Pew Research / Abt Associates -- Internet Core Trends Update

December 14 draft

Total n=2,000 U.S. adults age 18+

n=400 landline RDD

n=1,600 cell phone RDD

Field Dates: January 2 – January 10, 2018 (tentative)

START TIMING MODULE 1

**LANDLINE INTRO:**

Hello, I am \_\_\_\_\_ calling on behalf of the Pew Research Center. We are conducting a telephone opinion survey about some important issues today and we would like to include your household. May I please speak with the YOUNGEST **[RANDOMIZE:** (MALE / FEMALE)**]**, age 18 or older, who is now at home? **[IF NO MALE/FEMALE, ASK:** May I please speak with the YOUNGEST (FEMALE / MALE), age 18 or older, who is now at home?**]**

**GO TO MAIN INTERVIEW**

**CELL PHONE INTRO:**

Hello, I am \_\_\_\_\_ calling on behalf of the Pew Research Center. We are conducting a telephone opinion survey about some important issues today. I know I am calling you on a cell phone. If you would like to be reimbursed for your cell phone minutes, we will pay all eligible respondents $5 for participating in this survey. This is NOT a sales call.

**[IF R SAYS DRIVING/UNABLE TO TAKE CALL:** Thank you. We will try you another time...**]**

**VOICEMAIL MESSAGE [LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL:]** I am calling on behalf of the Pew Research Center. We are conducting a national opinion survey of cell phone users. This is NOT a sales call. We will try to reach you again.

CELL PHONE SCREENING INTERVIEW:

S1. Are you under 18 years old, OR are you 18 or older?

1 Under 18

2 18 or older

9 Don’t know/Refused

**IF S1=2, CONTINUE WITH MAIN INTERVIEW**

**IF S1=1, THANK AND TERMINATE – RECORD AS AGE INELIGIBLE:** This survey is limited to adults age 18 and over. I won’t take any more of your time...

**IF S1=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL:** This survey is limited to adults age 18 and over. I won’t take any more of your time...

**READ TO ALL CELL PHONE RESPONDENTS**

**INTRODUCTION TO MAIN INTERVIEW:** If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

**INTERVIEWER: If R says it is not a good time, try to arrange a time to call back. Offer the toll-free call-in number they can use to complete the survey before ending the conversation.**

**[PROGRAMMER NOTE: PLEASE INCLUDE THE INTRODUCTION RANDOMIZATION VARIABLES IN THE ALL CONTACTS FILES. WE WOULD LIKE TO BE ABLE TO RUN RESPONSE RATES SEPARATELY FOR EACH VERSION OF THE INTRODUCTION FOR THE LANDLINE AND CELL FRAMES SEPARATELY. PLEASE RANDOMIZE INTRO LANGUAGE WITH ONE TREATMENT PER PHONE NUMBER NOT PER CALL.]**

END TIMING MODULE 1

START TIMING MODULE 2

ASK ALL:

EMINUSE. Do you use the internet or email, at least occasionally? {PIAL Trend, most recently November 2016 – Info Wary}

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally? {PIAL Trend, most recently November 2016 – Info Wary}

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):

INTFREQ. About how often do you use the internet? **[READ]** {PIAL Trend, most recently May 2016 – Cybersecurity}

1 Almost constantly

2 Several times a day

3 About once a day

4 Several times a week, OR

5 Less often?

8 **(VOL.)** Don’t know

9 **(VOL.)** Refused

ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):

HOME4NW. Do you currently subscribe to internet service at HOME? {Heavily modified PIAL Trend, most recently July 2015 Tracking}

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK IF HOME INTERNET SUBSCRIBER (HOME4NW=1):

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service? {Heavily modified PIAL Trend, most recently July 2015 Tracking}

1 Dial-up

2 Higher-speed

3 **(VOL.)** Both Slow-speed/Dial-up and Higher-speed/Broadband

4 **(VOL.)** Access internet only using cell phone or tablet

5 **(VOL.)** No home internet access

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK IF DIAL-UP USER (BBHOME1=1):

BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection? {Heavily modified PIAL Trend, most recently July 2015 Tracking}

1 Yes, dial-up

2 No, higher speed connection

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK IF LANDLINE SAMPLE:

DEVICE1a. Next, do you have a cell phone, or not? {PIAL Trend, most recently November 2016 – Info Wary}

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK IF HAVE CELL PHONE (CELL PHONE SAMPLE OR DEVICE1a=1):

SMART2. Is your cell phone a smartphone, or not? {Modified PIAL Trend, most recently November 2016 – Info Wary}

1 Yes, smartphone

2 No, not a smartphone

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram? {Modified PIAL Trend, most recently November 2016 – Info Wary}

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

DEVICE1. Please tell me if you happen to have each of the following items, or not. Do you have **[INSERT ITEMS; RANDOMIZE]**? {Modified PIAL Trend, most recently November 2016 – Info Wary}

b. A tablet computer

c. A desktop or laptop computer

d. A game console

CATEGORIES

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

END TIMING MODULE 2

START TIMING MODULE 3

ASK IF USE INTERNET (EMINUSE=1 OR INTMOB=1) OR OWN CELL PHONE (CELL PHONE SAMPLE OR DEVICE1a=1):

WEB1. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... **[INSERT ITEMS; RANDOMIZE]**? {Modified PIAL Trend, most recently April 2016 - Libraries}

a. Twitter

b. Instagram

c. Facebook

d. Snapchat

e. YouTube

f. WhatsApp

g. Pinterest

h. LinkedIn

CATEGORIES

1 Yes, do this

2 No, do not do this

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK USERS EACH SITE IN WEB1a-WEB1e (WEB1a=1 OR WEB1b=1 OR WEB1c=1 OR WEB1d=1 OR WEB1e=1):

SNS2. Thinking about the social media sites you use... About how often do you visit or use **[INSERT ITEMS; RANDOMIZE]**? **[READ CATEGORIES AS NECESSARY]** {Modified PIAL Trend, most recently April 2016 - Libraries}

ASK a IF TWITTER USER (WEB1a=1):

a. Twitter

ASK b IF INSTAGRAM USER (WEB1b=1):

b. Instagram

ASK c IF FACEBOOK USER (WEB1c=1):

c. Facebook

ASK d IF SNAPCHAT USER (WEB1d=1):

d. Snapchat

ASK e IF YOUTUBE USER (WEB1e=1):

e. Youtube

CATEGORIES

1 Several times a day

2 About once a day

3 A few times a week

4 Every few weeks

5 Less often

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

END TIMING MODULE 3

START TIMING MODULE 4

ASK ALL:

PIAL5. How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up... **[INSERT ITEM; RANDOMIZE]**? {PIAL Trend, most recently January 2-5, 2014 Omnibus}

**[READ FOR FIRST ITEM: THEN AS NECESSARY:** Would it be very hard, somewhat hard, not too hard, or not hard at all?**]**

a. Your television

ASK b IF HAVE CELL PHONE (CELL PHONE SAMPLE OR DEVICE1a=1):

b. Your cell phone or smartphone

ASK c IF ALL INTERNET USER (EMINUSE=1 OR INTMOB=1):

c. The internet

ASK d IF SOCIAL MEDIA USER (SNSINT2=1):

d. Social media

CATEGORIES

1 Very hard

2 Somewhat hard

3 Not too hard

4 Not hard at all

5 **(VOL.)** Impossible

6 **(VOL.)** Do not use / Do not have

8 **(VOL.)** Don’t know

9 **(VOL.)** Refused

ASK ALL:

PIAL11. Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been **[ROTATE:** (a GOOD thing) or (a BAD thing)**]** for society? {January 2-5, 2014 Omnibus}

1 Good thing

2 Bad thing

3 **(VOL.)** Some of both

8 **(VOL.)** Don’t know

9 **(VOL.)** Refused

ASK IF INTERNET HAS HAD GOOD OR BAD IMPACT ON SOCIETY (PIAL11=1,2):

