STUDY INTRODUCTION

NORC conducted the Tech Study 2022 on behalf of Brittna 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 6th 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 nonprobability 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**

<table>
<thead>
<tr>
<th>Sampled/Invited Panelists</th>
<th>No. Screening Interviews Completed</th>
<th>Screener Completion Rate</th>
<th>No. Panelists Eligible for Interview</th>
<th>Incidence / Eligibility Rate</th>
<th>No. Survey Interviews Completed</th>
<th>Interview Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,019</td>
<td>3,131</td>
<td>28.4%</td>
<td>3,101</td>
<td>99.0%</td>
<td>3,025</td>
<td>97.5%</td>
</tr>
</tbody>
</table>

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%

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

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Dynata Sample Source</th>
<th>Lucid Sample Source</th>
<th>Prodege Sample Source</th>
<th>NORC AmeriSpeak Source</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N Interviews</td>
<td>Row %</td>
<td>N Interviews</td>
<td>Row %</td>
<td>N Interviews</td>
</tr>
<tr>
<td>Ages 18-49</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Ages 50-59</td>
<td>21</td>
<td>15.79%</td>
<td>227</td>
<td>43.24%</td>
<td>48</td>
</tr>
<tr>
<td>Ages 60-69</td>
<td>58</td>
<td>43.61%</td>
<td>181</td>
<td>34.48%</td>
<td>50</td>
</tr>
<tr>
<td>Ages 70+</td>
<td>54</td>
<td>40.60%</td>
<td>117</td>
<td>22.29%</td>
<td>19</td>
</tr>
<tr>
<td>Hispanics Ages 50+</td>
<td>2</td>
<td>1.50%</td>
<td>154</td>
<td>29.33%</td>
<td>3</td>
</tr>
<tr>
<td>African Americans Ages 50+</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>Asian American/Pacific Islander Ages 50+</td>
<td>131</td>
<td>98.50%</td>
<td>371</td>
<td>70.67%</td>
<td>114</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.00%</td>
<td>525</td>
<td>100.00%</td>
<td>117</td>
</tr>
</tbody>
</table>

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.

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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. 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**

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

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


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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 or visit 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 for more information.
APPENDIX A
NORC CARD

Home Tech Study 2022
October 25, 2021

Survey Overview
Study Population: Gen Pop 18+
Sample Units: 11319
Completed Units: 3022
Expected Eligibility Rate: 100%
Observed Eligibility Rate: 99%
Margin of Error: ±4.58 percentage points (pp)
Avg. Design Effect: 2.26
Survey Field Period: September 22, 2021 - October 14, 2021
Median Duration (min): 19
Prepared for: AMP

Panel Outcomes
- Weighted HH Recruitment Rate: 19.1%
- Weighted HH Retention Rate: 75.1%

Survey Outcomes
- Survey Completion Rate: 28.4%
- Survey Completion Rate: 97.5%
- Weighted Cumulative Response Rate: 4%

