	11%	4%	12%	10%
Not an obstacle	83%	86%	68%	86%	79%	86%	78%	83%	82%	85%	80%	84%	79%	86%	92%	69%	70%	92%	71%	78%	94%	69%	75%	82%	91%	82%	91%	78%	75%
Don't know	2%	1%	3%	1%	2%	1%	3%	2%	1%	2%	2%	2%	1%	2%	0%	5%			3%	3%		2%	4%	1%	2%		2%	3%	

Q18e. Are there any other obstacles to learning more about computers and related technology?  
(Base=Total Sample)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
No other obstacles	89%	89%	89%	91%	86%	90%	89%	87%	91%	91%	88%	94%	91%	82%	86%	92%	98%	88%	87%	90%	92%	89%	90%	88%	90%	91%	90%	89%	85%
Too difficult to learn	3%	2%	3%	3%	2%	2%	4%	3%	2%	1%	4%		3%	4%	2%	3%		8%	2%	3%	3%		1%	3%	4%	2%	3%	2%	3%
Laziness	2%	2%	2%	2%	3%	3%	1%	3%	2%	3%	2%	2%	2%	2%	3%	2%		4%	2%	3%	3%	3%	3%	2%	2%	5%	1%	1%	1%
Too old to learn new technology	2%	2%		1%	2%	2%	1%	2%	1%	2%	1%			5%	3%				1%		1%		3%		2%		1%	4%	1%
Just not interested	1%	1%		1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	2%				2%	1%				1%	2%	1%	1%	1%	1%
Medical reasons	1%	0%	3%	0%	1%	0%	1%	0%	1%	2%			1%	2%		3%			2%	2%		3%		2%			1%		1%
Confused on what to learn	1%	1%		1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			1%		1%			2%	1%	1%	1%		
No transportation to go learn	1%	1%	2%	0%	1%		2%	0%	1%	1%	1%		1%	1%	1%		2%		2%			3%	1%	1%				1%	3%
Lack of typing skills	1%	1%		0%	1%	1%		0%	1%		1%	2%			0%	1%			2%			3%	1%						3%
Had technical difficulties/No customer service	1%	0%	2%		1%	0%	1%	0%	1%		1%			2%	1%				1%				1%	1%			1%		1%
Technology changes too much	0%	0%			1%	0%		0%		1%			1%		0%				1%						1%				1%

Knight School of Communication 2012 Digital and Media Literacy Survey  
Data Table Report

Q19. Reasons for not using the Internet  
(Base=Repondents who do not use the Internet)

	Total
RESPONDENTS	62
19a. You do not have access at home	37%
19b. You are not interested	29%
19c. You do not have time	23%
19d. You do not have enough money	16%
19e. You feel you don't need it	35%
None of the above	32%

Q19a. Are any of the following reasons you do not use the Internet?  
You do not have access at home.  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Yes	37%	30%	41%	35%	39%	29%	32%	42%	48%	27%	33%	100%	33%	25%	60%	39%	29%	42%	50%	36%	53%	43%	24%
No/DK	63%	70%	59%	65%	61%	71%	68%	58%	52%	73%	67%		67%	75%	40%	61%	71%	58%	50%	64%	47%	57%	76%



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q19b. Are any of the following reasons you do not use the Internet?  
You are not interested,  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Yes	29%	30%	28%	32%	26%	14%	26%	33%	39%	23%	17%	100%	23%	50%	40%	28%	33%	17%	38%	55%	35%	21%	18%
No/DK	71%	70%	72%	68%	74%	86%	74%	67%	61%	77%	83%		77%	50%	60%	72%	67%	83%	63%	45%	65%	79%	82%

Q19c. Are any of the following reasons you do not use the Internet?  
You do not have time  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Yes	23%	13%	28%	29%	16%	57%	21%	17%	9%	19%	58%		27%	50%	20%	33%	25%	8%	13%	27%	18%	29%	24%
No/DK	77%	87%	72%	71%	84%	43%	79%	83%	91%	81%	42%	100%	73%	50%	80%	67%	75%	92%	88%	73%	82%	71%	76%

Q19d. Are any of the following reasons you do not use the Internet?  
You do not have enough money  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Yes	16%	13%	18%	13%	19%		32%	11%	4%	19%	25%	100%	13%	50%		17%	25%	8%		18%	12%	21%	18%
No/DK	84%	87%	82%	87%	81%	100%	68%	89%	96%	81%	75%		87%	50%	100%	83%	75%	92%	100%	82%	88%	79%	82%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q19e. Are any of the following reasons you do not use the Internet?  
You feel you don't need it.  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Yes	35%	22%	44%	42%	29%	14%	37%	39%	39%	27%	50%		40%	25%	40%	44%	25%	25%	63%	45%	18%	50%	35%
No/DK	65%	78%	56%	58%	71%	86%	63%	61%	61%	73%	50%	100%	60%	75%	60%	56%	75%	75%	38%	55%	82%	50%	65%

Q19f. Is there any other reason you do not use the Internet?  
(Base: Respondents who do not use the Internet)

	Total	Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	62	23	39	31	31	7	19	36	23	26	12	1	30	4	5	18	24	12	8	11	17	14	17
Don't know how to use the Internet	5%		8%	6%	3%	14%	5%	3%		4%	17%		7%			11%	4%			9%	6%		6%
Medical reasons	3%	9%		6%			5%	3%		8%				25%			4%	8%			6%	7%	
Too hard to learn	3%		5%		6%			6%	4%	4%				25%	20%		8%	8%	13%				12%
No other reasons	89%	91%	87%	87%	90%	86%	89%	89%	96%	85%	83%	100%	93%	50%	80%	89%	92%	83%	88%	91%	88%	93%	82%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q20. What local organization are you aware of that provides free public access to both computers and the Internet?  
Base=Total Sample

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Library	60%	64%	34%	68%	49%	69%	46%	72%	47%	63%	57%	59%	59%	62%	68%	62%	30%	38%	45%	68%	71%	26%	42%	67%	74%	58%	64%	59%	57%
Not aware of organization	35%	30%	61%	28%	44%	26%	48%	21%	49%	32%	37%	36%	35%	33%	28%	30%	64%	58%	50%	25%	25%	71%	49%	27%	22%	36%	30%	38%	35%
Other	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	4%		2%				3%	2%	1%		1%		1%	3%
Church	1%	1%		0%	1%	0%	1%	1%	1%		1%		1%	1%	2%	2%		2%			1%	1%	1%	1%	2%				1%
Senior Citizen Facility	1%	1%		0%	1%	0%	1%	1%	1%	1%	0%			2%	1%				2%	1%		2%	1%	1%	1%		1%	1%	
Starbucks	1%	1%		0%	1%	1%		1%			1%	1%		0%	1%				1%			1%	1%				1%		
Visual Impaired Association for the Blind	0%		2%		1%		1%	0%		1%				1%						2%				1%			1%		
Job Link Career Center	0%	0%		0%		0%		1%		0%			1%		1%				2%					1%					1%
Betty Rae Thomas Recreational Center	0%	0%		0%		0%		0%		0%		1%			1%									1%		1%			
Jacob's Ladder	0%	0%		1%	0%		1%	1%		1%			1%		0%									1%		1%			
Hotel	0%	0%		0%		1%	0%	0%		0%		1%		0%	0%				2%					1%					1%
Apple Store	0%	0%		0%		0%	0%	0%	1%	1%		1%		0%						1%				1%		1%			
YMCA	0%		2%		1%		1%	1%		0%		1%	1%		1%							1%							1%
Association of Presbyterian Church Educators	0%	0%		1%	0%		0%	0%		0%				1%	0%									1%			1%		
Innervision	0%	0%		0%		0%		1%		1%		1%					4%					1%				1%			1%
McDonalds	0%	0%		1%		1%		0%		1%		1%	1%		1%							1%	1%			1%			1%