PIAL11a. What is the main reason you think the internet has been a [IF PIAL11=1 “good”; IF PIAL11=2 “bad”] thing for society? **[DO NOT PROBE FOR ADDITIONAL ANSWERS]**

[OPEN END]

ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):

PIAL12. How about you, personally? Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been **[ROTATE IN SAME ORDER AS PIAL11:** (a GOOD thing) or (a BAD thing)**]** for you? {January 2-5, 2014 Omnibus}

1 Good thing

2 Bad thing

3 **(VOL.)** Some of both

8 **(VOL.)** Don’t know

9 **(VOL.)** Refused

ASK ALL:

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to. {PIAL Trend, most recently April 2016 - Libraries}

\_\_\_ **[RECORD EXACT NUMBER 1-96]**

0 None

97 97 or more

98 **(VOL.)** Don't know

99 **(VOL.)** Refused

ASK IF READ ANY BOOKS IN PAST 12 MONTHS (BOOKS1=1-97, 98):

BOOKS2. Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those ... **[INSERT NEXT ITEM]**? {Modified PIAL Trend, most recently April 2016 - Libraries}

a. Printed books

b. Audiobooks

c. E-books

CATEGORIES

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

END TIMING MODULE 4

START TIMING MODULE 5

Demographics

**[READ TO ALL:]** A few last questions for statistical purposes only...

ASK ALL:

SEX. **RECORD RESPONDENT SEX [DO NOT ASK]**

1 Male

2 Female

ASK ALL:

AGE. What is your age?

\_\_\_\_ years **[RECORD EXACT AGE 18-96]**

97 97 or older

98 Don't know

99 Refused

ASK ALL:

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married? **[IF R SAYS “SINGLE” PROBE TO DETERMINE APPROPRIATE CATEGORY]**

1 Married

2 Living with a partner

3 Divorced

4 Separated

5 Widowed

6 Never been married

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

EDUC2. What is the highest level of school you have completed or the highest degree you have received? **[DO NOT READ] [INTERVIEWER NOTE: Enter code 3- HS grad if R completed training that did NOT count toward a degree]**

1 Less than high school (Grades 1-8 or no formal schooling)

2 High school incomplete (Grades 9-11 or Grade 12 with NO diploma)

3 High school graduate (Grade 12 with diploma or GED certificate)

4 Some college, no degree (includes some community college)

5 Two-year associate degree from a college or university

6 Four-year college or university degree/Bachelor’s degree (e.g., BS, BA, AB)

7 Some postgraduate or professional schooling, no postgraduate degree (e.g. some graduate school)

8 Postgraduate or professional degree, including master’s, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)

98 Don’t know

99 Refused

**[MAKE FULL NOTE AVAILABLE FOR INTERVIEWERS:** Enter code 3-HS graduate if R completed vocational, business, technical, or training courses after high school that did NOT count toward an associate degree from a college, community college or university (e.g., training for a certificate or an apprenticeship)**]**

ASK ALL:

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

1 Employed full-time

2 Employed part-time

3 Retired

4 Not employed for pay

5 **(VOL.)** Have own business/self-employed

6 **(VOL.)** Disabled

7 **(VOL.)** Student

8 **(VOL.)** Other

98 **(VOL.)** Don't know

99 **(VOL.)** Refused

ASK ALL:

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

1 Yes

2 No

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

RACE. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race. **[RECORD UP TO FOUR IN ORDER MENTIONED BUT DO NOT PROBE FOR ADDITIONAL]** **[IF R VOLS MIXED BIRACIAL, PROBE ONCE:** What race or races is that?**]**

1 White (e.g., Caucasian, European, Irish, Italian, Arab, Middle Eastern)

2 Black or African-American (e.g., Negro, Kenyan, Nigerian, Haitian)

3 Asian or Asian-American (e.g., Asian Indian, Chinese, Filipino, Vietnamese or other Asian origin groups)

4 Some other race **(SPECIFY)** **[IF NEEDED:** What race or races is that?**]**

5 **(VOL.)** Native American/American Indian/Alaska Native

6 **(VOL.)** Pacific Islander/Native Hawaiian

7 **(VOL.)** Hispanic/Latino (e.g., Mexican, Puerto Rican, Cuban)

