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**Cognitive Pretesting the 2011 Computer
and Internet Use Supplement for the
Current Population Survey: Final Report**

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Cognitive Pretesting the 2011 Computer and Internet Use Supplement for the Current Population Survey:Final Report

Abstract:

At the request of the National Telecommunications and Information Administration and the Demographic Surveys Division, staff from the Center for Survey Measurement cognitively pretested the July 2011 Current Population Computer and Internet Use supplement.

Results of 20 cognitive interviews conducted from December 2010 through April 2011, include the following: 1) respondents had difficulty estimating Internet use on mobile devices in addition to their Internet use on traditional computers; 2) respondents had difficulty estimating how much time they spend on the Internet doing various tasks; and 3) respondents did not know what type of Internet service (e.g., DSL, FIOS, etc.) they had at home. The question the supplement used to measure the type of Internet service is the same question the American Community Survey (ACS) currently uses. We recommend further testing of this question in order to redesign the question for the ACS and any other questionnaire, like this supplement, that uses this question.

Key Words:

cognitive interviews, pretesting, Computer use, Internet use

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Executive Summary

The Demographic Surveys Division (DSD) of the U.S. Census Bureau and the National Telecommunications and Information Administration (NTIA) requested that staff in the Center for Survey Measurement (CSM) conduct cognitive pretesting on a Current Population Survey (CPS) Computer and Internet Use Supplement. The supplement would be fielded in July 2011. NTIA has sponsored a CPS Computer and Internet Use Supplement in 2003, 2009, and 2010. In the 2011 supplement, some questions and answer categories are identical to those in prior supplements, some are slightly modified, and some are new. This report contains the results of two rounds of cognitive interviews.

Our main findings include:

1. Respondents had difficulty estimating Internet use on mobile devices in addition to their Internet use on traditional computers.

The increase in mobile computing and mobile access to the Internet is something the sponsor wants to measure with this supplement. However, because of the original question sequence, many times respondents in Round 1 were only considering Internet use on wired computers. Additionally, some of the questions that ask about where the Internet is accessed seemed to be focused more on wired computer access. In the second round of testing, we attempted to account for the mobile use of computers by adding interviewer instructions and starting off the supplement with questions about smartphone usage. All the respondents in Round 2 answered the smartphone question affirmatively and then provided answers about how many wired-computers they had, whether they accessed the Internet at home, and where else they used the Internet.

2. Respondents had difficulty estimating how much time they spend on the Internet doing various tasks.

By far, the most difficult task for respondents was asking them to estimate the amount of time they spend on the Internet. There is a general conflation of computer and Internet use. For example, if one reads a downloaded book, only the download time is technically time spent on the Internet. However, some respondents in Round 1 counted the time spent reading the book offline as time spent online. This is because computers and other new mobile devices are increasingly *always* connected to the Internet. If one's iPhone is always connected to the Web, vibrating when they get an email, are they spending 24 hours a day online? The line between on- and off-line is increasingly blurred, which caused some difficulty for respondents. Ultimately, NTIA decided to forgo asking about how much time was spent on particular items on the Internet. More research with a larger number of subjects needs to occur prior to implementing such questions.

Cognitive Pretesting the 2011 Computer and Internet Use Supplement for the Current Population Survey: Final Report

Introduction

In the latter part of 2010, the Demographic Surveys Division (DSD) of the U.S. Census Bureau requested that staff in the Center for Survey Measurement (CSM) (formerly the Statistical Research Division) conduct cognitive pretesting on a Current Population Survey (CPS) Computer and Internet Use Supplement. The supplement would be fielded in July 2011.

The sponsor of the supplement is the National Telecommunications and Information Administration (NTIA). They have sponsored a CPS Computer and Internet Use Supplement previously in 2003, 2009, and 2010. In the 2011 supplement, some questions and answer categories are identical to those in prior supplements, some are slightly modified, and some are new.

This report contains the results of two rounds of pretesting on the proposed 2011 supplement. We were unable to test all questions due to the inability to recruit and administer the supplement to enough respondents within the timeline given for this pretesting project. The pretesting timeline was compressed because the supplement had to go to OMB for approval and specifications had to be written prior to the July production date.

We provided quick reports after each round of testing to DSD and the sponsor. Decisions on the question and response category wording, and question order were made from these reports. This document presents the methodology and the detailed question-by-question results for each round. The order of the questions for each round and the final question series for the supplement are found in the appendices.

Method

To pretest the 2011 CPS Computer and Internet Use Supplement, we conducted two rounds of cognitive interviews. The first round took place in December 2010 and January 2011. The second round took place in late March and early April 2011. Testing took place at the U.S. Census Bureau's cognitive lab or at locations convenient for the respondent. Respondents were provided \$40 for their travel expenses.

In the first round of testing, Andrea Schwanz, Nathan Jurgenson, and Krysten Mesner conducted the pretesting interviews. Due to scheduling and work priorities, in the second round, Katherine Drom, Elizabeth Nichols, and Krysten Mesner conducted the pretesting interviews.

Respondents

In each round, we interviewed 10 respondents who lived in and around the Washington D.C. metropolitan area. Respondents were recruited from responses to an ad place in the *City Paper* and through local contacts. For the interviews, we recruited respondents who used the Internet. Most respondents owned one or more computers. Some respondents in Round 1 accessed the Internet only through their smartphone. All respondents in Round 2 owned smartphones in addition to wired computers in their homes.

Table 1 provides the demographic and household characteristics of the respondents by round of interview. We recruited a variety of respondents, but as with other cognitive interview recruiting efforts, many of our respondents were older, female and black. Fortunately, our respondents were from households with related and unrelated members. We could observe whether respondents knew about Internet and computer use of other household members, who might not be related, or closely related to the respondent. Additionally, because many of our respondents were from households with children, we were able to test questions about Internet monitoring and concerns with Internet content.

Table 1: Characteristics of Respondents

	Round 1	Round 2
Sex		
Male	0	3
Female	10	7
Race		
White	2	1
Black	8	8
Multi-racial	0	1
Age		
18-29	1	0
30-39	2	3
40-49	1	6
50-59	5	1
60+	1	0
Education		
12 grade or less	3	2
Some college/AA	4	8
BA/BS	2	0
Graduate work or degree	1	0
Household composition		
Single-person household	3	1
Married couple/unmarried partner	0	1
Parent(s)/child household	3	4
At least one extended relative	3	3
At least one nonrelative	1	1
Total number	10	10

Cognitive Interviews

During the cognitive pretesting, we administered a paper questionnaire and used a concurrent think-aloud procedure with verbal probing to elicit comprehension of the questions and response categories. Using these procedures, researchers ask respondents to think out loud while they are answering the questions. Respondents are asked to talk about how they came up with their answer, and what the questions and response categories mean to them. If respondents appear confused or give contradictory answers to questions, researchers ask supplemental questions to attempt to determine the cause of the confusion in order to gauge the respondent's understanding of the question. At the end of the questionnaire, we asked a few debriefing questions to gain an insight into their overall opinion of the questions.

The Round 1 questionnaire and protocol is found in Attachment A. The questions, response categories, and order of the questions for Round 1 were predetermined by DSD and NTIA. We added cognitive probes to the supplement and conducted 10 pretest interviews. After the first round of pretesting, we documented our suggestions for revising the questions and response text, question order, and skip sequences in a quick report. We submitted our results and discussed them with DSD staff, who then forwarded the report to NTIA. NTIA and DSD provided a new supplement to pretest for a second round. We reviewed the questions, made some suggestions based on our expert review, and added the cognitive testing probes to the new supplement. The Round 2 questionnaire and protocol is found in Attachment B. Ten more pretest cognitive interviews were conducted and another quick report with findings was prepared and presented to DSD. The report was then sent to NTIA and from there NTIA and DSD prepared the final wording to send to OMB. The final wording (as of April 28, 2011) for the supplement is found in Attachment C.

Overall Results

This supplement is much longer than prior computer and Internet supplements, and the OMB burden for the supplement is 10 minutes. Although we did not time the supplement during the pretesting due to the increase in time required by the cognitive interview procedures, we were aware of the timing issue. In the report we identify questions which took respondents a long time to answer either because they had to remember events or provide estimates that required mental calculations. Our pretesting took on average one hour per respondent.

The order of questions in Round 1 focused initially on wired computer access just as prior computer and Internet supplements had done. However, the increase in mobile computing and mobile access to the Internet is a factor that prior supplements did not have to measure. The grounded and wired Internet that exists on traditional computers is no longer the only way in which people are interacting with networked data.¹ That many are connecting to the Web primarily via mobile devices is not only a concern for the future; but a reality of the present

¹ <http://pewinternet.org/Reports/2011/Smartphones/Summary.aspx>

time (according to estimates from Pew statistics, 35 percent of American adults connect to the Internet on their cell phones).² In Round 1, we found that respondents focused their answers on their wired-access to the Internet experience and did not always consider the use of the computer on their smartphone.

For Round 2, we suggested moving the smartphone and cell phone questions to the beginning of the supplement in order to get the respondents thinking about both wireless and wired access. Moving the cell phone/smartphone question series to the beginning of the supplement did not produce any problems for the 10 respondents we pretested. They were able to answer questions about themselves and then answer a series of questions about their household with ease. However, everyone had multiple computers at home. And almost all the respondents had smartphones. We have no information on how a smartphone-only user might answer the household level questions.

The supplement tries to measure the permeation of the Internet into people's lives by asking questions about where people use the Internet, how much time people spend on the Internet, what people do on the Internet and what people rely on the Internet for. Respondents could not accurately estimate the amount of time they spend on the Internet. Respondents would give a weekly amount of time they spent on the Internet, but when they were asked to give a specific amount of time for different types of Internet use, the detailed time estimates did not add up to the overall estimated time provided earlier in the supplement. Ultimately, NTIA decided to forgo asking about how much time respondents spend doing particular activities on the Internet. More research, with a larger number of subjects, needs to occur prior to implementing such questions.

The last general finding was that we tested the use of "and so on" when a list of examples was used in a question. In many of the questions originally given to us, the text had the abbreviation "etc." used at the end of a list. We had no experience with an interviewer reading the text "etcetera." We had concerns because we did not know if interviewers would know how to read it or if respondents would understand it. With the sponsor's permission, we decided before Round 1 testing began to replace the etc. with "and so on." This was consistent with the 2010 Decennial Census Nonresponse Follow up (NRFU) form, which used "and so on" in the race examples for the 2010 Census. During Round 1 testing, we found the use of "and so on" seemed to give the impression that the interviewer was not reading the full list of examples. In Round 2, and for the final supplement we recommend removing the "and so on" from the end of example lists and using "such as" in the beginning of such lists.

In the next section, we present the question-by-question results. We use the order of questions from Round 1 when presenting results, but the reader should refer to the attachments to see the order in which the question was asked in Round 2.

² <http://pewinternet.org/Reports/2011/Smartphones/Summary.aspx>

Question-by-Question Results

Question Q1 (Final Question SCI3)

Round 1 Question

How many desktop, laptop, netbook, or notebook computers are there in use in this household?

Enter number _ _ _

Round 1 Results

- Three of the 10 respondents did not have computers in their house and accurately said “zero” to this question. Two of them used a smartphone to access the Web and one went to the library to access the Web. Of the other seven respondents, the number of computers ranged from one to five. Desktops, laptops, one netbook, and one notebook were mentioned. Based on our probing questions, we concluded that all respondents accurately reported the number of computers they had in their home.
- After requesting that the question be reread, one respondent accurately included a laptop that her husband brings home from work for teleworking purposes in the count.
- We asked respondents whether a netbook and a notebook were the same or different. Six respondents did not know what a netbook computer was, although two of the six thought it was small. One respondent called her computer a notebook but it had a touch screen.
- Four respondents did not know what a tablet computer was, although one of the four described an Ipad in response to another cognitive probe.

This question posed no difficulty for the respondents. Even though the difference between netbook and notebook is not well understood, it did not impede answering the question accurately.

Round 1 Recommendation

We recommended that tablet computers be added to the question, even though the term is of mixed understanding. We made this suggestion for two reasons: 1) the term is used elsewhere in the supplement, and 2) the term is relevant for those who have tablet computers.

The sponsor accepted the Round 1 recommendation for testing in Round 2. In Round 2, this question comes after the smartphone/cell phone questions. See Attachment A and B for the difference in the question order.

Round 2 Question

How many desktop, laptop, netbook, notebook, and tablet computers are there in use in this household?

Enter number _ _ _

Round 2 Results

- Only one respondent did not give a number. She just listed all the Internet devices her household owned.
- All respondents had multiple computers in their homes. Desktops, laptops, and one netbook were mentioned. Based on our probing questions, we conclude that all respondents (except for the respondent who did not give a number) accurately reported the number of computers they had in their homes.
- The question was answered accurately for smartphone users. All respondents in this round had a smartphone, but no one included it in the number provided. This suggests that having this question after the cell phone and smartphone question in Round 2 did not affect answers to this question.
- Like in Round 1, five respondents did not know what the difference was between a netbook and notebook. This did not seem to affect their answer, since they knew they did not have that type of computer.
- Similarly, five respondents either did not know what a tablet was or described it simply as a small computer.

As in Round 1, this question posed no difficulty for the respondents. Not all respondents knew what a netbook, notebook, or tablet was, but that did not affect their ability to answer the question accurately.

Final recommendation

We did not have any recommendations for changes to this question.

The sponsor kept the Round 2 question and response options.

Question Q2 (Final Question SCI4)

Round 1 and Round 2 Question

In what year was the (newest) computer obtained? _____

Round 1 Results

- Five respondents did not initially give a year and reported “last year” or such. When probed, each respondent provided a year.
- One respondent worked backwards and estimated the year based on when she moved into her apartment.
- One respondent bought a used computer and gave the year it was manufactured, not the year in which it was bought.
- There were no computers older than 2006.

This is a challenging question to answer because the respondent must rely on his or her memory. Thus, this question takes some time for respondents to answer. There needs to be some probing by the interviewer to gather the date for this question as half of the respondents needed probing. Although most respondents appeared to answer the question accurately, we could not verify their answers. One respondent answered the question incorrectly, providing the manufactured date, and not the date she acquired the computer.

Round 1 Recommendation

Provide a probe in training to gather a date.

No changes were made to this question between rounds.

Round 2 Results

- Two of the 10 respondents said “last year.”
- One respondent initially provided the oldest computer purchase date, rather than the newest.
- One respondent was confused and thought we were asking about when the first computer was made.
- There were no computers older than 2002.
- This question took respondents time to answer.

We encountered the same challenges in Round 2 as we did in Round 1. Respondents had some difficulty with this question. It took them a while to answer it, many respondents needed to be reminded to provide a date, and we found a small number answered incorrectly, with one respondent providing the oldest computer purchase date and one attempting to provide the date when the first computer was made.

Final recommendation

We did not have any recommendations for changes to this question. Although we experienced some problems with the question, the exact question was used in 2003. There should be an edit on the response field so that interviewers enter a date, instead of text such as “last year.”

The sponsor kept the Round 2 question and response options.

Question Q3 (Final Question SCI5)

Round 1 Question

Does anyone in this household use the Internet from home?

- 1- Yes
- 2- No

Round 1 Results

- The two respondents who use the Internet with their smartphone incorrectly answered “no” to this question.

- The other eight respondents answered correctly. A respondent who accesses the Internet at the library answered “no” and everyone else answered either “yes” or “everyone.”

There is an increasing segment of society that is mobile-only households. For this question, we observed an underestimate of the amount of Internet usage because the mobile-only respondents did not report their Internet usage.

Round 1 Recommendation

Include an interviewer instruction concerning mobile Internet usage to this question and move the cell phone/smartphone question so that it precedes this question in hopes that asking respondents about their smartphones first will then remind them to report Internet usage on their smartphones for this question.

The sponsor accepted the Round 1 recommendation for testing in Round 2.

Round 2 Question

Does anyone in this household use the Internet from home?

Include using the Internet on mobile devices such as smartphones and laptops as well as on desktop computers.

Round 2 Results

- We did not find any error in reporting or comprehension problems in this round of pretesting. All respondents reported accurately and all answers were affirmative. However, there were no smartphone-only households in this round. This was an oversight in the recruiting for Round 2.
- Sometimes, respondents answered “everyone” rather than “yes” or “no.” An answer of “everyone” will need to be corrected to a “yes” by the interviewer.

Final recommendation

We did not have any recommendations for changes to this question. The sponsor should monitor how this question is answered for mobile-only households.

The sponsor kept the Round 2 question and response options.

Question Q3a (Final Question SCI6)

Round 1 and Round 2 Question

Has anyone in this household EVER used the Internet from this home?

- 1- Yes
- 2- No

The same question was used for both rounds of testing.

Round 1 Results

- Of the three respondents who received this question, two answered “no” and one answered “yes.”
- No respondent comprehension problems were detected with this question.

Round 2 Results

This question was not tested as all respondents had at least one household member who currently uses the Internet from home as reported in Q3.