Knight School of Communication 2012 Digital and Media Literacy Survey  
Data Table Report

Q21. Sources used to get news about your community and region  
(Base=Total Sample)

	Total
RESPONDENTS	400
21a. Print version of local newspaper, magazine, or journal	61%
21b. Broadcasts of a local television news station	78%
21c. Broadcasts of a local radio news program	62%
21d. Neighborhood or community newsletters	47%
21e. Alerts about local news that are sent to your cell phone	25%
21f. Website of local newspaper, tv or radio station	51%
21g. Blogs that focus on local subjects	19%
21h. Group email list that focuses on local matters	21%
21i. Social networking site like Facebook	45%
21j. Twitter	25%
None of the above	6%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q21a. Do you regularly get news about your community and region from the following source?  
The print version of a local newspaper, magazine or journal.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	61%	61%	58%	60%	62%	60%	62%	64%	57%	57%	65%	50%	58%	75%	76%	37%	57%	54%	51%	58%	70%	34%	56%	53%	73%	57%	73%	54%	50%
No/DK	39%	39%	42%	40%	38%	40%	38%	36%	43%	43%	35%	50%	42%	25%	24%	63%	43%	46%	49%	42%	30%	66%	44%	47%	27%	43%	27%	46%	50%

Q21b. Do you regularly get news about your community and region from the following source?  
Broadcasts of a local television news station.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	78%	79%	69%	76%	80%	79%	76%	77%	78%	80%	75%	74%	77%	82%	83%	72%	62%	85%	64%	81%	84%	51%	81%	78%	80%	79%	77%	78%	76%
No/DK	23%	21%	31%	24%	20%	21%	24%	23%	22%	20%	25%	26%	23%	18%	17%	28%	38%	15%	36%	19%	16%	49%	19%	22%	20%	21%	23%	22%	24%

Q21c. Do you regularly get news about your community and region from the following source?  
Broadcasts of a local radio news program.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	62%	64%	48%	65%	57%	64%	58%	69%	55%	59%	65%	54%	69%	62%	67%	58%	51%	65%	54%	64%	65%	37%	65%	57%	68%	65%	69%	56%	54%
No/DK	38%	36%	52%	35%	43%	36%	42%	31%	45%	41%	35%	46%	31%	38%	33%	42%	49%	35%	46%	36%	35%	63%	35%	43%	32%	35%	31%	44%	46%

Q21d. Do you regularly get news about your community and region from the following source?  
Neighborhood or community newsletters

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	47%	46%	50%	46%	48%	47%	47%	50%	43%	42%	52%	37%	53%	49%	54%	38%	43%	38%	37%	39%	58%	40%	40%	40%	57%	51%	48%	41%	46%
No/DK	53%	54%	50%	54%	52%	53%	53%	50%	57%	58%	48%	63%	47%	51%	46%	62%	57%	62%	63%	61%	42%	60%	60%	60%	43%	49%	52%	59%	54%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q21e. Do you regularly get news about your community and region from the following source?  
Alerts about local news that are sent to your cell phone.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	25%	26%	18%	37%	8%	29%	18%	27%	23%	26%	24%	31%	30%	12%	20%	31%	23%	38%	27%	20%	25%	20%	22%	26%	27%	24%	23%	27%	24%
No/DK	75%	74%	82%	63%	92%	71%	82%	73%	77%	74%	76%	69%	70%	88%	80%	69%	77%	62%	73%	80%	75%	80%	78%	74%	73%	76%	77%	73%	76%

Q21f. Do you regularly get news about your community and region from the following source?  
The websites of a local newspaper, tv or radio station.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	51%	60%	18%	65%	31%	64%	30%	55%	46%	49%	52%	50%	60%	39%	54%	43%	55%	50%	42%	59%	64%	20%	43%	50%	62%	53%	58%	42%	44%
No/DK	49%	40%	100%	35%	69%	36%	70%	45%	54%	51%	48%	50%	40%	61%	46%	57%	45%	50%	58%	41%	36%	80%	57%	50%	38%	47%	42%	58%	56%

Q21g. Do you regularly get news about your community and region from the following source?  
Blogs that focus on local subjects.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	19%	23%	100%	27%	9%	27%	7%	24%	14%	15%	23%	20%	25%	11%	19%	19%	26%	15%	18%	22%	21%	11%	18%	19%	22%	19%	21%	21%	17%
No/DK	81%	77%	100%	73%	91%	73%	93%	76%	86%	85%	77%	80%	75%	89%	81%	81%	74%	85%	82%	78%	79%	89%	82%	81%	78%	81%	79%	79%	83%

Q21h. Do you regularly get news about your community and region from the following source?  
A group email list that focuses on local matters.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	21%	24%	100%	25%	15%	29%	7%	26%	15%	15%	25%	15%	24%	22%	25%	14%	19%	15%	18%	24%	22%	9%	14%	19%	28%	18%	26%	19%	19%
No/DK	80%	76%	100%	75%	85%	71%	93%	74%	85%	85%	75%	85%	76%	78%	75%	86%	81%	85%	82%	76%	78%	91%	86%	81%	72%	82%	74%	81%	81%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q21i. Do you regularly get news about your community and region from the following sources?  
A social networking site like Facebook.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	45%	53%		61%	22%	44%	1%	26%	19%	44%	46%	63%	46%	27%	47%	46%	36%	42%	37%	51%	53%	17%	42%	54%	47%	52%	47%	43%	35%
No/DK	55%	47%	100%	39%	78%	17%	39%	25%	30%	56%	54%	37%	54%	73%	53%	54%	64%	58%	63%	49%	47%	83%	58%	46%	53%	48%	53%	57%	65%

Q21j. Do you regularly get news about your community and region from the following source?  
Twitter

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	25%	30%		40%	4%	41%	1%	28%	22%	29%	22%	45%	22%	8%	24%	28%	23%	23%	21%	29%	29%	14%	22%	29%	27%	24%	28%	27%	18%
No/DK	75%	70%	100%	60%	96%	59%	99%	72%	78%	71%	78%	55%	78%	92%	76%	72%	77%	77%	79%	71%	71%	86%	78%	71%	73%	76%	72%	73%	82%

Q22a. How reliable would you rate the information found in the following media?  
Newspapers

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
1=Totally unreliable	5%	3%	11%	3%	6%	2%	8%	4%	5%	5%	4%	2%	4%	7%	4%	5%	4%	4%	7%	2%	3%	11%	5%	3%	4%	3%	6%	4%	6%
2=Somewhat unreliable	8%	8%	5%	6%	9%	7%	8%	6%	9%	10%	5%	3%	7%	12%	11%	3%		15%	8%	3%	8%	3%	10%	10%	5%	10%	7%	7%	4%
3=Midpoint	23%	22%	26%	23%	23%	21%	25%	27%	19%	22%	23%	22%	22%	24%	23%	21%	28%	15%	25%	22%	19%	26%	17%	23%	25%	17%	24%	25%	25%
4=Somewhat reliable	34%	37%	19%	40%	26%	39%	27%	30%	39%	37%	31%	40%	34%	29%	37%	29%	30%	46%	23%	37%	42%	17%	25%	31%	46%	43%	38%	28%	22%
5=Totally reliable	25%	23%	31%	23%	26%	24%	25%	29%	20%	18%	31%	23%	27%	23%	22%	28%	32%	12%	31%	25%	26%	29%	32%	25%	19%	22%	23%	26%	32%
Don't know	7%	6%	8%	4%	9%	6%	8%	5%	8%	8%	5%	10%	5%	5%	2%	14%	6%	8%	8%	10%	2%	14%	12%	7%	1%	5%	2%	10%	11%
AVERAGE	3.71	3.74	3.58	3.77	3.63	3.79	3.60	3.78	3.65	3.59	3.83	3.88	3.76	3.50	3.63	3.84	3.91	3.50	3.69	3.91	3.83	3.57	3.79	3.70	3.71	3.75	3.66	3.73	3.80

