How the Survey was Conducted

Nature of the Sample: Exclusive *Point Taken*-Marist Poll of 622 National Adults

This survey of 622 adults was conducted March 29th through March 31st, 2016 by The Marist Poll sponsored and funded in partnership with WGBH's *Point Taken*. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Each percentage point represents 3.2 million people including children or 2.4 million adults 18 years of age and older. Results are statistically significant within ±3.9 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
National Registered Voters		82%
Party Identification^	Democrat	32%
	Republican	31%
	Independent	35%
	Other	1%
Political Ideology^	Very liberal	8%
	Liberal	19%
	Moderate	32%
	Conservative	31%
	Very conservative	9%
Gender	Men	49%
	Women	51%
Age	Under 45	47%
	45 or older	53%
Age	18 to 29	22%
	30 to 44	26%
	45 to 59	27%
	60 or older	26%
Generation	Millennials (18-34)	31%
	Gen X (35-50)	24%
	Baby Boomers (51-69)	30%
	Silent-Greatest (Over 69)	15%
Race	White	62%
	African American	11%
	Latino	14%
	Other	12%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than $50,000	47%
	$50,000 or more	53%
Education	Not college graduate	60%
	College graduate	40%
Marital Status	Married	52%
	Not married	48%
Parents		27%
Interview Type	Landline	40%
	Cell phone	60%

Exclusive *Point Taken* -Marist Poll National Adults. Interviews conducted March 29th through March 31st, 2016, n=622 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.
^Asked only of Registered Voters.

How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.

2. Columns read vertically down the page.

3. The table headings present the people, or subgroup, each column represents. They are each noted with a letter.

4. The remaining rows present the column percentages for each valid response category to a question.

5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a letter is below a percent, it notes that this percent is statistically different from the percent of the lettered column. For example in the table below, the 65% in column I is statistically different from the 47% in column H.

6. Please note totals may not add to 100% due to rounding.

Table B1160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Is technology making us:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More productive	54%	54%	54%	51%	59% d	52%	56%	47%	65% H	47%	58% J
Less productive	43%	45%	42%	46%	39%	48% g	39%	50% I	34%	49% k	41%
Unsure	3%	1%	4% b	3%	1%	-	5%	3%	1%	3%	1%
Chi-Square		<-------5.	818------->	<-------5.	633------->	<-------17	.579------>	<-------18	.451------>	<-------8.	217------->
Significance		9	5%	9	4%	1	00%	1	00%	9	8%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Exclusive *Point Taken* -Marist Poll
April 2016

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Banner 1: Gender, Race, Age, Education, Income

Table BM160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Is technology making us smarter or dumber?

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smarter	46%	46%	45%	45%	47%	45%	47%	45%	47%	42%	48%
Dumber	49%	50%	47%	48%	50%	52%	46%	50%	47%	51%	49%
Unsure	5%	3%	7%	7%	2%	3%	8%	5%	6%	7%	3%
			b	E			F				
Chi-Square		<-------4.	842------->	<-------4.	998------->	<-------7.	438------->	<--------.	326------->	<-------5.	288------->
Significance		9	1%	9	2%	9	8%	1	5%	9	3%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Table B1160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Is technology making us:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More productive	54%	54%	54%	51%	59% d	52%	56%	47%	65% H	47%	58% J
Less productive	43%	45%	42%	46%	39%	48% g	39%	50% I	34%	49% k	41%
Unsure	3%	1%	4% b	3%	1%	-	5%	3%	1%	3%	1%
Chi-Square		<-------5.	818------->	<-------5.	633------->	<-------17	.579------>	<-------18	.451------>	<-------8.	217------->
Significance		9	5%	9	4%	1	00%	1	00%	9	8%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Table B2160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Is technology making us:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More connected to family and friends	43%	48% C	39%	43%	44%	47% g	39%	39%	46%	43%	44%
Less connected to family and friends	54%	49%	58% B	55%	52%	50%	57%	56%	52%	53%	55%
Unsure	3%	4%	3%	3%	4%	3%	4%	4% i	1%	4%	1%
Chi-Square		<-------5.9	847------->	<--------.2	69-------->	<-------4.9	673------->	<-------5.9	879------->	<-------2.7	685------->
Significance			5%		9%		0%		5%		4%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Table B3160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Do advances in technology make education:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Better	74%	77%	72%	72%	78%	82% G	67%	70%	80% H	72%	76%
Worse	21%	19%	23%	23% e	16%	15%	27% F	23% i	16%	23%	20%
Unsure	5%	5%	5%	5%	5%	3%	7% f	7% i	3%	5%	4%
Chi-Square		<-------1.	724------->	<-------4.	628------->	<-------18	.328------>	<-------8.	988------->	<-------1.	414------->
Significance		5	8%	9	0%	1	00%	9	9%	5	1%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Table B4160329PT

Exclusive *Point Taken*-Marist Poll
April 2016

Does technology make us:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More human	21%	24%	19%	20%	22%	20%	22%	20%	22%	23%	20%
Less human	71%	69%	72%	71%	71%	72%	70%	72%	70%	70%	73%
Unsure	8%	7%	9%	9%	7%	9%	7%	8%	8%	7%	7%
Chi-Square		<--------2	.65------->	<--------.	727------->	<--------.	946------->	<--------.	118------->	<--------.	922------->
Significance		7	3%	3	0%	3	8%		6%	3	7%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Table B5160329PTR

Exclusive *Point Taken*-Marist Poll
April 2016

Which statement about technology comes closer to your opinion:

		Gender		Race		Age		Education		Income	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Not college graduate	College graduate	Less than $50,000	$50,000 or more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The benefits to society from advances in technology outweigh the risks	51%	55% C	46%	48%	56% d	54%	48%	47%	58% H	49%	53%
The risks to privacy through advances in technology are too high	45%	40%	50% B	48%	41%	46%	45%	49% I	39%	47%	43%
Unsure	4%	4%	4%	5%	2%	0%	7% F	4%	3%	4%	3%

Comparison Groups: BC/DE/FG/HI/JK
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.