Final Recommendation

We do not have any recommendations for this question.

The sponsor kept the question and response options.

Question Q4 (Final Question SCI7)

Round 1 and Round 2 Question

At home, does this household access the Internet using... (select all that apply)

- 1- **Dial-up service**
- 2- **DSL service**
- 3- **Cable modem service**
- 4- **Fiber-optic service**
- 5- **Mobile broadband plan (for a computer, cell phone, smartphone, or tablet)**
- 6- **Satellite service**
- 7- **Some other service, Please specify _____**

Round 1 Results

- This question was not asked for two of the ten respondents.
- No one had dial-up service. Only one respondent did not know what dial-up was nor the type of service she had.
- Two respondents seemed to clearly know what service they had. One had Comcast cable modem and one answered firmly DSL. The others knew they have service, and that it was not dial-up, but it was hard to figure out which category was the correct choice. Most could narrow it down to DSL or broadband but had difficulty choosing between the two. One respondent chose “cable modem service” because of the word “modem.” She knew she has a modem and therefore chose that. However, technically, DSL and dial-up service also use modems. This could cause over reporting of the number of people who choose cable modem.
- One respondent did not say “yes” to “mobile broadband plan” even though she described using email on her phone at another question.
- Upon probing five respondents said they had Wi-Fi at their homes (one of the five used her neighbor’s Wi-Fi). The wireless nature of their connections was not captured in this

question. Four of the five Wi-Fi respondents reported DSL and one respondent said she was not sure about her access when she was first asked this question, explaining that her mother takes care the phone and Internet.

This was a challenging question for respondents to answer with only two of the eight respondents easily providing an accurate answer to this question.

Round 1 Recommendations

The recommendations we offer below might help with the measurement error we observed, but the primary problem seems to be that many respondents do not know what type of access they have and are not familiar with the differences between the types of access. It is not clear that changes to the text will help resolve this problem. Our suggestions are thus:

- Drop the term “modem” from the cable Internet option.
- Drop the term “service” as it is not how respondents described their options.
- Instead of using “mobile broadband plan,” use the term that cell phone companies use: “data plan.”
- Reorder the examples in the mobile broadband plan because people are less likely to have a mobile data plan for their computer. Thus, the option should read: “Mobile data plan (for a cell phone, smartphone, tablet or computer).”
- Add another option for Wi-Fi, and then a follow-up asking if this Wi-Fi is purchased by the respondent from their Internet service provider (yes/no).

This question is used in the American Community Survey. To maintain consistency with American Community Survey results, Census Bureau subject matter staff requested that the original question text be used in the 2011 CPS supplement. They will consider a revision to this question for future supplements. Because of this decision, we did not probe on this question in Round 2.

Round 2 Results

- Two respondents said “cable modem” only to switch the answer to FIOS. This question is “Mark All” so interviewers should be reading all the response options, even when respondents interrupt them.
- A respondent with Cricket did not know how to describe her service. She said “yes” to almost all of the response options.

Again, we found respondent comprehension problems with the different types of access and hesitancy with the answers provided.

Final recommendation

See Round 1 recommendations.

The sponsor kept the Round 2 question and response options.

Question Q5 (Final Question SCI8)

Round 1 Question

What is the main reason that you do not have high-speed (that is, faster than dial-up) Internet access at home?

- 1- **Don't need it, not interested**
- 2- **Too expensive**
- 3- **Can use it somewhere else**
- 4- **Not available in area**
- 5- **No computer or computer inadequate**
- 6- **Other reason, Please specify_____**

Round 1 Results

This question was not tested since none of the respondents had dial-up. However, this question was used in 2003, 2009 and the 2010 supplements. The response categories varied slightly in those three supplements. The response categories were not read in 2003 and 2009, but were read in 2010.

Subject matter staff decided that the response categories should not be read in Round 2. Additionally, for Round 2, the sponsor decided to add a response option and add a sub-question (Q5_1 below) for respondents who report that high-speed access is not available in their area.

Round 2 Question

What is the main reason that you do not have high-speed (that is, faster than dial-up) Internet access at home?

DO NOT READ RESPONSE OPTIONS

- 1- Don't need it, not interested
- 2- Too expensive
- 3- Can use it somewhere else
- 4- Not available in area
- 5- No computer or computer inadequate
- 6- Privacy or security concerns
- 7- Other reason, Please specify_____

Round 2 Results

This question was not tested. No one had dial-up service.

Final Recommendation

We do not have any recommendations for this question.

The sponsor kept the Round 2 question and response options.

Question Q5_1 (Final Question SCI9)

Round 2 Question (New to Round 2)

Does this apply to mobile or wired high-speed Internet or both?

DO NOT READ RESPONSE OPTIONS

- (1) Mobile
- (2) Wired
- (3) Both

Round 2 Results

This question was not tested because no one had dial-up service.

Final recommendation

Based on our opinion, modify the question to read “What high-speed access is not available...” and then read the response options.

The sponsor accepted the recommendation.

Question Q5a (Final Question SCI10)

Round 1 and Round 2 Question

Q5a What costs are you most concerned about? (select all that apply)

- 1- **Cost of the computer and/or other hardware (e.g., modem)**
- 2- **Cost of installing internet service**
- 3- **Cost of monthly internet service**
- 4- **Some other cost, Please specify_____**

Round 1 Results

This question was not tested since none of the respondents had dial-up. However, this question was used in the 2010 supplement. The response categories were exactly the same in 2010. The response categories were *read* to the respondents in 2010.

Round 1 Recommendation

Upon review, Census Bureau subject matter staff request that interviewers continue to read the response categories for this question.

The sponsor accepted the Round 1 recommendation for testing in Round 2.

Round 2 Results

This question was not tested since none of the respondents had dial-up service.

Final Recommendation

We do not have any recommendations for this question.

The sponsor kept the question and response options.

Question Series Q6, Q7, Q7a (Final Questions SCI11, SCI12, SCI13, SCI14)

Round 1 Question- Q6 (SCI14)

How much does your Internet service provider charge you per month?

Round 1 Results

- One respondent was confused as to whether or not to include cell phone data plan costs with her grounded Internet plan. The question assumes only having one Internet bill.
- Three respondents had trouble with this question. One respondent did not know whether to separate out the Internet portion of her bundled bill or report the total. The other two did not know what the Internet portion of the total bundle cost was.

Round 1 Question – Q7

Does this amount include other services besides broadband in a "bundle"?

- 1- Yes
- 2- No

Round 1 Results

- Four respondents had difficulty with this question. This question became very difficult because they already subtracted out the bundle cost in the previous question (Q6). In this case they are supposed to answer "no" but want to answer "yes" (thinking that "yes, I have a bundle").

Round 1 Question– Q7a (SCI12)

Which services besides broadband are included in the bundle? (select all that apply)

- 1- **Basic TV Channels**
- 2- **Premium TV Channels**
- 3- **Telephone service**
- 4- **Other, Please specify**_____

Round 1 Results

- There were no problems detected with this question. Respondents knew the services they had and reported such.

Round 1 Series Recommendation

Because we detected errors in reporting the bundling cost (with some respondents reporting the cost of the “Internet” portion of the bundle, but then reporting that they had a bundle), we recommend switching the order of Q6 and Q7. If the respondent answers yes to having a bundled package, then the interviewer should ask what portion of that cost is for the web access.

The sponsor accepted the Round 1 recommendation for testing in Round 2.

Round 2 Series:

Round 2 Question– (SCI11)

Q6 Does your Internet Service Provider include Internet as part of a "bundle"?

- 1- Yes
- 2- No

Round 2 Results

- One respondent knew his service provider offered Internet in a bundle, but he didn’t have it in a bundle. It was not clear whether he should say “no” or “yes” to this question.

Final Recommendation

Consider rewording to, “Do you have Internet as part of a “bundle” through your Internet Service Provider?”

Round 2 Question– (SCI12)

Which services besides broadband are included in the bundle?

(read and select all that apply)

- 1- **Basic TV Channels**
- 2- **Premium TV Channels**
- 3- **Telephone service**
- 4- **Some other service**, Please specify _____

Round 2 Results

- No problems were detected with this question. All respondents reported accurately based on subsequent cognitive probing.

Round 2 Question– (SCI13)

How much is the Internet portion of that “bundle” per month?

Enter Dollars _ _ _ _ _

Round 2 Results

- There were no problems detected with this question, although respondents were estimating the cost. One respondent also wanted to know whether we wanted to include taxes and charges for remotes and boxes.

Round 2 Question– (SCI14)

How much does your Internet service provider charge you per month?

Enter Dollars _ _ _ _ _

Round 2 Results

- There were no problems detected with this question for those respondents who did not have a “bundled” Internet package.

Final Recommendation

Maintain the Round 2 question order of this series.

The sponsor kept the Round 2 questions and response options with one exception. The exception was that the revision to the Q6 wording was accepted. The sponsor kept the order of the questions used in Round 2.

Question Q8 (Final Question SCI15)

Round 1 Question

Have you ever switched Internet (including broadband) service providers for home access?

-1- Yes

-2- No

Round 1 Results

- We wondered whether switching wireless providers (e.g., access the Web via mobile phones) was in-scope for this question.
- The “broadband” term was not well understood in this and other questions.

Round 1 Recommendation

Consider eliminating this question to reduce the length of the survey. If the question is retained, eliminate the “(including broadband)” comment in the question since the term is not well understood.

The sponsor did not want to eliminate the question. The sponsor did accept the recommendation for removing the (include broadband) comment in the question for Round 2 testing.

Round 2 Question

Have you ever switched Internet Service Providers for home access?

-1- Yes

-2- No

Round 2 Results

- Most respondents had switched and some had switched more than once.
- All respondents answered accurately except for one. That respondent said he did not know. He lived in a residence with unrelated roommates. He had recently moved into the unit, but had lived there before and knew that the service he had now, was not the same service he had when he lived there earlier. He did not know how to answer the question. It is not clear how he should have answered the question.
- Some respondents reported switching that occurred years ago, which seems to be a correct answer since the reference period is “ever.”

Final Recommendation

Consider eliminating question to reduce the length of the survey.

The sponsor kept the Round 2 question and response options.

Question Q8a (Final Question SCI16)

Round 1 Question

What is the main reason that your household decided to switch?

- 1- **More affordable than my previous service**
- 2- **Greater value**
- 3- **Faster speed**
- 4- **More reliable**
- 5- **Better customer service**
- 6- **Preference for a name brand**
- 7- **Other reason, Please specify_____**

Round 1 Results

In Round 1, the response categories were read aloud.

- One respondent said “yes” to the first five response options.
- Another respondent interrupted the interviewer while the categories were being read.
- Sometimes the respondent jumped in with an answer that was hard to classify. For instance, two respondents said “cheaper,” but it was unclear whether that meant “more affordable” or “greater value.”

Round 1 Recommendations

Because it was difficult to select just one response category, we recommend not reading the response categories and instead having the interviewer code the respondent’s answer.

We recommend eliminating the first two response categories and adding a response category of “Less expensive.”

The sponsor accepted the Round 1 recommendation for testing in Round 2. Additionally, the sponsor added category “5” Mobility/Ability to use service outside the home.

Round 2 Question

What is the main reason that your household decided to switch?

DO NOT READ RESPONSE OPTIONS

- 1- Less expensive
- 2- Faster speed
- 3- More reliable
- 4- Better customer service
- 5- Mobility/Ability to use service outside the home
- 6- Preference for a name brand
- 7- Other reason, Please specify_____

Round 2 Results

- There continued to be problems with this question, mainly due to respondents listing several reasons for switching or the need for the interviewer to confirm the choice if the language the respondent used did not exactly match the response option text.
- Several respondents mentioned more than one reason for the switch, which led to a discussion between the interviewer and respondent on which reason to choose.
- One respondent wanted to know which switch we were talking about since her household had switched from Dial-up to DSL years ago and more recently had switched to FIOS. There is no reference period associated with this question.
- One respondent did not understand the intent of the question and the interviewer had to read the response categories.
- These are the words respondents used in Round 2, which, when confirmed, fell under "Less expensive": "competitive pricing," "good deal," "economical," "cheaper provider," and "price."

Final Recommendation

Because this is a difficult question to answer, consider eliminating the question. If the question is retained, consider supplementing the "Less expensive" response option with an additional description. Although there might be some benefit to reading the response categories, we are not sure whether it is better to read them or not since when we read them, respondents wanted to choose more than one.

The sponsor kept the Round 2 question and response options.

Question Q9a (Final Question SCI18)

Round 1 Question

What is the MAIN reason you no longer have the Internet at home?

- 1- **Don't need it, not interested**
- 2- **Too expensive**
- 3- **Can use it somewhere else**
- 4- **No longer available in area**
- 5- **No computer or computer inadequate**
- 6- **Privacy or security concerns**
- 7- **Other reason, Please specify _____**

Round 1 Results

The response categories were read in Round 1. In 2003 a similar question did not have the interviewer read the response categories. Only two respondents during this pretesting received this question.

- One respondent correctly selected category 5, "no computer."
- The other respondent incorrectly selected category 4, "no longer available in area." The real reason was that she didn't have a phone line.

Round 1 Recommendation

To reduce the length of the survey, do not require the interviewer to read the response categories.

The sponsor accepted the Round 1 recommendation for testing in Round 2. Additionally, for Round 2, the sponsor decided to add a sub-question for respondents who report that high-speed access is not available in their area.

Round 2 Question

What is the MAIN reason you no longer have the Internet at home?

DO NOT READ RESPONSE OPTIONS

- 1- Don't need it, not interested
- 2- Too expensive
- 3- Can use it somewhere else
- 4- No longer available in area
- 5- No computer or computer inadequate
- 6- Privacy or security concerns
- 7- Other reason, Please specify: _____

Round 2 Results

This question was not tested since all the respondents had Internet at home.

Final Recommendation

We do not have any recommendations for this question.

The sponsor kept the Round 2 question and response options.

Question Q9a_1 (Final Question SCI19)

Round 2 Question (New to Round 2)

Does this apply to mobile or wired high-speed Internet or both?

DO NOT READ RESPONSE OPTIONS

- (1) Mobile
- (2) Wired
- (3) Both

Round 2 Results

This question was not tested since all the respondents had Internet at home.

Final recommendation

We make the same recommendation specified in Q5_1.

The sponsor accepted the final recommendation.

Question Q9b (Final Question SC20)

Round 1 Question

What is the MAIN reason that you don't have the Internet at home?

- 1- **Don't need it, not interested**
- 2- **Too expensive**
- 3- **Can use it somewhere else**
- 4- **Not available in area**
- 5- **No computer or computer inadequate**
- 6- **Privacy or security concerns**
- 7- **Other reason, Please specify_____**

Round 1 Results

The response categories were read in Round 1. In 2003 this question did not have the interviewer read the response categories.

- There was no response option if Internet access is not possible as it was with one respondent who did not have access to a phone line.
- Another respondent said that she did not have a computer.

Round 1 Recommendation

To reduce the length of the survey, do not require the interviewer to read the response categories.

The sponsor accepted the Round 1 recommendation for testing in Round 2. Additionally, for Round 2, the sponsor decided to add a sub-question for respondents who report that high-speed access is not available in their area.

Round 2 Question

What is the MAIN reason that you don't have the Internet at home?

- 1- Don't need it, not interested
- 2- Too expensive
- 3- Can use it somewhere else
- 4- Not available in area
- 5- No computer or computer inadequate
- 6- Privacy or security concerns
- 7- Other reason, Please specify:

Round 2 Results

This question was not tested since all the respondents had Internet at home.

Final Recommendation

We do not have any recommendations for this question.

The sponsor kept the Round 2 question and response options.

Question Q9b_1 (Final Question SCI21)

Round 2 Question (New to Round 2)

Does this apply to mobile or wired high-speed Internet or both?

- (1) Mobile
- (2) Wired
- (3) Both

Round 2 Results

This question was not tested since all the respondents had Internet at home.

Final recommendation

We make the same recommendation specified in Q5_1.

The sponsor accepted the final recommendation.

Question Q10 (Final Question SCI17)

Round 1 Question

What is the most important factor to you regarding your broadband service?

- 1- **Connection speed**
- 2- **Reliability of broadband service**
- 3- **Affordability**
- 4- **Customer service**
- 5- **Name brand**
- 6- **Other reason, Please specify**

Round 1 Results

- Respondents interrupted the interviewer and also wanted to select more than one response option.
- One respondent asked what broadband meant.
- When probed on the term “broadband” two respondents did not know what it was, one said it was anything but dial-up. One said it was faster than dial-up. One respondent focused on devices that were new.

This question is impossible to answer if respondents do not know what broadband is, and many did not. Many respondents cited multiple aspects of their service that they find important, not just one.

Round 1 Recommendations

We recommend asking about the “Internet” instead of “broadband” and then recode those without broadband out of the dataset if the sponsor only cares about broadband users.

To reduce the length of the survey, consider eliminating this question or, at minimum, not forcing the interviewer to read the response options.

