



## TECH STUDY 2022 AARP

### AMERISPEAK PROJECT & AAPOR TRANSPARENCY INITIATIVE REPORT

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## STUDY INTRODUCTION

NORC conducted the Tech Study 2022 on behalf of Brittne Kakulla using NORC's AmeriSpeak® Panel for the general population sample source. AmeriSpeak Panel sample and sample from Lucid, Dynata, and Prodege's nonprobability online opt-in panels was used to reach oversample targets for 50+ Hispanic and Asian American Pacific Islander (AAPI) respondents. This research was done to understand the use of home technology, the 6<sup>th</sup> iteration of the study.

This study was offered in English and Spanish, and respondents could take the survey on the web or through a telephone interview.

This Project Report provides the complete disclosure needed for the AAPOR Transparency Initiative. This includes information in this report on who funded, the sample sources and sampling and weighting procedures, and how the project was conducted. Additional information is provided in the *NORC Card*, which provides an in-depth profile of sample quality metrics for the study, the data collection field period, interview sample size, response rate statistics, the design effect, and sampling margins of error, among other statistics for the Gen Pop 18+ sample. This NORC Card only applies to the AmeriSpeak probability-based portion of the sample for this project, and these metrics are inapplicable for non-probability samples. Please refer to **Appendix A** of this Report for the NORC Card with added information useful for compliance with the AAPOR Transparency Initiative, in addition to the information provided in this AmeriSpeak Project Report.

For more detailed information on the AmeriSpeak panel recruitment and management methodology, please see **Appendix B** ("Technical Notes on AmeriSpeak Methodology") attached to this AmeriSpeak Project Report.

Finally for the questionnaire, which includes all questions asked and interviewer and respondent instructions, please consult **Appendix C**.

## STUDY-SPECIFIC DETAILS

### Sampling

A general population sample of U.S. adults age 18+ was selected from NORC's AmeriSpeak Panel for this study. Additional sample from AmeriSpeak as well as respondents from the Lucid, Dynata, and Prodege non-probability online opt-in panels were invited as an oversample supplement to reach 500 completes for each of the following groups: age 50-59, age 60-69, age 70+, age 50+ African Americans, age 50+ respondents of Hispanic origin, and age 50+ AAPI respondents. Survey respondents who indicated they own at least 1 of the 17 technology products listed meet the screening criteria.

The sample for a specific study is selected from the AmeriSpeak Panel using sampling strata based on age, race/Hispanic ethnicity, education, and gender (48 sampling strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the set of panel members with a completed interview for a study is a representative sample of the target population. If a panel household has more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week.

For technical information about the AmeriSpeak Panel, including the recruitment process and panel management policies, please see the Appendix.

The AmeriSpeak panel sample was supplemented with respondents from the Lucid, Dynata, and Prodege nonprobability online opt-in panel.

### Field

A small sample of English-speaking AmeriSpeak web-mode panelists was invited on September 14, 2021, for a pretest. In total, NORC collected 51 pretest interviews. The initial data from the pretest was reviewed by NORC.

The following changes were made before fielding the Main survey to collect the main interviews:

- We updated screening criteria for the opt-in sample to fix a logic error.

In total NORC collected 3,800 interviews, 3,544 by web mode and 256 by phone mode.

Please see NORC Card for the field period, sample sizes, and the AAPOR response rate documentation.

### AmeriSpeak Survey Completion Rates

The screening and main interview stages of data collection were conducted during a single survey session for the respondents. There was a screening stage to identify qualified and eligible panelists. These are the eligible respondents qualified to participate in the second stage, which is the main study interview.

Respondents who answered the screener, regardless of eligibility, are considered a screener complete. Respondents who were determined to be eligible for the study, based on the screener, then completed the survey are considered a survey complete. The screener completion rate was 28.4%. The incidence rate was 99.0%. Among those cases that qualified for the main study interview, the interview completion rate was 97.5%. The summary statistics on sample performance are shown below.

#### AmeriSpeak Sample Performance Summary

Sampled/Invited Panelists	No. Screening Interviews Completed	Screener Completion Rate	No. Panelists Eligible for Interview	Incidence / Eligibility Rate	No. Survey Interviews Completed	Interview Completion Rate
11,019	3,131	28.4%	3,101	99.0%	3,025	97.5%

Please see NORC Card for the AAPOR response rate documentation.

### Response Rate Reporting for AmeriSpeak sample

Weighted AAPOR RR3 Recruitment rate: 19.1%

Weighted Household retention rate: 75.1%

Survey completion rate: 27.7%

Weighted AAPOR RR3 cumulative response rate: 4.0%

Distribution of Completed Interviews in Delivered Analysis File  
by Sample Source (Unweighted)

Demo-graphic	Dynata Sample Source		Lucid Sample Source		Prodege Sample Source		NORC AmeriSpeak Source		Total	
	N Inter-views	Row %	N Inter-views	Row %	N Inter-views	Row %	N Inter-views	Row %	N Inter-views	Row %
Ages 18-49	0	0%	0	0%	0	0.00%	962	31.80%	962	17.20%
Ages 50-59	21	15.79%	227	43.24%	48	41.03%	777	25.69%	1073	28.24%
Ages 60-69	58	43.61%	181	34.48%	50	42.74%	680	22.48%	969	25.50%
Ages 70+	54	40.60%	117	22.29%	19	16.24%	606	20.03%	796	20.95%
Hispanics Ages 50+	2	1.50%	154	29.33%	3	2.56%	531	17.55%	690	16.00%
African Americans Ages 50+	0	0.00%	0	0.00%	0	0.00%	568	18.78%	568	15.90%
Asian American /Pacific Islander Ages 50+	131	98.50%	371	70.67%	114	97.44%	163	5.39%	779	16.00%
Total	133	100.00%	525	100.00%	117	100.00%	3025	100.00%	3800	100%

### Gaining Cooperation of AmeriSpeak Panelists for the Study

To encourage study cooperation, NORC sent email reminders to sampled web-mode panelists on the following dates:

- Wednesday, September 29
- Saturday, October 2
- Tuesday, October 5
- Sunday, October 10
- Wednesday, October 13

To administer the phone-survey, NORC dialed the sampled phone-mode panelists and throughout the field period.

Panelists were offered the cash equivalent of \$3 for completing this survey.

### Data processing

NORC prepared a fully labeled data file of respondent survey data and demographic data for AARP.

NORC applied cleaning rules to the survey data for quality control by removing survey responses in the main study interview questions from non-eligible respondents. Respondents who completed the survey in less than 33% of the median interview time, skipped more than 50% of questions they were shown or selected the same response for all items in all grid questions shown (if it did not make logical sense to give the same response) were deleted. These respondents were not counted toward the total number of interviews delivered. NORC removed a total of 159 survey completions as a result of a quality control review of the interviews.

## Statistical Weighting

Statistical weights for the study eligible respondents were calculated using *panel base sampling weights* to start.

*Panel base sampling weights* for all sampled housing units are computed as the inverse of the probability of selection from the NORC National Frame (the sampling frame that is used to sample housing units for AmeriSpeak) or address-based sample. The sample design and recruitment protocol for the AmeriSpeak Panel involve subsampling of initial non-respondent housing units. These subsampled non-respondent housing units are selected for an in-person follow-up. The subsample of housing units that are selected for the nonresponse follow-up (NRFU) have their panel base sampling weights inflated by the inverse of the subsampling rate. The base sampling weights are further adjusted to account for unknown eligibility and nonresponse among eligible housing units. The household-level nonresponse adjusted weights are then post-stratified to external counts for a number of households obtained from the Current Population Survey. Then, these household-level post-stratified weights are assigned to each eligible adult in every recruited household. Furthermore, a person-level nonresponse adjustment accounts for nonresponding adults within a recruited household.

Finally, panel weights are raked to external population totals associated with age, sex, education, race/Hispanic ethnicity, housing tenure, telephone status, and Census Division. The external population totals are obtained from the Current Population Survey. The weights adjusted to the external population totals are the *final panel weights*.

### Panel Weighting Variables & the Variable Categories

**Age:** 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

**Gender:** Male and Female

**Census Division:** New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific

**Race/Ethnicity:** Non-Hispanic White, Non-Hispanic Black, Hispanic, and Non-Hispanic Other

**Education:** Less than High School, High School/GED, Some College, and BA and Above

**Housing Tenure:** Home Owner and Other

**Household phone status:** Cell Phone-only, Dual User, and Landline-only/Phoneless

**Age x Gender:** 18-34 Male, 18-34 Female, 35-49 Male, 35-49 Female, 50-64 Male, 50-64 Female, 65+ Male, and 65+ Female

**Age x Race/Ethnicity:** 18-34 Non-Hispanic White, 18-34 All Other, 35-49 Non-Hispanic White, 35-49 All Other, 50-64 All Other, 50-64 All Other, 65+ Non-Hispanic White, and 65+ All Other

*Study-specific base sampling weights* are derived using a combination of the final panel weight and the probability of selection associated with the sampled panel member. Since not all sampled panel members respond to the screener interview, an adjustment is needed to account for and adjust for screener non-respondents. This adjustment decreases the potential nonresponse bias associated with sampled panel members who did not complete the screener interview for the study.

As a very high proportion of eligible sampled panel members (as identified via the survey screener question) completed the survey, the screener non-response adjusted weights are carried over to the final interview completes as nonresponse adjusted survey weights.

Then the *nonresponse adjusted survey weights* for the study are adjusted via a raking ratio method to 18+ general population totals within each of the following groups: 18-49 Non-Hispanic White/Other, 18-49 Non-Hispanic Black, 18-49 Hispanic, 18-49 Non-Hispanic API; 50-59 Non-Hispanic White/Other, 50-59 Non-Hispanic Black, 50-59 Hispanic, 50-59 Non-Hispanic API; 60-69 Non-Hispanic White/Other, 60-69 Non-Hispanic Black, 60-69 Hispanic, 60-69 Non-Hispanic API; 70+ Non-Hispanic White/Other, 70+ Non-

Hispanic Black, 70+ Hispanic, 70+ Non-Hispanic API on the following topline socio-demographic characteristics: sex, education, and Census Region.

#### **Study-Specific Post-Stratification Weighting Variables & the Variable Categories**

**Gender:** Male and Female

**Census Region:** Northeast, Midwest, South, and West

**Education:** Less than High School and High School/GED, Some College, and BA and Above

**Additional raking dimensions included are**

**Age:** 18-24, 25-29, 30-39, 40-49, 50-59, 60-69, and 70+

**Age x AARP:** 50-59 AARP members, 50-59 AARP non-members; 60-69 AARP members, 60-69 AARP non-members; 70+ AARP members, 70+ AARP non-members.

The weights adjusted to the external population totals are the *final study weights for weight1, weight2, and weight3*.

At the final stage of weighting, any extreme weights were trimmed based on a criterion of minimizing the mean squared error associated with key survey estimates, and then, weights were re-raked to the same population totals.

Raking and re-raking are done during the weighting process such that the weighted demographic distribution of the survey completes resemble the demographic distribution in the target population. The assumption is that the key survey items are related to the demographics. Therefore, by aligning the survey respondent demographics with the target population, the key survey items should also be in closer alignment with the target population.

#### **Weighting**

NORC calculated panel weights for the completed AmeriSpeak Panel and nonprobability online interviews, as described below. First, we describe the calculation of the weights for the AmeriSpeak sample and then describe the statistical corrections made to the non-probability sample via NORC's TrueNorth™ calibration weighting service.

##### *AmeriSpeak Sample*

Generally speaking, the steps for calculating the weights for the AmeriSpeak Panel interviews involves the following sequential steps: incorporating the appropriate probability of selection and then incorporating nonresponse and raking ratio adjustments (to population benchmarks).

For the AmeriSpeak Panel interviews, study-specific base weights are derived from the final panel weight and the probability of selection from the panel under the study sample design. Since not all sampled panel members responded to the interview, an adjustment is needed to compensate for survey non-respondents. This adjustment decreases the potential nonresponse bias associated with sampled panel members who did not respond to the interview for the study. A weighting class approach is used to adjust the weights for survey respondents to represent non-respondents.

The nonresponse adjusted weights for the AmeriSpeak sample are further adjusted via a raking ratio method to 50+ Hispanic and Non-Hispanic API general population benchmarks from the Current Population Survey (CPS) within each of the following subgroups:

- Hispanic
- Non-Hispanic Asian and Pacific Islanders

Within each of the previously mentioned race/ethnicity groups, the AmeriSpeak sample is raked separately under each of the following age groups 50-59, 60-69, 70+ on the following socio-demographic characteristics: sex, education, and Census Region.

At this stage of weighting, any extreme weights were trimmed using a power transformation to minimize the mean squared error, and then, weights were re-raked to the same population totals.

#### TrueNorth Calibration for Nonprobability Sample

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration services, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample<sup>12</sup>. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

First, the nonprobability sample is raked for each race/ethnicity group, Hispanic and Non-Hispanic API under each of the following age groups 50-59, 60-69, 70+ on the following socio-demographic characteristics: sex, education, and Census Region.

Second, the weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, education, and gender. The dependent variables for the models were key survey variables. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys such as health insurance, internet access, voting behavior, and housing type from the American Community Survey (ACS) or the Current Population Survey (CPS).

Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

#### Design Effect and Sampling Margin of Error Calculations

Weight	Group	DEFF	MOE
weight1	AmeriSpeak 18+	2.26	2.68%
weight2	AmeriSpeak 18-49	1.67	4.08%
weight3	AmeriSpeak 50+	2.41	3.35%
weight4	AmeriSpeak 50+ NH-White/Other	1.5	4.56%
weight4	AmeriSpeak 50+ NH-black	1.61	5.62%
weight4	TN 50+ Hispanic	2.56	6.42%
weight4	TN 50+ NH-Asian	2.1	5.48%

Under TrueNorth, the margins of error were estimated from the root mean squared error associated with the small area model, along with other statistical adjustments. A TrueNorth estimate of the margin of error is a

<sup>1</sup> Ganesh, N., Pineau, V., Chakraborty, A., Dennis, J.M., (2017). "Combining Probability and Non-Probability Samples Using Small Area Estimation." *Joint Statistical Meetings 2017 Proceedings*.

<sup>2</sup> Yang, Y. Michael, Nada Ganesh, Ed Mulrow, and Vicki Pineau. (2018). "Estimation Methods for Nonprobability Samples with a Companion Probability Sample," *Proceedings of the Joint Statistical Meetings*, 2018.



measure of uncertainty that accounts for the variability associated with the probability sample as well as the potential bias associated with the nonprobability sample.

### **Deliverables**

The following files were created for Brittne Kakulla as part of the study deliverables:

- Survey interview data file in SPSS format
- Topline frequencies in Excel format
- Codebook in Excel format
- Final questionnaire - programming format, in Word document
- Final questionnaire - simple format, in Word document
- Project report documenting study procedures
- NORC Card

### **HOW TO DESCRIBE AMERISPEAK AND NORC @ THE UNIVERSITY OF CHICAGO**

For purposes of publication, when describing AmeriSpeak and its panel methodology, we recommend using the following language:

Funded and operated by NORC at the University of Chicago, **AmeriSpeak®** is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.

For more information, email [AmeriSpeak-BD@norc.org](mailto:AmeriSpeak-BD@norc.org) or visit [AmeriSpeak.norc.org](http://AmeriSpeak.norc.org).

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

NORC at the University of Chicago is best described as follows:

**NORC at the University of Chicago** is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit [www.norc.org](http://www.norc.org) for more information.



## APPENDIX A NORC CARD



### Home Tech Study 2022 October 25, 2021

#### Survey Overview

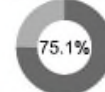
Study Population: Gen Pop 18+  
Sample Units: 11019  
Completed Units: 3025  
Expected Eligibility Rate: 100%  
Observed Eligibility Rate: 99%  
Margin of Error:  $\pm 2.68$  percentage points (pp)  
Avg. Design Effect: 2.26  
Survey Field Period: September 22, 2021 - October 14, 2021  
Median Duration (minutes): 19  
Prepared for: AAPOR

#### Panel Outcomes

Weighted HH Recruitment Rate

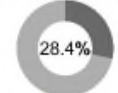


Weighted HH Retention Rate



#### Survey Outcomes

Screener Completion Rate



Survey Completion Rate



Weighted Cumulative Response Rate



#### Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference <sup>2</sup> (pp)	-14 Difference 14
<b>Household Income <sup>1</sup></b>					
Less than \$29,999	25.9	27.9	15.9	12.0	
\$30,000 to \$74,999	38	36.6	31.8	4.8	
\$75,000 to \$124,999	22.1	22.2	25.1	-2.9	
\$125,000 Plus	14	13.3	27.1	-13.8	
<b>Member Age</b>					
18 - 49	31.8	53.3	53.3	0.0	
50 - 59	25.7	16.4	16.4	0.0	
60 - 69	22.5	15.5	15.5	0.0	
70 Plus	20	14.8	14.8	0.0	
<b>Member Race/Ethnicity</b>					
White	40.4	60.9	62.4	-1.5	
Black	22.8	12.0	12.0	0.0	
Hispanic	25.4	16.9	16.9	0.0	
Asian/Pacific Islander	8.2	6.5	6.5	0.0	
Others	3.2	3.7	2.2	1.5	
<b>Member Education Status</b>					
Less than High School	5.1	8.0	9.2	-1.2	
High School Equivalent	17.7	29.9	28.7	1.2	
Some College/Associate Degree	42.8	27.0	27.0	0.0	
Bachelor's Degree	18.5	20.3	22.3	-2.0	
Graduate Degree	15.9	14.9	12.8	2.1	
<b>Household Ownership</b>					
Owner Occupied	66.1	66.3	67.8	-1.5	
Renter Occupied/Other	33.9	33.7	32.2	1.5	
<b>Children in Household</b>					
With 1+ Under 18 Years	22.5	27.9	32.5	-4.6	
Without Children Under 18	77.5	72.1	67.5	4.6	
<b>Household Marital Status</b>					
Currently Married	49.9	47.5	52.2	-4.7	
Currently Single	50.1	52.5	47.8	4.7	
<b>Sex</b>					
Male	46.8	48.2	48.2	0.0	
Female	53.2	51.8	51.8	0.0	

<sup>1</sup>Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the February 2021 Census Bureau Current Population Survey. <sup>2</sup>The difference between the Weighted and Benchmark columns.