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q22b. How reliable would you rate the information found in the following media?  
Television

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
1=Totally unreliable	4%	3%	5%	3%	5%	2%	5%	3%	4%	4%	3%	2%	3%	5%	4%	2%	4%	8%	3%	5%	7%	3%	6%	1%	4%	5%	4%	1%	3%
2=Somewhat unreliable	7%	9%		10%	4%	10%	3%	7%	8%	8%	7%	7%	8%	7%	9%	5%	2%	15%	5%	7%	8%	9%	6%	8%	7%	10%	4%	7%	6%
3=Midpoint	33%	33%	27%	34%	30%	37%	26%	36%	29%	36%	29%	31%	31%	36%	37%	25%	28%	35%	29%	25%	37%	11%	25%	35%	39%	28%	45%	28%	24%
4=Somewhat reliable	27%	28%	19%	27%	27%	27%	27%	28%	25%	27%	27%	27%	28%	25%	31%	20%	26%	27%	24%	31%	30%	26%	20%	22%	34%	29%	26%	27%	26%
5=Totally reliable	28%	25%	45%	25%	32%	22%	37%	25%	31%	24%	31%	31%	28%	26%	19%	42%	38%	15%	39%	34%	21%	46%	42%	30%	14%	25%	20%	35%	39%
Don't know	2%	2%	3%	2%	2%	2%	3%	1%	3%	2%	2%	2%	3%	2%	0%	5%	2%		1%	3%	1%	6%	1%	3%	1%	3%	1%	1%	3%
AVERAGE	3.70	3.64	4.03	3.63	3.79	3.58	3.89	3.66	3.74	3.61	3.79	3.78	3.70	3.62	3.53	4.02	3.93	3.27	3.91	3.95	3.59	4.09	3.87	3.74	3.49	3.61	3.53	3.88	3.96

Q22c. How reliable would you rate the information found in the following media?  
Radio

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
1=Totally unreliable	2%	2%	5%	1%	4%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	4%			2%	2%	3%	6%	2%	3%	1%	5%	1%		4%
2=Somewhat unreliable	6%	6%	6%	6%	7%	7%	4%	6%	6%	8%	4%	4%	8%	6%	5%	5%	9%	15%	6%	3%	4%	11%	7%	5%	5%	8%	7%	4%	6%
3=Midpoint	33%	34%	27%	34%	31%	37%	26%	34%	31%	33%	33%	36%	28%	35%	36%	31%	26%	27%	29%	36%	34%	20%	28%	41%	33%	29%	34%	36%	32%
4=Somewhat reliable	33%	36%	21%	35%	30%	35%	30%	33%	33%	37%	30%	31%	39%	28%	36%	28%	30%	42%	29%	31%	38%	23%	26%	29%	42%	39%	37%	31%	22%
5=Totally reliable	21%	19%	27%	22%	19%	17%	25%	22%	19%	16%	25%	25%	19%	19%	16%	26%	32%	8%	27%	22%	17%	31%	30%	16%	15%	17%	15%	23%	31%
Don't know	5%	4%	13%	2%	9%	2%	11%	3%	8%	5%	6%	2%	4%	10%	5%	6%	4%	8%	7%	7%	4%	9%	6%	6%	4%	2%	6%	6%	6%
AVERAGE	3.67	3.67	3.69	3.72	3.60	3.61	3.79	3.70	3.65	3.58	3.76	3.75	3.68	3.59	3.63	3.71	3.89	3.46	3.80	3.73	3.66	3.69	3.81	3.52	3.68	3.56	3.64	3.79	3.74



## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q22d. How reliable would you rate the information found in the following media?  
Internet

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
1= Totally unreliable	5%	4%	11%	3%	8%	4%	8%	4%	7%	8%	3%	2%	4%	10%	7%	4%	4%		3%	5%	5%	17%	7%	1%	4%	5%	4%	4%	10%
2=Somewhat unreliable	8%	9%	2%	10%	4%	9%	6%	11%	4%	10%	5%	8%	7%	7%	8%	4%	9%	19%	5%	2%	10%	3%	8%	8%	8%	8%	7%	5%	10%
3=Midpoint	29%	31%	15%	30%	27%	32%	23%	31%	27%	27%	31%	21%	33%	31%	35%	25%	17%	19%	26%	31%	36%	17%	12%	35%	37%	31%	33%	26%	22%
4=Somewhat reliable	26%	29%	8%	29%	22%	32%	17%	23%	29%	28%	24%	31%	28%	19%	27%	19%	26%	46%	19%	27%	29%	17%	25%	21%	31%	26%	28%	31%	19%
5= Totally reliable	23%	24%	18%	26%	19%	22%	25%	26%	20%	18%	28%	35%	21%	15%	17%	37%	23%	12%	29%	31%	18%	14%	35%	24%	17%	23%	18%	26%	29%
Don't know	9%	2%	47%	2%	20%	1%	22%	5%	13%	10%	9%	2%	8%	18%	7%	10%	21%	4%	18%	5%	2%	31%	13%	10%	2%	7%	9%	9%	10%
AVERAGE	3.60	3.62	3.36	3.66	3.50	3.61	3.58	3.61	3.60	3.44	3.75	3.89	3.59	3.28	3.43	3.91	3.70	3.52	3.82	3.80	3.46	3.13	3.85	3.65	3.51	3.58	3.53	3.77	3.54