The sponsor did not want to eliminate this question, but the sponsor agreed to not make reading the response options mandatory. The sponsor agreed to test the question using Internet instead of broadband in the question text in Round 2. Additionally, as with Q8a, the sponsor added “Mobility/Ability to use service outside the home” as a response option. Finally, the sponsor agreed to

Round 2 Question

What is the most important factor to you regarding your Internet service?

DO NOT READ RESPONSE OPTIONS

- 1- Connection speed
- 2- Reliability of Internet service
- 3- Affordability
- 4- Customer service
- 5- Mobility/Ability to use service outside the home
- 6- Name brand
- 7- Other reason, Please specify: _____

Round 2 Results

- Two respondents responded to the question with items like email or job hunting, implying that they didn’t understand the question the way the sponsor wanted them to interpret the question.
- Six respondents responded with multiple factors regarding their Internet service provider.

For this question, it was clear that the response categories should be read since many types of answers are appropriate to this question. Interviewers will have to ask respondents to select one factor.

Final Recommendations

Bold the response categories and instruct interviewers to read them.

The sponsor accepted the final recommendation.

Question Person Filter (Final Question PERSCR)

Round 1 Question

Who in this household uses the Internet (from any location)? (Select all that apply)
(Read all names in household)

Round 1 Results

- Using the terms “household” and “any location” together confused four respondents. One respondent said that she thought the question was asking about “my Internet service” and therefore was not thinking of Internet anywhere, but instead just anywhere in her home. Two other respondents asked what we meant when we asked “from any location.”

At this point in the supplement, the questions change from household-based (or respondent-based) to asking questions about individual people within the household. For that reason, it is critical that all respondents understand this question.

Round 1 Recommendation

We recommend rephrasing the question to ask, “Who of the following uses the Internet from any computer or mobile device from any location?” (Read all names in household)

The sponsor accepted the Round 1 recommendation for testing in Round 2.

Round 2 Questions

Who of the following uses the Internet from any computer or mobile device from any location? (Read all names in household)

This question was asked of four respondents in Round 2.

Round 2 Results

- There were serious problems with the question. All four respondents who were asked this question either asked to have the question repeated or answered incorrectly and needed guidance from the interviewer. One respondent thought we were asking who in the household uses all the devices to access the Internet. Another respondent answered the question assuming we were asking who uses the Internet from locations outside of home.
- Because of the problems with the wording, we revised it after four interviews.

Of the following, who uses the Internet?

Include using the Internet from any computer or mobile device at home or elsewhere. (Read all names in household)

This question was asked of the remaining six respondents in Round 2.

Round 2 Results

- No problems were detected with this question. All respondents accurately reported for their entire households. Respondents considered use of the Internet both at home and outside of the home for all members of the household.

Final Recommendation

Use **"Of the following, who uses the Internet?"** Include using the Internet from any computer or mobile device at home or elsewhere. (Read all names in household)

The sponsor accepted the final recommendation.

Question QP1 (Final Question LOCINT, HOME, SCHL, WRKA, LIBR, COMM, CAFÉ, ELHS)

Round 1 Question

From which of the following locations does <person> access the Internet? (select all that apply)

	P1	P2	P3	P4	P5	P6	
-1-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Home (DO NOT READ if Q3 response was not "Yes")
-2-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	School
-3-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work
-4-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Public Library
-5-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community center
-6-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Internet cafe / coffee shop in your area
-7-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Someone else's house
-8-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Airport, hotel, and other such places while traveling
-9-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Another place outside the home, Please specify

Round 1 Results

- Based on our expert review, this question could cause confusion for respondents who have a smartphone and can get on the web nearly anywhere at any time. However, not all respondents in Round 1 thought that accessing the Internet from their phones was in-scope for this question. Three respondents had a phone which they use to access the Internet, and they did not select every category.
- One respondent wanted to know whether we were asking whether they did use the Internet from these places or whether they could use the Internet from these places.
- Two respondents answered that they got on the Internet from work and in school, even though they did not currently access the Internet at those locations, thus this question provided an overestimate of the type of places where the Internet was accessed.
- We found this question to be very redundant, time consuming and frustrating when reading the whole list for each person in the household.

Round 1 Recommendations

To reduce the redundancy, reorganize the question series into a topic-based series so that the interviewer reads each response category once and then asks for each identified person in the household instead of reading the categories over and over. Include the question text again, but as optional text (in grey in the questions below), for persons 2 on.

In sub-item 6, drop the clause “in your area” unless that is really the intent of the category.

The sponsor agreed to test all our recommendations in Round 2. Additionally, the sponsor eliminated two of the subquestions (Airport etc., and Other place outside home) from the supplement prior to Round 2 in order to reduce the length of the supplement.

In reorganizing the question series, the sponsor decided to reword the questions to obtain information about whether the person goes to a certain place with the intent of accessing the Internet, rather than if they happen to access the Internet at the place.

Round 2 Question Series

The next set of questions asks about where (you, Names) access the Internet.

Does Name1 access the Internet from home?

How about Name 2? Does Name2 access the Internet from home?

Etc.

Does Name1 access the Internet from a computer at school?

How about Name2? Does Name2 access the Internet from a computer at school?

Etc.

Does Name1 access the Internet from work?

How about Name2? Does Name2 access the Internet from work?

Etc.

Does Name1 go to a library to access the Internet?

How about Name2? Does Name2 go to a library to access the Internet?

Etc.

Does Name1 go to a community center to access the Internet?

How about Name2? Does Name2 go to a community center to access the Internet?

Etc.

Does Name1 go to an Internet café or coffee shop to access the Internet?

How about Name2? Does Name2 go to an Internet café or coffee shop to access the Internet?

Etc.

Does Name1 go to someone else’s house to access the Internet?

How about Name2? Does Name2 go to someone else’s house to access the Internet?

Etc.

Round 2 Question QP1_1 (Final Question HOME)

Does Name1 access the Internet from home?

Round 2 Results

- No comprehension problems were detected with this question. All respondents reported accurately.

Round 2 Question QP1_2 (Final Question SCHL)

Does Name1 access the Internet from a computer at school?

Round 2 Results

- No comprehension problems were detected with this question. All respondents reported accurately.

Round 2 Question QP1_3 (Final Question WRKA)

Does Name1 access the Internet from work?

Round 2 Results

- No comprehension problems were detected with this question. All respondents reported accurately.

Round 2 Question QP1_4 (Final Question LIBR)

Does Name1 go to a library to access the Internet?

Round 2 Question QP1_5 (Final Question COMM)

Does Name1 go to a community center to access the Internet?

Round 2 Question QP1_6 (Final Question CAFE)

Does Name1 go to an Internet café or coffee shop to access the Internet?

Round 2 Question QP1_7 (Final Question ELHS)

Does Name1 go to someone else's house to access the Internet?

Round 2 Results (QP1-4-QP1-7)

- For the entire series tested in Round 2, one respondent wanted to know whether we were asking if the primary reason they went to that place was to use the Internet or if they simply used the Internet at that place.
- Other respondents answered "yes" because they had gone to those places and used the Internet, but they were clear that they didn't go to the place specifically to use the Internet, with two exceptions.
 - One respondent said that he and his roommates go to a coffee shop or place with WiFi access while they are traveling. This respondent also explained that he went to Panera Bread to use the Internet when waiting for a friend.
 - Another respondent explained that he/she went to his/her daughter's house to use the Internet when his/her service was down and when it was convenient to use the Internet there.

- Several respondents said they answered based on whether they have ever used the Internet at one of those locations, and not necessarily that they had used the Internet recently at one of those places.
- We conclude that these questions are overestimating the number of people who currently go to a place with the primary intent of using the Internet there.

Final Recommendation

Ideally, more testing on different questions would occur. Because that is not possible, one possibility might be to delete the series, evaluate the series for people who do not have a computer at home, or add an interviewer instruction. This question series is similar a question in the 2010 supplement. However, in that supplement the question asks whether the person uses the Internet at a location, not whether the person goes to the location to use the Internet.

The sponsor kept the series tested in Round 2. Additionally, the sponsor added Wi-Fi hotspot to the examples in the Internet café question.

Question QP2 (Final Questions DEVINT, DESK, LAPT, TABL, CELL, GAME, TVBA)

Round 1 Question

Which devices does this person use to access the Internet? (select all that apply)

	P1	P2	P3	P4	P5	P6	
-1-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PC (Desktop)
-2-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Portable/laptop/netbook computer
-3-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TV-based Internet device or set-top box
-4-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cellular phone, smartphone, and other such devices
-5-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tablet or Ebook reader
-6-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other device, Please specify

Round 1 Results

- One respondent was confused by the term “portable.”
- Three respondents had some difficulty with the phrase “tv-based set-top.” The phrase is not well-known or understood. One respondent who did not select this option previously discussed having such devices during probing.
- Two respondents mentioned different gaming systems: Wii and Playstation 3.
- Similar to the prior series, we found this question to be very redundant, time consuming and frustrating when reading the whole list for each person in the household.

Round 1 Recommendations

- Remove the term “portable” since “portable computer” is not a commonly used term.
- Use examples in the question about tv-based set-top box, such as the Roku Netflix box, Apple TV, etc.

- Add a category about modern gaming console (Playstation, XBOX, Wii).
- Re-order the response categories. A more logical ordering would include computers (from stationary to mobile), then devices that serve multiple purposes. Such an order might be: desktop, laptop, tablet, mobile phone, tv-based, then other.
- Ask the questions in a topic-based format to shorten the amount of time the interviewer needs to read the response categories.

The sponsor agreed to test all the recommendations in Round 2. Additionally, the sponsor eliminated the last subquestion (Other device) question from the supplement prior to Round 2 in order to reduce the length of the supplement.

Round 2 Question Series

The next set of questions asks about the devices (you, Names) use to access the Internet.

Does Name1 use a desktop PC to access the Internet?

How about Name 2? Does Name2 use a desktop PC to access the Internet?

Etc.

Does Name1 use a laptop or netbook computer to access the Internet?

How about Name2? Does Name2 use a laptop or netbook computer to access the Internet?

Etc.

Does Name1 use a tablet or ebook reader to access the Internet?

How about Name2? Does Name2 use a tablet or ebook reader to access the Internet?

Etc.

Does Name1 use a cellular phone or smartphone to access the Internet?

How about Name2? Does Name2 use a cellular phone or smartphone to access the Internet?

Etc.

Does Name1 use a game system or console such as the Wii, XBOX or Playstation to access the Internet?

How about Name2? Does Name2 use a game system or console such as the Wii, XBOX or Playstation to access the Internet?

Etc.

Does Name1 use a TV-based Internet device such as Apple TV or Roku to access the Internet?

How about Name2? Does Name2 use a TV-based Internet device such as Apple TV or Roku to access the Internet?

Etc.

Round 2 Question QP2_1 (Final Question DESK)

Does Name1 use a desktop PC to access the Internet?

Round 2 Results

- No problems were detected with this question.

Round 2 Question QP2_2 (Final Question LAPT)

Does Name1 use a laptop or netbook computer to access the Internet?

Round 2 Results

- No problems were detected with this question.

Round 2 Question QP2_3 (Final Question TABL)

Does Name1 use a tablet or ebook reader to access the Internet?

Round 2 Results

- No problems were detected with this question.

Round 2 Question QP2_4 (Final Question CELL)

Does Name1 use a cellular phone or smartphone to access the Internet?

Round 2 Results

- No problems were detected with this question.

Round 2 Question QP2_5 (Final Question GAME)

Does Name1 use a game system or console such as the Wii, XBOX or Playstation to access the Internet?

Round 2 Results

- No problems were detected with this question.

Round 2 Question QP2_6 (Final Question TVBL)

Does Name1 use a TV-based Internet device such as Apple TV or Roku to access the Internet?

Round 2 Results

- Not everyone knew what Apple TV or Roku were.

Round 2 Series Results

- Asking the type of devices using the topic-based design was not repetitive.
- Respondents answered this series accurately for all members of the household who qualified. Respondents could answer for nonrelatives and children and others in the household.
- Some respondents had a difficult time transitioning from this series of questions which pertained to everyone in their household, to the next set of questions that followed this series. The next question in Round 2 was Q12, which asks about the respondent only. Some respondents asked "Do you mean me?" or "Who?" when the questions changed at this point. Respondents were confused by this, because they were not certain who the "you" was referring to anymore.

Final Recommendations

Continue to use the topic-based design.

Move the QP1 and QP2 series to the very end of the survey so that all person-specific questions are not sandwiched between household-based questions. Unfortunately, we were not able to test this idea in the second round of testing. If the question series is kept in this order within the supplement, a transition sentence is needed.

The sponsor did not move the series, but kept the series tested in Round 2 and added a transition sentence.

Question Q11 (Final Question SCI1)

Round 1 Question

Do you use a cellular phone or smartphone?

- 1- Yes
- 2- No

Round 1 Results

- One respondent who we knew *did* use a cell phone immediately said “no” to the question. Upon further probing, she realized that she answered incorrectly and changed her answer to “yes.” Because she was just asked if she uses the Internet on her phone in the previous question she is primed to think about web use. That caused her to hear this question as asking if she uses the web on her phone, not if she has one.
- Two respondents answered “a cell phone” rather than “yes.”

Round 1 Recommendation

Move this question to the first question in the supplement in the hope that respondents who are smartphone-only households answer that they use the Internet at home in subsequent questions.

The sponsor accepted our recommendations for Round 2 of testing.

Round 2 Question

Do you use a cellular phone or smartphone?

- 1- Yes
- 2- No

Round 2 Results

- This question was moved to the beginning of the series and no serious problems were detected.
- Many respondents answered “smartphone” instead of “yes” to this question.

Final Recommendation

Use the Round 2 question and question order.

The sponsor kept the Round 2 question and the suggested order of cell phone/smartphone questions at the beginning of the supplement.

Question Q11a (Final Question SC2a)

Round 1 Question

When you use your cellular phone or smartphone, what do you do? (select all that apply)

- 1- **Phone calls**
- 2- **Text messaging**
- 3- **Web browsing**
- 4- **E-mail**
- 5- **Maps or GPS Navigation**
- 6- **Games**
- 7- **Social Networking (Facebook, Twitter, LinkedIn, and so on)**
- 8- **Taking Photos/Videos**

Round 1 Results

- The response categories were read in Round 1 and there were no comprehension problems with the categories.
- One respondent did not report texting on her cell phone until probed.

Round 1 Recommendations

- Add two popular activities respondents do with their phones: (1) downloading “apps or applications,” and (2) using their phone as a music/audio player.
- Continue to read the response categories to ensure that respondents consider all these potential uses of their cellphones.
- Revise the question text to make reading the categories more natural.
- Move this question to be the second question in the supplement.

The sponsor accepted our recommendations for Round 2 of testing.

Round 2 Question

When you use your cellular phone or smartphone, do you...

(read and select all that apply)

- 1- **Make phone calls?**
- 2- **Send/receive text messages?**
- 3- **Browse the Web?**
- 4- **E-mail?**
- 5- **Use maps or use GPS navigation?**
- 6- **Play games?**
- 7- **Access social network sites (such as Facebook, Twitter, or LinkedIn)?**
- 8- **Download “apps” or applications?**
- 9- **Listen to music or other audio?**
- 10- **Take photos/videos?**
- 11- **None of the above**

Round 2 Results

- No serious problems were detected with this question.
- Not all respondents knew what LinkedIn was.
- Scheduling was one item not listed that several respondents said they did with their phones.
- Almost everyone selected multiple items.

Final Recommendation

Use the Round 2 question and response category wording.

The sponsor eliminated the “LinkedIn” text, but otherwise kept the Round 2 question and the order of cell phone/smartphone questions to be at the beginning of the supplement.

Question Q12 (Final Question PRIM1, PRIM2)

Round 1 Question

How often did you USUALLY access the Internet over the last year (from any device, at any location)?

- 1- **Almost every day, for at least 4 hours per day**
- 2- **Almost every day, for more than an hour but less than 4 hours per day**
- 3- **Almost every day, for less than an hour per day**
- 4- **At least once a week but not every day**
- 5- **At least once a month but not every week**
- 6- **Less than once a month**
- 7- **Never**

Round 1 Results

- This is a double-barreled question. Although the question asks how *often*, the response categories also get at how *much*.

- This question produced difficulty for some respondents. Some were upset, others laughed and some didn't want to choose from the categories.
- One respondent, who is on the Internet over eight hours a day, did not think of work when answering this question.
- "From any device" did not seem to trigger respondents to think about their cell phones since two respondents did not think of their phone when answering this question.
- We did not specifically probe on the reference period of one year. There was no indication that the reference period was a problem. Most respondents appeared to provide answers about their current use.

Round 1 Recommendations

- Split this question into two questions: one asking how often the respondent usually accesses the Internet, then, a second question asking how much, e.g., if respondent said "everyday" to the previous question, the following question would ask how many hours per day.
- Insert the clause "including time spent at work" into the question.
- Insert the clause "from any computer or mobile device" so that respondents include cell phone Internet usage.
- Use the respondent's response to our proposed "how often" question—weekly, monthly, daily—as the fill for other questions that ask them "how many hours" (e.g., Q14). For example, if they log on weekly, then ask for "hours per week." If daily, ask about "hours per day" and so on.