## Glossary

### Overview Section

**Study Population:** The total set of individuals of interest to which the researcher intends to apply their conclusions.

**Sample Units:** The number of panel members selected into the study sample.

**Completed Units:** The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview.

**Expected Eligibility Rate:** The percentage of the sampling population who are expected to meet study eligibility criteria.

**Observed Eligibility Rate:** The percentage of the sample members who were eligible for the study among those who answered the screening questions.

**Margin of Error:** Margin of error is defined as half the width of the 95% confidence interval for a proportion estimate of 50% adjusted for design effect. It is therefore the largest margin of error possible for all estimated percentages based on the study sample.

**Design Effect** The design effect is the variance under the complex design divided by the variance under a SRS (simple random sampling) design of the same sample size. Design effect is variable-specific and the reported value is the median design effect calculated for a set of key survey variables.

**Survey Field Length:** the period from the earliest to the latest contact dates of cases sampled for the survey.

**Duration:** Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become inactive. In the case of multiple contacts, this number represents the sum of those contacts.

### Benchmark Comparison Section

We compare demographics (from the CPS) to those of our survey respondents, both on a weighted and unweighted basis, to show how closely AmeriSpeak respondents represent the demographics of the study population overall.

We also compare study specific benchmarks (not available on all surveys) to those of our survey respondents to show how closely survey responses to key questions match to benchmarks from external surveys.

### Panel Outcomes

**Weighted Household (HH) Recruitment Rate:** The weighted AAPOR RR III for the AmeriSpeak panel recruitment corresponding to the recruitment cohorts sampled for the study. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

**Weighted Household (HH) Retention Rate:** The weighted percent of recruited households that are still available for sampling for this survey among the recruitment cohorts sampled for the study.

### Survey Outcomes

**Screening Completion Rate:** The percent of sampled members who completed the screening questions and therefore with known eligibility status for the study.

**Survey Completion Rate:**

- The percent of sample members who completed the survey interview (for studies without screener)
- The percent of eligible sample members who completed the survey interview (for studies with screener).
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

**Weighted Cumulative Response Rate:** The overall survey response rate that accounts for survey outcomes in all response stages including panel recruitment rate, panel retention rate, and survey completion rate. It is weighted to account for the sample design and differential inclusion probabilities of sample members.

## APPENDIX B

# TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL NORC'S PROBABILITY-BASED HOUSEHOLD PANEL

Updated January 26, 2021

This technical overview provides the basic information about AmeriSpeak®, a large probability-based panel funded and operated by NORC at the University of Chicago. AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as address-based sample (ABS) frames, and then recruited by mail, telephone, and by field interviewers face to face. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, the media, and commercial organizations.

The construction of the AmeriSpeak panel started in 2014 with pilot samples. In 2015, about 7,000 households were recruited from a sample of around 60,000 addresses. In 2016, about 128,000 addresses were sampled to expand the panel to around 20,000 recruited households. About 51,000 addresses were selected for the 2017 recruitment, which led to the expansion of the regular AmeriSpeak panel to 23,000 recruited households. The AmeriSpeak Panel expanded to approximately 30,000 households in 2018 and 35,000 households in 2019 through further recruitment efforts. The 2020 recruitment is expected to expand the panel by another 5,000 households. The current panel size is 48,900 panel members age 13 and over residing in over 40,000 households.

In addition to the regular panel for general population studies, AmeriSpeak also contains sub-panels to support studies of special populations, including AmeriSpeak Latino, AmeriSpeak Teen, and AmeriSpeak Young Adult 18-34 (which features an oversample of African Americans, Hispanics, and Asians). AmeriSpeak is also the probability sample source for TrueNorth®, the NORC calibration solution for combining probability and non-probability samples for estimation through small area modeling that leverages data from AmeriSpeak, the American Community Survey, Current Population Survey, and other data sources for improved statistical efficiency.<sup>3</sup>

## Panel Sample Frame

The primary sampling frame for AmeriSpeak is the 2010 NORC National Frame, a multistage probability sample that fully represents the U.S. household population. We provide a brief description of how the National Frame was constructed after the 2010 Census.

The primary sampling units (PSUs) in the first stage sample selection are 1,917 National Frame Areas (NFAs), each of which is an entire metropolitan area (made up of one or more counties), a county, or a group of counties with a minimum population of 10,000. A total of 126 NFAs are selected in the first stage, including 38 certainty NFAs, 60 urban NFAs, and 28 non-urban NFAs. The largest 38 NFAs, those with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population), were selected into the National Frame with certainty. The certainty NFAs consist of areas with high population density and are dominated by census tracts with city-style mailing addresses. These areas contain 56 percent of the U.S. household population while only accounting for about 8 percent of the geographic area of the United States. The remaining 1,879 NFAs are stratified into urban areas where city-style addresses predominate, and rural areas that are less likely to have city-style addresses. The latter stratum comprises 81 percent of the geographic area, but only 14 percent of the population. A sample of 60 and 28 NFAs is selected systematically

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<sup>3</sup> For more information about TrueNorth, see <http://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

from the urban and rural stratum, respectively, with selection probability proportional to size (PPS) where the measure of size is the number of housing units per NFA.

Within the 126 selected NFAs, the secondary sampling units (SSUs) are segments defined from Census tracts or block groups, where each segment contains at least 300 housing units according to the 2010 Census. Within the certainty NFAs, a sample of 896 segments was selected using systematic PPS sampling, where the size of a segment is the number of housing units. Implicit stratification was achieved by sorting the segments by location (NFA, state, and county), by principal city indicator, by ethnic and income indicators. From each urban and rural NFA, a sample of 8 and 5 segments was selected, respectively, using systematic PPS sampling where the measure of size is the number of housing units per segment. A total of 618 segments are selected from the non-certainty NFAs<sup>4</sup>. Overall, a stratified probability sample of 1,514 segments was selected into the National Frame in the second stage sampling.

Within the selected segments, all housing units are listed using the U.S. Postal Service Delivery Sequence File (DSF). In the 123 segments where the DSF coverage is deemed inadequate, the DSF address list is enhanced with in-person field listing to improve coverage. The final National Frame, consisting of all listed households in the sample segments, is estimated to provide over 97 percent coverage of the U.S. household population. It contains almost 3 million households, including over 80,000 rural households that are added through in-person listing. In addition to NORC's National Frame, the DSF is used as a supplemental sample frame in four states. Although nationally representative, the National Frame does not include households from Alaska, Iowa, North Dakota, and Wyoming. Since 2016, the annual panel recruitment sample has included a small address-based sample (ABS) from these four states to assure AmeriSpeak presence in all U.S. States and Washington, D.C.

In 2017, an enhanced DSF frame was also used to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these Census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. This new AmeriSpeak Latino Panel contains approximately 5,400 Hispanic panelists with 24% of those panelists being Spanish-language dominant. As of February 2020, 63.4% of the recruited adults in the AmeriSpeak Panel were sourced from the National Frame, 27.1% from targeted ABS frames, and 9.5% from voter registration files<sup>5</sup>. Proper weights allow the full use of the combined sample.

### Panel Sample Selection

For panel sample selection between 2014 and 2018, National Frame segments are stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments
- Hispanic, not high youth segments
- Non-Hispanic Black, high youth segments
- Non-Hispanic Black, not high youth segments
- Other, high youth segments
- Other, not high youth segments

Hispanic segments are those where Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic Black. Similarly, non-Hispanic Black segments are

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<sup>4</sup> A sample of 5 segments was selected from each of the 28 non-urban NFAs. However, 2 sample segments were later subsampled out in Montana due to cost.

<sup>5</sup> Voter registration files were used as supplemental sample source for the AmeriSpeak Young Adult Panel.



those where non-Hispanic Black make up at least a third of the population and the non-Hispanic Black share in the population is greater than that of Hispanic. Finally, High Youth refers to segments in which 18-24 year old adults are at least 12% of the total adult population. The above stratification is used to oversample housing units in areas with higher concentration of young adults, Hispanics, and non-Hispanic African-Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU)<sup>6</sup>. At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult<sup>7</sup> (18-34 years of age) or minority (Hispanic<sup>8</sup>, non-Hispanic Black<sup>9</sup>) are oversampled for the NRFU sample. Overall, approximately one in five initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. Due to NRFU, these initially nonresponding housing units have a much higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment.

A 2-phase state-based ABS sample design was used for the 2019 AmeriSpeak recruitment. NORC's National Frame is designed to represent the U.S. household population nationally. At the state level, however, the panel may have more significant clustering effects from the use of the National Frame, especially for states with a small population. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanic, non-Hispanic Black, and conservatives are oversampled based on commercial data sources to improve their representation in the panel. Because the 2019 design did not use NRFU face-to-face recruitment, the 2019 design did not involve geographic clustering.

The overall AmeriSpeak Panel sample design reflects the cumulative design features of the NORC National Frame and the annual recruitment samples thus far. These design features are captured in the final panel weight for each recruited household and each panelist. There are mainly two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from EPSEM (Equal Probability of Selection Method) sampling: (a) oversampling of housing units in segments with a higher concentration of young adults and minorities results in the sample selection probabilities being higher for housing units in these segments; and (b) NRFU subsampling results in initially nonresponding housing units having a much higher selection probability. Furthermore, within the NRFU samples, selection probabilities vary for housing units depending on the appended commercial data flags to target specific demographics for improved efficiency. The initial and NRFU sampling procedures are examined and possibly modified each year to more efficiently recruit subpopulations who are less likely to respond to the recruitment survey.

### Panel Recruitment Procedures

The highly efficient recruitment procedures set AmeriSpeak apart from other national panels. AmeriSpeak Panel recruitment is a two-stage process: (i) an initial recruitment using USPS mailings, telephone contact, and

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<sup>6</sup> A small fraction of initially nonresponding housing units are not eligible for NRFU, including "hard refusals" and those with an appointment for a call back from NORC.

<sup>7</sup> A young adult flagged household refers to a household where MSG or TargetSmart indicated there was an 18-24 year old adult in the household. In 2016 and 2017, a slightly different definition was used, and a young adult flagged household was defined as having an 18-34 year old adult in the household by MSG or 18-30 year old adult by TargetSmart.

<sup>8</sup> A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.

<sup>9</sup> A non-Hispanic Black flagged household refers to a household where MSG or TargetSmart indicated the presence of a non-Hispanic Black adult in the household.

modest incentives, and (ii) a more elaborate NRFU recruitment using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers.

For the initial recruitment, sample households are invited to join AmeriSpeak online by visiting the panel website [AmeriSpeak.org](http://AmeriSpeak.org) or by calling a toll-free telephone line (in-bound/outbound supported). Both English and Spanish languages are supported for online and telephone recruitment. The initial recruitment data collection protocol features the following: an over-sized pre-notification postcard, a USPS recruitment package in a 9"x12" envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up post cards, and contact by NORC's telephone research center for sample units with a matched telephone number.

For the second-stage NRFU recruitment, a stratified random sample is selected from the nonrespondents of the initial recruitment. Units sampled for NRFU are sent a new recruitment package by Federal Express with an enhanced incentive offer. Meanwhile, NORC field interviewers make personal, face-to-face visits to the pending cases to encourage participation. Once the households are located, the field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to register online or by telephone.

### **Panel Recruitment Response Rate and Other Panel Statistics**

A sample household is considered recruited or responded if at least one adult in the household joins the panel. The weighted household response rate (AAPOR RR3) is about 6% for initial recruitment and 28% for NRFU recruitment. We report two recruitment response rates: one for all the panel recruitment years (2014-2019) and one for the recruitment years with NRFU (2014-2018). For all recruitment years, the cumulative weighted household response rate is 24.1%; for recruitment years with NRFU, and the cumulative weighted household response rate is 34.2%. For client studies requiring a panel recruitment response rate exceeding 30%, the sampling frame may be restricted to the panelists recruited in the NRFU years. The panel recruitment response rate calculation methodology is consistent with AAPOR guidelines and fully documented.<sup>10</sup> The annual panel retention rate is about 85%.

For individual client surveys based on the AmeriSpeak Panel, the AAPOR RR3 response rate is between 10% to 20% depending on specific study parameters such as target population, survey length, time in the field, salience of subject, and the like. This response rate takes into account panel recruitment rate, panel retention rate, and survey participation rate.<sup>11</sup>

Other important panel statistics with respect to the 2014-2019 recruited households are as follows: 62% are recruited in the initial stage and 38% are recruited via NRFU; 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys; 21% of the recruited households are

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<sup>10</sup> See [http://amerispeak.norc.org/research/Pages/WhitePaper\\_ResponseRateCalculation\\_AmeriSpeak\\_2016.pdf](http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf)

<sup>11</sup> A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see [https://www.aapor.org/AAPOR\\_Main/media/publications/Standard-Definitions20169theditionfinal.pdf](https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf), page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." See "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at <https://amerispeak.norc.org/research/>.

non-Internet<sup>12</sup>; 82% are cell-phone only or cell-phone mostly; 19% are African-American and 20% Hispanic; and 33% have household income below \$30,000 (compared to CPS benchmark of 26%).<sup>13</sup>

### Impact of Non-Response Follow-Up

NRFU is instrumental in producing the industry-leading response rate for AmeriSpeak Panel recruitment. Moreover, due to the more intensive effort, NRFU recruitments better represent hard to reach groups and are therefore more representative of the target population. For example, initial recruitment tends to under-represent young adults 18-34 years of age. NRFU recruitment corrects for this bias by bringing the age distribution of the panel closer to ACS benchmarks.

Overall, NRFU recruitment significantly improves the representation of the panel with respect to demographic segments that are under-represented among the respondents to the initial recruitment, including young adults (persons 18 to 34 years of age), African Americans, Hispanics, lower income households, renters, cell-phone only households, and persons with lower educational attainment (e.g., no college degree). To the extent that these demographic characteristics are correlated with substantive survey variables, NRFU helps to reduce potential non-response bias in the sample estimates. NORC's research indicates that NRFU respondents are indeed somewhat different from initial respondents for many common survey variables. For example, compared to the panelists recruited during the initial stage, NRFU panelists tend to be more conservative politically, more likely to attend church, less interested in current events or topics in the news report, less knowledgeable about science, less likely to be in favor of gun control policies, less likely to read a print newspaper (more likely to read the news online and use social media), more likely to eat at fast food restaurants and so on<sup>14</sup>. These observations illustrate that NRFU recruitment is critical for achieving a more balanced panel and for making the substantive estimates in AmeriSpeak studies more accurate. Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average 5 to 21 percentage points when compared to the initial stage recruits (among examined surveys).<sup>15</sup>

### Mixed-Mode Data Collection

The AmeriSpeak Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, AmeriSpeak panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in AmeriSpeak surveys. A recruited household can consist of both web- and phone-mode panelists residing in the same household. Panelists predominantly prefer web over phone mode. As of February 2020, 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

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<sup>12</sup> The non-internet households (HHs) are those that do not select “High-speed, broadband internet at home (such as cable or DSL)” or “Dial-up internet at home” response options when they are asked “What kind of internet access do you have? Please select all that apply” item in the recruitment survey. The non-internet HHs include those that only use internet on a cell connection or mobile phone.

<sup>13</sup> For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account selection probabilities. The base weighted distributions that take into account selection probabilities can be provided upon request.

<sup>14</sup> See “The Undercounted: Measuring the Impact of ‘Nonresponse Follow-up’ on Research Data and Outcome Measures” authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper will be soon available at <https://amerispeak.norc.org/research/>.

<sup>15</sup> See “Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness” authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper is available at <https://amerispeak.norc.org/research/>.



To the extent that non-internet households or “net averse” persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC’s telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

### **Panel Management and Maintenance**

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, AmeriSpeak panelists are invited to participate in client studies two to three times a month. AmeriSpeak works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional judgment will result in a poor user experience for our panelists. AmeriSpeak also has a designated website and a telephone number for panelist communications.

Panel maintenance is a dynamic process because the AmeriSpeak Panel is supplemented and refreshed regularly over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations. For example, the Latino Panel and Teen Panel are created to support studies of Hispanics and teenagers, respectively; the 2019 recruitment is primarily designed to improve sample representation at the state level. As panelists are added or/and removed from the panel, the panel refreshment process takes place to ensure that the refreshed panel fully represents the corresponding target population.

### **ABOUT NORC AT THE UNIVERSITY OF CHICAGO**

As one of the world’s foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and San Francisco.

### **ADDITIONAL RESOURCES**

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at [AmeriSpeak-BD@norc.org](mailto:AmeriSpeak-BD@norc.org). Information about AmeriSpeak capabilities and research papers are available online at [AmeriSpeak.NORC.org](http://AmeriSpeak.NORC.org).

