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WANT TO REACH OUT AND TOUCH SOMEONE IN NJ? FORGET THE LANDLINE AND GET ONLINE

Fairleigh Dickinson University, June 6, 2016 – Texting, emailing, and Facebook-ing consume a lot of time among Garden Staters, and most agree the nonstop flow of information and opportunities to connect with others makes life easier. These and other technology related findings emerge from the most recent statewide survey of Garden State adults from Fairleigh Dickinson University's PublicMind.

Email and text messaging is used almost universally among New Jersey residents, with nine-in-ten who say they use one or both communication platforms daily. Social media, such as Facebook, Twitter, and Instagram, are also widely used among adults, with more than half (60%) who report usage at least daily.

“Email and text messaging are replacing older, more traditional modes for keeping in touch with others. It used to be that landlines were the universal way of reaching out. Now, it's web and SMS technology,” said Krista Jenkins, professor of political science and director of PublicMind.

However, the frequency with which adults check their accounts varies considerably. The average among all respondents surveyed is around five times per hour. Men, for example, check email and text messages on average seven times per hour, compared with women's four. And Millennials are far more tethered to their accounts than older residents. They check an average of nine times per hour, as compared with five times for those between the ages of 35 and 59, and slightly more than two times for the 60 and older crowd.

As for social media, the average for everyone is three times per hour. But Millennials outpace everyone. They report checking social media accounts on average four times per hour.

“It's clear that Millennials enjoy and value their technology. There has been some interesting research that suggest our technology-connected world actually DISconnects us from each other in many ways,” said Christopher Caldiero, professor of communication studies at Fairleigh Dickinson University.

As for whether all of this technology improves our quality of life, the answer is a clear “yes.” Almost six-in-ten say technology has improved our lives because of the ease and speed with which we can stay connected to others (57%) as compared with those who believe technology has made our lives harder because we're rarely able to enjoy private time (30%). Again, Millennials stand out for their belief that technology is a benefit rather than hindrance to a fulfilling life. Seventy percent of Millennials say they love their technology.

Although survey data shows most feel technology is a benefit to their lives, Caldiero offers a more cautious appraisal: “Our obsessions with technology can hinder our interpersonal relationships with regard to more ‘traditional’ methods of communicating – namely, conversation! Regardless, there seems to be no going back and it's clear that we have entered a new, postmodern age where technology helps create and shape our meanings, relationships, and truths.”

Methodology - The Fairleigh Dickinson University PublicMind survey was conducted by landline and cellular telephone May 18-22, 2016 among a random statewide sample of 812 adults. Results have a margin of sampling error of +/- 3.7 points, including the design effect.

Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>

Radio actualities at 201.692.2846 For more information, please call 201.692.7032

Methodology

The most recent survey by Fairleigh Dickinson University’s PublicMind was conducted by telephone from May 18-22, 2016 using a randomly selected sample of 812 New Jersey adults. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.7 percentage points, including the design effect. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

Landline households are supplemented with a separate, randomly selected sample of cell-phone respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of gender, age, education, and race. 447 interviews were conducted on landlines and 365 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University.

Tables

<i>Do you use email and/or text messaging to keep in touch with others on a daily basis?</i>													
	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Yes	90	90	96	88	90	90	89	93	85	95	99	94	76
No	10	10	4	12	10	10	11	7	15	5	1	5	24
DK (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (vol)	0	0	0	0	0	0	0	0	0	0	0	1	0

<i>[If yes] On average, how many times per hour do you check your email and text message?</i>													
	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Average	5.33	5.23	3.2	6.4	7.1	3.7	5.4	5.3	6.6	4.1	8.7	4.7	2.5

<i>Do you use social media platforms, such as Facebook and Instagram, on a daily basis?</i>													
	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+

Yes	60%	67	61	49	54	66	56	68	56	64	84	59	39
No	40%	33	39	51	46	34	44	32	44	36	16	41	61
DK (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0

<i>[If yes] On average, how many times per hour do you check your social media accounts?</i>													
		PID			Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Average	2.84	2.45	3.36	2.33	3.63	2.23	1.54	4.76	4.0	1.6	4.6	2.1	.81

<i>Some people say technology has improved the quality of our lives because of the ease and speed with which we can stay connected to others. Others say technology has made our lives harder because we're rarely able to enjoy private time. If you had to choose, which of those statements best describes your feelings? [rotate]</i>													
		PID			Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Makes life easier	57%	61	56	54	60	55	54	65	55	60	70	52	54
Makes life harder	30%	28	28	36	28	33	34	22	31	30	21	34	34
Both (vol)	9%	9	13	6	8	10	8	12	10	8	8	12	7
DK (vol)	2%	1	2	3	3	2	3	2	3	2	1	2	4
Refused (vol)	2%	0	1	1	1	0	1	0	1	1	0	0	2

<i>Some people say technology has improved the quality of our lives because of the ease and speed with which we can stay connected to others. Others say technology has made our lives harder because we're rarely able to enjoy private time. If you had to choose, which of those statements best describes your feelings? [rotate]</i>			
	All	Average number of times check email/texts	Average number of times check social media
Makes life easier	57%	6.1	3.2
Makes life harder	30%	4.8	2.1
Both (vol)	9%	3.2	2.3
DK (vol)	2%	1.9	1.8
Refused (vol)	2%	2.2	1.00

Exact Question Wording and Order

US1 and US2 withheld

NJ1 through NJ5 released May 24, 2016

NJ6 released May 25 and 26, 2016

TG1 through TG5 released June 1, 2016

V1 and V2 withheld

Now I'd like to ask you about your thoughts on technology.

TECH1 Do you use email and/or text messaging to keep in touch with others on a daily basis?

1 Yes

- 2 No ASK TECH2
- 8 Don't know (vol) ASK TECH2
- 9 Refused (vol) ASK TECH2

TECH1A [If yes to TECH1] On average, how many times per hour do you check your email and text messages?

Record #

TECH2 Do you use social media platforms, such as Facebook and Instagram, on a daily basis?

- 1 Yes
- 2 No ASKTECH3
- 8 Don't know (vol) ASK TECH3
- 9 Refused (vol) ASK TECH3

TECH2A On average, how many times per hour do you check your social media accounts?

Record #

TECH3 Some people say technology has improved the quality of our lives because of the ease and speed with which we can stay connected to others. Others say technology has made our lives harder because we're rarely able to enjoy private time. If you had to choose, which of those statements best describe your feelings? [Rotate]

- 1 Makes life easier
- 2 Makes life harder
- 3 Both (vol)
- 8 Don't know (vol)
- 9 Refused (vol)

Weighted sample characteristics

Gender	<i>Male</i>	49%
	<i>Female</i>	51%
Age	<i>18-34</i>	28%
	<i>35-59</i>	41%
	<i>60+</i>	30%
	<i>Refused</i>	1%
Race	<i>White</i>	64%
	<i>African American</i>	13%
	<i>Hispanic</i>	15%
	<i>Asian</i>	5%
	<i>Other/Refused</i>	3%
Party (with leaners)	<i>Dem</i>	48%
	<i>Ind/DK/Refused</i>	19%
	<i>Repub</i>	33%