The sponsor accepted the first three of these recommendations for Round 2 testing.

Round 2 Question Series

How often did you USUALLY access the Internet over the last year? Consider time spent on the Internet from any computer or mobile device at home, work, or any other location. Did you usually access the Internet...

- 1- **Every day?**
- 2- **At least once a week but not everyday?**
- 3- **Once a week?**
- 4- **Once a month?**
- 5- **Less than once a month**
- 6- **Never?**

Round 2 Results

- No problems were detected with the question text, response categories or reference period, but everyone used it every day.

How many hours per (day/week/month) do you USUALLY use the Internet, including time spent at work?

NOTE: FOR 30 MINUTES OR MORE ROUND TO THE NEXT WHOLE NUMBER. LESS THAN 30 MINUTES SHOULD BE ENTERED AS 0.

Round 2 Results

- Two respondents gave different answers depending upon whether it was a weekend or weekday total.
- One respondent gave a range.

Final Recommendation

Use the Round 2 question series, response category wording, and question order.

The sponsor kept the Round 2 series and added a lead-in statement, "The remaining questions refer to your own Internet use."

Question Q13 (Final Question PR3a)

Round 1 Question

Which of the following uses do you RELY on the Internet for? (select all that apply)

- 1- **Working from home or telecommuting**
- 2- **Entertainment (games, videos, music, and so on)**
- 3- **Financial services (banking, investing, trading, and so on)**
- 4- **Job seeking or job training**
- 5- **Education or schoolwork**
- 6- **Personal communications (email, instant messaging, social networking, blogging, and so on)**
- 7- **Healthcare**
- 8- **General Information (news, weather, sports, government, and so on)**
- 9- **Consumer services (online shopping, travel, household services, and so on)**
- 10- **Something else, Please specify**

Round 1 Results

- The term "rely" has two distinct understandings: (1) the respondent *uses* the Web for something versus (2) the respondent *needs* the Web for something. The first interpretation means that the respondents would say they rely on the Web if they prefer to use it even though it would be possible to accomplish the task without it. Alternatively, the second interpretation means that the respondent would answer that they rely on the Internet only if the task could only be accomplished using the Web,

which is a significantly more stringent interpretation. More respondents tended toward the first definition, of using or preferring the Web versus needing the Web.

- All respondents chose most of the categories.
- We probed on whether respondents rely on the Internet for photo sharing and directions and maps, given that those topics were not included in the list of examples. Five respondents said they relied on the Internet for maps and directions when probed and four respondents said they relied on the Internet for photo sharing when probed. The respondents who reported that they rely on the Internet for those items had already said they used the Internet for personal communication and general information. There was not underreporting for this question.
- We found the use of “and so on” seemed to give the impression that the interviewer was not reading the full list of examples. Although none of the respondents said anything specific about the use of that phrase, there was a consensus of all the researchers during Round 1 that the use of the phrase seemed sloppy.

Round 1 Recommendations

- Include maps and directions.
- Include “sharing photos” as an example in the personal communication option.
- Replace “rely” with “[use/need]” depending on the intent of the question.
- Remove the “and so on” from the example text.

The sponsor kept the word “rely” in the question text, eliminated the “and so on” in the response text, and added “sharing photos” and “maps” to the response text. Additionally, the sponsor slightly changed the question stem and added a new category with “on-the-go” services.

Round 2 Question

For which of the following uses do you rely on the Internet?

(read and select all that apply)

- 1- **Working from home or telecommuting?**
- 2- **Entertainment (such as games, videos, or music)?**
- 3- **Financial services (such as banking, investing, or trading)?**
- 4- **Job seeking or job training?**
- 5- **Education or schoolwork?**
- 6- **Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)?**
- 7- **Healthcare?**
- 8- **General Information (such as news, weather, sports, maps, or government)**
- 9- **Consumer services (such as online shopping, travel, or household services)**
- 10- **Searching for nearby businesses, obtaining traffic reports, or other on-the-go services**
- 11- **Something else, Please specify: _____**
- 12- **None**

Round 2 Results

- The rewording of the question made it difficult to ask. Although the question in Round 1 was improper English, it was easier to ask.
- As in Round 1, some respondents answered that they used the Internet for these items rather than relied on the Internet. For example, one respondent talked a lot about her news habits. She answered that she relied on the Internet for general information such as news in this question, but at a later question said her primary news source was her newspaper.
- At least one respondent said that the response options were long and difficult to process.
- A respondent commented that he considered sports to be entertainment as well as general information.
- Online dating was mentioned as another activity you can rely on the Internet for.
- “On-the-go-services” was not a problematic term. However, consider switching the order of the examples in that response option. Some respondents focused on the word “business” and were thinking about looking up the business at home to see if it carried particular items or reviews of the business.
- A few respondents said “looking up weather” when we asked what other on-the-go services were. Currently “weather” is under general information.
- Respondents had a variety of interpretations of the education or school work category. Some respondents said they were not in school so they did not use the Internet for education while other answered “yes,” that they rely on the Internet because they were always improving and educating themselves. Some answered “yes” because they

looked up information for their child's school work or they looked up their child's grades online.

- Again, all respondents chose most of the response options.

Final recommendation

- To make the question wording flow more smoothly, change the question to read, "Do you rely on the Internet for any of the following: a b c"
- Begin the tenth response option with, "On-the-go services" such as finding the nearest restaurant or traffic report.
- Clarify the education response option if more formal education is of primary interest.
- Consider eliminating some of the examples in the response option text.

The sponsor accepted the suggested question text changes made above, but did not eliminate any examples in the response options. The sponsor added "(such as taking a class online)" to the education or schoolwork category.

Question Q14 (This series was removed from the final supplement)

Round 1 Question Series

About how many hours per week do you typically use the Internet for each of the following activities? (Use 0 for any not done regularly)

- 1- **Working from home or telecommuting**
- 2- **Entertainment (games, videos, music, and so on)**
- 3- **Financial services (banking, investing, trading, and so on)**
- 4- **Education or schoolwork**
- 5- **Personal communications (email, instant messaging, social networking, blogging, and so on)**
- 6- **Other Internet Use**

Round 1 Series Results

- Some respondents did not remember to include work hours when they provided their total. This has massive implications for their answer. For instance, for someone who listens to Internet radio (such as Pandora or Last.fm) while on their computer at work, their answer to the entertainment sub-item might shift from 1 hour/week to 41 hours (as was the case for one respondent who did not remember to include work until probing later on).
- Calculating a weekly number was difficult for a respondent who used the Internet infrequently and for those respondents who use the Internet every day. In the former situation, she grossly overestimated the total number of hours she spends on the Internet. For the later situation, there was a need for the interviewer to remind the respondents about the time frame and for the respondents then to make some mental calculations.
- Some respondents provided a range for this answer.

-1- Working from home or telecommuting

Round 1 Results

- Two respondents provided times greater than zero. One respondent initially said 30 minutes per day and the other respondent asked for the time frame to be repeated before providing and answer of 30. She indicated that it was odd to ask about per week.
- One respondent did not understand what telecommuting meant.

-2- Entertainment (games, videos, music, and so on)

Round 1 Results

- One respondent had difficulty with this question since she gets on the computer once a month. She provided her monthly total (10 hours) in response to this question.
- One respondent forgot to include time at work.
- One respondent clarified that the time frame was a week.
- One respondent gave a range of 90 minutes to 2 hours.

-3- Financial services (banking, investing, trading, and so on)

Round 1 Results

- Six respondents said they did not use the Internet for banking.
- One respondent said 30 minutes and one said 1 ½ hours.

-4- Education or schoolwork

Round 1 Results

- Six respondents reported some amount of time for this category. It was not clear that it was all for formal education purposes, as the respondent who used the computer only monthly reported 5 hours a week at this question, and another respondent discussed how much time she spent on the computer before she graduated.
- Another respondent forgot that it was a weekly total and had to be reminded.

5- Personal communications (email, instant messaging, social networking, blogging, and so on)

Round 1 Results

- One respondent forgot to include work email time.
- This category is confusing for respondents because, for example, one's work email and home Facebook use are lumped together here, which does not reflect that these are radically different activities that the respondent likely does not conceptualize as very similar.

-6- Other Internet Use

Round 1 Results

- One respondent included time she had the Internet on for her grandchildren to play puzzle games. She included this time in *her* Internet use. She reported about how much her Internet is on, not necessarily if she is the one using it.

- One respondent included the time she spent reading her books on her device, not just the download time.
- The respondent who uses the Internet monthly again gave a very inflated number for this category.
- One respondent said 20 for job hunting.
- Two respondents included shopping in this category.

Round 1 Recommendations

To help eliminate the reporting error we observed, we recommend changing the reference period in the question and adding text about Internet usage at home and work, "About how many hours per day/week/month do you typically use the Internet at home, work, or any other location for each of the following activities?" Fill the time (day/week/month) depending upon how frequently the respondent uses the Internet as captured in the previous question.

If this recommendation is adopted, it is true that for some infrequently occurring activities, like financial services, the estimated time might go to zero since on average it would be less than 30 minutes a day.

Remove the "and so on" from the example text.

The sponsor kept the Round 1 reference period as one week, but added the text about home, work and other locations.

Round 2 Question Series

About how many hours per week do you typically use the Internet at home, work, or any other location for each of the following activities?

NOTE: ENTER 0 FOR ANY NOT DONE REGULARLY. FOR 30 MINUTES OR MORE ROUND TO THE NEXT WHOLE NUMBER. LESS THAN 30 MINUTES SHOULD BE ENTERED AS 0.

Q14_1 **Working from home or telecommuting**

Q14_2 **Entertainment (such as games, videos, or music)**

Q14_3 **Financial services (such as banking, investing, or trading)**

Q14_4 **Education or schoolwork**

Q14_5 **Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)**

Q14_6 **Other Internet Use**

Round 2 Series Results

- Estimating the amount of time spent on each of the Internet activities weekly continues to be challenging for respondents. Some respondents answered a daily total for these questions. Other respondents had a general sense of how much per week they used the Internet, but the question series does not allow them to easily keep a running tally of their total and work within that to come up with a reasonable amount of time for each of the activities.

- Some respondents wanted to give a range (1-2 hours).
- It was difficult for respondents to separate the amount of time for overlapping activities.
- For some respondents who use the Internet everyday, it was difficult for them to calculate a weekly amount. They must have thought about how much per day they participate in the activity and then had to calculate a per week amount. For something like “financial services” they might look up their bank account every day for 15 minutes, but then they must multiply 15 by 7 and calculate how many hours that is. This proved time consuming and error prone.
- Respondents understood the questions, but we suspect a repeated measure design or some sort of quality assurance would find a lot of variability. We found variability comparing QX3 to the data given in this series. For example in QX3, one respondent reported spending 14 hours a week on the Internet, but reported only 10 hours and 30 minutes in this series, while another respondent reported spending 12 hours a day on the Internet in QX3 and reported 22 hours a day (this respondent reported daily use even though the question asked about weekly use) in this series.

Q14_1 Working from home or telecommuting

Round 2 Results

- One respondent had difficulty with this category since she didn’t understand what telecommuting was.
- Another respondent provided a range from 2-4.

Q14_2 Entertainment (such as games, videos, or music)

Round 2 Results

- Two respondents initially gave an estimate per day.
- Two other respondents clarified that we wanted the answer per week.
- One respondent included watching sports in this category. It is unclear if sports should be included here.
- Two respondents verbally calculated the number of hours they spend per week by sharing how many hours per day they spend using the Internet for entertainment.

Q14_3 Financial services (such as banking, investing, or trading)

Round 2 Results

- Six respondents reported a number that suggests using the Internet for financial services happens less than one hour per day.
- Two respondents initially gave an estimate per day.
- One respondent reported not using the Internet for this activity.

Q14_4 Education or schoolwork

Round 2 Results

- Nine of the 10 respondents reported a number greater than 0, but it was not clear that this was all formal education. For example, no one reported using a computer at school Q13 above, thus none of them were officially in school. For three of the nine, it was

clear that the respondents used the Internet to learn in an informal setting or in one case to check on a daughter's school work.

Q14_5 Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)

Round 2 Results

- Two respondents provided a daily total and one respondent verbally calculated a weekly total.
- One respondent mentioned texting while answering this question.

Q14_6 Other Internet Use

Round 2 Results

- One respondent asked what this meant.
- One respondent wanted to figure out his running total and then provide the difference, figuring he spends 50 hours a week on the Internet.
- One respondent provided a daily total and had to be reminded to provide the weekly total.
- This item is cognitively difficult for the reasons given above in the Round 2 Series Results Section.

Final recommendation

We are unsure how to solve the problems with this series but think more research is needed.

The sponsor eliminated this series from the final supplement.

Questions Q15-Q21 (Final Questions Intro A, PRIM5-PRIM12)

In this series, the same questions were asked in both rounds of testing. After Q15, the question text, "Do you use the Internet" was presented in grey text for Q16-Q21, which meant the text was optional.

These next few questions ask if you use the Internet for specific activities.

Q15 **Do you use the Internet for phone calls or conferencing?**

Q16 Do you use the Internet **to access government services, forms, or information?**

Q17 Do you use the Internet **when conducting a job search (research listings, post a resume, and so on)?**

Q18 Do you use the Internet **for job training or courses?**

Q19 Do you use the Internet **to research information on health plans or health practitioners?**

Q20 Do you use the Internet **to research health information for self-diagnosis or treatment?**

Q21 Do you use the Internet **to access your medical records, or for telemedicine purposes (such as heart rate monitoring, and so on)?**

Results of Series

- The order of the questions made sense to respondents.
- Although the questions are in the present tense, occasionally respondents answered if they had ever used the Internet for the activity rather than if they currently use the Internet for that particular reason.
- No serious problems were found with this series of questions.

Round 1 and Round 2 Introduction

These next few questions ask if you use the Internet for specific activities.

Round 1 and Round 2 Results:

- No problems were detected with this introduction.

Q15 Do you use the Internet for phone calls or conferencing?

- 1- Yes
- 2- No

Round 1 Results

- Two respondents used the Internet for phone calls or conferencing. One of the two respondents used it at work.
- One respondent who said “no” mentioned that Skype is an example of using the Internet for phone calls, but she didn’t use Skype.

Round 2 Results

- Two respondents used the Internet for phone calls or conferencing.
- One respondent said he had Skype at his house, but he hadn’t used it in awhile. He answered “no” to this question.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Q16 Do you use the Internet to access government services, forms, or information?

- 1- Yes
- 2- No

Round 1 Results

- Nine of the respondents answered “yes” and mentioned items such as tax forms, job hunting, and the DMV.

Round 2 Results

- Eight of the respondents answered “yes.”
- One respondent wanted to know if tax forms counted.
- Two other respondents mentioned tax forms.
- Two respondents mentioned getting a passport.

Final Recommendation

A help screen is needed for this question.

The sponsor kept the question and response options.

Q17 Do you use the Internet when conducting a job search (research listings, post a resume, and so on)?

- 1- Yes
- 2- No

Round 1 Results

- One respondent answered “yes” for her nephew.
- Another respondent was confused, saying she uses the Internet for income tax; however, we do not think there are inherent problems with this question.
- One respondent said no, that she has her resume on the computer, but doesn’t apply to jobs online.
- One respondent hesitated since she is not looking for work currently. She ultimately answered “yes” based on a past job application she submitted online.

Round 2 Results

- Nine respondents answered “yes” to this question.
- No problems were detected with this question.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Q18 Do you use the Internet for job training or courses?

- 1- Yes
- 2- No

Round 1 Results

- Five respondents said “yes.” One of the five respondents, who said yes, said she goes online to search for jobs and job training, implying that the training she takes is not required by an employer.

- Five respondents said “no.” One of the five respondents, who said “no,” said that this question was asking about taking a course from an online university.

Round 2 Results

- Six respondents said “yes,” and all the situations seemed to qualify as job training that the employer mandates or courses that were needed for certification.
- Four respondents said “no.” One respondent, who said no, said it was hard to differentiate between job training mandated by the employer and personal professional education. He had not taken any employer mandated training in awhile.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Q19 **Do you use the Internet to research information on health plans or health practitioners?**

- 1- Yes
- 2- No

Round 1 Results

- Seven respondents said “yes.”
- Two of the three respondents who said “no” might have been confused by this question. One of them mentioned that she did look up people and the other respondent mentioned thinking about WebMD when answering this question. Both of the respondents also answered “no” to the next question which is on a related topic.

Round 2 Results

- Eight respondents said “yes.”
- No problems were detected with this question.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Q20 Do you use the Internet to research health information for self-diagnosis or treatment?

-1- Yes

-2- No

Round 1 Results

- Five respondents said “yes.”
- Five respondents said “no.” One of these respondents added that she looks up information on WebMD, but she doesn’t diagnosis herself. Based on our understanding of the question’s intent, we believe she should have answered “yes.”