8 **(VOL.)** Don't know

9 **(VOL.)** Refused (e.g., non-race answers like American, Human, purple)

ASK IF HISPANIC (HISP=1 OR RACE=7):

BIRTH\_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

1 U.S.

2 Puerto Rico

3 Another country

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK ALL:

INC. Last year -- that is in 2017 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category... **[READ]**

1 Less than $10,000

2 10 to under $20,000

3 20 to under $30,000

4 30 to under $40,000

5 40 to under $50,000

6 50 to under $75,000

7 75 to under $100,000

8 100 to under $150,000, OR

9 $150,000 or more?

98 **(VOL.)** Don't know

99 **(VOL.)** Refused

ASK ALL

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

1 Republican

2 Democrat

3 Independent

4 **(VOL.)** No preference

5 **(VOL.)** Other party

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,8,9):

PARTYLN. As of today, do you lean more to the Republican Party or more to the Democratic Party?

1 Republican

2 Democrat

8 **(VOL.)** Don't know

9 **(VOL.)** Refused

END TIMING MODULE 5

START TIMING MODULE 6

ASK ALL:

HH1. How many people, including yourself, live in your household? **INTERVIEWER NOTE: HOUSEHOLD MEMBERS INCLUDE PEOPLE WHO THINK OF THIS HOUSEHOLD AS THEIR PRIMARY PLACE OF RESIDENCE, INCLUDING THOSE WHO ARE TEMPORARILY AWAY ON BUSINESS, VACATION, IN A HOSPITAL, OR AWAY AT SCHOOL. THIS INCLUDES INFANTS, CHILDREN AND ADULTS.**

\_\_\_\_\_\_ Enter number 1-7

8 8 or more

9 Don’t know/Refused

ASK IF MORE THAN ONE PERSON IN HH (HH1>1):

HH3. How many, including yourself, are adults, age 18 and older?

\_\_\_\_\_\_ Enter number 1-7

8 8 or more

9 Don’t know/Refused

ASK ALL LANDLINE SAMPLE:

L1. Now thinking about your telephone use… Do you have a working cell phone?

1 Yes, have cell phone

2 No, do not

9 Don't know/Refused **(VOL.)**

ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD (L1=2,9 AND HH1>1):

L1a. Does anyone in your household have a working cell phone?

1 Yes, someone in household has cell phone

2 No

9 Don't know/Refused **(VOL.)**

ASK ALL CELL PHONE SAMPLE:

C1. Now thinking about your telephone use… Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

1 Yes home telephone

2 No, home telephone

9 Don't know/Refused **(VOL.)**

ASK ALL:

ZIPCODE. What is your zipcode?

\_\_\_\_\_ Enter Zipcode

9 Don’t know/Refused

END TIMING MODULE 6

**END OF INTERVIEW**

START TIMING MODULE 7

ASK CELL PHONE SAMPLE:

MONEY2. That’s the end of the interview. If you would like to be reimbursed for your cell phone minutes, we can send you $5. I will need your full name and a mailing address where we can send you the money? [INTERVIEWER NOTE: If R does not want to give full name, explain we only need it so we can send the $5 to them personally.]

1 **[ENTER FULL NAME] – INTERVIEWER: PLEASE VERIFY SPELLING**

2 **[ENTER MAILING ADDRESS]**

3 **[City]**

4 **[State]**

5 **CONFIRM ZIP from above**

9 **(VOL.)** Respondent does not want the money

END TIMING MODULE 7

START TIMING MODULE 8

ASK ALL:

Thank you very much for your time. This survey is being conducted by the Pew Research Center, which will be issuing a report on the results of this survey on their website, pew research dot ORG, in the coming weeks.

**THANK YOU** again for your help! Have a nice day/evening.

END TIMING MODULE 8