APPENDIX C  
QUESTIONNAIRE



<b>Client</b>	AARP
<b>Project Name</b>	Home Tech 2020
<b>Project Number</b>	8884
<b>Survey length (median)</b>	20 minute survey
<b>Population</b>	Gen Pop 18+, with oversampling to reach the following targets: Ages 18-49, n=500 Ages 50-59, n=500 Ages 60-69, n=500 Ages 70+, n=500 Oversamples to reach the following: Hispanics Ages 50+, n=500 (25 will come from opt in) African Americans Ages 50+, n=500 Asian American/Pacific Islander Ages 50+, n=500 ( 375 will come from opt in)
<b>Pretest</b>	N=25 (English CAWI AmeriSpeak only)
<b>Main</b>	N=3,100 (Approximate)
<b>MODE</b>	Web and Phone
<b>Language</b>	English/Spanish
<b>Sample Source</b>	AmeriSpeak + Opt-in for Hispanic and Asian oversample
<b>Incentive</b>	3,000 AmeriPoints
<b>Survey description</b>	Technology Survey
<b>Eligibility Rate</b>	100%

Standard demographic preloads:

<u>Var Name</u>	<u>Include on Preload Testing-page?</u>	<u>Var Type</u>	<u>Var length</u>	<u>Variable Label</u>
S_AGE	Y	Numeric	5	Age
S_GENDER	Y	String	8	Gender
S_RACETH	Y	Numeric	8	Race/ethnicity
S_EDUC	N	Numeric	6	Education
S_EDUC5	Y	Numeric	4	5-level education
S_MARITAL	Y	Numeric	9	Marital Status
S_EMPLOY	Y	Numeric	8	Current employment status
S_INCOME	N	Numeric	8	Household income
S_HHINC_4	N	Numeric	4	4-level income
S_HHINC_9	N	Numeric	4	9-level income
S_STATE	Y	String	7	State
S_METRO	N	Numeric	7	Metropolitan area flag
S_INTERNET	N	Numeric	10	Household internet access
S_HOUSING	N	Numeric	9	Home ownership
S_HOME_TYPE	N	Numeric	11	Building type of panelist's residence
S_PHONESERVICE	N	Numeric	11	Telephone service for the household
S_HHSIZE	N	Numeric	8	Household size (including children)
S_HH01	N	Numeric	6	Number of HH members age 0-1
S_HH25	N	Numeric	6	Number of HH members age 2-5
S_HH612	N	Numeric	7	Number of HH members age 6-12
S_HH1317	N	Numeric	8	Number of HH members age 13-17
S_HH18OV	N	Numeric	8	Number of HH members age 18+
S_file_date	N	Date	11	
S_GENFRACE	N	Numeric	8	GenF custom race

These populated as a pre-load when the panelists get sampled into the survey

Standard sample preloads

<u>Variable Name</u>	<u>Include on Preload Testing-only page?</u>	<u>Variable Type</u>	<u>Variable Label</u>
Username	N	Numeric	Analogous to Member_PIN
P_Batch	Y	Numeric	Batch Number (if only one assignment, then everyone will be 1)
Dialmode	N	Numeric	CATI Dialmode (predictive, preview, etc)
P_LCS	N	Numeric	Life cycle stage, 0=released but not touched
Y_FCELLP	N	String	
Surveylength	N	Numeric	Estimated length of survey
Incentwcomma	N	String	Study specific
P_Hold01	N	Numeric	Prevents dialing cases without phone numbers
PANEL_TYPE	Y	Numeric	1 AmeriSpeak 2 Next Generation 3 GenF Extended (not in use) 4 AmeriSpeak Teen Panel

			11 UTUS Converted 20 Lucid 21 SSI 23 Prodege 50 Household 13-17 51 Household < 13 52 Household Adult
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Custom survey-specific preloads

<u>Variable Name</u>	<u>Program in VCC?</u>	<u>Include on Preload Testing-only page?</u>	<u>Variable Type</u>	<u>Variable Label</u>
PSID			String	DYNATA RESPONDENT ID
transaction_id	No	Yes	String	OPT-IN RESPONDENT ID (Prodege)
RID			String	LUCID RESPONDENT ID

This survey will use the following RND\_xx variables:

Note, these are randomized in the script (NOT preloads)

<u>RND_xx</u>	<u>Associated survey Qs</u>
RND_00	
RND_01	
RND_02	
RND_03	
RND_04	
RND_05	
RND_06	

## PHONE SCRIPTS

### [CATI - OUTBOUND]

#### INTRO

Hello, my name is \$I. I'm calling from AmeriSpeak by NORC. May I please speak with [FIRSTNAME]?  
Hola, mi nombre es \$I. Estoy llamando de AmeriSpeak del NORC. ¿Podría hablar con [FIRSTNAME]?

#### [IF RESPONDENT IS AVAILABLE]

Thank you for your continued participation in AmeriSpeak. I am calling to let you know that your next survey is available. The survey takes approximately [SURVEYLENGTH] minutes to complete. If you complete the survey, you will receive [INCENTWCOMMA] AmeriPoints for your time. We will keep all of your answers confidential. Shall we proceed?

Gracias por su continua participación en AmeriSpeak. Le estoy llamando para informarle que su próxima encuesta está lista. La encuesta toma aproximadamente [SURVEYLENGTH] minutos para completar. Si completa la encuesta, recibirá [INCENTWCOMMA] AmeriPoints por su tiempo. Mantendremos todas sus respuestas confidenciales. ¿Desea que procedamos?

Great. As always, for quality assurance purposes, this call may be recorded or monitored.

Excelente. Como siempre, por razones de control de calidad, esta llamada puede ser grabada o monitoreada.

### [CATI-INBOUND]

#### INTRO

Thank you for calling AmeriSpeak by NORC. My name is \$I. How are you today?  
Gracias por llamar a AmeriSpeak de NORC. Mi Nombre es \$I. ¿Cómo está hoy?

And are you calling to take your next survey?  
¿Y está llamando para tomar su próxima encuesta?

I just need to confirm that I'm speaking with [FIRSTNAME] [LASTNAME]. Is that you?  
Sólo necesito confirmar que estoy hablando con [FIRSTNAME] [LASTNAME]. ¿Sería usted?

Great. This survey takes approximately [SURVEYLENGTH] minutes to complete over the phone and you will receive [INCENTWCOMMA] AmeriPoints for your time. We will keep all of your answers confidential.

Excelente. Esta encuesta dura aproximadamente [SURVEYLENGTH] minutos para completar a través del teléfono y usted recibirá [INCENTWCOMMA] AmeriPoints por su tiempo. Mantendremos todas sus respuestas confidenciales.

As always, for quality assurance purposes, this call may be recorded or monitored.

Como siempre, por razones de control de calidad, esta llamada puede ser grabada o monitoreada.

Shall we proceed?  
¿Desea que procedamos?

### [CATI-CALLBACK]

#### CBINTRO

Hello, my name is \$I. I'm calling from AmeriSpeak by NORC. We previously spoke with [FIRSTNAME] about completing an AmeriSpeak survey. Is [FIRSTNAME] available?

Hola, mi nombre es \$I. Estoy llamando de AmeriSpeak de NORC. Previamente hablamos con [FIRSTNAME] acerca de completar una encuesta de AmeriSpeak. ¿Esta [FIRSTNAME] disponible?

[IF RESPONDENT IS AVAILABLE]

Hello, my name is \$I, calling from AmeriSpeak by NORC. We previously spoke with you about completing an AmeriSpeak survey. Are you available now to continue?

As always, for quality assurance purposes, this call may be recorded or monitored.

Hola, mi nombre es \$I, y estoy llamando de AmeriSpeak de NORC. Previamente hablamos con usted acerca de completar una encuesta de AmeriSpeak. ¿Está usted disponible ahora para continuar?

Como siempre, por razones de control de calidad, esta llamada puede ser grabada o monitoreada.

[DISPLAY THIS AM LANGUAGE IF SurveyAccessEnd-CALLDATE>1 DAY]  
[CATI-MISSED OUTBOUND, ANSWERING MACHINE]

AM1

Hello, this message is [FIRSTNAME] [LASTNAME]. I'm calling from AmeriSpeak from NORC to let you know that you have a survey waiting for you. The survey will take approximately [SURVEYLENGTH] minutes and you will receive [INCENTWCOMMA] AmeriPoints for your time. Call us toll-free at 888-326-9424 and enter your PIN number, [MEMBER\_PIN], to complete your survey and receive rewards. Thank you.

Hola, este mensaje es para [nombre y apellido del panelista]. Estoy llamando de AmeriSpeak de NORC para informarle que tiene una encuesta esperando. La encuesta le tomará aproximadamente [surveylength] minutos y recibirá [INCENTWCOMMA] AmeriPoints por su tiempo. Llámenos al número gratuito 888-326-9424 e ingrese su número PIN, [MEMBER\_PIN], para completar la encuesta y recibir premios. Gracias.

[DISPLAY THIS AM LANGUAGE IF SurveyAccessEnd-CALLDATE>1 DAY]  
[CATI-ANSWERING MACHINE MISSED APPOINTMENT CALLBACK]

AMHARD

Hello, this message is for [FIRSTNAME] and I'm calling from AmeriSpeak from NORC. When we spoke previously, you requested that we call you back <at this time>. I'm sorry that we've missed you. We'll try to contact you again soon but please feel free to return our call any time at 888-326-9424 and enter your PIN number, [MEMBER\_PIN], to complete your survey and receive rewards. Thank you.

Hola, este mensaje es para [FIRSTNAME] y estoy llamando de AmeriSpeak de NORC. Cuando hablamos anteriormente, usted solicitó que le llamáramos de nuevo <en este momento>. Siento no haber podido contactarlo/a. Intentaremos ponernos en contacto con usted otra vez pronto, pero no dude en devolver nuestra llamada en cualquier momento al 888-326-9424 e ingrese su número PIN, [MEMBER\_PIN], para completar su encuesta y recibir premios. Gracias.

[DISPLAY THIS AM LANGUAGE IF SurveyAccessEnd-CALLDATE>1 DAY]  
[CATI-ANSWERING MACHINE MISSED CALLBACK]

AMSOFT

Hello, this message is for [FIRSTNAME]. I am calling from AmeriSpeak from NORC. We are calling you back to complete your AmeriSpeak survey. Remember, you will receive rewards for completing this survey. I'm sorry that we've missed you. We'll try to contact you again soon but please feel free to return our call any time at 888-326-9424 and enter your PIN number, [MEMBER\_PIN], to complete this survey. Thank you.

Hola, este mensaje es para [FIRSTNAME]. Estoy llamando de AmeriSpeak de NORC. Le estamos devolviendo la llamada para completar su encuesta de AmeriSpeak. Recuerde, usted recibirá premios por completar esta encuesta. Siento no haber podido contactarlo/a. Intentaremos ponernos en contacto con



usted otra vez pronto, pero no dude en devolver nuestra llamada en cualquier momento al 888-326-9424 e ingrese su número PIN, [MEMBER\_PIN], para completar esta encuesta. Gracias.

[DISPLAY THIS AM LANGUAGE IF SurveyAccessEnd-CALLDATE=1 DAY]  
[CATI-NEARING END OF FIELD, ANSWERING MACHINE]

AMEND

Hello, this message is for [FIRSTNAME]. I'm calling from AmeriSpeak from NORC to let you know that a survey will be ending tomorrow. We'd love to hear from you so please call us toll-free at 888-326-9424 and enter your PIN number, [MEMBER\_PIN], to complete your survey and receive rewards. Thank you.

Hola, este mensaje es para [FIRSTNAME]. Estoy llamando de AmeriSpeak de NORC para informarle que una encuesta terminará mañana. Nos encantaría saber de usted, así que por favor llámenos al número gratuito 888-326-9424 e ingrese su número PIN, [MEMBER\_PIN], para completar su encuesta y recibir premios. Gracias.

Please include the following options for all questions in CATI:

77 DON'T KNOW

99 REFUSED

Please code refusals in CAWI:

98 IMPLICIT REFUSAL, WEB SKIP

Do not code 77 Don't Know/99 Refused options in CAWI unless written in item response options

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Text shown in green includes researcher notes and should not be included in the programming.

Text shown in purple indicates Spanish translation that should be incorporated into the Spanish version of the survey

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[START OF SURVEY]

CREATE DATA-ONLY VARIABLE: QUAL

1=Qualified Complete

2=Not Qualified

3=In progress

AT START OF SURVEY COMPUTE QUAL=3 "IN PROGRESS"

---

CREATE MODE\_START

1=CATI

2=CAWI

---

Home Tech 2020 Draft

Date: August 29, 2020

---

PROGRAMMING NOTE: SHOW LANGSWITCH FOR MAIN STUDY

[SHOW IF S\_RACETH=4 (HISPANIC) **OR PANEL\_TYPE>=20**; SP]  
LANGSWITCH.

CAWI VERSION:

Would you like to take this survey in English or Spanish?

¿A usted le gustaría completar esta encuesta en inglés o español?

1. English/**Inglés**
2. Spanish/**Español**

If LANGSWITCH=1, 77, 98, 99,BLANK continue in English

IF LANGSWITCH=2, switch to Spanish language version of the survey

CATI VERSION:

We are offering this survey in both English and Spanish. Which would you prefer?

Estamos ofreciendo esta encuesta en inglés y español. ¿Cuál preferiría?

1. English/Inglés
2. Spanish/Español

---

[SHOW IF PANEL\_TYPE>=20]  
[DISPLAY – OPTINTRO.

Thank you for agreeing to participate in our survey! This survey is about your use of products in your daily life. Your answers are confidential.

¡Gracias por participar en nuestra nueva encuesta! Esta es una encuesta sobre su uso de la tecnología. Sus respuestas son confidenciales.

*Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.*

*Por favor utilice los botones “Continuar” y “Anterior” para navegar entre las preguntas del cuestionario. No utilice los botones de su navegador.*

---

[SHOW IF PANEL\_TYPE<20]

[DISPLAY – WINTRO\_1]

[CAWT]Thank you for agreeing to participate in our new AmeriSpeak survey!

¡Gracias por participar en nuestra nueva encuesta de AmeriSpeak!

[ALL]This survey is about your use of products in your daily life..

Esta es una encuesta sobre su uso de los productos en su vida diaria.

[CAWT]To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are confidential.

Para agradecerle que esté compartiendo su opinión, le daremos una recompensa de [INCENTWCOMMA] AmeriPoints después de completar esta encuesta. Como siempre, sus respuestas son confidenciales.

*Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.*

*Por favor utilice los botones “Continuar” y “Anterior” para navegar entre las preguntas del cuestionario. No utilice los botones de su navegador.*

---

[SHOW IF PANEL\_TYPE>=20]

[NUMBOX]

[FORCE RESPONSE: “Please enter in your age. We require this information for your responses to be counted.”]

[FORCE RESPONSE: “Por favor ingrese su edad. Necesitamos esta información para que sus respuestas sean contadas.”]

**AGE2.**

Let’s start with a few demographics.

Empecemos con algunas estadísticas demográficas.

[SPACE]

What is your current age?

¿Qué edad tiene usted?

[0-100] years

[0-100] años

[IF AGE2<50, TERMINATE AND SET QUAL=2]

[COMPUTE AGE=AGE2]

---

[SHOW IF PANEL\_TYPE<20]

[CAWI] Thank you for your time today. Unfortunately you are not eligible for this study. We value your opinion and hope that you will participate in future AmeriSpeak surveys.

Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Valoramos su opinión y esperamos que usted participe en futuras encuestas de AmeriSpeak.

[CAWI] We will redirect you to the AmeriSpeak Member Portal in [n] seconds.

[CAWI] Nosotros lo/la redirigiremos al Portal de Miembros de AmeriSpeak en [n] segundos.

[CATI] Thank you for your time today. Unfortunately you are not eligible for this study. Thank you so much for your participation. We will be in touch when your next survey is available. Have a great day/evening.

[CATI] Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Muchas gracias por su participación. Estaremos en contacto cuando su próxima encuesta esté disponible. ¡Qué tenga un buen día/tarde!

[[CATI] , ONLY OFFER THIS IF PROMPTED BY RESPONDENT: I mentioned earlier that we would complete the survey if you were eligible, and it appears that you are not for this particular survey. We appreciate your time and will be in touch with your next survey soon.]

[[CATI] ONLY OFFER THIS IF PROMPTED BY RESPONDENT: Mencioné anteriormente que completaríamos la encuesta si usted era elegible, y al parecer usted no lo es para esta encuesta en particular. Le agradecemos por su tiempo y pronto estaremos en contacto con su próxima encuesta.]

[SET QUAL=2 “Not Qualified” and END INTERVIEW, no incentive given]

[REMOVE “PREVIOUS” BUTTON FROM PAGE]

[CAWI NO BACK – remove “Previous” button]

CAWI auto-redirect to MEMBER PORTAL in 10 seconds, display remaining number of seconds in [n]

---

[SHOW IF PANEL\_TYPE=>=20]

TERMSORRY\_OFF.

Thank you for your time today. Unfortunately you are not eligible for this study. We appreciate your participation.

Gracias por su tiempo hoy. Desafortunadamente usted no es elegible para este estudio. Agradecemos su participación.

SET QUAL=2 AND REDIRECT TO OPT-IN VENDOR

<INSERT REDIRECT URL HERE FOR DYNATA AND LUCID>

DYNATA:

<https://dkr1.ssisurveys.com/projects/end?rst=2&psid={psid}>

Lucid:

[https://samplerio.us/s/ClientCallBack.aspx?RIS=20&RID=\[insert\\_value\]](https://samplerio.us/s/ClientCallBack.aspx?RIS=20&RID=[insert_value])

---

[SHOW IF PANEL\_TYPE>=20]

[SP]

[FORCE RESPONSE: "Please tell us your gender. We require this information for your responses to be counted."]

[FORCE RESPONSE: "Por favor díganos su sexo. Necesitamos esta información para que sus respuestas sean contadas."]

**GENDER2.**

Are you ...

¿Es usted ...

RESPONSE OPTIONS:

1. Male
2. Female
3. Non-Binary
4. Prefer not to answer

1. Masculino
2. Femenino
3. No binario/a
4. Prefiere no contestar

[COMPUTE GENDER=GENDER2]

---

[SHOW IF PANEL\_TYPE>=20]

[DROPDOWN] [FORCE RESPONSE]

STATE2.

What state do you live in?

¿En qué estado vive?

[DROPDOWN LIST OF STATES]

[COMPUTE STATE=STATE2]

---

[SHOW IF PANEL\_TYPE>=20]

[SP] [FORCE RESPONSE]

[custom prompt: "Information about any possible Hispanic ethnicity is very important. We greatly appreciate your response to this question."]

[custom prompt: "Información sobre cualquier posible etnia hispana es muy importante. Realmente apreciamos su respuesta a esta pregunta."]

**HISPAN.**

This question is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?

Esta pregunta se refiere a la etnia hispana. ¿Es usted de ascendencia española, hispana o latina?

RESPONSE OPTIONS:

1. No, I am not
2. Yes, Mexican, Mexican-American, Chicano
3. Yes, Puerto Rican
4. Yes, Cuban
5. Yes, Central American
6. Yes, South American
7. Yes, Caribbean
8. Yes, Other Spanish/Hispanic/Latino

1. No, no lo soy
2. Sí, Mexicano/a, Mexicano/a-estadounidense, Chicano/a
3. Sí, Puertorriqueño/a
4. Sí, Cubano/a
5. Sí, Centroamericano/a
6. Sí, Sudamericano/a
7. Sí, Caribeño/a
8. Sí, Otro/a Español(a)/Hispano(a)/Latino(a)

---

[SHOW IF PANEL\_TYPE>=20]

[MP] [FORCE RESPONSE]

RACE\_1.