Q23a. Thinking about all the sources of news and information you use, what would you say is the most important source for . . .  
Information about the Charlotte area?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Television	41%	38%	56%	35%	47%	36%	47%	32%	49%	39%	42%	48%	34%	41%	36%	45%	51%	38%	54%	44%	31%	51%	53%	44%	29%	35%	36%	51%	44%
Printed newspapers or magazines	21%	21%	19%	20%	22%	21%	22%	27%	15%	18%	24%	9%	19%	36%	29%	8%	19%	19%	12%	17%	27%	6%	13%	20%	30%	22%	25%	17%	17%
Online sources	17%	19%	3%	21%	11%	22%	9%	21%	12%	17%	17%	19%	24%	5%	17%	21%	6%	15%	10%	24%	20%	9%	10%	21%	20%	18%	17%	12%	19%
Other people/word of mouth	13%	13%	10%	14%	11%	14%	11%	11%	14%	16%	9%	17%	10%	11%	12%	15%	6%	15%	13%	12%	13%	14%	15%	9%	12%	13%	13%	11%	13%
Radio	6%	5%	8%	6%	6%	5%	7%	4%	7%	8%	4%	5%	8%	3%	4%	5%	17%		8%	2%	7%	14%	6%	4%	5%	6%	6%	6%	6%
Neighborhood or community newsletters	2%	1%	3%	1%	2%	1%	3%	3%		1%	2%	1%	3%	2%	0%	4%		4%	1%	2%	1%	3%	2%	2%	1%	5%	1%		
Don't know	1%	1%		1%	1%	1%	1%	0%	2%	1%	1%		2%	1%	1%	1%		4%	1%		1%	3%		2%		1%	2%		
Other	1%	1%		1%	1%	2%	1%	1%	1%	1%	1%	1%		2%	1%		4%		1%		1%	2%		1%	1%	1%	1%		1%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q23b. Thinking about all the sources of news and information you use, what would you say is the most important source for . . .  
Information about your neighborhood?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Other people/word of mouth	32%	33%	26%	35%	27%	35%	26%	31%	32%	33%	30%	42%	29%	24%	31%	36%	13%	54%	34%	27%	34%	31%	29%	35%	31%	29%	39%	27%	26%
Neighborhood or community newsletters	25%	26%	16%	23%	27%	24%	26%	28%	21%	20%	28%	15%	28%	29%	30%	19%	19%	15%	13%	19%	34%	20%	19%	22%	30%	29%	28%	15%	21%
Television	15%	13%	26%	10%	21%	13%	18%	13%	18%	17%	13%	17%	14%	14%	7%	23%	30%	15%	24%	20%	5%	20%	22%	17%	9%	12%	7%	22%	25%
Online sources	10%	10%	5%	11%	7%	11%	7%	12%	7%	8%	11%	10%	13%	5%	11%	9%	9%	4%	4%	17%	12%	3%	7%	11%	11%	10%	10%	7%	11%
Printed newspapers or magazines	9%	8%	15%	10%	8%	8%	11%	9%	9%	10%	8%	8%	6%	13%	10%	7%	13%	4%	8%	7%	9%	9%	10%	6%	10%	9%	10%	9%	8%
Don't know	7%	7%	10%	6%	8%	6%	9%	5%	9%	7%	7%	4%	7%	10%	7%	5%	11%	8%	12%	8%	3%	14%	9%	3%	7%	7%	4%	14%	6%
Radio	2%	2%	2%	3%	1%	2%	1%	1%	3%	3%	1%	2%	3%	2%	1%	2%	6%		2%	2%	2%		3%	3%	1%	1%	1%	5%	1%
Other	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	3%	3%					3%	1%	1%	3%	2%	2%	1%	3%	1%	1%	1%

Q23c. Thinking about all the sources of news and information you use, what would you say is the most important source for . . .  
Regional and national news?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Printed newspapers or magazines	14%	13%	19%	12%	17%	12%	17%	15%	13%	13%	15%	4%	12%	26%	17%	10%	11%	12%	11%	12%	14%	9%	13%	7%	19%	15%	14%	14%	11%
Television	49%	46%	66%	43%	57%	44%	57%	46%	53%	43%	55%	44%	49%	54%	44%	56%	55%	50%	57%	54%	36%	60%	63%	56%	35%	53%	42%	48%	61%
Radio	3%	3%	2%	3%	2%	2%	4%	3%	2%	3%	2%	3%	2%	3%	3%	1%	6%	3%	4%	2%	3%	6%	4%	3%	2%	4%	4%	1%	
Online sources	28%	32%	2%	36%	16%	38%	12%	30%	25%	32%	23%	42%	30%	10%	31%	24%	21%	27%	16%	31%	39%	9%	16%	29%	38%	24%	34%	27%	19%
Neighborhood or community newsletters	1%	0%	3%	0%	1%	0%	1%			2%			1%	1%			4%		2%		1%	2%	1%				1%		1%
Other people/word of mouth	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%	5%	3%	1%	2%	5%		4%	4%		4%	6%	1%	2%	4%	2%	2%	4%	4%
Other	1%	1%	0%	1%	1%	2%	2%	2%	1%	1%	1%	1%		2%	1%			4%	2%		2%		1%		1%	1%	1%	1%	1%
Don't know	3%	2%	6%	2%	4%	2%	4%	1%	4%	4%	1%	1%	3%	3%	1%	4%	2%		5%	2%	2%	11%	2%	3%	2%	3%	1%	2%	1%

## Knight School of Communication 2012 Digital and Media Literacy Survey Data Table Report

Q23d. Thinking about all the sources of news and information you use, what would you say is the most important source for . . .  
Information on topics that are of special interest to you personally?

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Printed newspapers or magazines	10%	9%	15%	7%	13%	7%	13%	8%	11%	8%	11%	3%	6%	20%	12%	4%	6%	23%	7%	8%	6%	6%	11%	6%	11%	9%	12%	7%	11%
Television	16%	11%	40%	11%	21%	8%	27%	14%	17%	15%	16%	11%	17%	18%	9%	27%	19%	8%	25%	17%	8%	37%	21%	17%	7%	15%	10%	17%	22%
Radio	3%	2%	3%	2%	3%	2%	4%	3%	2%	3%	2%	2%	3%	2%	1%	4%	4%		5%	3%		6%	1%	2%	1%	1%	4%	6%	
Online sources	60%	68%	15%	70%	46%	76%	35%	64%	56%	61%	59%	75%	59%	46%	70%	50%	45%	54%	42%	68%	76%	20%	50%	64%	73%	59%	69%	57%	50%
Neighborhood or community newsletters	2%	1%	3%	1%	2%	1%	3%	1%	2%	2%	1%		2%	3%	2%		4%		3%	2%	1%		3%	3%	1%	2%	2%	1%	1%
Other people/word of mouth	4%	4%	5%	5%	3%	5%	4%	6%	3%	5%	3%	4%	6%	2%	1%	9%	4%	8%	7%	2%	3%	14%	3%	5%	2%	8%	1%	5%	4%
Other	3%	1%	8%	0%	5%	1%	5%	1%	4%	3%	2%	2%	3%	2%	1%	2%	9%	4%	7%	2%	1%	6%	4%	2%	1%	2%	2%	2%	4%
Don't know	4%	2%	11%	2%	6%	1%	8%	2%	5%	4%	4%	2%	4%	6%	3%	3%	9%	4%	7%	2%	1%	17%	3%	2%	2%	4%	2%	6%	1%

### Q24. Agreement with statements about local and national involvement (Base=Total Sample)

	Total
RESPONDENTS	400
24a. I believe I can make a difference in my community.	85%
24b. I am actively involved in local issues or have been in the past.	56%
24c. I am actively involved in national issues or have been in the past.	36%
24d. I have volunteered in my community	70%
24e. I stay informed on current events and politics	81%
None of the above	2%

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Q24a. Please tell me if you agree or disagree with the following statement?  
I believe I can make a difference in my community.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Agree	85%	86%	79%	88%	79%	87%	81%	90%	78%	84%	85%	87%	87%	79%	82%	92%	74%	85%	80%	90%	90%	86%	82%	83%	86%	88%	80%	79%	92%
Disagree	13%	12%	16%	9%	18%	11%	16%	8%	18%	13%	12%	11%	10%	18%	15%	5%	21%	15%	16%	10%	9%	9%	16%	14%	11%	9%	17%	16%	8%
Don't know	3%	2%	5%	3%	3%	2%	3%	2%	4%	3%	3%	2%	3%	3%	3%	4%	4%	4%	4%	1%	6%	2%	3%	2%	3%	3%	5%		

Q24b. Please tell me if you agree or disagree with the following statements?  
I am actively involved in local issues or have been in the past.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Agree	56%	57%	50%	62%	47%	60%	48%	67%	44%	55%	56%	47%	60%	59%	56%	64%	28%	62%	47%	59%	60%	46%	46%	57%	62%	61%	57%	47%	51%
Disagree	43%	43%	45%	37%	51%	39%	49%	33%	54%	44%	42%	52%	39%	39%	43%	34%	68%	38%	50%	41%	40%	51%	50%	42%	38%	38%	41%	52%	49%
Don't know	2%	1%	5%	1%	2%	1%	3%	0%	3%	2%	1%	1%	1%	2%	1%	2%	4%	3%	3%	1%	3%	3%	4%	1%	1%	1%	2%	1%	