Round 2 Results

- Nine respondents said “yes.”
- No problems were detected with this question.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Q21 Do you use the Internet to access your medical records, or for telemedicine purposes (such as heart rate monitoring, and so on)?

-1- Yes

-2- No

Round 1 Results

- Nine respondents answered “no” to this question.
- The one respondent who answered “yes” said she did not know what telemedicine was.
- Altogether, six respondents did not know what telemedicine was. Two respondents said it was refilling your prescriptions.

Round 2 Results

- Eight respondents answered “no” to this question, but the two who answered “yes” described situations that are not telemedicine. One respondent described refilling her prescription on the phone and the other respondent described getting her medical records over the phone.

Final Recommendation

We recommend defining telemedicine within the question. The sponsor proposed a revision to the question which we revised to the following, “Do you use the Internet to access your medical records, for audio-visual consulting with a doctor, or for remote procedures such as heart rate monitoring?”

The sponsor agreed to change the question as suggested.

Question LEADIN (Final Question LEADIN)

Round 1 and Round 2 Introduction (Question LEADIN)

These next few questions ask about how concerned you are with Internet safety.

----- Continue

Round 1 and Round 2 Results

- We pretested the same lead-in sentence in both rounds of testing and did not find any serious problems with it in either round.

Final recommendation

We have no recommendations for this text.

The sponsor modified the text to read, "I will now ask about how concerned you are with Internet safety." since the sponsor eliminated one of the two questions in the series.

Question Q22 (Final Question PRIM12)

Round 1 and Round 2 Question

Compared to providing personal information over the telephone, how concerned are you about providing personal information over the Internet? Are you...

- 1- **more concerned**
- 2- **less concerned**
- 3- **about the same**

We pretested the same question in both rounds of testing and this question is identical to a question in the 2003 supplement.

Round 1 and Round 2 Results

- No problems were discovered in either round of testing.
- Respondents used terms such as hackers and piracy (stealing identities) when describing why they were more concerned.
- Two of the three respondents who reported being concerned "about the same amount," said they did not like giving out information either on the phone or on the Internet.

Final recommendation

We have no recommendations for this question.

The sponsor kept the question and response options.

Question Q23

Round 1 Question

Compared to the material on television, how concerned are you about the kind of material children may be exposed to on the Internet? Are you?

- 1- **more concerned**
- 2- **less concerned**
- 3- **about the same**

This question is identical to a question in the 2003 supplement.

Round 1 Results

- No problems were detected with this question.
- We asked this question of all respondents in Round 1.

Final recommendation

We have no recommendations for this question.

The sponsor eliminated this question prior to Round 2 in order to reduce the length of the supplement.

Question Q24 (Final Question PRM14)

Round 1 Question

(filter if children < 18 in the household)

Which of the following methods do you use to ensure child safety when using the Internet?

(Select all that apply. Select none if none of these methods are used.)

- 1- **Blocking or filtering software ("Nanny" software)**
- 2- **Monitoring browsing history, email, and so on**
- 3- **Prohibiting children from using Internet entirely**
- 4- **Prohibiting use of Internet in private locations**
- 5- **Only allowing children to use Internet with direct adult supervision**
- 6- **Setting rules and guidelines for use without direct adult supervision**
- 7- **Other method, Please specify**
- ___ **None**

Round 1 Results

- Five respondents were asked this question.
- One respondent in Round 1 did not have a computer. She selected the first response choice, "blocking or filtering software."
- One respondent whose child was one year old was asked this question in error. This question was supposed to be asked of anyone with a child three years old or older. This respondent reported that right now they didn't have anything set up, but they might use blocking in the future.

- One respondent answered the question before the response categories were read.
- No serious problems were discovered during testing, but based on our opinion, the response categories were long and somewhat difficult to read aloud.

Round 1 Recommendation

- We recommend adding question marks after each of the response choices in order to get the interviewer to pause.
- We recommend eliminating “and so on” in the response field text.

The sponsor accepted our recommendations for Round 2 of testing.

Round 2 Question

(filter if children < 18 in the household)

Which of the following methods do you use to ensure child safety when using the Internet?

(Select all that apply. Select none if none of these methods are used.)

- 1- **Blocking or filtering software ("Nanny" software)?**
- 2- **Monitoring browsing history and email?**
- 3- **Prohibiting children from using Internet entirely?**
- 4- **Prohibiting use of Internet in private locations?**
- 5- **Only allowing children to use Internet with direct adult supervision?**
- 6- **Setting rules and guidelines for use without direct adult supervision?**
- 7- **Other method, Please specify**
- ___ **None**

Round 2 Results

- In Round 2, we did not find any serious problems, but the response choices were difficult to read since they were long and respondents wanted to hear all the choices before selecting one or more.

Final recommendation

Use the Round 2 question and response options.

The sponsor kept the question and response options tested in Round 2.

Questions Q25, Q26 (Final Questions PRM15, PRM15b, PRM16, PRM16b)

Round 1 Question Series (Q25 and Q26)

Q25 **Through which of the following methods do you obtain news and information?** (select all that apply)

- 1- **Visiting Internet news sites (online Newspapers, Magazines, CNN.com, and so on)**
- 2- **Visiting Internet social networking sites (Facebook, Twitter, LinkedIn, and so on)**
- 3- **Visiting other Internet sites (blogs, message boards, search engines, and so on)**
- 4- **Watching TV**
- 5- **Listening to radio**
- 6- **Reading newspaper or magazines (hardcopy)**
- 7- **Conversing with friends/family/co-workers**
- 8- **Other, Please specify**
- None of the above -Finished

Round 1 Results

- Five respondents focused only on news, not “news and information.” These five respondents excluded activities such as basic Google searches to find out information such as how to change a bike tire. This is incorrect, since the sponsor is interested in both news and information.
- One respondent focused mainly on the Internet, meaning that “watching TV” or “listening to the radio” was interpreted as doing those things online. We assume this likely happened because the Web categories were listed first and three types of Websites were mentioned.
- In our opinion, the word “hardcopy” is awkward.
- One respondent mentioned that she uses her cell phone to get news alerts. She demonstrated how she got news via her cell phone during the testing.

Round 1 Recommendations

- Drop “news” from the question so that respondents will focus on information.
- Restructure this question into two questions. The first question should ask about each of the information sources: print, radio, Internet, TV, and personal contact. Then, if the Internet was selected as a source of information the respondent uses, the second question should focus on which types of online resources (i.e., Websites) are used, giving the examples of search engines, social networking, and news sources.
- For the first question, put the non-web-based categories first to avoid the impression that the question is asking about watching TV shows over the Internet, etc.
- Based on our expert review, change “methods” to “sources” in the first question and “methods” to “online resources” in the second question.
- Add other popular information-gathering examples, such Google and Wikipedia to the list in the second question proposed.

- Remove “hardcopy” from the text in the first question, which should not be problematic if this example is read before the web-based examples.
- Last, consider eliminating this question from the survey. It is impossible to consume these media without ultimately consuming “information,” meaning the question is essentially asking if one uses these various media. The question seemingly most relevant to this survey is the next one, which asks about *primary* usage of the different media.

The sponsor kept the question in the survey, but agreed to split the question into two questions for the second round of testing. The sponsor retained the question text “news and information,” but agreed to change “methods” to “sources” or “online resources.”

Round 1 Question

Q26 Which one is your PRIMARY method to obtain news and information?

- 1- **Visiting Internet news sites (online Newspapers, Magazines, CNN.com, and so on)**
- 2- **Visiting Internet social networking sites (Facebook, Twitter, LinkedIn, and so on)**
- 3- **Visiting other Internet sites (blogs, message boards, search engines, and so on)**
- 4- **Watching TV**
- 5- **Listening to radio**
- 6- **Reading newspaper or magazines (hardcopy)**
- 7- **Conversing with friends/family/co-workers**
- 8- **Other, Please specify**
- **None of the above**

Round 1 Results

- Some respondents continue to focus on news, not information in general.
- Two respondents, after hearing the response options, said, simply, “the Internet.”
- Two respondents said “Facebook.”

Round 1 Recommendations

- The same recommendations from Q25 apply to this question.
- Because there is no clear definition of information in this question, we suggest moving this question and the previous question Q25 to come after Q13, which includes examples of information.

The sponsor kept the question in the survey, but agreed to split the question into two questions for the second round of testing. The sponsor retained the question text “news and information,” but agreed to change “methods” to “sources.” The sponsor did not move Q25 and Q26 questions. Instead, these are the last questions in the supplement.

Round 2 Question Series

Q25a **Through which of the following sources do you obtain news or other information?**

(read and select all that apply)

- 1- **Watching TV?**
- 2- **Listening to radio?**
- 3- **The Internet?**
- 4- **Reading print newspaper or magazines?**
- 5- **Conversing with friends/family/co-workers?**
- 6- **Other, Please specify:** _____
- 7- **None of the above**

Round 2 Results

- There were no problems or cognitive difficulties with the question other than respondents continue to focus more on news than information when answering this series.

Q26a **Which one is your PRIMARY source of news or other information?**

READ IF NECESSARY

(options will be filled with precodes chosen in Q25)

- 1- Watching TV
- 2- Listening to radio
- 3- The Internet
- 4- Reading print newspaper or magazines
- 5- Conversing with friends/family/co-workers
- 6- Other, Please specify
- 7- None of the above

Round 2 Results

- There were no problems or cognitive difficulties with the question, but many respondents had to be reminded to choose only one response option.

Q25b **Through which of the following online resources do you obtain news or other information?** (read and select all that apply)

- 1- **News sites (such as online Newspapers, Magazines, or CNN.com)?**
- 2- **Search engines (such as Google)?**
- 3- **Social networking sites (such as Facebook, Twitter, or LinkedIn)?**
- 4- **Other Internet sites (such as blogs, message boards, or Wikipedia)?**
- 5- **None of the above**

Round 2 Results

- We found no serious problems, but the response categories were long to read.
- One respondent reported that she did not know what LinkedIn was.

Q26b Which online resource do you PRIMARILY use when seeking news or other information?

READ IF NECESSARY

(options will be filled with precodes chosen in Q25b)

- 1- News sites (such as online Newspapers, Magazines, or CNN.com)
- 2- Search engines (such as Google)
- 3- Social networking sites (such as Facebook, Twitter, or LinkedIn)
- 4- Other Internet sites (such as blogs, message boards, or Wikipedia)
- 5- None of the above

Round 2 Results

- No serious problems were detected with this question.

Final recommendation

If the question series is to remain, we recommend keeping the series tested in Round 2.

The sponsor kept the question series tested in Round 2, and eliminated the “LinkedIn” example text.

Conclusions

Overall, the supplement is measuring something that is changing very rapidly in the U.S. society. Although most questions posed no cognitive difficulty with our respondents, analysis of mobile-phone-only households will need to occur once the data are collected as we did not have enough respondents to fully test the questions with that cohort. We did not test these questions with any households where some members use the Internet, but the respondent did not. We also did not test any of these questions with households which no longer use the Internet, never used the Internet, or had Dial-up service.

Round 1 Protocol for 2011 Internet and Computer Use Supplement for the CPS

Roster

R1. We'll start by making a list of everyone who lives or stays at (<i>your address</i>). Let's start with you. What is your first name? Anyone else?	R2. What is your/(<i>name's</i>) age?	R3. Please look at this list. How is (<i>name</i>) related to you?

Copy Roster to Page 7

HH-level questions

Q1 How many desktop, laptop, netbook, or notebook computers are there in use in this household?

_____ If 0 or DK/RF → Skip to Q3

Probe: Please describe the computers you counted in this question and who owns the computers.

Probe: Did you include old computers that are in the household but are not used?

Probe: The question mentions netbook and notebook computers. What is a “netbook” and a “notebook” computer; are they different, the same?

What are tablet computers? Can you give me an example?

Q2 In what year was the (newest) computer obtained?

Intent is to get a year. Observe if they give a date or if they say something like within the past 5 years. If they do not give a year, ask “Can you give me the year that you obtained the computer?”

Notes on cognitive difficulty:

Q3 Does anyone in this household use the Internet from home?

- 1- Yes →Skip to Q4
- 2- No
DK/RF(Skip to Person Filter)

Probe: What does this question mean in your own words?

If No, probe: Do you ever use the Internet on a smartphone or cell phone?

Q3a Has anyone in this household EVER used the Internet from this home?

- 1- Yes → Skip to Q9a
- 2- No →Skip to Q9b
DK/RF (Skip to Person Filter)

Q4 At home, does this household access the Internet using... (select all that apply)

- 1- **Dial-up service**
 - 2- **DSL service** →Skip to Q6
 - 3- **Cable modem service** →Skip to Q6
 - 4- **Fiber-optic service**→Skip to Q6
 - 5- **Mobile broadband plan (for a computer, cell phone, smartphone, or tablet)** →Skip to Q6
 - 6- **Satellite service**→Skip to Q6
 - 7- **Some other service**, Please specify _____ →Skip to Q6
- DK/RF (Skip to Q8)

Probe: If “some other service” or the respondent is not sure: Please describe your service.

Who is the provider?

Observe: Are there other ways of accessing the Internet that are not listed?

Go through list. Have you heard of Dial-up? What does that mean? Etc.

(If not mentioned earlier) Do you know what Wi-Fi or Wireless Internet is? Do you have Wi-Fi at your house?

(if yes) Do you or someone in your household pay for the Wi-Fi?

Q5 What is the main reason that you do not have high-speed (that is, faster than dial-up) Internet access at home?

- 1- **Don't need it, not interested** → Skip to Q8
 - 2- **Too expensive**
 - 3- **Can use it somewhere else** → Skip to Q8
 - 4- **Not available in area** → Skip to Q8
 - 5- **No computer or computer inadequate** → Skip to Q8
 - 6- **Other reason, Please specify _____** → Skip to Q8
- DK/RF → Skip to Q8

Q5a What costs are you most concerned about? (select all that apply)

- 1- **Cost of the computer and/or other hardware (e.g., modem)** → Skip to Q8
 - 2- **Cost of installing internet service** → Skip to Q8
 - 3- **Cost of monthly internet service** → Skip to Q8
 - 4- **Some other cost, Please specify _____** → Skip to Q8
- DK/RF → Skip to Q8

(Probe as necessary) Probe: Tell me what each of the response categories means in your own words, we'll start with the Cost of the computer and/or hardware. *Reread the question and that response category.*

Q6 How much does your internet service provider charge you per month?

DK/RF → Skip to Q8

Probe: Please describe to me how you came up with your answer.

Observe if the respondent had difficulty coming up with this answer. If DK, probe: Could you give me an estimate? Would anyone in your household know how much you are charged per month for Internet service?

Q7 Does this amount include other services besides broadband in a "bundle"?

- 1- Yes
- 2- No → Skip to Q8
- DK/RF → Skip to Q8

Probe: What does this question mean in your own words?

Q7a Which services besides broadband are included in the bundle? (select all that apply)

- 1- **Basic TV Channels**
- 2- **Premium TV Channels**
- 3- **Telephone service**
- 4- **Other, Please specify** _____
- DK/RF

Probe: Let's go through each of the response categories and you tell me what they mean to you.

Q8 Have you ever switched Internet (including broadband) service providers for home access?

- 1- Yes
- 2- No → Skip to Q10
- DK/RF → Skip to Q10

Probe: If yes. When did you switch, who did you switch from and to?

Q8a What is the main reason that your household decided to switch?

- 1- **More affordable than my previous service** → Skip to Q10
- 2- **Greater value** → Skip to Q10
- 3- **Faster speed** → Skip to Q10
- 4- **More reliable** → Skip to Q10
- 5- **Better customer service** → Skip to Q10
- 6- **Preference for a name brand** → Skip to Q10
- 7- **Other reason, Please specify** _____ → Skip to Q10
- DK/RF → Skip to Q10

Probe: Tell me more about why you chose that answer.

Q9a What is the MAIN reason you no longer have the Internet at home?

- 1- **Don't need it, not interested** → Skip to Person Filter
 - 2- **Too expensive** → Skip to Person Filter
 - 3- **Can use it somewhere else** → Skip to Person Filter
 - 4- **No longer available in area** → Skip to Person Filter
 - 5- **No computer or computer inadequate** → Skip to Person Filter
 - 6- **Privacy or security concerns** → Skip to Person Filter
 - 7- **Other reason, Please specify** _____ → Skip to Person Filter
- DK/RF → Skip to Person Filter

Probe: Tell me more about why you chose that answer.

Q9b What is the MAIN reason that you don't have the Internet at home?

- 1- **Don't need it, not interested** → Skip to Person Filter
 - 2- **Too expensive** → Skip to Person Filter
 - 3- **Can use it somewhere else** → Skip to Person Filter
 - 4- **No longer available in area** → Skip to Person Filter
 - 5- **No computer or computer inadequate** → Skip to Person Filter
 - 6- **Privacy or security concerns** → Skip to Person Filter
 - 7- **Other reason, Please specify** _____ → Skip to Person Filter
- DK/RF → Skip to Person Filter

Probe: Tell me more about why you chose that answer.