Please indicate what you consider your racial background to be. We greatly appreciate your help. The categories we use may not fully describe you, but they do match those used by the Census Bureau.

Por favor, indique lo que considere que es su origen racial. Estamos muy agradecidos por su ayuda. Las categorías que utilizamos puede que no le describan completamente, pero sí que coinciden con las utilizadas por la Oficina del Censo.

[SPACE]

Please check one or more categories below to indicate what race or races you consider yourself to be.

Por favor, marque una o más de las categorías a continuación para indicar a qué raza o razas considera que pertenece.

RESPONSE OPTIONS:

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native – *Type in name of enrolled or principal tribe*

[TEXTBOX]

[SPACE]

- 4 Asian Indian
- 5 Chinese
- 6 Filipino
- 7 Japanese

- 8 Korean
- 9 Vietnamese
- 10 Other Asian – *<i>Type in race</i>* [TEXTBOX]  
[SPACE]
- 11 Native Hawaiian
- 12 Guamanian or Chamorro
- 13 Samoan
- 14 Other Pacific Islander – *<i>Type in race</i>* [TEXTBOX]  
[SPACE]
- 15 Some other race – *<i>Type in race</i>* [TEXTBOX]

- 1 Blanco/a
- 2 Negro/a o Afroamericano/a
- 3 Indígena americano/a o Nativo/a de Alaska – *<i>Teclee el nombre de la tribu inscrita o principal</i>* [TEXTBOX]  
[SPACE]
- 4 Indio/a Asiático/a
- 5 Chino/a
- 6 Filipino/a
- 7 Japonés/a
- 8 Coreano
- 9 Vietnamita
- 10 Otro/a asiático/a – *<i>Teclee la raza</i>* [TEXTBOX]  
[SPACE]
- 11 Nativo de Hawai
- 12 Guameña o chamorro
- 13 Samoano/a
- 14 Otra isla del Pacífico – *<i>Teclee la raza</i>* [TEXTBOX]  
[SPACE]
- 15 Otra raza – *<i>Teclee la raza</i>* [TEXTBOX]

[IF RACE\_1=1,2,3,15, AND HISPAN <>2-8, TERMINATE AND SET QUAL=2]

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## TECHNOLOGY USAGE

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[MP] [PROMPT]

Q2.

Let's begin. Which of the following items do you have/own?

Comencemos. ¿Cuál de los siguientes artículos tiene/posee?

[SPACE]

CAWI: *<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>*

CATI: PLEASE SELECT ALL THAT APPLY

CAWI: *<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>*

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Desktop computer



2. Laptop computer or Netbook
3. Smartphone (e.g. iPhone, Android, Blackberry)
4. Regular cell phone (not including iPhone or other smartphones)
5. E-reader (e.g. Kindle, Nook)
6. Tablet (e.g. iPad)
7. Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
8. Home assistant (e.g. Amazon Echo/Alexa, Google Home)
9. Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
10. GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
11. Virtual Reality (VR) device
13. Smart home cleaning device (e.g. Roomba, self-cleaning litter box)
14. Digital connected fitness equipment (e.g. Peloton, Mirror)
15. Gaming system (Xbox, PlayStation)
16. Home audio equipment (e.g. Sonos)
17. Bluetooth headset/ear buds (e.g. AirPods)
18. Home health and safety device (e.g. emergency alert systems, digital medication manager)
12. None of the above [\[SP\]](#)[\[ANCHOR\]](#)

1. Computadora de escritorio
2. Computador portátil o Netbook
3. Teléfono inteligente (por ej. iPhone, Android, Blackberry)
4. Teléfono celular normal (sin incluir el iPhone u otros teléfonos inteligentes)
5. Lector de libros digitales (por ej. Kindle, Nook)
6. Tableta (por ej. iPad)
7. Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
8. Asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
9. Tecnología inteligente domiciliaria /seguridad del hogar (por ej. un termostato inteligente, Nest, Ring, SimpliSafe)
10. Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
11. Dispositivo de realidad virtual (RV)
13. Dispositivo inteligente de limpieza del hogar (por ejemplo, Roomba, caja de arena autolimpiable)
14. Equipos digitales de fitness conectados (p. ej., Pelotón, Mirror)
15. Sistema de juegos (Xbox, PlayStation)
16. Equipo de audio casero (por ejemplo, Sonos)
17. Auriculares / audífonos Bluetooth (por ejemplo, AirPods)
18. Dispositivo de salud y seguridad en el hogar (p. ej. sistemas de alerta de emergencia, gestor digital de la medicación)
12. Ninguna de las anteriores [\[SP\]](#)[\[ANCHOR\]](#)

[\[IF Q2=12,77,98,99, TERMINATE AND SET QUAL=2\]](#)

---

[\[SHOW IF ANY \(Q2\\_1-Q2\\_11=1, Q2\\_13-Q2\\_18\)\]](#)  
[\[GRID ; SP\] \[PROMPT\]](#)

Q3.

How often do you use the following?

¿Con qué frecuencia utiliza lo siguiente?

GRID ITEMS:

- A. [SHOW IF Q2\_1=1]Desktop computer
  - B. [SHOW IF Q2\_2=1]Laptop computer or Notebook
  - C. [SHOW IF Q2\_3=1]Smartphone (e.g. iPhone, Android, Blackberry)
  - D. [SHOW IF Q2\_4=1]Regular cell phone (not including iPhone or other smartphones)
  - E. [SHOW IF Q2\_5=1]E-reader (e.g. Kindle, Nook)
  - F. [SHOW IF Q2\_6=1]Tablet (e.g. iPad)
  - G. [SHOW IF Q2\_7=1]Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
  - H. [SHOW IF Q2\_8=1]Home assistant (e.g. Amazon Echo/Alexa, Google Home)
  - I. [SHOW IF Q2\_9=1]Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
  - J. [SHOW IF Q2\_10=1]GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
  - K. [SHOW IF Q2\_11=1]Virtual Reality (VR) device
  - L. [SHOW IF Q2\_13=1]Smart home cleaning device (e.g. Roomba, self-cleaning litter box)
  - M. [SHOW IF Q2\_14=1]Digital connected fitness equipment (e.g. Peloton, Mirror)
  - N. [SHOW IF Q2\_15=1]Gaming system (Xbox, PlayStation)
  - O. [SHOW IF Q2\_16=1]Home audio equipment (e.g., Sonos)
  - P. [SHOW IF Q2\_17=1]Bluetooth headset/ear buds (e.g., AirPods)
  - Q. [SHOW IF Q2\_18=1]Home health and safety device (e.g. emergency alert systems, digital medication manager)
- 
- A. [SHOW IF Q2\_1=1]Computadora de escritorio
  - B. [SHOW IF Q2\_2=1]Computador portátil o Netbook
  - C. [SHOW IF Q2\_3=1]Teléfono inteligente (por ej. iPhone, Android, Blackberry)
  - D. [SHOW IF Q2\_4=1]Teléfono celular normal (sin incluir el iPhone u otros teléfonos inteligentes)
  - E. [SHOW IF Q2\_5=1]Lector de libros digitales (por ej. Kindle, Nook)
  - F. [SHOW IF Q2\_6=1]Tableta (por ej. iPad)
  - G. [SHOW IF Q2\_7=1]Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
  - H. [SHOW IF Q2\_8=1]Asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
  - I. [SHOW IF Q2\_9=1]Tecnología inteligente domiciliaria /seguridad del hogar(por ej. un termostato inteligente, Nest, Ring , SimpliSafe)
  - J. [SHOW IF Q2\_10=1]Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
  - K. [SHOW IF Q2\_11=1]Dispositivo de realidad virtual (RV)
  - L. [SHOW IF Q2\_13=1]Dispositivo inteligente de limpieza del hogar (por ejemplo, Roomba, caja de arena autolimpiable)
  - M. [SHOW IF Q2\_14=1]Equipos digitales de fitness conectados (p. ej., Pelotón, Mirror)
  - N. [SHOW IF Q2\_15=1]Sistema de juegos (Xbox, PlayStation)
  - O. [SHOW IF Q2\_16=1]Equipo de audio casero (por ejemplo, Sonos)
  - P. [SHOW IF Q2\_17=1] Auriculares / audífonos Bluetooth (por ej. AirPods)

- Q. [SHOW IF Q2\_18=1]Dispositivo de salud y seguridad en el hogar (p. ej, sistemas de alerta de emergencia, gestor digital de la medicación)

RESPONSE OPTIONS:

1. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
2. Daily
3. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
4. Weekly
5. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
6. Monthly
7. Less often than monthly
8. Don't use

1. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
2. Diariamente
3. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
4. Semanalmente
5. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
6. Mensualmente
7. Con menos frecuencia que mensual
8. No lo utiliza

---

IF USES DESKTOP, LAPTOP OR NOTEBOOK, SMARTPHONE, OR TABLET OFTEN

[SHOW IF Q3A=1-7 OR Q3B=1-7 OR Q3C=1-7 OR Q3F=1-7]

[GRID 13:17; MP] [PROMPT ONLY IF RESPONDENT SKIPS BOTH SCREEN ONE AND SCREEN TWO; DO NOT PROMPT IF RESPONDENT MAKES A SELECTION ON EITHER SCREEN ONE OR SCREEN TWO]

Q4.

[FIRST SCREEN – DESKTOP/LAPTOP] For each device listed below, please indicate the activities that you have used it for in the <u>past 3 months </u>, if any?

[SECOND SCREEN – DESKTOP/LAPTOP] And again, for each device listed below, please indicate the activities that you have used it for in the <u>past 3 months </u>, if any?

[FIRST SCREEN – MOBILE] For each activity listed below, please indicate which device, if any, you have used to perform the activity in the <u>past 3 months </u>?

[SECOND SCREEN – MOBILE] And again, for each activity listed below, please indicate which device, if any, you have used to perform the activity in the <u>past 3 months </u>?

[FIRST SCREEN – DESKTOP/LAPTOP] Para cada uno de los dispositivos enumerados a continuación, indique las actividades para las que lo ha utilizado en los <u>últimos 3 meses</u>, si es que los ha utilizado?

[SECOND SCREEN – DESKTOP/LAPTOP] Y de nuevo, para cada uno de los dispositivos enumerados a continuación, indique las actividades para las que lo ha utilizado en los <u>últimos 3 meses</u>, si es que los ha utilizado?

[FIRST SCREEN – MOBILE] Para cada una de las actividades enumeradas a continuación, indique qué dispositivo ha utilizado, en su caso, para realizar la actividad <u>en los últimos 3 meses</u>?

[SECOND SCREEN – MOBILE] Y de nuevo, para cada una de las actividades enumeradas a continuación, indique qué dispositivo ha utilizado, en su caso, para realizar la actividad en los <u>últimos 3 meses</u>?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] IT PLEASE READ SUCH AS FOR INSTANCES OF E.G.

GRID ITEMS, RANDOMIZE ACROSS ALL SCREENS:

- A. Play a game
- B. Send or receive instant messages, text messages, or emails
- C. Visit websites or surf the Internet
- D. Make a purchase
- E. Comparison shop for discounts and deals
- F. Post your own reviews, ratings or comments online about things like music, movies, books, or any other product or service
- G. Access a social networking site (e.g. Facebook, Instagram, or LinkedIn)
- H. Get health and fitness information
- I. Get news and other information
- J. Perform banking or financial transactions
- K. Get directions or traffic information
- L. Download or purchase an 'app'
- M. Watch videos or shows on sites like Hulu or Netflix
- N. Watch How-To tutorials to learn something new (e.g. YouTube)
- O. Video chat or talk to your doctor or other medical professional, make medical appointments, order prescriptions, or receive personal healthcare advice
- P. Track your health or fitness via apps or websites (e.g. Apple Health or MyFitnessPal)
- Q. Use a home assistant (e.g. Amazon Echo/Alexa, Google Home)
- R. Order groceries for pick up or delivery
- S. Watch real time social media videos (e.g. Facebook Live)
- T. Take online education courses for certificates or degrees (e.g. University of Phoenix)
- U. Take online learning or how-to tutorials (e.g. MOOCs, LinkedIn Learning/Lynda.com)
- V. Request a ride via an app (e.g. Uber, Lyft)
- W. Manage or monitor smart home technology/security (e.g. smart thermostat, Nest, Ring, SimpliSafe)
- X. Attend a live virtual event (e.g. a concert or webinar)
- Y. Participate in virtual or remote volunteering
- Z. Video chat with friends or family
- AA. Access your job or perform job-related tasks
- BB. Access live or on-demand fitness classes (e.g., Peloton class)
- CC. Order food delivery from a restaurant (e.g. Grubhub, DoorDash)
- DD. Search for a job
- EE. Listen to a Podcast

- A. Jugar un juego
- B. Enviar o recibir mensajes instantáneos, mensajes de texto o correos electrónicos
- C. Visitar sitios web o navegar por Internet
- D. Hacer una compra
- E. Comparar tiendas en busca de descuentos y ofertas
- F. Publicar sus propias críticas, calificaciones o comentarios en línea sobre cosas como música, películas, libros o cualquier otro producto o servicio
- G. Acceder a un sitio de redes sociales (por ej. Facebook, Instagram o LinkedIn)
- H. Obtener información sobre la salud y el estado físico

- I. Recibir noticias y otras informaciones
- J. Realizar transacciones bancarias o financieras
- K. Obtener indicaciones o información de tráfico
- L. Descargar o comprar una "app"
- M. Ver videos o programas en sitios como Hulu o Netflix
- N. Ver los tutoriales "Cómo hacer" para aprender algo nuevo (por ej. YouTube)
- O. Chatear por video o consultar al médico u otro profesional médico, hacer citas médicas, solicitar recetas médicas o recibir consejos personales de salud.
- P. Hacer un seguimiento de su salud o estado físico a través de aplicaciones o sitios web (por ej. Apple Health o MyFitnessPal)
- Q. Usar un asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
- R. Pedir provisiones para recoger o con entrega a domicilio
- S. Ver videos de medios sociales en tiempo real (por ej. Facebook Live)
- T. Tomar cursos de educación en línea para obtener certificados o títulos (por ej. la Universidad de Phoenix)
- U. Tomar clases de aprendizaje en línea o tutoriales "Cómo hacer" (por ej. CEMAs, LinkedIn Learning/Lynda.com)
- V. Solicitar transporte para un viaje a través de una aplicación (por ej. Uber, Lyft)
- W. Gestionar o supervisar la tecnología inteligente domiciliaria /seguridad del hogar (por ej. termostato inteligente, Nest, Ring, SimpliSafe)
- X. Asistir a un evento virtual en directo (p.ej. un concierto o un seminario web)
- Y. Participar en un voluntariado virtual o a distancia
- Z. Chatear por video con amigos o familiares
- AA. Acceder a su trabajo o realizar tareas relacionadas con el mismo
- BB. Acceder a clases de fitness en directo o a la carta (p. ej., clases de Pelotón)
- CC. Pedir comida a domicilio de un restaurante ( p. ej. Grubhub, DoorDash)
- DD. Buscar un empleo
- EE. Escuchar un podcast

#### CAWI RESPONSE OPTIONS:

- 1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Desktop/Laptop
- 2. [SHOW IF Q3F=1-7]Tablet
- 3. [SHOW IF Q3C=1-7]Smartphone
  
- 1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Escritorio / Computador portátil
- 2. [SHOW IF Q3F=1-7]Tablet
- 3. [SHOW IF Q3C=1-7]Teléfono inteligente

#### CATI RESPONSE OPTIONS:

- 1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Desktop/Laptop
- 2. [SHOW IF Q3F=1-7]Tablet
- 3. [SHOW IF Q3C=1-7]Smartphone
- 4. [SHOW IF CATI AND (Q3A=1-7 OR Q3B=1-7) OR (Q3F=1-7) OR (Q3C=1-7)] N/A [SP]
  
- 1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Escritorio / Computador portátil
- 2. [SHOW IF Q3F=1-7]Tablet
- 3. [SHOW IF Q3C=1-7]Teléfono inteligente
- 4. [SHOW IF CATI AND (Q3A=1-7 OR Q3B=1-7) OR (Q3F=1-7) OR (Q3C=1-7)] N/A [SP]

---

[SP] [PROMPT]

Q5.

Please select the type of Internet connection you have in your home.

Por favor seleccione el tipo de conexión a Internet que tiene en su casa.

CAWI RESPONSE OPTIONS:

1. Dial-up
2. DSL
3. Cable
4. Fiber
5. Satellite or fixed wireless
6. Through my cellular service
7. Other
77. Not sure
9. I do not have an Internet connection at home

1. Conexión telefónica
2. Conexión DSL
3. Conexión por cable
4. Conexión de fibra
5. Conexión satelital o inalámbrica
6. A través de mi servicio celular
7. Otro
77. No está seguro/a
9. No tengo una conexión a Internet en mi casa

CATI RESPONSE OPTIONS:

1. Dial-up
2. DSL
3. Cable
4. Fiber
5. Satellite or fixed wireless
6. Through your cellular service
7. Other
77. Not sure
9. You do not have an Internet connection at home

1. Conexión telefónica
2. Conexión DSL
3. Conexión por cable
4. Conexión de fibra
5. Conexión satelital o inalámbrica
6. A través de su servicio celular
7. Otro

- 77. No está seguro/a
- 9. No tiene una conexión a Internet en su casa

---

[SP] [PROMPT]

Q5B.

How much, if at all, is the cost of monthly high-speed internet a problem for you?

¿Cuánto, en todo caso, es un problema para usted el costo mensual de Internet de alta velocidad?

RESPONSE OPTIONS:

- 1. Major problem
- 2. Minor problem
- 3. Not a problem
- 4. [SHOW IF Q5=9]Not applicable

- 1. Problema mayor
- 2. Problema menor
- 3. No es un problema
- 4. [SHOW IF Q5=9]No aplica

---

[SP] [PROMPT]

Q6.

Do you currently own a smart TV?

¿Actualmente posee un televisor inteligente?