Q24c. Please tell me if you agree or disagree with the following statement?  
I am actively involved in national issues or have been in the past.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Agree	36%	37%	29%	37%	34%	39%	31%	42%	29%	32%	39%	31%	38%	37%	38%	38%	15%	42%	30%	42%	38%	14%	26%	39%	44%	36%	39%	36%	31%
Disagree	62%	62%	66%	61%	64%	60%	66%	56%	69%	65%	59%	68%	60%	60%	60%	60%	81%	58%	67%	58%	60%	80%	71%	60%	55%	63%	59%	63%	67%
Don't know	2%	1%	5%	2%	2%	1%	3%	2%	2%	3%	1%	1%	3%	2%	2%	2%	4%	3%	3%	1%	3%	6%	3%	1%	1%	1%	2%	1%	3%

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Q24d. Please tell me if you agree or disagree with the following statement?  
I have volunteered in my community.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Agree	70%	72%	58%	77%	61%	74%	63%	78%	62%	68%	72%	66%	74%	69%	77%	69%	40%	73%	57%	69%	79%	51%	49%	71%	86%	67%	77%	62%	67%
Disagree	29%	27%	39%	23%	38%	25%	35%	22%	37%	31%	27%	33%	25%	30%	22%	31%	55%	27%	42%	31%	21%	49%	47%	29%	14%	32%	21%	37%	33%
Don't know	1%	1%	3%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	1%	4%	2%	2%	3%	2%	4%	4%	1%	1%	1%	1%	1%	

Q24e. Please tell me if you agree or disagree with the following statement?  
I stay informed on current events and politics.

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Agree	81%	81%	79%	82%	79%	80%	82%	86%	75%	79%	82%	68%	83%	90%	90%	76%	57%	65%	72%	88%	90%	57%	70%	78%	94%	76%	91%	74%	75%
Disagree	18%	18%	16%	17%	20%	19%	16%	13%	23%	19%	17%	31%	15%	8%	10%	21%	38%	35%	25%	12%	10%	37%	28%	22%	5%	23%	8%	25%	24%
Don't know	1%	1%	5%	1%	2%	1%	2%	1%	2%	2%	0%	1%	1%	2%	3%	4%	4%	3%	3%	1%	6%	2%	1%	1%	1%	1%	1%	1%	1%

Q25. As far as you know, does your local public library provide free computers and Internet access for the public?

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	88%	96%	80%	89%	82%	90%	86%	90%	85%	86%	90%	83%	89%	92%	92%	92%	70%	73%	81%	93%	92%	74%	86%	89%	92%	88%	89%	88%	89%
No/DK	12%	4%	20%	11%	18%	10%	14%	10%	15%	14%	10%	17%	11%	8%	8%	30%	27%	19%	7%	8%	26%	14%	11%	8%	12%	11%	12%	11%	

Q26. During the past 12 months, have you visited or used a local public library in any way?  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	52%	100%	100%	54%	37%	56%	46%	58%	42%	45%	58%	46%	56%	50%	51%	59%	34%	50%	48%	58%	54%	40%	43%	57%	55%	59%	48%	51%	50%
No/DK	49%			46%	63%	44%	54%	42%	58%	55%	42%	54%	44%	50%	49%	41%	66%	50%	52%	42%	46%	60%	57%	43%	45%	41%	52%	49%	50%

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Q27a. During the past 12 months, have you visited or used a local public library. . .  
In person?  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	49%	96%		52%	34%	53%	44%	56%	39%	44%	54%	45%	54%	48%	50%	55%	32%	46%	44%	56%	51%	37%	40%	56%	53%	55%	47%	49%	47%
No/DK	51%	4%	100%	48%	66%	47%	56%	44%	61%	56%	46%	55%	46%	52%	50%	45%	68%	54%	56%	44%	49%	63%	60%	44%	47%	45%	53%	51%	53%

Q27b. During the past 12 months, have you visited or used a local public library. . .  
By telephone?  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	11%	20%		10%	11%	10%	11%	11%	9%	9%	12%	7%	12%	11%	10%	14%	9%	4%	9%	12%	9%	11%	7%	16%	12%	13%	12%	6%	11%
No/DK	90%	80%	100%	90%	89%	90%	89%	89%	91%	91%	88%	93%	88%	89%	90%	86%	91%	96%	91%	88%	91%	100%	93%	84%	88%	87%	88%	94%	89%

Q27c. During the past 12 months, have you visited or used a local public library. . .  
Through the Library Website?  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	20%	39%		22%	13%	22%	18%	26%	12%	15%	25%	22%	21%	17%	20%	27%	11%	8%	19%	25%	21%	3%	19%	25%	22%	22%	21%	14%	25%
No/DK	80%	61%	100%	78%	87%	78%	82%	74%	88%	85%	75%	78%	79%	83%	80%	73%	89%	92%	81%	75%	79%	97%	81%	75%	78%	78%	79%	86%	75%

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Q28. In a typical month, approximately how many times would you say you visit or use a local public library in any way?  
(Base= Total Library Users, Don't know dropped.)

	Use Library	Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
	Yes	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	201	178	23	126	75	137	64	86	115	56	84	61	105	67	16	13	51	31	78	14	42	55	89	58	63	40	36
None in a typical month	12%	11%	17%	13%	9%	8%	20%	9%	14%	9%	8%	20%	15%	6%	6%	23%	6%	6%	15%	21%	10%	7%	15%	7%	14%	15%	11%
1	34%	35%	26%	37%	31%	36%	30%	30%	37%	34%	38%	30%	30%	39%	44%	31%	31%	45%	32%	50%	38%	35%	29%	33%	37%	48%	19%
2	20%	19%	35%	16%	28%	17%	28%	27%	16%	20%	15%	28%	21%	19%	25%	15%	22%	10%	21%	21%	17%	20%	22%	24%	14%	23%	22%
3	11%	11%	13%	11%	12%	14%	6%	13%	10%	13%	14%	7%	14%	7%	13%	8%	16%	6%	13%	7%	17%	16%	8%	16%	10%	8%	22%
4	11%	12%		11%	11%	12%	9%	10%	11%	11%	12%	10%	11%	10%	6%	15%	12%	13%	10%	7%	11%	11%	13%	12%	8%	8%	17%
5	2%	3%		3%	1%	4%		1%	3%	2%	4%	2%	2%	4%			2%	3%	4%		2%	2%	3%	5%	3%		
6	1%	1%	4%	2%	1%	1%	2%		3%	4%	1%		1%	3%			4%		1%		2%	2%	1%		2%	3%	3%
8	1%	1%		3%	1%	1%	2%		2%		2%		2%					3%				2%	2%		2%		3%
10	1%	1%	4%	1%	1%	1%	2%		2%	2%	1%			1%	6%		4%				2%	2%			3%		3%
12	1%	2%		2%		2%		1%	2%	5%				4%			2%	6%				4%	1%	2%	2%		3%
14	0%	1%		1%		1%		1%		2%				1%					1%		2%					3%	
15	1%	1%		1%	1%	1%			2%		2%			1%		8%	2%	3%				2%	1%		3%		
16	1%	1%		1%	1%	1%	2%		2%			3%	2%					3%	1%				2%		3%		
23	0%	1%		1%		1%		1%		1%		1%		1%				1%					1%	2%			
30	0%	1%		1%		1%		1%				2%	1%					3%	1%		2%		1%	2%			3%
AVERAGE	2.7	2.8	2.0	2.9	2.6	3.1	2.0	3.0	2.5	2.9	2.8	2.5	2.5	3.3	2.2	2.6	2.9	3.5	2.5	1.2	3.0	2.8	2.9	2.6	3.1	2.5	2.7