Q10 What is the most important factor to you regarding your broadband service?

- 1- **Connection speed**
 - 2- **Reliability of broadband service**
 - 3- **Affordability**
 - 4- **Customer service**
 - 5- **Name brand**
 - 6- **Other reason, Please specify**
- DK/RF

Probe: How did you come up with your answer?

(Probe as necessary) Let's go through each of the response categories and you tell me what they mean to you.

Repeat question What do you think the question is asking?

What do you think broadband means here? Does high speed cellular count as broadband?

Ask for each HH member who is selected in Person Filter

Person Filter **Who in this household uses the internet (from any location)?** (Select all that apply)

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
-

Probe: When I said "from any location," what were you thinking about?

QP1 **From which of the following locations does <person> access the Internet?** (select all that apply)

	P1	P2	P3	P4	P5	P6	
-1-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Home (DO NOT READ if Q3 response was not "Yes")
-2-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	School
-3-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work
-4-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Public Library
-5-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community center
-6-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Internet cafe / coffee shop in your area
-7-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Someone else's house
-8-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Airport, hotel, and other such places while traveling
-9-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Another place outside the home, Please specify

DK/RF → Skip to Q11

At last person. Probe: Tell me how you came up with your answer. Did you consider whether this person accessed the Internet from a phone or from other devices?

QP2 Which devices does this person use to access the Internet? (select all that apply)

	P1	P2	P3	P4	P5	P6	
-1-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PC (Desktop)
-2-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Portable/laptop/netbook computer
-3-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TV-based Internet device or set-top box
-4-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cellular phone, smartphone, and other such devices
-5-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tablet or Ebook reader
-6-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other device, Please specify

DK/RF→Skip to Q11

Probe: How did you decide on the answer to this question?

Let’s go through each of the response categories and you tell me what they mean to you.
Ask only for Primary Respondent

Q11 Do you use a cellular phone or smartphone?

- 1- Yes
 - 2- No→Skip to Q12
- DK/RF→Skip to Q12

Probe: What is the difference between a cellular and a smartphone? What makes a phone a “smart phone”?
If yes, what type of phone do you use?

Q11a When you use your cellular phone or smartphone, what do you do? (select all that apply)

- 1- **Phone calls**
 - 2- **Text messaging**
 - 3- **Web browsing**
 - 4- **E-mail**
 - 5- **Maps or GPS Navigation**
 - 6- **Games**
 - 7- **Social Networking (Facebook, Twitter, LinkedIn, and so on)**
 - 8- **Taking Photos/Videos**
- DK/RF

(Probe if necessary) Probe: Let's go through each of the response categories and you tell me what they mean to you.

Is there anything else you do on your phone that we have not already mentioned? How about using your phone as an audio player, a calendar, eBook reader or other things?

What about apps? Do you know what apps are?

Q12 How often did you USUALLY access the Internet over the last year (from any device, at any location)?

- 1- **Almost every day, for at least 4 hours per day**
 - 2- **Almost every day, for more than an hour but less than 4 hours per day**
 - 3- **Almost every day, for less than an hour per day**
 - 4- **At least once a week but not every day**
 - 5- **At least once a month but not every week**
 - 6- **Less than once a month**
 - 7- **Never** → Skip to Leadin
- DK/RF → Skip to Leadin

Probe: How did you come up with your answer?

When we asked about "from any device, at any location," what types of locations were you thinking of?

Did you include your use of the internet from places other than at home in your responses to these questions? If so, what other places were you thinking of?

Q13 Which of the following uses do you RELY on the Internet for? (select all that apply)

- 1- **Working from home or telecommuting**
 - 2- **Entertainment (games, videos, music, and so on)**
 - 3- **Financial services (banking, investing, trading, and so on)**
 - 4- **Job seeking or job training**
 - 5- **Education or schoolwork**
 - 6- **Personal communications (email, instant messaging, social networking, blogging, and so on)**
 - 7- **Healthcare**
 - 8- **General Information (news, weather, sports, government, and so on)**
 - 9- **Consumer services (online shopping, travel, household services, and so on)**
 - 10- **Something else, Please specify**
- DK/RF

Probe: Do you consider the Internet important to you? Why?

-What does the question mean in your own words? (Reread question) What does “rely on” mean?

-What else do you rely on the Internet for outside of what we have already discussed? Do you rely on the Internet for maps or directions? Do you rely on the Internet for sharing or viewing photos? What category in the list do you think photo viewing falls under: entertainment? Or personal communication? Or something else

Does “high-speed internet” meaning something different than “broadband” to you, or are they the same?

[After the first question, the " **About how many hours per week do you typically use the Internet for**" part of the question is grayed out and is used as optional text for the FR]

Q14 About how many hours per week do you typically use the Internet for each of the following activities? (Use 0 for any not done regularly)

-1- **Working from home or telecommuting**

DK/RF

About how many hours per week do you typically use the Internet for

-2- **Entertainment (games, videos, music, and so on)**

DK/RF

About how many hours per week do you typically use the Internet for

-3- **Financial services (banking, investing, trading, and so on)**

DK/RF

About how many hours per week do you typically use the Internet for

-4- **Education or schoolwork**

DK/RF

- About how many hours per week do you typically use the Internet for

5- **Personal communications (email, instant messaging, social networking, blogging, and so on)**

DK/RF

About how many hours per week do you typically use the Internet for

-6- **Other Internet Use**

DK/RF

Probe: What types of activities did you include in “other internet use”?

(Probe if did not explain while answering) Now, let’s go through each category and you tell me how you came up with your answers? (Go through each response)

Did you include your use of the internet from places other than at home in your responses to these questions? If so, what other locations were you thinking of?

If R says “entertainment,” did you include games that are not on the Internet?

Intro A **These next few questions ask if you use the internet for specific activities.**

----- Continue

After the first question, the "Do you use the internet" part of the question is grayed out and is used as optional text for the FR

Q15 Do you use the internet for phone calls or conferencing?

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer?

Q16 Do you use the internet to access government services, forms, or information?

-1- Yes

-2- No

DK/RF

Probe: If yes → What types of government information do you use the Internet for?

If no → What types of government information were you considering in this question?

Q17 Do you use the internet when conducting a job search (research listings, post a resume, and so on)?

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer?

Q18 Do you use the internet for job training or courses?

-1- Yes

-2- No

DK/RF

Probe: If yes -> What kinds of things were you thinking about when you said yes?

If no -> What kinds of things were you thinking about when you answered the question?

Q19 Do you use the internet to research information on health plans or health practitioners?

-1- Yes

-2- No

DK/RF

Probe: What kinds of things were you thinking about when you answered the question?

Q20 Do you use the internet to research health information for self-diagnosis or treatment?

-1- Yes

-2- No

DK/RF

Probe: What kinds of things were you thinking about when you answered the question?

Q21 Do you use the internet to access your medical records, or for telemedicine purposes (such as heart rate monitoring, and so on)?

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer to the question?

Probe: What does “telemedicine” mean to you in this question?

Probe: As you answered these questions about what you use the internet for, were you thinking about if you currently use it for these activities or about if you had ever used it for these activities?

LEADIN **These next few questions ask about how concerned you are with internet safety.**

----- Continue

Q22 Compared to providing personal information over the telephone, how concerned are you about providing personal information over the Internet? Are you?

-1- **more concerned**

-2- **less concerned**

-3- **about the same**

DK/RF

Probe: Tell me how you came up with your answer

Q23 Compared to the material on television, how concerned are you about the kind of material children may be exposed to on the Internet? Are you?

-1- **more concerned**

-2- **less concerned**

-3- **about the same**

DK/RF

Probe: Tell me how you came up with your answer

Q24 (filter if children < 18 in the household)

Which of the following methods do you use to ensure child safety when using the Internet?

(select all that apply. select none if none of these methods are used)

-1- **Blocking or filtering software ("Nanny" software)**

-2- **Monitoring browsing history, email, and so on**

-3- **Prohibiting children from using Internet entirely**

-4- **Prohibiting use of Internet in private locations**

-5- **Only allowing children to use Internet with direct adult supervision**

-6- **Setting rules and guidelines for use without direct adult supervision**

-7- **Other method, Please specify**

___ None

DK/RF

(Probe as necessary) Probe: Let's go through each of the categories and you tell me what they mean to you.

Q25 Through which of the following methods do you obtain news and information? (select all that apply)

- 1- **Visiting Internet news sites (online Newspapers, Magazines, CNN.com, and so on)**
 - 2- **Visiting Internet social networking sites (Facebook, Twitter, LinkedIn, and so on)**
 - 3- **Visiting other Internet sites (blogs, message boards, search engines, and so on)**
 - 4- **Watching TV**
 - 5- **Listening to radio**
 - 6- **Reading newspaper or magazines (hardcopy)**
 - 7- **Conversing with friends/family/co-workers**
 - 8- **Other, Please specify**
 - **None of the above -Finished**
- DK/RF -Finished

Probe: Were there any categories that you were unsure of?

What type of information were you thinking of in this question? (*just news, or news and other information*)

Are there any other types of Internet sites you use to get news and entertainment? Do you ever use Wikipedia? Do you use reviews on the Internet for hotels, movies, restaurants or products?

Q26 Which one is your PRIMARY method to obtain news and information?

- 1- **Visiting Internet news sites (online Newspapers, Magazines, CNN.com, and so on)**
 - 2- **Visiting Internet social networking sites (Facebook, Twitter, LinkedIn, and so on)**
 - 3- **Visiting other Internet sites (blogs, message boards, search engines, and so on)**
 - 4- **Watching TV**
 - 5- **Listening to radio**
 - 6- **Reading newspaper or magazines (hardcopy)**
 - 7- **Conversing with friends/family/co-workers**
 - 8- **Other, Please specify**
- DK/RF -Finished

Probe if any confusion.

Do you ever use Podcasts? (*If yes*) Is that your primary method for obtaining news and information?

-----Debriefing

Just a few final questions to wrap up –

Overall, would you say the survey questions were easy or difficult to respond to? Why?

Do you think there are questions some people would find difficult? Sensitive?

Do you have anything else you would like to tell us that you haven't had a chance to mention, yet?

That's all the questions that I have. Thank you for your time.

Round 2 Protocol for 2011 Internet and Computer Use Supplement for the CPS

Roster

R1. We'll start by making a list of everyone who lives or stays at (<i>your address</i>). Let's start with you. What is your first name? Anyone else?	R2. Get ages for children	R3. Get relationships

Q0 Do you use a cellular phone or smartphone?

-1- Yes → Skip to Q0a

-2- No → Skip to Q1

DK/RF → Skip to Q1

Probe: What is the difference between a cellular and a smartphone? What makes a phone a "smart phone"?

If yes, what type of phone do you use?

Q0a When you use your cellular phone or smartphone, do you...
(read and select all that apply)

- 1- **Make phone calls?**
 - 2- **Send/receive text messages?**
 - 3- **Browse the Web?**
 - 4- **E-mail?**
 - 5- **Use maps or use GPS navigation?**
 - 6- **Play games?**
 - 7- **Access social network sites (such as Facebook, Twitter, or LinkedIn)?**
 - 8- **Download “apps” or applications?**
 - 9- **Listen to music or other audio?**
 - 10- **Take photos/videos?**
 - 11- **None of the above**
- DK/RF

(Probe if necessary) Probe: What else do you do with your phone? When I asked about playing games, what were you thinking about.

ALL SKIP TO Q1

Q1 How many desktop, laptop, netbook, notebook, and tablet computers are there in use in this household?

Enter number _ _ _

Probe: Please describe the computers you counted in this question and who owns the computers.

Probe: The question mentions netbook and notebook computers. What is a “netbook” and a “notebook” computer; are they different, the same?

What are tablet computers? Can you give me an example?

If Q1 IS 1 OR MORE COMPUTERS, GO TO Q2

ELSE GO TO Q3

Q2 In what year was the (newest) computer obtained?

Enter Year _ _ _ _

Intent is to get a year. Observe if they give a date or if they say something like within the past 5 years. If they do not give a year, ask “Can you give me the year that you obtained the computer?”

Notes on cognitive difficulty:

ALL GO TO Q3

Q3 Does anyone in this household use the Internet from home?

Include using the Internet on mobile devices such as smartphones and laptops as well as on desktop computers.

- 1- Yes →Skip to Q4
- 2- No →Skip to Q3a
- DK/RF (Skip to Person Filter)

If No, Make sure the person did not use the Internet on a smartphone or cell phone from Q0a. If they had but answered no, ask them what they were thinking of when they answered this question. Note cognitive difficulty

Q3a Has anyone in this household ever used the Internet from this home?

- 1- Yes →Skip to Q9a
- 2- No →Skip to Q9b
- DK/RF (Skip to Person Filter)

Q4 At home, does anyone in this household access the Internet using...
(read and select all that apply)

- 1- **Dial-up service?** →and Q4 not in (2-7) then Skip to Q5 else skip to Q6
- 2- **DSL service?** →Skip to Q6
- 3- **Cable modem service?** →Skip to Q6
- 4- **Fiber-optic service**→Skip to Q6
- 5- **Mobile broadband plan (for a computer, cell phone, smartphone, or tablet) ?** →Skip to Q6
- 6- **Satellite service?**→Skip to Q6
- 7- **Some other service?**, Please specify _____ →Skip to Q6
- DK/RF (Skip to Q8)

Probe: If “some other service” or the respondent is not sure: Please describe your service. Who is the provider?
Probe on the meaning of the category if you suspect cognitive difficulty with any of the categories.

Q5 What is the main reason that you do not have high-speed (that is, faster than dial-up) Internet access at home?

DO NOT READ RESPONSE OPTIONS

- 1- Don't need it, not interested →Skip to Q8
 - 2- Too expensive →Skip to Q5a
 - 3- Can use it somewhere else →Skip to Q8
 - 4- Not available in area →Skip to Q5_1
 - 5- No computer or computer inadequate →Skip to Q8
 - 6- Privacy or security concerns -> Skip to Q8
 - 7- Other reason, Please specify _____ →Skip to Q8
- DK/RF →Skip to Q8

Q5_1 Does this apply to mobile or wired high-speed Internet or both?

DO NOT READ RESPONSE OPTIONS

- (4) Mobile →Skip to Q8
 - (5) Wired →Skip to Q8
 - (6) Both →Skip to Q8
- DK/RF →Skip to Q8

Q5a What costs are you most concerned about? (read and select all that apply)

- 1- **Cost of the computer and/or other hardware (e.g., modem)**
→Skip to Q8
 - 2- **Cost of installing internet service** →Skip to Q8
 - 3- **Cost of monthly internet service** →Skip to Q8
 - 4- **Some other cost, Please specify _____** →Skip to Q8
- DK/RF →Skip to Q8

(Probe as necessary) Probe: Tell me what each of the response categories means in your own words, we'll start with the Cost of the computer and/or hardware. *Reread the question and that response category.*

Q6 Does your Internet Service Provider include Internet as part of a "bundle"?

- 1- Yes → Skip to QX1
- 2- No → Skip to QY
- DK/RF → Skip to Q8

QX1 Which services besides broadband are included in the bundle?
(read and select all that apply)

- 1- **Basic TV Channels**
 - 2- **Premium TV Channels**
 - 3- **Telephone service**
 - 4- **Some other service, Please specify _____**
- DK/RF

ALL SKIP TO QX2

QX2 How much is the Internet portion of that "bundle" per month?

- Enter Dollars _ _ _ _ _
- DK/RF
- ALL SKIP TO Q8

QY How much does your Internet service provider charge you per month?

- Enter Dollars _ _ _ _ _
- DK/RF

Have them describe their bundle, all the costs, what is included, etc. or if they answered "no" to Q6, ask them what that question means. Probe: Please describe to me how you came up with your answer.

ALL SKIP TO Q8

Q8 Have you ever switched Internet Service Providers for home access?

- 1- Yes → Skip to Q8a
- 2- No → Skip to Q10
- DK/RF → Skip to Q10

Probe: If yes. When did you switch, who did you switch from and to?

Q8a What is the main reason that your household decided to switch?

DO NOT READ RESPONSE OPTIONS

- 1- Less expensive → Skip to Q10
 - 2- Faster speed → Skip to Q10
 - 3- More reliable → Skip to Q10
 - 4- Better customer service → Skip to Q10
 - 5- Mobility/Ability to use service outside the home → Skip to Q10
 - 6- Preference for a name brand → Skip to Q10
 - 7- Other reason, Please specify _____ → Skip to Q10
- DK/RF → Skip to Q10

Observe if answer fit into a category. Verify the category you chose with respondent, e.g., “So would you say x?” Why or why not.

What does “Mobility/Ability to use service outside the home” mean to you?

Q10 What is the most important factor to you regarding your Internet service?