[SPACE]

*A smart TV is a TV with integrated internet, meaning you can download or stream content off of the internet through your TV screen without a separate streaming device to access programming such as Netflix, Hulu, and Prime Video.*

*Un televisor inteligente es un televisor con Internet integrado, lo que significa que puede descargar o transmitir contenido desde Internet a través de la pantalla del televisor sin un dispositivo de transmisión independiente para acceder a programas de Netflix, Hulu y Prime Video.*

CAWI RESPONSE OPTIONS:

- 1. Yes
- 2. No
- 77. Not sure

- 1. Sí
- 2. No
- 77. No está seguro/a

CATI RESPONSE OPTIONS:

- 1. YES
- 2. NO
- 77. NOT SURE

- 1. SÍ
- 2. NO



[SP] [PROMPT]

Q7.

How do you generally watch shows, movies, series, and/or videos?

¿Cómo ve generalmente los programas, películas, series y/o videos?

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

CAWI RESPONSE OPTIONS:

1. Only through broadcast network or cable television (live or recorded)
  2. Primarily through broadcast network or cable television (live or recorded)
  3. A mix of network/cable and streaming services
  4. Primarily through streaming services (e.g. Netflix, Hulu, Disney+)
  5. Only through streaming services (e.g. Netflix, Hulu, Disney+)
  6. I do not watch any type of entertainment/content on any device
- 
1. Solo a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
  2. Principalmente a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
  3. Una mezcla de red/cable y servicios de streaming
  4. Principalmente a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
  5. Solo a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
  6. No veo ningún tipo de entretenimiento/contenido en ningún aparato

CATI RESPONSE OPTIONS:

1. Only through broadcast network or cable television (live or recorded)
  2. Primarily through broadcast network or cable television (live or recorded)
  3. A mix of network/cable and streaming services
  4. Primarily through streaming services (e.g. Netflix, Hulu, Disney+)
  5. Only through streaming services (e.g. Netflix, Hulu, Disney+)
  6. You do not watch any type of entertainment/content on any device
- 
1. Solo a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
  2. Principalmente a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
  3. Una mezcla de red/cable y servicios de streaming
  4. Principalmente a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
  5. Solo a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
  6. No ve ningún tipo de entretenimiento/contenido en ningún aparato

---

[SHOW IF Q7=1-5; IF Q7=6, AUTOPUNCH Q8=7]

[SP] [PROMPT]

Q8.

How often do you watch <u>streamed</u> shows, movies, series, or videos?

¿Con qué frecuencia ve programas, películas, series o videos por <u>streaming</u>?

RESPONSE OPTIONS:

1. Daily
2. A few times a week
3. Once a week
4. A few times a month
5. Monthly
6. Less often than once a month
7. Never

1. Diariamente
2. Pocas veces a la semana
3. Una vez a la semana
4. Pocas veces en el mes
5. Mensualmente
6. Menos de una vez al mes
7. Nunca

---

[SHOW IF Q8=1-6]

[MP] [PROMPT]

Q9.

Which of the following streaming services do you currently subscribe to?

¿A cuál de los siguientes servicios de streaming está actualmente suscrito?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS, RANDOMIZE:

1. Netflix
2. Hulu
3. Amazon Prime Video
4. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
5. Showtime Anytime
6. DirectTV Now
7. YouTube TV (the streaming service, not YouTube.com or YouTube Premium)
8. PlayStation Vue
9. Sling
10. Disney+
11. Peacock
12. HBO Max
13. Apple TV+
15. Paramount+
14. Other, please specify:[TEXTBOX][ANCHOR]

1. Netflix
2. Hulu

3. Amazon Prime Video
  4. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
  5. Showtime Anytime
  6. DirectTV Now
  7. YouTube TV (el servicio de streaming, no YouTube.com ni YouTube Premium)
  8. PlayStation Vue
  9. Sling
  10. Disney+
  11. Peacock
  12. HBO Max
  13. Apple TV+
  14. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]
- 

[SHOW IF Q8=1-6]

[GRID; SP] [PROMPT]

Q9b.

Please indicate how much you agree or disagree with each of the following statements as it relates to the streaming services you subscribe to.

Por favor indique cuánto está de acuerdo o en desacuerdo con cada una de las siguientes declaraciones en relación con los servicios de transmisión a los que se suscribe.

CAWI GRID ITEMS, RANDOMIZE:

- A. I feel like I am paying for too many services
- B. You need multiple services to have enough content to choose from
- C. The same content is on all the streaming services
- D. I have trouble finding what to watch and where, too many services makes it very confusing

- A. Siento que estoy pagando por demasiados servicios
- B. Necesito varios servicios para tener suficiente contenido para elegir
- C. El mismo contenido está en todos los servicios de transmisión
- D. Tengo problemas para encontrar qué ver y dónde, demasiados servicios lo hacen muy confuso

CATI GRID ITEMS, RANDOMIZE:

- A. You feel like you are paying for too many services
- B. You need multiple services to have enough content to choose from
- C. The same content is on all the streaming services
- D. You have trouble finding what to watch and where, too many services makes it very confusing

- A. Siente que esta pagando por demasiados servicios
- B. Necesita varios servicios para tener suficiente contenido para elegir
- C. El mismo contenido está en todos los servicios de transmisión
- D. Tiene problemas para encontrar qué ver y dónde, demasiados servicios lo hacen muy confuso

RESPONSE OPTIONS(SHOW IN REVERSE ORDER ON MOBILE ONLY):

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree

4. Somewhat agree
5. Strongly agree

1. Totalmente en desacuerdo
2. Algo en desacuerdo
3. Ni de acuerdo ni en desacuerdo
4. Algo de acuerdo
5. Totalmente de acuerdo

---

[SHOW IF Q8=1-6]

[GRID; SP] [PROMPT]

Q9cnew.

Please indicate if you have or have not had the following experiences as it relates to streaming services.

Indique si ha tenido o no las siguientes experiencias en relación con los servicios de streaming.

CAWI GRID ITMES RANDOMIZE:

1. I have signed up for a free trial subscription and was charged because I forgot to unsubscribe
2. I have been baited to buy a new streaming service for a single show or original content

1. Me registré para obtener una suscripción de prueba gratuita y me cobraron porque olvidé cancelar la suscripción.
2. Me convencieron de comprar un nuevo servicio de streaming para un solo programa o contenido original.

CATI GRID ITMES RANDOMIZE:

1. You have signed up for a free trial subscription and was charged because you forgot to unsubscribe
2. You have been baited to buy a new streaming service for a single show or original content

1. Se registré para obtener una suscripción de prueba gratuita y le cobraron porque olvidé cancelar la suscripción.
2. Lo convencieron de comprar un nuevo servicio de streaming para un solo programa o contenido original.

RESPONSE OPTIONS:

1. Yes
  2. No
  1. Sí
  2. No
- 

[SHOW IF Q3C=1-7 OR Q3F=1-7]

[MP – SHOW QUESTION ON 2 SCREENS WITH 17 RESPONSE OPTIONS ON EACH SCREEN]

[PROMPT ONLY IF RESPONDENT SKIPS BOTH Q10A AND Q10B; DO NOT PROMPT IF RESPONDENT MAKES A SELECTION AT EITHER Q10A OR Q10B]

Q10A. Which of the following <u>apps</u> do you use on your smartphone or tablet <u>at least once a week</u>?

Q10A. ¿Cuál de las siguientes <u>aplicaciones</u> utiliza en su teléfono inteligente o tableta <u>al menos una vez por semana</u>?

Q10B. And again, which of the following <u>apps</u> do you use on your smartphone or tablet <u>at least once a week</u>?

Q10B. Y de nuevo, ¿cuál de las siguientes <u>aplicaciones</u> utiliza en su teléfono inteligente o tableta <u>al menos una vez por semana</u>?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selezioni <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

#### RESPONSE OPTIONS, RANDOMIZE:

1. Internet browser (e.g. Safari, Chrome)
2. Email app (e.g. Apple Mail, Gmail, Outlook)
3. News or magazines (e.g. CNN, Apple News, Yahoo News)
4. Photos (e.g. Photos, Camera)
5. Video or movie streaming (e.g. Netflix, Hulu)
6. Games (e.g. Solitaire, Candy Crush, Words with Friends)
7. Calendar (e.g. iCal, Outlook)
8. Books (e.g. iBooks, Kindle, Libby)
9. Finance or banking (e.g. Mint, Bank of America, Venmo)
10. Health tracking or fitness (e.g. Apple Health, MyFitnessPal)
11. Music (e.g. Spotify, Apple Music, Sonos)
12. Podcasts (e.g. Apple Podcasts, Podcast Addict)
13. Online Dating (e.g. Hinge, Elite Singles, Bumble)
14. Social media (e.g. Facebook, Instagram, Twitter)
15. Sports (e.g. NFL, ESPN)
16. Travel (e.g. Expedia, airline apps)
17. Retail/Shopping (e.g. Starbucks, Amazon, Walmart, eBay)
18. Productivity/business (e.g. MS Office, Salesforce)
19. Weather (e.g. Weatherbug, Accuweather)
20. Transportation (e.g. Uber, Lyft, public transit apps)
21. Coupons (e.g. Groupon, Swagbucks)
22. Maps and navigation (e.g. Waze, Google Maps)
23. Reviews/Information (e.g. Yelp, TripAdvisor)
24. Smart home technology/security (e.g. Nest, Ring, SimpliSafe)
25. Educational resources (e.g. University of Phoenix)
26. Home assistant (e.g. Amazon Echo/Alexa or Google Home)
27. Mental Health and Wellness (e.g. Headspace, Calm)
28. Video Chat (e.g. FaceTime, Zoom, WhatsApp)
29. Language apps (e.g. Duolingo, Babbel)
31. Manage caregiving or find a caregiver (e.g. A Place for Mom, Care.com)
32. Food delivery (e.g. UberEats, Door Dash)
33. Home (e.g. Zillow, Houzz)
34. Automotive (e.g. GasBuddy, AAA)
30. Other, please specify: [TEXTBOX][ANCHOR]

1. Navegador de Internet (por ej. Safari, Chrome)
2. Aplicación de correo electrónico (por ej. Apple Mail, Gmail, Outlook)
3. Noticias o revistas (por ej. CNN, Apple News, Yahoo News)
4. Fotos (por ej. Photos, Camera)
5. Transmisión de video o de películas (por ej. Netflix, Hulu)
6. Juegos (por ej. Solitaire, Candy Crush, Words with Friends)
7. Calendario (por ej. iCal, Outlook)
8. Libros (por ej. iBooks, Kindle, Libby)
9. Financieras o bancarias (por ej. Mint, Bank of America, Venmo)
10. Seguimiento de la salud o el estado físico (por ej. Apple Health, MyFitnessPal)
11. Música (por ej. Spotify, Apple Music, Sonos)
12. Podcasts (por ej. Apple Podcasts, Podcast Addict)
13. Citas en línea (por ej. Hinge, Elite Singles, Bumble)
14. Redes sociales (por ej. Facebook, Instagram, Twitter)
15. Deportes (por ej. NFL, ESPN)
16. Viajes (por ej. Expedia, aplicaciones de aerolíneas)
17. Venta al por menor/compras (p. ej. Starbucks, Amazon, Walmart, eBay)
18. De productividad/ empresariales (por ej. MS Office, Salesforce)
19. El clima (por ej. Weatherbug, Accuweather)
20. Transporte (por ej. Uber, Lyft, aplicaciones de transporte público)
21. Cupones (por ej. Groupon, Swagbucks)
22. Mapas y navegación (por ej. Waze, Google Maps)
23. Críticas /Información (por ej. Yelp, TripAdvisor)
24. Tecnología inteligente domiciliaria /seguridad del hogar (por ej. Nest, Ring, SimpliSafe)
25. Recursos educativos (por ej. la Universidad de Phoenix)
26. Asistente del hogar (por ej. Amazon Echo/Alexa, o Google Home)
27. Salud mental y bienestar (por ej. Headspace, Calm)
28. Chat de video (por ej. FaceTime, Zoom, WhatsApp)
29. Aplicaciones de idiomas (por ej. Duolingo, Babbel)
31. Gestionar los cuidados o encontrar un cuidador (p. ej. A Place for Mom, Care.com)
32. Entrega de comida (por ejemplo, UberEats, Door Dash)
33. Hogar (p. ej., Zillow, Houzz)
34. Automotriz (p. ej. GasBuddy, AAA)
30. Otro - por favor, especifíquelo: [TEXTBOX][ANCHOR]

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## TECH FOR SOCIAL CONNECTIONS

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[SP] [PROMPT]

Q11.

Please rate how much you agree or disagree with the following statement:

Por favor califique cuánto está de acuerdo o en desacuerdo con la siguiente declaración:

[SPACE]

[IF CAWI] I rely on technology to stay connected and in touch with friends and family.

[IF CATI] You rely on technology to stay connected and in touch with friends and family.

[IF CAWI]Confío en la tecnología para mantenerme en contacto y comunicarme con mis amigos y la familia.

[IF CATI]Confía en la tecnología para mantenerse en contacto y comunicarse con sus amigos y la familia.

RESPONSE OPTIONS, PROGRAMMING - NOTE REVERSE SCALE:

5. Strongly agree
  4. Somewhat agree
  3. Neither agree nor disagree
  2. Somewhat disagree
  1. Strongly disagree
- 
5. Muy de acuerdo
  4. Algo de acuerdo
  3. Ni de acuerdo ni en desacuerdo
  2. Algo en desacuerdo
  1. Muy en desacuerdo

---

[GRID; SP] [PROMPT]

Q12.

How often do you use each of the following to communicate with and stay connected with family and friends?

¿Con qué frecuencia utiliza cada uno de los siguientes para comunicarse y mantenerse en contacto con la familia y los amigos?

GRID ITEMS, RANDOMIZE:

- A. Email
  - B. Text messaging
  - C. Video chat through services or tools like Zoom, Skype, FaceTime or WhatsApp
  - D. Social networking services or tools like Facebook, Instagram, or Twitter
- 
- A. Correo electrónico
  - B. Mensaje de texto
  - C. Chat de video a través de servicios o herramientas como Zoom, Skype, FaceTime o WhatsApp
  - D. Servicios de redes sociales o herramientas como Facebook, Instagram o Twitter

RESPONSE OPTIONS:

1. Daily
  2. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
  3. Weekly
  4. Monthly
  5. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
  6. Less than monthly
  7. Never
- 
1. Todos los días
  2. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME

3. Alrededor de una vez por semana
4. Un par de veces al mes
5. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
6. Menos de una vez al mes
7. Nunca

---

[MP] [PROMPT]  
Q12BA.

Which of the following social media platforms do you use?

¿Cuál de las siguientes plataformas de redes sociales utiliza para conectarse con familiares y amigos?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selezionare <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS, RANDOMIZE:

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. TikTok
6. LinkedIn
8. Pinterest
9. WhatsApp
10. NextDoor
11. Reddit
7. Other, please specify:[TEXTBOX][ANCHOR]
12. None, [CAWI: I CATI: you] do not engage in social media [ANCHOR][SP]

1. Facebook
  2. Twitter
  3. Instagram
  4. YouTube
  5. TikTok
  6. LinkedIn
  8. Pinterest
  9. WhatsApp
  10. NextDoor
  11. Reddit
  7. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]
  12. Ninguno, [CAWI: Yo CATI: usted] no participo/participa en las redes sociales [ANCHOR][SP]
-



## DIGITAL LITERACY

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[SP] [PROMPT]

Q20.

Do you wish you had a better grasp of technology in general to allow you to more frequently and easily connect with others?

¿Desearía tener un mejor conocimiento de la tecnología en general para poder comunicarse con mayor frecuencia y facilidad con los demás?

### CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

### CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
  2. NO
- 

[GRID; SP] [PROMPT]

Q22.

More specifically, please indicate your level of comfort with the following:

Más específicamente, indique su nivel de comodidad con lo siguiente:

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

### GRID ITEMS, RANDOMIZE:

- A. Internet
- B. Computers (desktop or laptop)
- C. Smartphones
- D. Home Assistants
- E. Video Chat (e.g. Zoom)
- F. Tablets

- A. Internet
- B. Computadoras (de escritorio o portátiles)
- C. Teléfonos inteligentes
- D. Asistentes del hogar
- E. Chat de video (por ej. Zoom)
- F. Tabletas

### RESPONSE OPTIONS (SHOW IN REVERSE ORDER ON MOBILE ONLY):

1. Not at all comfortable
2. Not very comfortable
3. Somewhat comfortable

4. Very comfortable
5. Extremely comfortable

1. Para nada cómodo/a
2. No muy cómodo/a
3. Algo cómodo/a
4. Muy cómodo/a
5. Extremadamente cómodo/a

[GRID; SP] [PROMPT]

Q23A.

Please rate how much you agree or disagree with the following statements:

Por favor califique hasta qué punto está de acuerdo o en desacuerdo con las siguientes afirmaciones:

CAWI GRID ITEMS, RANDOMIZE:

- A. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- B. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- C. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- D. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- E. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- F. I would use technology more in my daily life if I knew how
- G. Technology enables me to lead a healthy life.

- A. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- B. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- C. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- D. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- E. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- F. Usaría más la tecnología en mi vida diaria si supiera cómo
- G. La tecnología me permite llevar una vida saludable.

CATI GRID ITEMS, RANDOMIZE:

- A. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- B. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- C. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- D. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- E. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- F. You would use technology more in your daily life if you knew how
- G. Technology enables you to lead a healthy life.

- A. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- B. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- C. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- D. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- E. KEEP EMPTY SO VARIABLE NAMES STAY THE SAME
- F. Usaría más la tecnología en su vida diaria si supiera cómo
- G. La tecnología le permite llevar una vida saludable.

RESPONSE OPTIONS (SHOW IN REVERSE ORDER ON MOBILE ONLY):

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree

1. Muy en desacuerdo
2. En desacuerdo
3. Neutral
4. De acuerdo
5. Muy de acuerdo

---

[SHOW IF Q23a\_F=4,5]

[MP] [PROMPT]

Q23a\_2.

Which of the following best describes your motivation for wanting to use technology more in your daily life?