Q29a. In any of the times you used a local public library in the past 12 months, did you . . .  
Use a computer  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	27%	52%		30%	8%	32%	20%	37%	11%	24%	29%	36%	28%	16%	22%	37%	19%	35%	29%	36%	23%	29%	25%	32%	24%	31%	21%	27%	32%
No/DK	73%	48%	100%	70%	92%	68%	80%	63%	89%	76%	71%	64%	72%	84%	78%	63%	81%	65%	71%	64%	77%	71%	75%	68%	76%	69%	79%	73%	68%

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Q29b. In any of the times you used a local public library in the past 12 months, did you . . .  
Use the Internet  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	24%	46%		27%	6%	29%	15%	33%	9%	22%	25%	33%	26%	11%	16%	37%	17%	31%	30%	31%	18%	29%	25%	30%	17%	27%	16%	27%	29%
No/DK	77%	54%	100%	73%	94%	71%	85%	67%	91%	78%	75%	67%	74%	89%	84%	63%	83%	69%	70%	69%	82%	71%	75%	70%	83%	73%	84%	73%	71%

Q29c. In any of the times you used a local public library in the past 12 months, did you . . .  
Seek help from a reference librarian to use the computer or access the Internet  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	14%	28%		15%	11%	16%	11%	17%	11%	13%	16%	15%	17%	10%	11%	23%	9%	15%	11%	22%	11%	11%	14%	23%	10%	12%	13%	21%	11%
No/DK	86%	72%	100%	85%	89%	84%	89%	83%	89%	87%	84%	85%	83%	90%	89%	77%	91%	85%	89%	78%	89%	89%	86%	77%	90%	88%	87%	79%	89%

Q29d. In any of the times you used a local public library in the past 12 months, did you . . .  
Check out books or other materials  
(Base=Total Sample)

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Yes	36%	69%		38%	21%	38%	33%	40%	28%	32%	39%	32%	36%	38%	41%	30%	28%	35%	30%	34%	38%	29%	22%	44%	40%	42%	34%	30%	35%
No/DK	65%	31%	100%	62%	79%	62%	67%	60%	72%	68%	61%	68%	64%	62%	59%	70%	72%	65%	70%	66%	62%	71%	78%	56%	60%	58%	66%	70%	65%



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Q30. Please tell me whether you disagree strongly, disagree, neither agree nor disagree, agree, or agree strongly with the following statement about your public library.  
My public library is a valuable resource to my community

	Total	Use Library		Use Internet		Use Smart Phone for Int		Use Social Networks		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	206	194	338	62	231	169	242	158	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Disagree strongly	2%	1%	2%	2%		3%	1%	2%	1%	3%	1%	1%	3%	2%	1%	2%	6%		3%	3%	3%	3%	4%	1%	1%	1%	1%	1%	6%
Disagree	2%	1%	2%	2%		2%	1%	1%	3%	2%	2%	1%	2%	2%	1%		4%		3%	2%	1%	1%	3%	2%	1%	3%	2%		
Neither agree nor disagree	4%		8%	4%		5%	2%	5%	2%	5%	2%	9%	2%	1%	3%	3%	2%	15%	3%		7%	3%	1%	5%	5%	4%	4%	4%	3%
Agree	43%	32%	54%	42%	44%	40%	46%	42%	43%	47%	38%	56%	37%	37%	39%	41%	64%	42%	45%	42%	34%	54%	32%	39%	38%	39%	48%	50%	
Agree strongly	48%	65%	30%	48%	48%	49%	46%	49%	46%	40%	55%	32%	54%	56%	53%	52%	21%	38%	42%	51%	57%	37%	36%	55%	54%	54%	50%	46%	39%
Don't know	2%	1%	4%	1%	8%	1%	4%	0%	5%	3%	1%	1%	3%	2%	1%	3%	6%		5%	2%	1%	3%	4%	3%	1%	2%	3%	3%	

Q31. What was the last grade of school you completed?  
Refusals dropped from base

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	399	337	62	231	168	241	158	205	194	196	203	121	156	122	208	118	47	26	106	59	146	35	102	96	166	99	137	81	72
Less than high school	9%	5%	29%	6%	12%	5%	14%	7%	11%	9%	8%	11%	7%	9%	2%	11%	32%	8%	23%	3%	1%	100%				8%	1%	10%	21%
High school graduate	23%	20%	35%	20%	27%	20%	27%	19%	27%	23%	22%	30%	22%	17%	14%	31%	38%	27%	37%	17%	9%		89%			23%	17%	35%	21%
Technical, trade, vocational training	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	2%	4%	3%	5%	1%		11%			3%	2%	1%	4%
Some college, community college	24%	25%	19%	25%	23%	26%	22%	27%	21%	21%	27%	29%	19%	25%	20%	34%	15%	27%	25%	32%	19%		100%			29%	18%	26%	28%
Graduate of 4-year college	26%	29%	6%	28%	23%	28%	22%	23%	28%	29%	23%	19%	31%	25%	36%	13%	13%	27%	8%	27%	44%			61%		22%	38%	16%	18%
Post graduate study or advanced degree	16%	18%	6%	19%	12%	18%	13%	21%	10%	15%	17%	8%	19%	20%	25%	8%		8%	5%	15%	25%			39%		14%	23%	12%	8%

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Q32. Employment  
Refusals dropped from base

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	397	336	61	230	167	240	157	203	194	195	202	120	155	122	208	117	47	25	105	59	145	34	101	96	166	99	137	80	71
Full time employed (35+ hours a week)	51%	55%	28%	62%	35%	56%	43%	48%	53%	59%	43%	53%	69%	25%	47%	53%	62%	48%	35%	63%	68%	32%	43%	41%	65%	49%	50%	56%	48%
Part time employed	6%	7%	3%	7%	5%	7%	6%	10%	3%	4%	9%	8%	4%	7%	6%	8%	6%		10%	2%	4%	6%	8%	6%	5%	5%	7%	3%	11%
Full time retired	18%	13%	43%	6%	35%	8%	32%	14%	22%	16%	19%	1%	2%	55%	27%	9%	2%	12%	17%	17%	12%	21%	16%	18%	19%	15%	26%	14%	11%
Full time student	7%	8%		10%	3%	11%		3%	10%	10%		3%	22%	1%	4%	9%	4%	28%	9%	3%	3%	14%	11%	1%	9%	4%	9%	6%	
Full time homemaker	8%	8%	7%	7%	8%	8%	6%	10%	5%		15%	6%	12%	3%	9%	2%	17%	4%	9%	3%	10%	9%	7%	9%	7%	10%	7%	6%	8%
Currently unemployed	6%	5%	11%	5%	8%	5%	8%	9%	3%	7%	6%	8%	7%	4%	3%	13%	9%		12%	8%	1%	15%	7%	8%	3%	9%	4%	6%	7%
Disabled	5%	4%	8%	4%	5%	4%	5%	5%	4%	4%	5%	3%	5%	6%	3%	8%			9%	7%	1%	15%	6%	6%	1%	2%	3%	6%	8%

Q33. What is your zip code for your home address?  
Refusals and don't know dropped from base