DO NOT READ RESPONSE OPTIONS

- 1- Connection speed
 - 2- Reliability of Internet service
 - 3- Affordability
 - 4- Customer service
 - 5- Mobility/Ability to use service outside the home
 - 6- Name brand
 - 7- Other reason, Please specify: _____
- DK/RF

Observe if answer fit into a category. Verify the category you chose with respondent, e.g., “So would you say x?” Why or why not.

What does “Mobility/Ability to use service outside the home” mean to you?

ALL SKIP TO PERSON FILTER

Q9a What is the MAIN reason you no longer have the Internet at home?

DO NOT READ RESPONSE OPTIONS

- 1- Don't need it, not interested → Skip to Person Filter
 - 2- Too expensive → Skip to Person Filter
 - 3- Can use it somewhere else → Skip to Person Filter
 - 4- No longer available in area → Skip to Q9a_1
 - 5- No computer or computer inadequate → Skip to Person Filter
 - 6- Privacy or security concerns → Skip to Person Filter
 - 7- Other reason, Please specify: _____ → Skip to Person Filter
- DK/RF → Skip to Person Filter

Observe if answer fit into a category. Verify the category you chose with respondent, e.g., “So would you say x?” Why or why not.

Q9a_1 Does this apply to mobile or wired high-speed Internet or both?

DO NOT READ RESPONSE OPTIONS

- (4) Mobile
 - (5) Wired
 - (6) Both
- DK/RF

ALL SKIP TO PERSON FILTER

Q9b What is the MAIN reason that you don't have the Internet at home?

DO NOT READ RESPONSE OPTIONS

- 1- Don't need it, not interested → Skip to Person Filter
 - 2- Too expensive → Skip to Person Filter
 - 3- Can use it somewhere else → Skip to Person Filter
 - 4- Not available in area → Skip to Q9B_1
 - 5- No computer or computer inadequate → Skip to Person Filter
 - 6- Privacy or security concerns → Skip to Person Filter
 - 7- Other reason, Please specify: _____ → Skip to Person Filter
- DK/RF → Skip to Person Filter

Observe if answer fit into a category. Verify the category you chose with respondent, e.g., “So would you say x?” Why or why not.

Q9b_1 **Does this apply to mobile or wired high-speed Internet or both?**

DO NOT READ RESPONSE OPTIONS

- (4) Mobile
- (5) Wired
- (6) Both
- DK/RF

ALL SKIP TO PERSON FILTER

Person Filter

Of the following, who uses the Internet?

Include using the Internet from any computer or mobile device at home or elsewhere.

(Read all names in household 3+ and select all that apply)

Write names from roster here:

Probe: When I said “from any location,” what were you thinking about?

IF AT LEAST ONE PERSON SELECTED, GO TO QP1

IF NO ONE SELECTED OR DK/RF, GO TO Q12

The next set of questions asks about where (you, Names) access the Internet.

QP1_1 *(if Q3 is not No)*

Does Name1 access the Internet from home?

How about Name 2? Does Name2 access the Internet from home?

Etc.

QP1_2 **Does Name1 access the Internet from a computer at school?**

How about Name2?

Etc.

QP1_3 **Does Name1 access the Internet from work?**

How about Name2?

Etc.

QP1_4 **Does Name1 go to a library to access the Internet?**

How about Name2?

Etc.

QP1_5 Does Name1 go to a community center to access the Internet?

How about Name2?

Etc.

QP1_6 Does Name1 go to an Internet café or coffee shop to access the Internet?

How about Name2?

Etc.

QP1_7 Does Name1 go to someone else’s house to access the Internet?

How about Name2?

Etc.

Observe: See if the answer yes to any of these and if they were thinking about going to the location or actually accessing the Internet at the location.

Library: Yes... Describe situation when Name goes to the library to access the Internet.

If no, does Name ever go to the library?

Community center

Yes... Describe situation when Name goes to the community center to access the Internet.

If no, does Name ever go to a community center?

Internet cafe

Yes... Describe situation when Name goes to the coffee shop to access the Internet.

If no, does Name ever go to an Internet café or coffee shop?

Someone else’s house

Yes... Describe situation when Name goes to someone else’s house to access the Internet.

Ask what time frame R was thinking about...currently or ever.

ALL GO TO QP2

The next set of questions asks about the devices (you, Names) use to access the Internet.

QP2_1 Does Name1 use a desktop PC to access the Internet?

How about Name 2? Does Name2 use a desktop PC to access the Internet?

Etc.

QP2_2 Does Name1 use a laptop or netbook computer to access the Internet?

How about Name2?

Etc.

QP2_3 Does Name1 use a tablet or ebook reader to access the Internet?

How about Name2?

Etc.

QP2_4 Does Name1 use a cellular phone or smartphone to access the Internet?

How about Name2?

Etc.

Observe: Does this answer match earlier answers.

Yes... Tell me how you came up with your answer. (Make sure the R isn't just saying that yes, they have a cell phone).

QP2_5 Does Name1 use a game system or console such as the Wii, XBOX or Playstation to access the Internet?

How about Name2?

Etc.

Yes... Tell me how you came up with your answer. (Make sure the R isn't just saying that yes, they have a game console).

QP2_6 Does Name1 use a TV-based Internet device such as Apple TV or Roku to access the Internet?

How about Name2?

Etc.

Yes... Tell me how you came up with your answer. (Make sure the R isn't just saying that yes, they have a TV-based Internet device).

ALL GO TO Q12

Q12 How often did you USUALLY access the Internet over the last year? Consider time spent on the Internet from any computer or mobile device at home, work, or any other location. Did you usually access the Internet...

READ ANSWER CATEGORIES

- 1- **Every day?** →Skip to QX3
 - 2- **At least once a week but not everyday?** →Skip to QX3
 - 3- **Once a week?** →Skip to QX3
 - 4- **Once a month?** →Skip to QX3
 - 5- **Less than once a month?**→Skip to QX3
 - 6- **Never?**→Skip to LEADIN
- DK/RF→Skip to LEADIN

Probe: How did you come up with your answer? What devices were you thinking of? What places were you thinking of?

FILL INSTRUCTIONS FOR QX3:

IF Q12 = 1, FILL "DAY"

IF Q12 = 2 OR 3, FILL "WEEK"

IF Q12 = 4 OR 5, FILL "MONTH"

QX3 How many hours per (day/week/month) do you USUALLY use the Internet, including time spent at work?

NOTE: FOR 30 MINUTES OR MORE ROUND TO THE NEXT WHOLE NUMBER. LESS THAN 30 MINUTES SHOULD BE ENTERED AS 0.

ALL GO TO Q13

Observe if they come up with minutes per day or hours per week if go on the Internet every day.

Q13 For which of the following uses do you rely on the Internet?

(read and select all that apply)

- 1- **Working from home or telecommuting?**
- 2- **Entertainment (such as games, videos, or music)?**
- 3- **Financial services (such as banking, investing, or trading)?**
- 4- **Job seeking or job training?**
- 5- **Education or schoolwork?**
- 6- **Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)?**
- 7- **Healthcare?**
- 8- **General Information (such as news, weather, sports, maps, or government)**
- 9- **Consumer services (such as online shopping, travel, or household services)**
- 10- **Searching for nearby businesses, obtaining traffic reports, or other on-the-go services**
- 11- **Something else, Please specify: _____**
- 12- **None**

DK/RF

ALL GO TO Q14

Probe: What does the question mean in your own words? (Reread question) What does “rely on” mean?

I read, “Searching for nearby businesses, obtaining traffic reports, or other on-the-go services”
What are examples of ‘on-the-go services’?

Q14 About how many hours per week do you typically use the Internet at home, work, or any other location for each of the following activities?

NOTE: ENTER 0 FOR ANY NOT DONE REGULARLY. FOR 30 MINUTES OR MORE ROUND TO THE NEXT WHOLE NUMBER. LESS THAN 30 MINUTES SHOULD BE ENTERED AS 0.

Q14_1 Working from home or telecommuting

DK/RF

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Q14_2 **About how many hours per week do you typically use the Internet for: Entertainment (such as games, videos, or music)**

DK/RF

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Q14_3 **About how many hours per week do you typically use the Internet for: Financial services (such as banking, investing, or trading)**

DK/RF

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Q14_4 **About how many hours per week do you typically use the Internet for: Education or schoolwork**

DK/RF

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Q14_5 **About how many hours per week do you typically use the Internet for: Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)**

DK/RF

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Q14_6 **Other Internet Use**

DK/RF

ALL GO TO INTROA

Observe if they come up with minutes per day or hours per week if got on the Internet every day.

Probe: What types of activities did you include in “other internet use”?

(Probe if did not explain while answering) Now, let's go through each category and you tell me how you came up with your answers? (Go through each response)

Did you include your use of the internet from places other than at home in your responses to these questions? If so, what other locations were you thinking of?

If R says "entertainment," did you include games that are not on the Internet?

Intro A **These next few questions ask if you use the Internet for specific activities.**

Observe: What time period they were answering for. Did they ever answer rarely or a scale? Did any of the questions need repeating.

PRESS ENTER TO CONTINUE

ALL GO TO Q15

Q15 Do you use the Internet for phone calls or conferencing?

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer?

ALL GO TO Q16

Q16 Do you use the Internet to access government services, forms, or information?

-1- Yes

-2- No

DK/RF

Probe: If yes → What types of government information do you use the Internet for?

If no → What types of government information were you considering in this question?

ALL GO TO Q17

Q17 Do you use the Internet **when conducting a job search (research listings, post a resume, and so on)?**

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer?

ALL GO TO Q18

Q18 Do you use the Internet **for job training or courses?**

-1- Yes

-2- No

DK/RF

Probe: If yes -> What kinds of things were you thinking about when you said yes?

If no -> What kinds of things were you thinking about when you answered the question?

ALL GO TO Q19

Q19 Do you use the Internet **to research information on health plans or health practitioners?**

-1- Yes

-2- No

DK/RF

Probe: What kinds of things were you thinking about when you answered the question?

ALL GO TO Q20

Q20 Do you use the Internet **to research health information for self-diagnosis or treatment?**

-1- Yes

-2- No

DK/RF

Probe: What kinds of things were you thinking about when you answered the question?

ALL GO TO Q21

Q21 Do you use the Internet to access your medical records, or for telemedicine purposes (such as heart rate monitoring, and so on)?

-1- Yes

-2- No

DK/RF

Probe: How did you decide on your answer to the question?

Probe: What does “telemedicine” mean to you in this question?

Probe: As you answered these questions about what you use the internet for, were you thinking about if you currently use it for these activities or about if you had ever used it for these activities?

Observe. Did they ever answer rarely or a scale? Did any of the questions need repeating?

ALL GO TO LEADIN

LEADIN These next few questions ask about how concerned you are with Internet safety.

PRESS ENTER TO CONTINUE

GO TO Q22

Q22 Compared to providing personal information over the telephone, how concerned are you about providing personal information over the Internet? Are you...

READ ANSWER CATEGORIES

-1- **more concerned**

-2- **less concerned**

-3- **about the same**

DK/RF

Probe: Tell me how you came up with your answer

ALL GO TO Q23

IF AT LEAST ONE CHILD IN HOUSEHOLD < 18 YEARS OF AGE, GO TO Q24
ELSE GO TO Q25

Q24 (filter if children < 18 in the household)

Which of the following methods do you use to ensure child safety when using the Internet? (read and select all that apply. select none if none of these methods are used)

- 1- **Blocking or filtering software ("Nanny" software)?**
 - 2- **Monitoring browsing history and email?**
 - 3- **Prohibiting children from using Internet entirely?**
 - 4- **Prohibiting use of Internet in private locations?**
 - 5- **Only allowing children to use Internet with direct adult supervision?**
 - 6- **Setting rules and guidelines for use without direct adult supervision?**
 - 7- **Other method**, Please specify: _____
 - 8- None
- DK/RF

(Probe as necessary) Probe: Let's go through each of the categories and you tell me what they mean to you. Observe if R need to see these categories.

ALL GO TO Q25

Q25 **Through which of the following sources do you obtain news or other information?**
(read and select all that apply)

- 1- **Watching TV?**
 - 2- **Listening to radio?**
 - 3- **The Internet?**
 - 4- **Reading print newspaper or magazines?**
 - 5- **Conversing with friends/family/co-workers?**
 - 6- **Other**, Please specify: _____
 - 7- None of the above – END INTERVIEW
- DK/RF –END INTERVIEW

Probe: Describe how you came up with your answer. Why did you say "x"
What type of news and information were you thinking of in this question? (Determine if they were thinking of *just news*, or *news and other information*)

IF Q25 HAS ONLY ONE OPTION SELECTED AND THAT OPTION IS NOT OPTION #3 (THE INTERNET), THEN AUTO-FILL Q26 EQUAL TO THE SELECTED OPTION AND END INTERVIEW.

IF Q25 HAS ONLY ONE OPTION SELECTED AND THAT OPTION IS OPTION #3 (THE INTERNET), THEN AUTOFILL Q26=3 AND GO TO Q25B

IF Q25 HAS MORE THAN ONE OPTION SELECTED, THEN FILL THESE OPTIONS IN Q26 AND GO TO Q26

Q26 Which one is your PRIMARY source of news or other information?

READ IF NECESSARY

(options will be filled with precodes chosen in Q25)

- 1- Watching TV
- 2- Listening to radio
- 3- The Internet
- 4- Reading print newspaper or magazines
- 5- Conversing with friends/family/co-workers
- 6- Other, Please specify
- 7- None of the above

DK/RF

Probe if any confusion.

IF Q25=3 (INTERNET), THEN GO TO Q25b
ELSE END INTERVIEW

Q25b Through which of the following online resources do you obtain news or other information? (read and select all that apply)

- 1- **News sites (such as online Newspapers, Magazines, or CNN.com)?**
- 2- **Search engines (such as Google)?**
- 3- **Social networking sites (such as Facebook, Twitter, or LinkedIn)?**
- 4- **Other Internet sites (such as blogs, message boards, or Wikipedia)?**
- 5- None of the above – END INTERVIEW

DK/RF – END INTERVIEW

Probe: Describe how you came up with your answer. Why did you say “x”

IF Q25b HAS ONLY ONE OPTION SELECTED, AUTO-FILL Q26b WITH THAT RESPONSE OPTION AND END INTERVIEW

IF Q25b HAS MORE THAN ONE OPTION SELECTED, FILL THESE OPTION IN Q26b AND GO TO Q26b

Q26b Which online resource do you PRIMARILY use when seeking news or other information?

READ IF NECESSARY

(options will be filled with precodes chosen in Q25b)

- 1- News sites (such as online Newspapers, Magazines, or CNN.com)
 - 2- Search engines (such as Google)
 - 3- Social networking sites (such as Facebook, Twitter, or LinkedIn)
 - 4- Other Internet sites (such as blogs, message boards, or Wikipedia)
 - 5- None of the above
- DK/RF

END INTERVIEW

Just a few final questions to wrap up –

Overall, would you say the survey questions were easy or difficult to respond to? Why?

Do you think there are questions some people would find difficult? Sensitive?

That's all the questions that I have. Thank you for your time.

July 2011 CPS Computer & Internet Use Questions (April 28, 2011 version approved by the sponsor)

SCI1 Do you use a cellular phone or smartphone?

- 1- Yes→Skip to SC2a
- 2- No→Skip to SCI3
- DK/RF→Skip to SCI3

SC2a When you use your cellular phone or smartphone, do you...

Read and select all that apply

- (0) None
- 1- **Make phone calls?**
- 2- **Send/receive text messages?**

- 3- **Browse the Web?**
- 4- **E-mail?**
- 5- **Use maps or use GPS navigation?**
- 6- **Play games?**
- 7- **Access social network sites (such as Facebook or Twitter)?**
- 8- **Download “apps” or applications?**
- 9- **Listen to music or other audio?**
- 10- **Take photos/videos?**
- DK/RF

ALL SKIP TO SCI3

SCI3 How many desktop, laptop, netbook, notebook, and tablet computers are there in use in this household?

Enter number ___ [0-20]

If SCI3 IS 1 OR MORE COMPUTERS, GO TO SCI4
ELSE GO TO SCI5

IF SCI3 > 1, fill “newest”
Else fill “ ”

SCI4 In what year was the (newest) computer obtained?

Enter Year _ _ _ _ [1950-2011]

ALL GO TO SCI5

SCI5 Does anyone in this household use the Internet from home?

Include using the Internet on mobile devices such as smartphones and laptops as well as on desktop computers.

- 1- Yes →Skip to SCI7
- 2- No →Skip to SCI6
- DK/RF (Skip to PERSCR[1-16])

SCI6 Has anyone in this household ever used the Internet from this home?

- 1- Yes →Skip to SCI18
- 2- No →Skip to SCI20
- DK/RF (Skip to PERSCR[1-16]))

SCI7 At home, does anyone in this household access the Internet using...