¿Cuál de las siguientes opciones describe mejor su motivación para querer utilizar más la tecnología en su vida diaria?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

CAWI RESPONSE OPTIONS:

1. To learn a new skill (e.g. learn guitar)
2. To pursue a passion (e.g., film making, cooking)
3. To be entertained (e.g., stream shows, listen to podcasts)
4. To manage responsibilities (e.g., use calendar)
5. To help me stay healthy (e.g., track my nutrition)
6. To help connect with others (e.g., learn social media)
7. To help me maintain my personal independence (e.g., Life Alert)
8. Other, please specify: [TEXTBOX]

1. Aprender una nueva habilidad (p. ej., aprender a tocar la guitarra)
2. Perseguir una pasión (p. ej., cinematografía, cocinar)
3. Entretenerme (p.ej., transmitir programas, escuchar podcasts)
4. Gestionar las responsabilidades (p. ej., utilizar el calendario)
5. Ayudarme a mantenerme sano/a (p. ej., hacer un seguimiento de mi nutrición)
6. Ayudarme a comunicarme con los demás (p. ej., aprender a usar las redes sociales)
7. Ayudarme a mantener mi independencia personal (p. ej., Life Alert)
8. Otro - por favor, especifíquelo: [TEXTBOX]

#### CATI RESPONSE OPTIONS:

1. To learn a new skill (e.g. learn guitar)
  2. To pursue a passion (e.g., film making, cooking)
  3. To be entertained (e.g., stream shows, listen to podcasts)
  4. To manage responsibilities (e.g., use calendar)
  5. To help you stay healthy (e.g., track my nutrition)
  6. To help connect with others (e.g., learn social media)
  7. To help you maintain your personal independence (e.g., Life Alert)
  8. Other, please specify: [TEXTBOX]
- 
1. Aprender una nueva habilidad (p. ej., aprender a tocar la guitarra)
  2. Perseguir una pasión (p. ej., cinematografía, cocinar)
  3. Entretenerse (p.ej., transmitir programas, escuchar podcasts)
  4. Gestionar las responsabilidades (p. ej., utilizar el calendario)
  5. Ayudarlo a mantenerse sano/a (p. ej., hacer un seguimiento de su nutrición)
  6. Ayudarlo a comunicarse con los demás (p. ej., aprender a usar las redes sociales)
  7. Ayudarlo a mantener su independencia personal (p. ej., LifeAlert)
  8. Otro - por favor, especifíquelo: [TEXTBOX]

---

[PROMPT]

[SHOW IF Q23a\_F=4,5 AND NOT MISSING Q4 AND ANY OF Q4A-Q4DD<>1,2,3]

[MP]

Q23B.

Now, more specifically, thinking about the technology you currently own, which of the following activities would you like to use it for, if you had the knowledge and felt comfortable doing so?

Ahora, más concretamente, pensando en la tecnología que posee actualmente, ¿para cuál de las siguientes actividades le gustaría utilizarla, si tuviera los conocimientos necesarios y se sintiera cómodo/a haciéndolo?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

#### RESPONSE OPTIONS, RANDOMIZE:

1. [SHOW IF Q4A\_1<>1 AND Q4A\_2<>1 AND Q4A\_3<>1]Play a game
2. [SHOW IF Q4B\_1<>1 AND Q4B\_2<>1 AND Q4B\_3<>1]Send or receive instant messages, text messages, or emails
3. [SHOW IF Q4C\_1<>1 AND Q4C\_2<>1 AND Q4C\_3<>1]Visit websites or surf the Internet
4. [SHOW IF Q4D\_1<>1 AND Q4D\_2<>1 AND Q4D\_3<>1]Make a purchase
5. [SHOW IF Q4E\_1<>1 AND Q4E\_2<>1 AND Q4E\_3<>1]Comparison shop for discounts and deals
6. [SHOW IF Q4F\_1<>1 AND Q4F\_2<>1 AND Q4F\_3<>1]Post your own reviews, ratings or comments online about things like music, movies, books, or any other product or service
7. [SHOW IF Q4G\_1<>1 AND Q4G\_2<>1 AND Q4G\_3<>1]Access a social networking site (e.g. Facebook, Instagram, or LinkedIn)
8. [SHOW IF Q4H\_1<>1 AND Q4H\_2<>1 AND Q4H\_3<>1]Get health and fitness information

9. [SHOW IF Q4I\_1<>1 AND Q4I\_2<>1 AND Q4I\_3<>1]Get news and other information
  10. [SHOW IF Q4J\_1<>1 AND Q4J\_2<>1 AND Q4J\_3<>1]Perform banking or financial transactions
  11. [SHOW IF Q4K\_1<>1 AND Q4K\_2<>1 AND Q4K\_3<>1]Get directions or traffic information
  12. [SHOW IF Q4L\_1<>1 AND Q4L\_2<>1 AND Q4L\_3<>1]Download or purchase an 'app'
  13. [SHOW IF Q4M\_1<>1 AND Q4M\_2<>1 AND Q4M\_3<>1]Watch videos or shows on sites like Hulu or Netflix
  14. [SHOW IF Q4N\_1<>1 AND Q4N\_2<>1 AND Q4N\_3<>1]Watch How-To tutorials to learn something new (e.g. YouTube)
  15. [SHOW IF Q4O\_1<>1 AND Q4O\_2<>1 AND Q4O\_3<>1]Video chat or talk to your doctor or other medical professional, make medical appointments, order prescriptions, or receive personal healthcare advice
  16. [SHOW IF Q4P\_1<>1 AND Q4P\_2<>1 AND Q4P\_3<>1]Track your health or fitness via apps or websites (e.g. Apple Health or MyFitnessPal)
  17. [SHOW IF Q4Q\_1<>1 AND Q4Q\_2<>1 AND Q4Q\_3<>1]Use a home assistant (e.g. Amazon Echo/ Alexa, Google Home)
  18. [SHOW IF Q4R\_1<>1 AND Q4R\_2<>1 AND Q4R\_3<>1]Order groceries for pick up or delivery
  19. [SHOW IF Q4S\_1<>1 AND Q4S\_2<>1 AND Q4S\_3<>1]Watch real time social media videos (e.g. Facebook Live)
  20. [SHOW IF Q4T\_1<>1 AND Q4T\_2<>1 AND Q4T\_3<>1]Take online education courses for certificates or degrees (e.g. University of Phoenix)
  21. [SHOW IF Q4U\_1<>1 AND Q4U\_2<>1 AND Q4U\_3<>1]Take online learning or how-to tutorials (e.g. MOOCs, LinkedIn Learning/Lynda.com)
  22. [SHOW IF Q4V\_1<>1 AND Q4V\_2<>1 AND Q4V\_3<>1]Request a ride via an app (e.g. Uber, Lyft)
  23. [SHOW IF Q4AW\_1<>1 AND Q4W\_2<>1 AND Q4W\_3<>1]Manage or monitor smart home technology/security (e.g. smart thermostat, Nest, Ring, SimpliSafe)
  24. [SHOW IF Q4X\_1<>1 AND Q4X\_2<>1 AND Q4X\_3<>1]Attend a live virtual event (e.g. a concert or webinar)
  25. [SHOW IF Q4Y\_1<>1 AND Q4Y\_2<>1 AND Q4Y\_3<>1]Participate in virtual or remote volunteering
  26. [SHOW IF Q4Z\_1<>1 AND Q4Z\_2<>1 AND Q4Z\_3<>1]Video chat with friends or family
  27. [SHOW IF Q4AA\_1<>1 AND Q4AA\_2<>1 AND Q4AA\_3<>1]Access your job or perform job-related tasks
  29. [SHOW IF Q4BB\_1<>1 AND Q4BB\_2<>1 AND Q4BB\_3<>1]Access live or on-demand fitness classes (e.g., Peloton class)
  30. [SHOW IF Q4CC\_1<>1 AND Q4CC\_2<>1 AND Q4CC\_3<>1]Order food delivery from a restaurant (e.g. Grubhub, DoorDash)
  31. [SHOW IF Q4DD\_1<>1 AND Q4DD\_2<>1 AND Q4DD\_3<>1]Search for a job
  32. [SHOW IF Q4EE\_1<>1 AND Q4EE\_2<>1 AND Q4EE\_3<>1] Listen to a Podcast
  28. Other, please specify:[TEXTBOX][ANCHOR]
  33. None of the above [ANCHOR] [SP]
- 
1. [SHOW IF Q4A\_1<>1 AND Q4A\_2<>1 AND Q4A\_3<>1]Jugar un juego
  2. [SHOW IF Q4B\_1<>1 AND Q4B\_2<>1 AND Q4B\_3<>1]Enviar o recibir mensajes instantáneos, mensajes de texto o correos electrónicos

3. [SHOW IF Q4C\_1<>1 AND Q4C\_2<>1 AND Q4C\_3<>1]Visitar sitios web o navegar por Internet
4. [SHOW IF Q4D\_1<>1 AND Q4D\_2<>1 AND Q4D\_3<>1]Hacer una compra
5. [SHOW IF Q4E\_1<>1 AND Q4E\_2<>1 AND Q4E\_3<>1]Comparar tiendas en busca de descuentos y ofertas
6. [SHOW IF Q4F\_1<>1 AND Q4F\_2<>1 AND Q4F\_3<>1]Publicar sus propias críticas, calificaciones o comentarios en línea sobre cosas como música, películas, libros o cualquier otro producto o servicio
7. [SHOW IF Q4G\_1<>1 AND Q4G\_2<>1 AND Q4G\_3<>1]Acceder a un sitio de redes sociales (por ej. Facebook, Instagram o LinkedIn)
8. [SHOW IF Q4H\_1<>1 AND Q4H\_2<>1 AND Q4H\_3<>1]Obtener información sobre la salud y el estado físico
9. [SHOW IF Q4I\_1<>1 AND Q4I\_2<>1 AND Q4I\_3<>1]Recibir noticias y otras informaciones
10. [SHOW IF Q4J\_1<>1 AND Q4J\_2<>1 AND Q4J\_3<>1]Realizar transacciones bancarias o financieras
11. [SHOW IF Q4K\_1<>1 AND Q4K\_2<>1 AND Q4K\_3<>1]Obtener indicaciones o información de tráfico
12. [SHOW IF Q4L\_1<>1 AND Q4L\_2<>1 AND Q4L\_3<>1]Descargar o comprar una "app"
13. [SHOW IF Q4M\_1<>1 AND Q4M\_2<>1 AND Q4M\_3<>1]Ver videos o programas en sitios como Hulu o Netflix
14. [SHOW IF Q4N\_1<>1 AND Q4N\_2<>1 AND Q4N\_3<>1]Ver los tutoriales "Cómo hacer" para aprender algo nuevo (por ej. YouTube)
15. [SHOW IF Q4O\_1<>1 AND Q4O\_2<>1 AND Q4O\_3<>1]Chatear por video o consultar al médico u otro profesional médico, hacer citas médicas, solicitar recetas médicas o recibir consejos personales de salud.
16. [SHOW IF Q4P\_1<>1 AND Q4P\_2<>1 AND Q4P\_3<>1]Hacer un seguimiento de su salud o estado físico a través de aplicaciones o sitios web (por ej. Apple Health o MyFitnessPal)
17. [SHOW IF Q4Q\_1<>1 AND Q4Q\_2<>1 AND Q4Q\_3<>1]Usar un asistente del hogar (por ej. Amazon Echo/ Alexa, Google Home)
18. [SHOW IF Q4R\_1<>1 AND Q4R\_2<>1 AND Q4R\_3<>1]Pedir provisiones para recoger o con entrega a domicilio
19. [SHOW IF Q4S\_1<>1 AND Q4S\_2<>1 AND Q4S\_3<>1]Ver videos de medios sociales en tiempo real (por ej. Facebook Live)
20. [SHOW IF Q4T\_1<>1 AND Q4T\_2<>1 AND Q4T\_3<>1]Tomar cursos de educación en línea para obtener certificados o títulos (por ej. la Universidad de Phoenix)
21. [SHOW IF Q4U\_1<>1 AND Q4U\_2<>1 AND Q4U\_3<>1]Tomar clases de aprendizaje en línea o tutoriales "Cómo hacer" (por ej. CEMAs, LinkedIn Learning/Lynda.com)
22. [SHOW IF Q4V\_1<>1 AND Q4V\_2<>1 AND Q4V\_3<>1]Solicitar transporte para un viaje a través de una aplicación (por ej. Uber, Lyft)
23. [SHOW IF Q4AW\_1<>1 AND Q4W\_2<>1 AND Q4W\_3<>1]Gestionar o supervisar la tecnología inteligente domiciliaria /seguridad del hogar (por ej. termostato inteligente, Nest, Ring, SimpliSafe)
24. [SHOW IF Q4X\_1<>1 AND Q4X\_2<>1 AND Q4X\_3<>1]Asistir a un evento virtual en vivo (por ej. un concierto o una clase de acondicionamiento físico)
25. [SHOW IF Q4Y\_1<>1 AND Q4Y\_2<>1 AND Q4Y\_3<>1]Participar en un voluntariado virtual o a distancia

26. [SHOW IF Q4Z\_1<>1 AND Q4Z\_2<>1 AND Q4Z\_3<>1] Chatear por video con amigos o familiares
27. [SHOW IF Q4AA\_1<>1 AND Q4AA\_2<>1 AND Q4AA\_3<>1]Acceder a su trabajo o realizar tareas relacionadas con el mismo
29. [SHOW IF Q4BB\_1<>1 AND Q4BB\_2<>1 AND Q4BB\_3<>1]Acceder a clases de fitness en directo o a la carta (p. ej., clases de Pelotón)
30. [SHOW IF Q4CC\_1<>1 AND Q4CC\_2<>1 AND Q4CC\_3<>1]Pedir comida a domicilio de un restaurante (p. ej. Grubhub, DoorDash)
31. [SHOW IF Q4DD\_1<>1 AND Q4DD\_2<>1 AND Q4DD\_3<>1]Buscar un empleo
32. [SHOW IF Q4EE\_1<>1 AND Q4EE\_2<>1 AND Q4EE\_3<>1] Escuchar un podcast
28. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]
33. Ninguna de las anteriores [ANCHOR] [SP]

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## PASSIONS

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[SP] [PROMPT]

Q50.

Now, thinking about the past year, did you pursue any passion or interest, or build a skill that was supported or encouraged through the use of technology?

Ahora, pensando en el año pasado, ¿ha perseguido alguna pasión o interés, o desarrollado alguna habilidad que haya sido apoyada o fomentada a través del uso de la tecnología?

[SPACE]

For example, did you start a healthy eating plan for which you tracked your food intake on an app, or did you want to learn more about a topic so you began to stream documentaries on the subject, or did you wish to take up a hobby and started taking online lessons?

Por ejemplo, ¿empezó un plan de alimentación saludable por el que hizo un seguimiento de su ingesta de alimentos en una aplicación, o quiso aprender más sobre un tema, por lo que empezó a ver documentales sobre el mismo, o quiso dedicarse a un hobby y empezó a tomar clases online?

[SPACE]

It could be anything you have a passion for that technology helped play a role in supporting it.

Puede tratarse de cualquier cosa que lo apasione y que la tecnología haya contribuido en apoyarla.

### CAWI RESPONSE OPTIONS:

1. Yes (Please specify the passion(s) you pursued: TEXTBOX
  2. No, none that were supported by technology
  3. No, I did not pursue any passions in the past year
- 
1. Sí. (Especifique la(s) pasión(pasiones ) que persiguió: TEXTBOX
  2. No, ninguna que haya sido apoyado por la tecnología
  3. No, no perseguí ninguna pasión en el último año

### CATI RESPONSE OPTIONS:

1. Yes (Please specify the passion(s) you pursued: TEXTBOX
  2. No, none that were supported by technology
  3. No, you did not pursue any passions in the past year
- 
1. Sí (Especifique la(s) pasión(pasiones ) que persiguió: TEXTBOX

2. No, ninguna que haya sido apoyado por la tecnología
3. No, no persiguió ninguna pasión en el último año

[ASK IF Q50=1]

[MP] [PROMPT]

Q51.

In which of the following ways was the passion(s) you pursued last year supported by technology?

¿De cuál de las siguientes maneras la (s) pasión (es) que persiguió el año pasado estuvo/estuvieron apoyada(s) por la tecnología?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS, RANDOMIZE:

1. Used an app
  2. Streamed content (e.g. documentaries)
  3. Watched videos (e.g. YouTube)
  4. Engaged in social media (e.g. joined an online group, followed a specific person or brand)
  5. Took an online course
  6. Participated in an online webinar
  7. Tracked [CAWI: my CATI: your] progress using online tools (e.g. Excel, Google Sheets)
  8. Listened to podcasts
  9. Attended a live online event (e.g. Ted Talks)
  10. Bought supplies online (e.g. painting, photography)
  11. Searched the internet for 'how-to' (e.g. How to make sourdough bread)
  12. Other (Specify) [TEXTBOX]
- 
1. Utilizó una aplicación
  2. Contenidos en streaming (por ejemplo, documentales)
  3. Videos que vio (p. ej., en YouTube)
  4. Participó en las redes sociales (por ejemplo, se unió a un grupo online, siguió a una persona o marca específica)
  5. Tomó un curso en línea
  6. Participó en un seminario web online
  7. Segui/Siguió [CAWI: mi CATI: su] progreso usando herramientas online (e.g. Excel, Google Sheets)
  8. Escuchó podcasts
  9. Asistió a un evento en directo online (p. ej., Ted Talks)
  10. Compró suministros online (p. ej., pintura, fotografía)
  11. Buscó en la Internet "cómo" (p. ej., Cómo hacer pan de masa madre)
  12. Otro (Especifique) [TEXTBOX]



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[ASK IF Q50=1, IF Q50=2,3 AUTOPUNCH 0]

[NUMBOX] [PROMPT]

Q52.

And thinking about all of your purchases in the past 12 months <u>related to your tech-enabled passions</u> (September 2020 – September 2021), approximately, how much did you spend in total? Please include all course fees, subscriptions, tools, or supplies. Your best estimate is fine.

Y pensando en todas sus compras de los últimos 12 meses <u>relacionadas con sus pasiones tecnológicas</u> (desde septiembre de 2020 a septiembre de 2021), aproximadamente, cuánto gastó en total?

Incluya todas las matrículas de los cursos, suscripciones, herramientas o suministros. Su mejor estimación es suficiente.