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S+Ctr Cty	E	W
RESPONDENTS	390	331	59	225	165	237	153	202	188	190	200	118	153	119	206	114	46	24	103	58	144	33	99	95	162	100	137	81	72
28269	8%	9%	3%	11%	5%	11%	5%	7%	10%	8%	9%	12%	7%	7%	3%	11%	13%	29%	9%	9%	8%	12%	11%	12%	4%	33%			
28216	7%	6%	8%	6%	7%	6%	7%	10%	3%	6%	7%	5%	8%	7%	2%	14%	4%	13%	10%	5%	6%	9%	7%	12%	3%	26%			
28210	6%	6%	7%	6%	6%	5%	7%	6%	6%	7%	5%	8%	3%	7%	7%	5%	4%	4%	6%	7%	5%	3%	7%	4%	7%		17%		
28205	6%	5%	8%	5%	6%	4%	8%	3%	8%	6%	6%	6%	5%	6%	5%	4%	11%	8%	7%	9%	6%	18%	4%	5%	4%			27%	
28277	5%	6%	3%	4%	8%	5%	7%	4%	7%	4%	7%	4%	5%	8%	9%	2%	4%	1%	2%	10%	3%	2%	3%	4%	9%		15%		
28208	5%	4%	15%	4%	7%	4%	8%	3%	7%	5%	6%	8%	5%	4%	1%	15%	2%		11%	2%	2%	18%	8%	6%	1%				29%
28273	5%	5%	5%	4%	7%	4%	7%	5%	5%	5%	5%	5%	6%	3%	4%	4%	11%	4%	6%	14%	1%	9%	4%	6%	4%				26%
28105	5%	4%	10%	4%	5%	3%	7%	6%	4%	6%	4%	3%	3%	10%	8%	1%	2%	3%	3%	2%	6%	3%	5%	4%	6%		14%		
28211	4%	5%	2%	4%	4%	5%	3%	5%	4%	4%	5%	4%	4%	5%	7%		2%	8%	5%		7%	4%	2%	7%					
28078	4%	5%	2%	4%	5%	5%	4%	4%	4%	5%	4%	2%	7%	4%	8%				1%	3%	8%	3%		3%	7%		17%		
28215	4%	5%	3%	6%	2%	5%	4%	4%	4%	3%	6%	6%	3%	4%	2%	8%	7%		7%	3%	3%		6%	6%	3%			21%	
28270	4%	4%	5%	3%	6%	4%	5%	3%	5%	5%	4%	1%	3%	9%	5%	4%	2%		3%	5%	3%		2%	5%	6%				
28262	4%	4%	3%	4%	3%	4%	3%	4%	4%	4%	4%	5%	4%	3%	2%	7%	4%	4%	6%	2%	2%		7%	3%	3%		15%		
28214	4%	4%	3%	4%	3%	3%	4%	3%	4%	5%	3%	3%	5%	3%	4%	3%	2%	4%	4%	2%	6%	9%	2%	2%	4%				19%
28212	3%	4%	2%	3%	4%	3%	4%	4%	3%	4%	3%	3%	3%	3%	2%	4%	4%	4%	3%	9%	2%		6%	2%	3%			16%	
28226	3%	3%	2%	3%	4%	3%	3%	3%	3%	2%	4%	2%	4%	3%	5%	1%	2%		2%	3%	2%		2%	3%	4%		9%		
28203	3%	3%		4%	1%	4%	1%	1%	5%	3%	3%	5%	3%	4%	2%	2%		4%	1%	5%	4%		2%	1%	5%		8%		
28227	3%	3%	2%	3%	3%	3%	3%	4%	1%	3%	3%		5%	3%	5%	1%			2%	5%	3%		3%	4%	2%			14%	
28206	3%	2%	5%	2%	4%	2%	3%	3%	2%	4%	1%	4%	2%	2%	1%	5%	2%	4%	5%			3%	8%	1%	1%			12%	
28278	2%	2%	3%	3%	2%	3%	2%	2%	2%	1%	4%	3%	3%	1%	2%	1%	9%				5%		1%	4%	2%				13%
28213	2%	2%	3%	3%	1%	2%	2%	1%	3%	2%	2%	3%	2%	1%	1%	5%			2%	5%	1%	3%	2%	4%	1%			10%	
28209	2%	2%		3%	1%	3%	1%	3%	1%	2%	3%	3%	3%	1%	2%	2%	2%		1%	3%	2%		1%	1%	4%			6%	
28217	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	3%	3%	2%	3%	3%	9%			4%	2%	1%	9%	1%	2%	1%				10%
28031	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%		2%	2%	1%		2%	4%	1%		3%		1%	2%		5%			
28207	1%	2%		2%	1%	1%	1%	0%	2%	1%	2%	1%		3%	2%		4%		1%		1%			2%	2%		4%		
28036	1%	1%		1%	1%	2%	1%	1%	1%	2%	1%		2%	1%	2%				1%		2%			1%	2%		4%		
28218	1%	1%		0%	1%	1%	1%	1%		1%	1%		1%			1%	2%		1%		2%		2%						3%
28204	1%	1%		1%		0%	1%	1%			1%		1%	1%							1%				1%			1%	
28134	0%	0%		0%		0%			1%	1%		1%			0%					2%					1%			1%	
28202	0%	0%		0%		0%			1%	1%		1%			0%						1%				1%			1%	
28104	0%	0%		0%		0%			1%	1%		1%		0%											1%			1%	

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Q34. Including yourself, how many adults age 18 or older live in your household?  
Refusals dropped from base

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	393	332	61	227	166	238	155	202	191	192	201	119	153	121	206	116	46	25	103	58	144	35	101	93	163	99	131	81	72
One	23%	21%	33%	19%	29%	19%	28%	23%	23%	21%	25%	15%	23%	31%	25%	24%	7%	32%	37%	28%	14%	29%	17%	19%	27%	17%	23%	36%	14%
Two	51%	52%	46%	51%	51%	52%	50%	52%	50%	52%	51%	40%	56%	56%	57%	39%	57%	48%	33%	45%	64%	46%	47%	43%	60%	57%	57%	32%	53%
Three	17%	17%	15%	21%	12%	19%	14%	16%	18%	17%	17%	26%	16%	10%	14%	22%	22%	8%	17%	16%	17%	14%	22%	25%	10%	14%	14%	21%	25%
Four or more	9%	9%	7%	10%	8%	10%	7%	9%	8%	10%	7%	18%	6%	3%	4%	15%	15%	12%	13%	12%	5%	11%	15%	13%	2%	12%	6%	11%	8%
AVERAGE	2.1	2.2	2.0	2.3	2.0	2.2	2.0	2.1	2.1	2.2	2.1	2.5	2.1	1.9	2.0	2.3	2.6	2.1	2.1	2.1	2.1	2.1	2.4	2.3	1.9	2.3	2.0	2.1	2.3

Q35. How many children under the age of 18 live in your household?  
Refusals dropped from base

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	393	332	61	227	166	238	155	202	191	192	201	119	153	121	206	116	46	25	103	58	144	35	101	93	163	99	131	81	72
None	56%	53%	72%	46%	70%	29%	27%	27%	29%	63%	50%	39%	43%	90%	70%	39%	37%	56%	57%	48%	53%	57%	50%	58%	58%	57%	64%	49%	49%
One	19%	19%	18%	22%	14%	11%	8%	9%	10%	15%	22%	26%	22%	7%	12%	31%	22%	12%	19%	22%	18%	14%	21%	23%	16%	15%	16%	25%	19%
Two	17%	19%	7%	22%	11%	14%	3%	10%	7%	15%	19%	24%	24%	2%	14%	22%	20%	20%	14%	19%	22%	11%	21%	9%	21%	20%	17%	16%	18%
Three	5%	6%	7%	7%	2%	5%	0%	4%	1%	4%	6%	8%	7%		3%	5%	11%	12%	6%	5%	5%	6%	5%	10%	2%	5%	2%	6%	8%
Four or more	3%	3%	3%	3%	2%	2%	1%	1%	2%	3%	3%	3%	5%		1%	3%	11%		4%	5%	2%	11%	3%	1%	2%	3%	1%	4%	6%
AVERAGE, REFUSALS DROPPED	.8	.9	.5	1.0	.5	1.0	.5	.9	.7	.7	.9	1.1	1.1	.1	.5	1.1	1.5	.9	.8	1.0	.8	1.1	.9	.8	.7	.8	.6	.9	1.1

