Omnibus Q’s

Pew Internet

10/4/10

Q6a Do you use the internet, at least occasionally? *{PIAL Trend}*

1 Yes

2 No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

Q6b Do you send or receive email, at least occasionally? *{PIAL Trend}*

1 Yes

2 No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

ASK ALL INTERNET USERS (Q6a=1 or Q6b=1):

Q7 Did you happen to use the internet YESTERDAY? *{PIAL Trend}*

1 Yes, used the internet yesterday

2 No, did not use the internet yesterday

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

ASK ALL INTERNET USERS WHO DID NOT USE THE INTERNET YESTERDAY (Q7=2-9):

WEB1-A Next...Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to… **[ROTATE ITEMS]**? *{PIAL trend}*

Act75 PAY to access or download digital content online, such as music, video, or newspaper articles

Act87 Use a social networking site like MySpace, Facebook or LinkedIn.com

Act112 Use Twitter or another service to share updates about yourself or to see updates about others

CATEGORIES WEB1-A

1 Yes, do this

2 No, do not do this

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

ASK ALL INTERNET USERS WHO USED THE INTERNET YESTERDAY (Q7=1):

WEB1-B Next...Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to… **[ROTATE ITEMS]**?*{PIAL trend}*

**[IF YES ASK:**  Did you happen to do this YESTERDAY, or not?**]**

Act75 PAY to access or download digital content online, such as music, video, or newspaper articles

Act87 Use a social networking site like MySpace, Facebook or LinkedIn.com

Act112 Use Twitter or another service to share updates about yourself or to see updates about others

CATEGORIES WEB1-B

1 Yes, did this yesterday

2 Yes, do this (but NOT yesterday)

3 No, do not do this

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

**ASK TW SERIES AND PAY SERIES AS FAR DOWN IN THE SURVEY AS POSSIBLE:**

**ASK ALL INTERNET USERS (Q6a=1 or Q6b=1):**

TW1 Do you ever use Twitter?

1. Yes
2. No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

**ASK TWITTER USERS (WEBAACT112=1 OR WEBBACT112=1,2 OR TW1=1):**

TW2 How often, if ever, do you… **[INSERT ITEMS; ASK a-c IN ORDER THEN RANDOMIZE d-i]** on Twitter?

1. Post updates related to your personal life, activities and interests
2. Post updates related to your work life, activities and interests
3. Post humorous or philosophical observations about life in general
4. Share photos
5. Share videos
6. Tweet your location
7. Share links to news stories
8. Retweet material that someone else posted
9. Send direct messages to other users
10. Several times a day,
11. About once a day,
12. 3-5 days a week,
13. 1-2 days a week,
14. Every few weeks,
15. Less often or
16. Never?
17. **(DO NOT READ)** Don’t know
18. **(DO NOT READ)** Refused

**ASK TWITTER USERS (WEBAACT112=1 OR WEBBACT112=1,2 OR TW1=1):**

TW3 How often, if ever, do you check Twitter for material posted by others?

1. Several times a day,
2. About once a day,
3. 3-5 days a week,
4. 1-2 days a week,
5. Every few weeks,
6. Less often or
7. Never?
8. **(DO NOT READ)** Don’t know
9. **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (Q6a=1 or Q6b=1):**

TW4 **[IF TWITTER USER (WEBAACT112=1 OR WEBBACT112=1,2 OR TW1=1) READ:** Apart from Twitter,) we’re interested in whether you use some specific online services to share real-time updates about yourself or to see updates about others. Do you ever use…**[INSERT ITEMS; RANDOMIZE]** to share updates or see updates about others? *{new}*

1. Facebook
2. MySpace
3. LinkedIn
4. A profile that’s linked to your email account, such as Gmail or Yahoo
5. A location-based social networking site such as Foursquare or Gowalla

**ALWAYS ASK f LAST:**

1. Some other service I haven’t already mentioned? **(SPECIFY)**
2. Yes
3. No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (Q6a=1 or Q6b=1):**

PAY1Thinking about all of the different types of content available on the internet….Please tell me if you have ever PAID to access or to download any of the following types of online content. As you think about your answer, please include any subscription service you might have paid for. (First/Next) have you ever PAID to access online or to download...**[INSERT ITEMS; RANDOMIZE]**?

1. Music
2. Online videos, movies or TV content
3. Photos
4. A newspaper, magazine, journal article or special report
5. An e-Book

**ALWAYS ASK f-h TOGETHER IN ORDER:**

1. Games
2. Tools, skills or materials to use in an online game
3. “Cheats” or codes to help you play online games
4. Podcasts
5. Ringtones
6. Software
7. Applications or “apps” for your cell phone or tablet computer
8. A particular website or online service, such as an online dating site or service
9. Premium or members-only content on a particular website
10. Adult content

**ALWAYS ASK p LAST:**

1. Some other kind of content that I haven’t mentioned
   1. Yes
   2. No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (Q6a=1 or Q6b=1):**

PAY2There are different ways to pay for online content…Have you ever PAID... **[INSERT ITEMS; RANDOMIZE]**?

1. To download an individual file
2. To access streaming content
3. For a subscription to access online content
4. Yes
5. No

8 **(DO NOT READ)** Don’t know

9 **(DO NOT READ)** Refused

ASK ALL WHO HAVE PAID FOR A SUBSCRIPTION (PAY2C=1):

PAY3 Thinking about all of your subscriptions for online content…In the past 12 months, how much have you paid altogether for subscription services to online content?

1. Nothing

**RECORD DOLLAR AMOUNT $1-$9996**

9997 $9997 or more

9998 Don’t know

9999 Refused

ASK ALL WHO HAVE PAID FOR CONTENT (WEBAACT75=1 or WEBBACT75=1,2 OR ANY ITEM PAY1=1 OR ANY ITEM PAY2=1):

PAY4 [IF PAY FOR SUBSCRIPTIONS (PAY2C=1) READ: Apart from your subscriptions,] in a typical month, how much do you pay for online content?

1. Nothing

**RECORD DOLLAR AMOUNT $1-$9996**

9997 $9997 or more

9998 Don’t know

9999 Refused