[\$[NUMBOX, RANGE: 0:999999] Total Past 12 Month Tech Spend

[\$[NUMBOX, RANGE: 0:999999] Total de gastos en tecnología en los últimos 12 meses

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## NEW TECH

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[GRID; SP] [PROMPT]

Q40.

You're doing great, we're almost done!

Lo está haciendo muy bien, ¡casi hemos terminado!

[SPACE]

Now please indicate your level of familiarity and interest in the use of home safety technology devices.

Indique ahora su nivel de familiaridad e interés en el uso de dispositivos tecnológicos de seguridad en el hogar.

[CATI] **TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.**

### GRID ITEMS, RANDOMIZE:

- A. Sensors placed throughout your home to detect if someone falls and, if so, calls for emergency help
- B. Small electronic devices that can turn off appliances (e.g. stove) when not in use, turn lights on and off as needed, regulate the temperature
- C. An electronic system that lets a family member or friend know if you are okay, or if your daily routine changes suggesting you might need help (e.g. getting out of bed as usual)
- D. An alarm that could tell you when a door or window (in your home) has been opened or closed when not expected
- E. A device that enables you to see who is at your front door/driveway
- F. A device for monitoring in-home location of an older adult when you are not present
- G. A smart, robotic device for companionship, entertainment or wellness (e.g. robotic cat)

- A. Sensores colocados en toda la casa para detectar si alguien se cae y, en ese caso, pedir ayuda de emergencia
- B. Pequeños dispositivos electrónicos que puedan apagar los aparatos (p. ej., la estufa) cuando no se utilicen, encender y apagar las luces según sea necesario, regular la temperatura

- C. Un sistema electrónico que permite a un familiar o amigo saber si se encuentra bien, o si su rutina diaria cambia sugiriendo que podría necesitar ayuda (por ejemplo, levantarse de la cama como de costumbre)
- D. Una alarma que podría indicarle cuando una puerta o ventana (de su casa) se ha abierto o cerrado cuando no se esperaba
- E. Un dispositivo que le permite ver quién está en la puerta de su casa o en el camino de entrada
- F. Un dispositivo para vigilar la ubicación en casa de un adulto mayor cuando usted no está presente
- G. Un dispositivo inteligente y robótico para compañía, entretenimiento o bienestar (por ejemplo, un gato robótico)

#### CAWI RESPONSE OPTIONS:

- 1. I currently use them
  - 2. I am aware of them and interested in using them
  - 3. I am aware of them but not interested in using them
  - 4. I am not aware of this technology
- 
- 1. Actualmente los uso
  - 2. Yo estoy al tanto de ellos y estoy interesado/a en utilizarlos
  - 3. Yo estoy al tanto de ellos pero no me interesa utilizarlos
  - 4. No conozco esta tecnología

#### CATI RESPONSE OPTIONS:

- 1. You currently use them
  - 2. You are aware of them and interested in using them
  - 3. You are aware of them but not interested in using them
  - 4. You are not aware of this technology
- 
- 1. Actualmente los usa
  - 2. Usted está al tanto de ellos y está interesado/a en utilizarlos
  - 3. Usted está al tanto de ellos pero no le interesa utilizarlos
  - 4. No conoce esta tecnología

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#### [SP] [PROMPT]

##### Q41.

And what is your level of engagement and/or interest in using technology for the betterment of your mental health? For example, using apps on your phone for meditation guidance or a mental time out (e.g. The Calm App), or assisting with depression (e.g. Mood Kit), or addressing bad habits (e.g. Quit That!).

¿Y cuál es su nivel de compromiso y/o interés en utilizar la tecnología para mejorar su salud mental? Por ejemplo, usar aplicaciones en su teléfono como guía de meditación o un descanso mental (por ejemplo, la aplicación Calm), o ayudar con la depresión (p. ej., Mood Kit), o abordar los malos hábitos (p. ej., Quit That!).

#### CAWI RESPONSE OPTIONS:

- 1. I currently use them
- 2. I am aware of them and interested in using them

3. I am aware of them but not interested in using them
4. I was not aware of this technology

1. Actualmente los uso
2. Yo estoy al tanto de ellos y estoy interesado/a en utilizarlos
3. Yo estoy al tanto de ellos pero no me interesa utilizarlos
4. Yo no conocía esta tecnología

CATI RESPONSE OPTIONS:

1. You currently use them
2. You are aware of them and interested in using them
3. You are aware of them but not interested in using them
4. You were not aware of this technology

1. Actualmente los usa
2. Usted está al tanto de ellos y está interesado/a en utilizarlos
3. Usted está al tanto de ellos pero no le interesa utilizarlos
4. Usted no conocía esta tecnología

[SHOW IF Q3\_H=2-7]

[MP] [PROMPT]

Q42.

Earlier you mentioned using a home assistant such as an Amazon Echo/Alexa, or Google Home. What types of things do you use your home assistant for?

Antes mencionó el uso de un asistente doméstico como un Amazon Echo/Alexa, o Google Home. ¿Para qué utiliza su asistente doméstico?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Play music
2. Set an alarm/timer
3. Check the weather/traffic
4. Get news/sports
5. Ask a question (e.g. what day is Labor Day in 2021)
6. Control the thermostat
7. Control lights
8. Control locks
9. Shopping/make a purchase
10. Virtual companion (e.g. chatting with the device Alexa, Let's Chat!)
11. Listen to podcasts
12. Access/manage [CAWI: my CATI: your] calendar
13. Call someone

14. Play a game/trivia
15. Chat with family or friends
16. Track/manage [CAWI: my CATI: your] health (medication reminders)
17. Cooking instructions/find a recipe
18. Control the TV or remote control
19. Run a routine of tasks to manage the day
20. Other, please specify:[TEXTBOX][ANCHOR]

1. Poner música
2. Programar una alarma/temporizador
3. Ver el clima/tráfico
4. Obtener noticias/deportes
5. Hacer una pregunta (por ejemplo, qué día es el Día del Trabajo en 2021)
6. Controlar el termostato
7. Controlar las luces
8. Controlar las cerraduras
9. Comprar/hacer una compra
10. Acompañante virtual (por ejemplo, chatear con el dispositivo Alexa, Let's Chat!)
11. Escuchar los podcasts
12. Acceder/gestionar mi calendario
13. Llamar a alguien
14. Jugar un juego/trivia
15. Chatear con familiares o amigos
16. Seguir/gestionar [CAWI: mi CATI: su] salud (recordatorios de medicamentos)
17. Instrucciones de cocina/encontrar una receta
18. Controlar la TV o el control remoto
19. Llevar una rutina de tareas para gestionar el día
20. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]

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[MP SELECT UP TO 3] [PROMPT]

Q43.

Still thinking about advancements in technology, which of the following are you most interested in taking advantage of now or when they become available?

Siguiendo con los avances tecnológicos, ¿cuál de los siguientes está más interesado/a en aprovechar ahora o cuando estén disponibles?

[SPACE]

CAWI:<i><unbold>Please select <u>your top 3</u>.</i><remove unbold>

CATI: <i><unbold>Please tell me <u>your top 3</u>.</i><remove unbold>

CAWI:<i><unbold> Seleccione <u>los 3 principales para usted</u>.</i><remove unbold>

CATI: <i><unbold> Dígame cuáles son <u>los 3 principales para usted</u>.</i><remove unbold>

[SPACE]

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Driverless cars
2. Companion robots

3. Clothing that responds to your body and environment and keeps you warm or cool
4. Exoskeleton devices that support, cover, or protect your body and provide strength
5. In-home devices such as smart toilets that provide diagnostic testing for health conditions such as cancer or diabetes
6. Automated tracking of health measures from daily objects like toothbrushes, socks, etc.
7. Automated yard maintenance or house cleaning (robotic vacuums or robotic lawn mowers)
8. Robotic or self-checkout shopping carts
9. Delivery drones
10. Augmented Reality eyewear (smart glasses that play music, take photos, or overlay information/animation in real time)
11. None of the above **[EXCLUSIVE]**

1. Automóviles sin conductor
2. Robots acompañantes
3. Ropa que responda a su cuerpo y a su entorno y lo mantenga abrigado o fresco
4. Dispositivos de exoesqueleto que sostengan, cubran o protejan el cuerpo y proporcionen fuerza
5. Dispositivos domésticos, como los inodoros inteligentes, que permitan realizar pruebas de diagnóstico de enfermedades como el cáncer o la diabetes
6. Seguimiento automatizado de las medidas de salud de objetos cotidianos como cepillos de dientes, calcetas, etc.
7. Mantenimiento automatizado del jardín o de la casa (aspiradoras o cortacéspedes robotizados)
8. Carros de compra robotizados o con autofacturación
9. Drones de reparto
10. Anteojos de realidad aumentada (anteojos inteligentes que reproduzcan música, tomen fotos o superpongan información/animación en tiempo real)
11. Ninguna de las anteriores **[EXCLUSIVE]**

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## TECHNOLOGY BARRIERS

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**[SP] [PROMPT]**

Q28.

Which of the following best describes how you engage with new technology?

¿Cuál de los siguientes describe mejor la forma en que se involucra con la nueva tecnología?

### RESPONSE OPTIONS:

1. Early adopter, first to try it
  2. Usually try it after it's been around for a while
  3. One of the last to try it
- 
1. Adoptarla rápidamente, el primero en probarla
  2. Por lo general, la prueba después de que ha estado por un tiempo
  3. Uno de los últimos en probarla
-

[SP] [PROMPT]

Q54.

Do you feel like technology today is being designed with people of all ages in mind?

¿Cree que la tecnología actual se diseña pensando en personas de todas las edades?

RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

---

[SHOW IF Q54=2]

[TEXTBOX] [PROMPT]

Q55.

Where do you feel the design of technology today is falling short?

¿Dónde cree que se está quedando corto el diseño de la tecnología actual?

[LARGE TEXTBOX]

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TECH SPEND

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[MP] [PROMPT]

Q30.

Which specific technology products did you purchase in the past year (September 2020 – September 2021), for yourself and/or your household?

¿Qué productos tecnológicos específicos compró el año pasado (septiembre de 2020 - septiembre de 2021), para usted y/o su hogar?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Desktop computer
2. Laptop computer or Netbook
3. Smartphone (e.g. iPhone, Android, Blackberry)
4. E-reader (e.g. Kindle, Nook)
5. Tablet (e.g. iPad)
6. Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
7. Home assistant (e.g. Amazon Echo/Alexa, or Google Home)

8. Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
9. Gaming system
10. Home audio equipment (e.g. Sonos)
11. Digital camera
12. Smart TV
13. Virtual reality (VR) device
14. Bluetooth headset/ear buds (e.g. AirPods)
15. Home health and safety device (e.g. emergency alert systems, medication manager)
16. GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
19. Smart home cleaning device (e.g. Roomba, self-cleaning litter box)
20. Digital connected fitness equipment (e.g. Peloton, Mirror)
21. Smartphone accessories (e.g. charger, case)
17. Other, please specify: [TEXTBOX][ANCHOR]
18. No tech purchases made in the past year [SP][ANCHOR]

1. Computadora de escritorio
2. Computador portátil o Netbook
3. Teléfono inteligente (por ej. iPhone, Android, Blackberry)
4. Lector de libros digitales (por ej. Kindle, Nook)
5. Tableta (por ej. iPad)
6. Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
7. Asistente del hogar (por ej. Amazon Echo/Alexa, o Google Home)
8. Tecnología inteligente domiciliar /seguridad (por ej. un termostato inteligente, Nest, Ring, SimpliSafe)
9. Sistema de juego
10. Equipo de audio hogareño (por ej. Sonos)
11. Cámara digital
12. TV inteligente
13. Dispositivo de realidad virtual (RV)
14. Auriculares Bluetooth o auriculares de botón (por ej. AirPods)
15. Dispositivo de seguridad y salud en el hogar (por ej. sistemas de alerta de emergencia, administrador de medicamentos)
16. Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
19. Dispositivo inteligente de limpieza del hogar (por ejemplo, Roomba, caja de arena autolimpiable)
20. Equipos digitales de fitness conectados (p. ej., Pelotón, Mirror)
21. Accesorios para teléfonos inteligentes (por ejemplo, cargador, funda)
17. Otro - por favor, especifíquelo: [TEXTBOX][ANCHOR]
18. No realizó ninguna compra de tecnología el año pasado [SP][ANCHOR]

---

[SHOW IF ANY Q30\_1-Q30\_17,Q30\_19-Q30\_21=1; IF Q30\_18=1 AUTOCODE Q31=0]  
 [NUMBOX] [PROMPT]  
 Q31.

And thinking about all of the different tech items you purchased in the past 12 months (September 2020 – September 2021), approximately, how much did you spend in total?

Y pensando en todos los diferentes artículos tecnológicos que ha adquirido en los últimos 12 meses (desde septiembre de 2020 a septiembre de 2021), aproximadamente, ¿cuánto ha gastado en total?

[SPACE]

Please include all TVs, cell phones, laptops, tablets, virtual reality equipment, smart home technology/security, etc. Your best estimate is fine.

Incluya todos los televisores, teléfonos móviles, portátiles, tabletas, equipos de realidad virtual, tecnología inteligente para el hogar/seguridad, etc. Su mejor estimación es suficiente.

\$[NUMBOX] Total Past 12 Month Tech Spend [ALLOWABLE RANGE 0-999999]

\$[NUMBOX] Total de gastos en tecnología en los últimos 12 meses [ALLOWABLE RANGE 0-999999]

---

## PRIVACY

---

[SHOW IF Q3A=2-7 OR Q3B=2-7 OR Q3C=2-7]

[SP] [PROMPT]

Q34.

Now, switching gears, how confident are you that the things you do online when you are using a wireless device such as a laptop, smartphone, or tablet are private and will not be used or seen by others without your permission?

Ahora, cambiando de tema, ¿cuánta confianza tiene en que las cosas que hace en línea cuando usa un dispositivo inalámbrico como un computador portátil, un teléfono inteligente o una tableta son privadas y no serán usadas o vistas por otros sin su permiso?

### RESPONSE OPTIONS:

1. Extremely confident
2. Very confident
3. Somewhat confident
4. Not very confident
5. Not at all confident

1. Extremadamente confiado/a
2. Muy confiado/a
3. Algo confiado/a
4. No muy confiado/a
5. Nada confiado/a

---

[SHOW IF Q3I=2-7]

[SP] [PROMPT]

Q35.

How confident are you that the information given to or received from your home assistant/smart home devices (e.g. Google Home, Nest, Ring, Amazon Echo) are private and will not be used or seen by others without your permission?



¿Cuánta confianza tiene en que la información dada o recibida de su asistente domiciliario/aparatos inteligentes para el hogar (por ej. Google Home, Nest, Ring, Amazon Echo) es privada y no será utilizada o vista por otros sin su permiso?

[SPACE]

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS:

1. Extremely confident
2. Very confident
3. Somewhat confident
4. Not very confident
5. Not at all confident

1. Extremadamente confiado/a
2. Muy confiado/a
3. Algo confiado/a
4. No muy confiado/a
5. Nada confiado/a

---

[PROMPT]

[SP;SP; Q45A & Q45B SHOWN ON SAME SCREEN]

Q45.

To the best of your knowledge, since January 2021, have you ever...

A su leal saber y entender, desde enero de 2021,...

- A. Contacted a business or service provider to opt-out or request deletion of your personal data?
- A. ¿Se ha puesto en contacto con una empresa o proveedor de servicios para excluirse o solicitar la eliminación de sus datos personales?

RESPONSE OPTIONS:

1. Yes
2. No
3. Don't recall

1. Sí
2. No
3. No recuerda

- B. Limited a business or service provider's access to your data without your opt-in permission (e.g. denied permission to track activity)?
- B. ¿Ha limitado el acceso de una empresa o proveedor de servicios a sus datos sin su permiso (p. ej., denegando el permiso para rastrear la actividad)?

RESPONSE OPTIONS:

1. Yes
2. No
3. Don't recall

1. Sí
2. No
3. No recuerda

---

## DEMOS

---

[DISPLAY]  
DEMOFINISH.

Thank you for all of that feedback. We just have a few final questions for classification purposes only.  
Gracias por todos esos comentarios. Solo unas preguntas más para terminar con fines de clasificación.

---

[SP] [PROMPT]  
D6.

Are you currently providing unpaid care or assistance to an adult friend or family member who needs assistance due to aging, a disability, or a health-related issue?

¿Proporciona actualmente cuidados o asistencia no remunerados a un amigo o familiar adulto que necesita ayuda debido a su edad avanzada, a una discapacidad, o a un problema de salud?

[SPACE]

By care or assistance, we are referring to providing help with activities (such as bath/dressing, grocery shopping, housekeeping, meal preparation, providing transportation to medical appointments, managing medications, help with bill-paying or managing their finances, arranging for outside services, etc.) for someone who needs assistance due to aging, a disability, or a health-related issue.

Por cuidados o asistencia, nos referimos a la ayuda en actividades (como bañarse/vestirse, hacer las compras, limpiar la casa, preparar la comida, facilitar el transporte a las citas médicas, gestionar la medicación, ayudar a pagar las facturas o a administrar sus finanzas, organizar servicios externos, etc.) para alguien que necesita ayuda debido a su edad avanzada, a una discapacidad o a un problema de salud.

### RESPONSE OPTIONS:

1. Yes, currently
2. Yes, within the past year
3. No

1. Sí, actualmente
2. Sí, en el último año
3. No

---

[MP] [PROMPT]  
D1.

Which of the following organizations are you currently a member of?

¿A cuál de las siguientes organizaciones es usted actualmente miembro de? [SPACE]

CAWI: <i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI: <i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

CAWI RESPONSE OPTIONS, RANDOMIZE:

1. AARP
2. AAA ("Triple A")
3. USAA
4. Costco
5. Amazon Prime
6. None of the above[SP][ANCHOR]

1. AARP
2. AAA ("Triple A")
3. USAA
4. Costco
5. Amazon Prime
6. Ninguna de las anteriores[SP][ANCHOR]

CATI RESPONSE OPTIONS, RANDOMIZE:

1. AARP – TI READ AS a-a-r-p
2. AAA – TI READ AS triple a
3. USAA – TI READ AS u-s-a-a
4. Costco
5. Amazon Prime
6. None of the above[SP][ANCHOR]

1. AARP – TI READ AS a-a-r-p
2. AAA – TI READ AS triple a
3. USAA – TI READ AS u-s-a-a
4. Costco
5. Amazon Prime
6. Ninguna de las anteriores[SP][ANCHOR]

---

[SHOW IF D1<>1]

[SP] [PROMPT]

D2.