Read and select all that apply

- 1- **Dial-up service?** →and SCI7 not in (2-7) then skip to SCI8 else skip to SCI11
- 2- **DSL service?** →Skip to SCI11
- 3- **Cable modem service?** →Skip to SCI11
- 4- **Fiber-optic service**→Skip to SCI11
- 5- **Mobile broadband plan (for a computer, cell phone, smartphone, or tablet) ?** →Skip to SCI11
- 6- **Satellite service?**→Skip to SCI11
- 7- **Some other service?**_____ →Skip to SCI7s
- DK/RF (Skip to SCI15)

SCI7s Enter verbatim response (What other service?)

_____ →SKIP TO SCI11

SCI8 **What is the main reason that you do not have high-speed (that is, faster than dial-up) Internet access at home?**

Do not read response options

- 1- Don't need it, not interested →Skip to SCI15
 - 2- Too expensive →Skip to SCI10
 - 3- Can use it somewhere else →Skip to SCI15
 - 4- Not available in area →Skip to SCI9
 - 5- No computer or computer inadequate →Skip to SCI15
 - 6- Privacy or security concerns -> Skip to SCI15
 - 7- Other reason →Skip to SCI8s
- DK/RF →Skip to SCI15

SCI8s *Enter verbatim response (What is this other reason?)*

_____ →SKIP TO SCI15

SCI9 **What high-speed access is not available?**

- 1 **Mobile** →Skip to SCI15
 - 2 **Wired** →Skip to SCI15
 - 3 **Or both** →Skip to SCI15
- DK/RF →Skip to SCI15

SCI10 **What costs are you most concerned about?** (read and select all that apply)

- 1- **Cost of the computer and/or other hardware (e.g., modem)**
→Skip to SCI15
 - 2- **Cost of installing internet service** →Skip to SCI15
 - 3- **Cost of monthly internet service** →Skip to SCI15
 - 4- **Some other cost**, Skip to SCI10s
- DK/RF →Skip to SCI15

SCI10s *Enter verbatim response (What is this other cost?)*

_____ →SKIP TO SCI15

SCI11 Do you have Internet as part of a “bundle” through your Internet Service Provider?

-1- Yes → Skip to SCI12

-2- No → Skip to SCI14

DK/RF → Skip to SCI15

SCI12 Which services besides broadband are included in the bundle?

Read and select all that apply

-1- **Basic TV Channels** → Skip to SCI13

-2- **Premium TV Channels** → Skip to SCI13

-3- **Telephone service** → Skip to SCI13

-4- **Some other service** → Skip to SCI12s

DK/RF → Skip to SCI13

SCI12s Enter verbatim response (What is this other service?)

_____ → SKIP TO SCI13

SCI13 How much is the Internet portion of that “bundle” per month?

Enter Dollars _ _ _ _ [0-999]

DK/RF

ALL SKIP TO SCI15

SCI14 How much does your Internet service provider charge you per month?

Enter Dollars _ _ _ _ [0-999]

DK/RF

ALL SKIP TO SCI15

SCI15 Have you ever switched Internet Service Providers for home access?

- 1- Yes →Skip to SCI16
- 2- No→Skip to SCI17
- DK/RF→Skip to SCI17

SCI16 What is the main reason that your household decided to switch?

If switched more than once, have respondent answer about the most recent switch.

Do not read response options

- 1- Less expensive→Skip to SCI17
- 2- Faster speed→Skip to SCI17
- 3- More reliable→Skip to SCI17
- 4- Better customer service→Skip to SCI17
- 5- Mobility/Ability to use service outside the home→ Skip to SCI17
- 6- Preference for a name brand→Skip to SCI17
- 7- Other reason →Skip to SCI16s
- DK/RF→Skip to SCI17

SCI16s Enter verbatim response (What is this other reason?)

_____ → Skip to SCI17

SCI17 What is the most important factor to you regarding your Internet service?

- 1- **Connection speed** →Skip to PERSCR[1-16])
- 2- **Reliability of Internet service** →Skip to PERSCR[1-16])
- 3- **Affordability** →Skip to PERSCR[1-16])
- 4- **Customer service**→Skip to PERSCR[1-16])
- 5- **Mobility/Ability to use service outside the home**→Skip to PERSCR[1-16])
- 6- **Name brand**→Skip to PERSCR[1-16])
- 7- **Other factor**→Skip to SCI17s
- DK/RF→Skip to PERSCR[1-16])

SCI17s Enter verbatim response (What is this other factor?)

_____ → Skip to PERSCR[1-16])

SCI18 What is the MAIN reason you no longer have the Internet at home?

Do not read response options

- 1- Don't need it, not interested → Skip to PERSCR[1-16])
 - 2- Too expensive → Skip to PERSCR[1-16])
 - 3- Can use it somewhere else → Skip to PERSCR[1-16])
 - 4- No longer available in area → Skip to SCI19
 - 5- No computer or computer inadequate → Skip to PERSCR[1-16])
 - 6- Privacy or security concerns → Skip to PERSCR[1-16])
 - 7- Other reason → Skip to SCI18s
- DK/RF → Skip to PERSCR[1-16])

SCI18s Enter verbatim response (What other reason?)

_____ → Skip to PERSCR[1-16])

SCI19 What high-speed access is not available?

- 1 **Mobile**
- 2 **Wired**
- 3 **Or both**

DK/RF

ALL SKIP TO PERSCR[1-16])

SCI20 What is the MAIN reason that you don't have the Internet at home?

Do not read response options

- 1- Don't need it, not interested → Skip to PERSCR[1-16])
 - 2- Too expensive → Skip to PERSCR[1-16])
 - 3- Can use it somewhere else → Skip to PERSCR[1-16])
 - 4- Not available in area → Skip to SCI21
 - 5- No computer or computer inadequate → Skip to PERSCR[1-16])
 - 6- Privacy or security concerns → Skip to PERSCR[1-16])
 - 7- Other reason → Skip to SCI20s
- DK/RF → Skip to PERSCR[1-16])

SCI20s *Enter verbatim response (What is this other reason?)*

_____ → Skip to PERSCR[1-16])

SCI21 **What high-speed access is not available?**

- 1 **Mobile**
- 2 **Wired**
- 3 **Or both**

DK/RF

ALL SKIP TO PERSCR[1-16])

PERSCR [1-16]

Of the following, who uses the Internet?

Include using the Internet from any computer or mobile device at home or elsewhere.

Read all names in household 3+ and select all that apply

IF PERSCR[1] = 0 or Dk or Rf, GO TO PRIM1

IF PERSCR[1] = [1-16], GO TO LOCINT

LOCINT The next set of questions asks about where (you, Names) access the Internet.

Enter 1 to continue.

IF PERSCR[1] = [1-16] AND SCI5 ne 2, GO TO HOME[1-16]

IF PERSCR[1] = [1-16] AND SCI5=2, GO TO SCHL[1-16]

HOME[1-16]

Does Name1 access the Internet from home?

How about Name 2? Does Name2 access the Internet from home?

Etc.

-1- Yes

-2- No

DK/RF

ALL SKIP TO SCHL[1-16]

SCHL[1-16] **Does Name1 access the Internet from a computer at school?**

How about Name2?

Etc.

-1- Yes

-2- No

DK/RF

If PEMLR = 1 or 2, GO TO WRKA[1-16]

Else if SCI3=0, GO TO LIBR[1-16]

ELSE GO TO CAFÉ[1-16]

WRKA[1-16] **Does Name1 access the Internet from work?**

How about Name2?

Etc.

-1- Yes

-2- No

DK/RF

IF SCI3=0, GO TO LIBR[1-16]

ELSE GO TO CAFE[1-16]

LIBR[1-16] **Does Name1 go to a library to access the Internet?**
How about Name2?
Etc.

- 1- Yes
- 2- No
- DK/RF

GO TO COMM[1-16]

COMM[1-16] **Does Name1 go to a community center to access the Internet?**
How about Name2?
Etc.

- 1- Yes
- 2- No
- DK/RF

GO TO CAFE[1-16]

CAFE[1-16] **Does Name1 go to an Internet café, coffee shop or Wi-Fi hot spot to access the Internet?**
How about Name2?

- 1- Yes
- 2- No
- DK/RF

IF SCI3=0 GO TO ELHS[1-16]
ELSE GO TO DEVINT

ELHS[1-16] **Does Name1 go to someone else's house to access the Internet?**
How about Name2?
Etc.

- 1- Yes
- 2- No
- DK/RF

ALL GO TO DEVINT

DEVINT The next set of questions asks about the devices (you, Names) use to access the Internet.

Enter 1 to continue.

ALL GO TO DESK[1-16]

**DESK[1-16] Does Name1 use a desktop PC to access the Internet?
How about Name 2? Does Name2 use a desktop PC to access the Internet?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO LAPT[1-16]

**LAPT[1-16] Does Name1 use a laptop or netbook computer to access the Internet?
How about Name2?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO TABL[1-16]

**TABL[1-16] Does Name1 use a tablet or ebook reader to access the Internet?
How about Name2?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO CELL[1-16]

**CELL[1-16] Does Name1 use a cellular phone or smartphone to access the Internet?
How about Name2?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO GAME[1-16]

**GAME[1-16] Does Name1 use a game system or console such as the Wii, XBOX or Playstation
to access the Internet?
How about Name2?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO TVBA[1-16]

**TVBA[1-16] Does Name1 use a TV-based Internet device such as Apple TV or Roku to access
the Internet?
How about Name2?
Etc.**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO PRIM1

PRIM1 **The remaining questions refer to your own Internet use.**

How often did you USUALLY access the Internet over the last year? Consider time spent on the Internet from any computer or mobile device at home, work, or any other location. Did you usually access the Internet...

Read answer categories.

- 1- **Every day?** →Skip to PRIM2
 - 2- **At least once a week but not everyday?** →Skip to PRIM2
 - 3- **Once a week?** →Skip to PRIM2
 - 4- **Once a month?** →Skip to PRIM2
 - 5- **Less than once a month?**→Skip to PRIM2
 - 6- **Never?**→Skip to LEADIN
- DK/RF→Skip to LEADIN

FILL INSTRUCTIONS FOR PRIM2:

IF PRIM1 = 1, FILL "DAY"

IF PRIM1 = 2 OR 3, FILL "WEEK"

IF PRIM1 = 4 OR 5, FILL "MONTH"

PRIM2 **How many hours per (day/week/month) do you USUALLY use the Internet, including time spent at work?**

For 30 minutes or more, round to the next whole number.

Less than 30 minutes should be entered as 0.

ALL GO TO PR3a

PR3a **Do you rely on the Internet for any of the following:**

Read and select all that apply.

- (0) None →Skip to INTROA
- 1- **Working from home or telecommuting?**→Skip to INTROA
- 2- **Entertainment (such as games, videos, or music)?** →Skip to INTROA
- 3- **Financial services (such as banking, investing, or trading)?** →Skip to INTROA
- 4- **Job seeking or job training?** →Skip to INTROA
- 5- **Education or schoolwork (such as taking a class online)?** →Skip to INTROA
- 6- **Personal communications (such as email, instant messaging, social networking, blogging, or sharing photos)?** →Skip to INTROA
- 7- **Healthcare?** →Skip to INTROA
- 8- **General Information (such as news, weather, sports, maps, or government)** →Skip to INTROA
- 9- **Consumer services (such as online shopping, travel, or household services)** →Skip to INTROA
- 10- **On-the-go services such as finding the nearest restaurant or traffic report**→Skip to INTROA
- 11- **Something else**→Skip to PR3aSP
- DK/RF →Skip to INTROA

PR3aSP **What other use?**

SKIP TO INTROA

Intro A **These next few questions ask if you use the Internet for specific activities.**

Press enter to continue.

ALL GO TO PRIM5

PRIM5 **Do you use the Internet for phone calls or conferencing?**

- 1- Yes
- 2- No
- DK/RF

ALL GO TO PRIM6

PRIM6 Do you use the Internet **to access government services, forms, or information?**

-1- Yes

-2- No

DK/RF

Include tax forms.

ALL GO TO PRIM7

PRIM7 Do you use the Internet **when conducting a job search (research listings, post a resume, and so on)?**

-1- Yes

-2- No

DK/RF

ALL GO TO PRIM8

PRIM8 Do you use the Internet **for job training or courses?**

-1- Yes

-2- No

DK/RF

ALL GO TO PRIM9

PRIM9 Do you use the Internet **to research information on health plans or health practitioners?**

-1- Yes

-2- No

DK/RF

ALL GO TO PRIM10

PRIM10 Do you use the Internet to research health information for self-diagnosis or treatment?

- 1- Yes
- 2- No
- DK/RF

ALL GO TO PRIM11

PRIM11 Do you use the Internet to access your medical records, for audio-visual consulting with a doctor, or for remote procedures such as heart rate monitoring?

- 1- Yes
- 2- No
- DK/RF

ALL GO TO LEADIN

LEADIN I will now ask about how concerned you are with Internet safety.

Press enter to continue.

GO TO PRIM12

PRIM12 Compared to providing personal information over the telephone, how concerned are you about providing personal information over the Internet? Are you...

Read answer categories.

- 1- **more concerned**
- 2- **less concerned**
- 3- **about the same**
- DK/RF

IF AT LEAST ONE CHILD IN HOUSEHOLD < 18 YEARS OF AGE, GO TO PRM14
ELSE GO TO PRM15

PRM14 (filter if children < 18 in the household)

Which of the following methods do you use to ensure child safety when using the Internet?

Read and select all that apply

Select none if none of these methods are used.

- (0) None → Skip to PRM15
- 1- **Blocking or filtering software ("Nanny" software)?** → Skip to PRM15
- 2- **Monitoring browsing history and email?** → Skip to PRM15
- 3- **Prohibiting children from using Internet entirely?** → Skip to PRM15
- 4- **Prohibiting use of Internet in private locations?** → Skip to PRM15
- 5- **Only allowing children to use Internet with direct adult supervision?**
→ Skip to PRM15
- 6- **Setting rules and guidelines for use without direct adult supervision?**
→ Skip to PRM15
- 7- **Other method** → Skip to PR14SP
- DK/RF → Skip to PRM15

PR14SP **What other method?**

_____ → Skip to PRM15

PRM15 **Through which of the following sources do you obtain news or other information?**

Read and select all that apply

- (0) None – END INTERVIEW
- 1- **Watching TV?**
- 2- **Listening to radio?**
- 3- **The Internet?**
- 4- **Reading print newspaper or magazines?**
- 5- **Conversing with friends/family/co-workers?**
- 6- **Other**
- DK/RF –END INTERVIEW

IF PRM15=6 GO TO PR15SP

IF PRM15 HAS ONLY ONE OPTION SELECTED AND THAT OPTION IS NOT OPTION #3 (THE INTERNET), THEN AUTO-FILL PRM15b EQUAL TO THE SELECTED OPTION AND END INTERVIEW.

IF PRM15 HAS ONLY ONE OPTION SELECTED AND THAT OPTION IS OPTION #3 (THE INTERNET), THEN AUTOFILL PRM15b=3 AND GO TO PRM16

IF PRM15 HAS MORE THAN ONE OPTION SELECTED, THEN FILL THESE OPTIONS IN PRM15b AND GO TO PRM15b

PR15SP **What other source?**

IF PRM15 HAS ONLY ONE VALID RESPONSE AND THAT OPTION IS #6 (PRM15=6 ONLY), STORE THAT RESPONSE IN PRM15b AND SKIP TO END

ELSE IF PRM15 HAS MORE THAN ONE VALID RESPONSE, THEN SKIP TO PRM15b

PRM15b **Which one is your PRIMARY source of news or other information?**

Read if necessary

(options will be filled with precodes chosen in PRM15)

- (0) None
 - 1- Watching TV
 - 2- Listening to radio
 - 3- The Internet
 - 4- Reading print newspaper or magazines
 - 5- Conversing with friends/family/co-workers
 - 6- Other
- DK/RF

IF PRM15=3 (INTERNET), THEN GO TO PRM16
ELSE END INTERVIEW

PRM16 Through which of the following online resources do you obtain news or other information? *Read and select all that apply*

- (0) None– END INTERVIEW
 - 1- **News sites (such as online Newspapers, Magazines, or CNN.com)?**
 - 2- **Search engines (such as Google)?**
 - 3- **Social networking sites (such as Facebook or Twitter)?**
 - 4- **Other Internet sites (such as blogs, message boards, or Wikipedia)?**
- DK/RF – END INTERVIEW

IF PRM16 HAS ONLY ONE OPTION SELECTED, AUTO-FILL PRM16b WITH THAT RESPONSE OPTION AND END INTERVIEW

IF PRM16 HAS MORE THAN ONE OPTION SELECTED, FILL THESE OPTIONS IN PRM16b AND GO TO PRM16b

PRM16b Which online resource do you PRIMARILY use when seeking news or other information?

Read if necessary

(options will be filled with precodes chosen in PRM16)

- (0) None
 - 1- News sites (such as online Newspapers, Magazines, or CNN.com)
 - 2- Search engines (such as Google)
 - 3- Social networking sites (such as Facebook or Twitter)
 - 4- Other Internet sites (such as blogs, message boards, or Wikipedia)
- DK/RF

END INTERVIEW