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Q35\_1. Total people in household (created by addition of q34 and q35)  
(Refusals dropped from base)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	393	332	61	227	166	238	155	202	191	192	201	119	153	121	206	116	46	25	103	58	144	35	101	93	163	99	131	81	72
1	16%	14%	30%	11%	24%	7%	9%	8%	9%	16%	16%	8%	12%	29%	20%	11%	4%	28%	26%	19%	8%	26%	14%	11%	18%	11%	18%	23%	11%
2	32%	32%	34%	26%	40%	17%	15%	16%	16%	34%	30%	18%	27%	53%	39%	26%	17%	28%	21%	28%	38%	23%	24%	38%	36%	36%	37%	23%	26%
3	19%	20%	15%	23%	14%	12%	7%	9%	10%	20%	19%	24%	24%	10%	20%	20%	20%	12%	17%	17%	22%	9%	24%	17%	20%	17%	21%	17%	21%
4	17%	17%	13%	20%	13%	12%	5%	9%	7%	15%	18%	24%	19%	7%	14%	19%	28%	12%	22%	14%	19%	23%	16%	14%	18%	19%	17%	15%	18%
5	9%	10%	5%	14%	2%	7%	2%	6%	3%	7%	10%	14%	11%	1%	4%	16%	13%	8%	7%	12%	10%	6%	11%	15%	5%	8%	5%	11%	14%
6	5%	5%	3%	4%	7%	4%	2%	2%	3%	7%	3%	10%	5%		2%	6%	15%	4%	4%	7%	3%	9%	10%	3%	2%	5%	2%	9%	7%
7	1%	2%		2%		1%		1%	0%	1%	2%	2%	2%		2%	2%	2%	8%	3%	2%	1%	6%	2%	1%	3%	3%	1%	1%	1%
8	0%	0%		0%		0%		0%		0%	0%	1%			1%				2%				1%						1%
AVERAGE	2.9	3.0	2.4	3.2	2.5	3.2	2.5	3.0	2.8	2.9	3.0	3.6	3.1	2.0	2.5	3.3	3.8	2.9	2.9	3.1	3.0	3.1	3.2	3.0	2.6	3.0	2.6	3.0	3.3

Q36. Race/Ethnicity

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
Hispanic or Latino	12%	10%	19%	13%	10%	7%	5%	4%	8%	12%	12%	19%	13%	3%					27%	8%	4%	43%	19%	7%	4%	11%	6%	14%	22%
White or Caucasian	52%	55%	37%	48%	58%	31%	21%	27%	26%	52%	52%	34%	46%	78%	100%				28%	41%	73%	14%	33%	44%	77%	40%	78%	42%	35%
Black or African American	30%	27%	42%	31%	28%	18%	12%	18%	12%	29%	30%	37%	35%	15%		100%			37%	47%	16%	37%	40%	42%	14%	37%	12%	40%	40%
American Indian, Alaskan Native	1%	1%	2%	2%	1%	1%	0%	1%		2%	1%	1%	2%	1%			19%		2%		1%	3%	1%	2%	1%	3%		1%	1%
Asian, Pacific Islander	1%	1%		2%	1%	1%	0%	1%	1%	1%	2%	1%	2%	1%			19%		1%		2%			1%	2%	2%	1%		
Mixed race	4%	5%		5%	3%	3%	2%	1%	3%	6%	2%	8%	3%	2%			62%		5%	3%	4%	3%	7%	4%	2%	7%	3%	4%	1%

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Q37. Age

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	400	338	62	231	169	242	158	206	194	196	204	121	156	123	209	118	47	26	106	59	146	35	102	96	166	100	137	81	72
18 to 24	11%	13%	3%	16%	4%	10%	2%	6%	5%	14%	8%	37%			5%	18%	13%	27%	18%	3%	4%	11%	20%	18%	2%	14%	7%	14%	11%
25 to 34	19%	21%	8%	26%	10%	14%	5%	8%	11%	23%	15%	63%			14%	20%	36%	19%	22%	25%	21%	26%	19%	17%	14%	20%	20%	24%	
35 to 44	21%	22%	15%	26%	14%	16%	5%	14%	7%	15%	26%		53%		16%	25%	28%	23%	23%	20%	24%	14%	19%	19%	25%	25%	15%	19%	28%
45 to 54	18%	19%	16%	16%	21%	10%	8%	9%	10%	21%	16%		47%		18%	20%	15%	15%	10%	19%	26%	17%	18%	13%	22%	20%	16%	20%	19%
55 to 64	16%	14%	26%	11%	21%	6%	10%	9%	7%	15%	16%				21%	11%	4%	12%	11%	22%	14%	14%	13%	15%	17%	13%	18%	16%	14%
65 to 74	9%	9%	13%	3%	18%	4%	5%	5%	5%	7%	11%				15%	3%	4%		7%	5%	10%	3%	5%	13%	11%	8%	16%	5%	3%
75 or older	6%	4%	19%	2%	12%	0%	6%	2%	4%	5%	7%				10%	3%			9%	5%	1%	14%	7%	5%	4%	6%	7%	7%	1%

Q38. What is your total before-tax household income, from all sources including investments?  
(Refusals dropped from base.)

	Total	Use Internet		Use Smart Phone for Int		Use Social Networks		Use Library		Gender		Age			Race				Income			Education				Area of Residence			
		Yes	No	Yes	No	Yes	No	Yes	No	M	F	18-34	35-54	55+	W	B	H	Oth	< \$40k	\$40k to \$60k	\$60k +	< HS	HS grad or voc	Some col	Col grad	N	S + Ctr Cty	E	W
RESPONDENTS	311	272	39	192	119	194	117	164	147	149	162	95	131	85	161	90	40	20	106	59	146	28	70	74	139	80	100	66	59
Below \$20k	12%	9%	33%	10%	16%	11%	14%	12%	13%	11%	13%	18%	8%	12%	6%	17%	23%	20%	36%			32%	20%	15%	3%	10%	8%	11%	22%
\$20k to < \$40k	22%	19%	44%	20%	25%	16%	31%	20%	24%	21%	22%	26%	18%	22%	12%	27%	50%	20%	64%			54%	40%	22%	6%	25%	15%	29%	22%
\$40k to < \$60k	19%	20%	10%	18%	21%	20%	17%	21%	17%	17%	21%	18%	18%	22%	15%	31%	13%	10%		100%		7%	19%	26%	18%	14%	17%	27%	20%
\$60k to < \$80k	15%	17%	8%	14%	18%	15%	16%	16%	15%	13%	17%	14%	15%	19%	20%	9%	8%	25%			33%	4%	10%	19%	19%	11%	17%	12%	22%
\$80k to < \$100k	14%	17%		15%	13%	17%	10%	15%	14%	19%	10%	11%	18%	13%	20%	9%	3%	15%			31%	4%	7%	11%	22%	19%	18%	11%	7%
\$100k to < \$150k	9%	10%	3%	13%	3%	11%	6%	9%	10%	10%	9%	8%	13%	5%	16%	3%		5%			20%		3%	5%	17%	10%	16%	3%	5%
\$150k or more	8%	8%	3%	10%	3%	9%	6%	9%	7%	8%	7%	5%	10%	7%	11%	4%	5%	5%			16%		1%	3%	15%	11%	9%	8%	2%