CAWI: Have you <u>ever</u> been a member of AARP?

CATI: Have you <u>ever</u> been a member of AARP – TI READ AS a-a-r-p?

CAWI: ¿Ha usted <u>alguna vez</u> sido un miembro de AARP?

CATI: ¿Ha usted <u>alguna vez</u> sido un miembro de AARP? – TI READ AS a-a-r-p?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. SÍ
  2. NO
- 

[SP] [PROMPT]

D3.

Do you have any children under the age of 18 living in your household?

¿Tiene algún/alguna hijo/a menor de 18 años viviendo en su casa?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. SÍ
  2. NO
- 

[SP] [PROMPT]

D4.

Do you have any grandchildren?

¿Tiene algún/ alguna nieto/a?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. SÍ
  2. NO
- 

[SHOW IF PANEL\_TYPE>=20]

[SP] [FORCE RESPONSE]

MARITAL2.

Are you ...

¿Diría que usted está ...

RESPONSE OPTIONS:

1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married
6. Living with partner

1. Casado/a
2. Viudo/a
3. Divorciado/a
4. Separado/a
5. Nunca casado/a
6. Vive con su pareja

[COMPUTE MARITAL=MARITAL2]

---

[SHOW IF PANEL\_TYPE>=20]

[SP] [FORCE RESPONSE]

EDUCAT.

What is the highest level of school you have completed?

¿Cuál es el nivel más alto de escuela que usted ha completado?

RESPONSE OPTIONS:

1. No formal education
2. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> grade
3. 5<sup>th</sup> or 6<sup>th</sup> grade
4. 7<sup>th</sup> or 8<sup>th</sup> grade
5. 9<sup>th</sup> grade
6. 10<sup>th</sup> grade
7. 11<sup>th</sup> grade
8. 12<sup>th</sup> grade – NO DIPLOMA
9. High school graduate – high school diploma or the equivalent (GED)
10. Some college, no degree
11. Associate degree
12. Bachelor's degree
13. Master's degree
14. Professional or Doctorate degree

1. Educación informal
2. 1º, 2º, 3º, o 4º grado
3. 5º o 6º grado
4. 7º o 8º grado

5. 9º grado
6. 10º grado
7. 11º grado
8. 12º grado - SIN DIPLOMA
9. Graduado de escuela secundaria –diploma de secundaria o su equivalente (GED)
10. Cierta grado de Universidad, ningún título
11. Título de asociado
12. Licenciatura
13. Maestría
14. Profesional o Doctorado

[COMPUTE EDUC=EDUCAT]

---

[SHOW IF PANEL\_TYPE>=20]  
 [SP] [FORCE RESPONSE]  
 EMPLOY2.

Which statement best describes your current employment status?

¿Qué afirmación describe mejor su situación laboral actual?

**RESPONSE OPTIONS:**

1. Working – as a paid employee
  2. Working – self-employed
  3. Not working – on temporary layoff from a job
  4. Not working – looking for work
  5. Not working – retired
  6. Not working – disabled
  7. Not working – other
- 
1. Empleado – Como empleado asalariado
  2. Empleado – trabajador/a independiente
  3. Desempleado – En despido temporal de un trabajo
  4. Desempleado – buscando empleo
  5. Desempleado – Jubilado/a
  6. Desempleado – Discapacitado/a
  7. Desempleado – otro

[COMPUTE EMPLOY=EMPLOY2]

---

[SHOW IF PANEL\_TYPE>=20]  
 [SP] [FORCE RESPONSE]

[CUSTOM PROMPT Information about your household income is very important. We greatly appreciate your response and will keep your answer confidential.]

[CUSTOM PROMPT La información sobre los ingresos de su hogar es muy importante. Apreciamos mucho su respuesta y se mantendrá confidencial.]

INCOME2.

Was your total HOUSEHOLD income in [CURRENTYEAR-1]...

¿Fue el ingreso total de su HOGAR en [CURRENTYEAR-1]...

RESPONSE OPTIONS:

1. Less than \$5,000
2. \$5,000 to \$9,999
3. \$10,000 to \$14,999
4. \$15,000 to \$19,999
5. \$20,000 to \$24,999
6. \$25,000 to \$29,999
7. \$30,000 to \$34,999
8. \$35,000 to \$39,999
9. \$40,000 to \$49,999
10. \$50,000 to \$59,999
11. \$60,000 to \$74,999
12. \$75,000 to \$84,999
13. \$85,000 to \$99,999
14. \$100,000 to \$124,999
15. \$125,000 to \$149,999
16. \$150,000 to \$174,999
17. \$175,000 to \$199,999
18. \$200,000 or more

1. Menos de \$5,000
2. \$5.000 a \$9.999
3. \$10.000 a \$14.999
4. \$15.000 a \$19.999
5. \$20.000 a \$24.999
6. \$25.000 a \$29.999
7. \$30.000 a \$34.999
8. \$35.000 a \$39.999
9. \$40.000 a \$49.999
10. \$50.000 a \$59.999
11. \$60.000 a \$74.999
12. \$75.000 a \$84.999
13. \$85.000 a \$99.999
14. \$100.000 a \$124.999
15. \$125.000 a \$149.999
16. \$150.000 a \$174.999
17. \$175.000 a \$199.999
18. \$200.000 o más

[COMPUTE S\_INCOME=INCOME2]

IF INCOME2=1-6      S\_HHINC4=1  
IF INCOME2=7-10    S\_HHINC4=2  
IF INCOME2=11-13   S\_HHINC4=3  
IF INCOME2=14-18   S\_HHINC4=4

IF INCOME2=1-2      S\_HHINC9=1  
IF INCOME2=3-4      S\_HHINC9=2  
IF INCOME2=5-6      S\_HHINC9=3

IF INCOME2=7-8      S\_HHINC9=4  
IF INCOME2=9              S\_HHINC9=5  
IF INCOME2=10-11    S\_HHINC9=6  
IF INCOME2=12-13    S\_HHINC9=7  
IF INCOME2=14-15    S\_HHINC9=8  
IF INCOME2=16-18    S\_HHINC9=9

---

[SHOW IF PANEL\_TYPE>=20]

[FORCE RESPONSE]

[SP]

HHSIZE1.

Tell us a little about your household. Including yourself, how many persons currently live in your household at least 50 percent of the time? Please include any children as well as adults.

Cuéntenos un poco sobre su casa. Incluyéndose a sí mismo, ¿cuántas personas viven actualmente en su casa al menos el 50 por ciento del tiempo? Por favor incluya niños y adultos.

RESPONSE OPTIONS:

1. One person, I live by myself
2. Two persons
3. Three persons
4. Four persons
5. Five persons
6. Six or more persons

1. Una persona, vivo solo
2. Dos personas
3. Tres personas
4. Cuatro personas
5. Cinco personas
6. Seis o más personas

[COMPUTE S\_HHSIZE1=HHSIZE]

---

[SHOW IF HHSIZE1>1]

[FORCE RESPONSE]

[NUMBOXES]

Please tell us how many persons currently living in your household, including yourself, are...

Díganos cuantas personas viven actualmente en su hogar, incluyendose a usted, hay...

HH01S. \_\_\_\_ 0-1 years old  
HH25S. \_\_\_\_ 2-5 years old  
HH612S. \_\_\_\_ 6-12 years old  
HH1317S. \_\_\_\_ 13-17 years old  
HH18OVS. \_\_\_\_ 18 years old or older  
HHtotal. \_\_\_\_ Total household members

HH01S. \_\_\_\_ 0-1 años



HH25S. \_\_\_\_ 2-5 años  
HH612S. \_\_\_\_ 6-12 años  
HH1317S. \_\_\_\_ 13-17 años  
HH18OVS. \_\_\_\_ 18 años o más  
HHtotal. \_\_\_\_ Total de miembros del hogar

HHtotal SHOULD SHOW AUTO-SUM OF HH01S-H18OVS  
DO NOT ALLOW R TO CONTINUE IN SURVEY IF HHtotal<HHSIZE1

COMPUTE    HH01=HH01S .  
COMPUTE    HH25=HH25S .  
COMPUTE    HH612=HH612S .  
COMPUTE    HH1317=HH1317S .  
COMPUTE    HH18OV=HH18OVS .  
  
COMPUTE    HHMINORS=sum(HH01, HH25, HH612, HH1317)

---

[PROMPT]

[SP]

D5.

Which of the following best describes the area of your primary residence?

¿Cuál de las siguientes describe mejor el área de su residencia principal?

RESPONSE OPTIONS:

1. Urban
2. Suburban
3. Rural
  
1. Urbana
2. Suburbana
3. Rural

---

[SHOW IF S\_RACETH=4 or HISPAN=2-8 ]

[SP] [PROMPT]

QACSLAN1.

Do you speak a language other than English at home?

¿Usted habla un idioma además de inglés en casa?

CAWI RESPONSE OPTIONS:

1. Yes
2. No
  
1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. SÍ
2. NO

---

[SHOW IF QACSLAN1=1]

[MP] [PROMPT]

QACSLAN2.

What language do you speak at home other than English?

¿Qué idioma hablan en casa aparte del inglés?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS:

1. Spanish
  2. Chinese (any dialect)
  3. Tagalog
  4. Vietnamese
  5. French
  6. German
  7. Another language
- 
1. Español
  2. Chino (cualquier dialecto)
  3. Tagalo
  4. Vietnamita
  5. Francés
  6. Alemán
  7. Otro idioma

---

[SHOW IF QACSLAN1=1]

[SP] [PROMPT]

QACSLAN3.

How well do you speak English?

¿Qué tan bien habla usted Inglés?

RESPONSE OPTIONS:

1. Very well
  2. Well
  3. Not well
  4. Not at all
- 
1. Muy bien

2. Bien
3. No muy bien
4. Para nada bien

PROGRAMMING NOTE 1:

**Create Data-only variable QACSLANG by using the below logic involving responses to QACSLAN1-QACSLAN3**

create numeric variable, qacslang, range [1,3]  
 if qacslan1 = 2 qacslang = 1.  
 if qacslan1 = 77,98,99 and (LANGSWITCH=1, 77,98,99, BLANK) qacslang = 1.  
 if qacslan1 = 77,98,99 and (LANGSWITCH=2) qacslang = 3.  
 if qacslan2 = 2-7,77,98,99 and (LANGSWITCH=1,77,98,99, BLANK) qacslang = 1.  
 if qacslan2 = 2-7,77,98,99 and (LANGSWITCH=2) qacslang = 3.  
 if qacslan2 = 1 and (qacslan3 =1 or qacslan3 = 2) qacslang = 2.  
 if qacslan2 = 1 and (qacslan3 =3 or qacslan3 = 4) qacslang = 3.  
 if qacslan2 = 1 and (qacslan3 = 77,98,99) and (LANGSWITCH=1,77,98,99, BLANK) qacslang = 2.  
 if qacslan2 = 1 and (qacslan3 = 77,98,99) and (LANGSWITCH=2) qacslang = 3.

PROGRAMMING NOTE 2:

**Data Only [single punch]**

**DOV\_ACSLANG – Language proficiency**

Instructions: **If QACSLANG=1-3 then DOV\_ACSLANG= QACSLANG. If S\_RACETH<>4 OR HISPAN<>2-8 then DOV\_ACSLANG=5**

1. English Proficient
2. Bilingual
3. Spanish Proficient
4. Hispanics who have missing data; re-ask in field
5. Non-Hispanics, not asked

**SAMVAR Definition**

Variable name: XACSLANG [S]

Variable Text: Primary Language

Response list:

1. English Proficient
2. Bilingual
3. Spanish Proficient
4. Hispanics who have missing data; re-ask in field
5. Non-Hispanics, not asked:

---

**[PN: CREATE 'RECONTACT' QUOTAS' FOR THOSE WHO AGREE TO BEING RECONTACTED: n=50 Total]**

**n=10; 18-49**

**n=40; 50+**

---

TERMSORRY.

[CAWI] Thank you for your time today. Unfortunately you are not eligible for this study. We value your opinion and hope that you will participate in future AmeriSpeak surveys. Thank you for your time today. Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Valoramos su opinión y esperamos que usted participe en futuras encuestas AmeriSpeak.

[CAWI] We will redirect you to the AmeriSpeak Member Portal in [n] seconds.

[CAWI] Nosotros lo/la redirigiremos al Portal de Miembros AmeriSpeak en [n] segundos.

[CATI] Thank you for your time today. Unfortunately you are not eligible for this study. Thank you so much for your participation. We will be in touch when your next survey is available. Have a great day/evening.

[CATI] Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Muchas gracias por su participación. Estaremos en contacto cuando su próxima encuesta esté disponible. ¡Qué tenga un buen día/tarde!

[[CATI] , ONLY OFFER THIS IF PROMPTED BY RESPONDENT: I mentioned earlier that we would complete the survey if you were eligible, and it appears that you are not for this particular survey. We appreciate your time and will be in touch with your next survey soon.]

[[CATI] ONLY OFFER THIS IF PROMPTED BY RESPONDENT: Mencioné anteriormente que completáramos la encuesta si usted era elegible, y al parecer usted no lo es para esta encuesta en particular. Le agradecemos por su tiempo y pronto estaremos en contacto con su próxima encuesta.]

[SET QUAL=2 “Not Qualified” and END INTERVIEW, no incentive given]

[REMOVE “PREVIOUS” BUTTON FROM PAGE]

[CAWI NO BACK – remove “Previous” button]

CAWI auto-redirect to MEMBER PORTAL in 10 seconds, display remaining number of seconds in [n]

---

RE-COMPUTE QUAL=1 “COMPLETE”

SET CO\_DATE, CO\_TIME, CO\_TIMER VALUES HERE

CREATE MODE\_END

1=CATI

2=CAWI

---

SCRIPTING NOTES: PUT QFINAL1, QFINAL2, QFINAL3 in the same screen.

[SINGLE CHOICE]

QFINAL1.

Thank you for your time today. To help us improve the experience of AmeriSpeak members like yourself, please give us feedback on this survey.

Gracias por su tiempo hoy. Para ayudarnos a mejorar la experiencia de los miembros de AmeriSpeak como usted, por favor envíenos sus comentarios sobre esta encuesta.

[RED TEXT – CAWI ONLY] If you do not have any feedback for us today, please click “Continue” through to the end of the survey so we can make sure your opinions are counted and for you to receive your AmeriPoints reward.

[RED TEXT – CAWI ONLY] Si usted no tiene ningún comentario para nosotros hoy, por favor haga clic en "Continuar" hasta el final de la encuesta para que podamos contar sus opiniones y para que usted pueda recibir su recompensa de AmeriPoints.

Please rate this survey overall from 1 to 7 where 1 is Poor and 7 is Excellent.

Por favor califique esta encuesta en términos generales del 1 al 7, siendo 1 Pobre y 7 Excelente.

Poor						Excellent
1	2	3	4	5	6	7

Pobre						Excelente
1	2	3	4	5	6	7

[SINGLE CHOICE – CAWI ONLY]

QFINAL2.

Did you experience any technical issues in completing this survey?

¿Tuvo algún inconveniente técnico al completar esta encuesta?

1. Yes – please tell us more in the next question
2. No

1. Sí - por favor, cuéntenos más en la próxima pregunta
2. No

[TEXT BOX] [CATI version needs “no” option]

QFINAL3.

Do you have any general comments or feedback on this survey you would like to share? If you would like a response from us, please email [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call (888) 326-9424.

QFINAL3. ¿Tiene algún comentario u observación sobre esta encuesta que le gustaría compartir con nosotros? Si desea recibir una respuesta de nosotros, por favor envíe un mail a [ayuda@AmeriSpeak.org](mailto:ayuda@AmeriSpeak.org) o llámenos al (888) 326-9424.

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[DISPLAY]

END.

[CATI version]

Those are all the questions we have. We will add [INCENTWCOMMA] AmeriPoints to your AmeriPoints balance for completing the survey. If you have any questions at all for us, you can email us at [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call us toll-free at 888-326-9424. Let me repeat that again: email us at [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call us at 888-326-9424. Thank you for participating in our new AmeriSpeak survey!

Esas fueron todas las preguntas. Agregaremos [INCENTWCOMMA] AmeriPoints a su saldo de AmeriPoints por completar la encuesta. Si tiene alguna pregunta, puede enviarnos un correo electrónico a [ayuda@AmeriSpeak.org](mailto:ayuda@AmeriSpeak.org) o llamarnos al número gratuito 888-326-9424. Permítame repetirlo nuevamente: envíenos un correo electrónico a [ayuda@AmeriSpeak.org](mailto:ayuda@AmeriSpeak.org) o llámenos al 888-326-9424. ¡Gracias por participar en nuestra nueva encuesta AmeriSpeak!

[CAWI version]

Those are all the questions we have. We will add [INCENTWCOMMA] AmeriPoints to your AmeriPoints balance for completing the survey. If you have any questions at all for us, you can email us at [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call us toll-free at 888-326-9424. Thank you for participating in our new AmeriSpeak survey!

Esas fueron todas las preguntas. Agregaremos [INCENTWCOMMA] AmeriPoints a su saldo de AmeriPoints por completar la encuesta. Si tiene alguna pregunta, puede enviarnos un correo electrónico a

[ayuda@AmeriSpeak.org](mailto:ayuda@AmeriSpeak.org) o llamarnos al número gratuito 888-326-9424. ¡Gracias por participar en nuestra nueva encuesta AmeriSpeak!

You can close your browser window now if you wish or click Continue below to be redirected to the AmeriSpeak member website.

Ya puede cerrar la ventana de su explorador si lo desea o puede hacer clic en Continuar para ser redireccionado al sitio de usuario de AmeriSpeak.

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[SHOW IF PANEL\_TYPE>=20]  
[DISPLAY]  
CLOSEB.

Those are all the questions we have for you today. Please click “Continue” to be submit your answers.

Esas fueron todas las preguntas por hoy. Por favor haga clic en “Continuar” para ingresar sus respuestas.