Benchmark Comparisons

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $29,000</td>
<td>29.0</td>
<td>27.9</td>
<td>15.9</td>
<td>12.0</td>
</tr>
<tr>
<td>$30,000 to $39,999</td>
<td>36.6</td>
<td>36.6</td>
<td>31.8</td>
<td>-4.8</td>
</tr>
<tr>
<td>$40,000 to $124,999</td>
<td>22.1</td>
<td>22.2</td>
<td>28.1</td>
<td>-6.0</td>
</tr>
<tr>
<td>$125,000+</td>
<td>14.3</td>
<td>13.3</td>
<td>27.1</td>
<td>-13.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 49</td>
<td>31.8</td>
<td>33.3</td>
<td>53.3</td>
<td>0.0</td>
</tr>
<tr>
<td>50 - 64</td>
<td>25.7</td>
<td>16.4</td>
<td>16.4</td>
<td>0.0</td>
</tr>
<tr>
<td>65 - 74</td>
<td>22.5</td>
<td>15.5</td>
<td>15.5</td>
<td>0.0</td>
</tr>
<tr>
<td>75 minus</td>
<td>20.2</td>
<td>14.8</td>
<td>14.8</td>
<td>0.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Member Race/Ethnicity</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>40.4</td>
<td>66.9</td>
<td>62.4</td>
<td>-1.5</td>
</tr>
<tr>
<td>Black</td>
<td>22.8</td>
<td>12.0</td>
<td>12.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Hispanic</td>
<td>25.4</td>
<td>16.4</td>
<td>16.9</td>
<td>0.0</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>8.2</td>
<td>6.5</td>
<td>6.5</td>
<td>0.0</td>
</tr>
<tr>
<td>Others</td>
<td>3.2</td>
<td>3.7</td>
<td>2.2</td>
<td>1.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Member Education Status</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>5.1</td>
<td>9.0</td>
<td>9.2</td>
<td>-1.2</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>17.7</td>
<td>25.5</td>
<td>26.7</td>
<td>1.2</td>
</tr>
<tr>
<td>Some College/Associate</td>
<td>42.8</td>
<td>27.6</td>
<td>27.0</td>
<td>0.6</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>18.5</td>
<td>20.3</td>
<td>22.3</td>
<td>-2.0</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>15.9</td>
<td>14.9</td>
<td>12.8</td>
<td>2.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Ownership Status</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Occupied</td>
<td>66.1</td>
<td>66.3</td>
<td>67.8</td>
<td>-1.5</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>33.9</td>
<td>33.7</td>
<td>32.2</td>
<td>1.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in Household</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>With 1 or Under 18 Years</td>
<td>22.5</td>
<td>27.9</td>
<td>32.5</td>
<td>-4.6</td>
</tr>
<tr>
<td>Without Children Under 18</td>
<td>77.5</td>
<td>72.1</td>
<td>67.5</td>
<td>4.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Marital Status</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Currently Married</td>
<td>49.9</td>
<td>47.5</td>
<td>52.2</td>
<td>-4.7</td>
</tr>
<tr>
<td>Currently Single</td>
<td>50.1</td>
<td>52.5</td>
<td>47.8</td>
<td>4.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sex</th>
<th>Unweighted (%)</th>
<th>Weighted (%)</th>
<th>Benchmark (%)</th>
<th>Difference (pp)</th>
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1 Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the February 2021 Current Population Survey. 2 The differences between the Weighted and Benchmark columns.

DOI: https://doi.org/10.26419/res.00493.003
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 these 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

Screen 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 with screeners).
- The percent of eligible sample members who completed the survey interview (for studies with screeners).
- 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.3

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.

3 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.

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. 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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4 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.

5 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). At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult (18-34 years of age) or minority (Hispanic, non-Hispanic Black) 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

6 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.
7 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.
8 A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.
9 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 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.\(^\text{10}\) 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.\(^\text{11}\)

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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\(^{10}\) See http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf

\(^{11}\) 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, 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/.

DOI: https://doi.org/10.26419/res.00493.003
non-Internet\(^\text{12}\); 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\%).\(^\text{13}\)

**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.\(^\text{14}\). 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).\(^\text{15}\)

**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 cell connection or mobile phone.

\(^{12}\) 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.

\(^{13}\) 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.

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

\(^{15}\) See “Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness” authored by İpek 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. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.
### Client
AARP

### Project Name
Home Tech 2020

### Project Number
8884

### Survey length (median)
20 minute survey

### Population
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)

### Pretest
N=25 (English CAWI AmeriSpeak only)

### Main
N=3,100 (Approximate)

### MODE
Web and Phone

### Language
English/Spanish

### Sample Source
AmeriSpeak + Opt-in for Hispanic and Asian oversample

### Incentive
3,000 AmeriPoints

### Survey description
Technology Survey

### Eligibility Rate
100%
Standard demographic preloads:

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<td>Estimated length of survey</td>
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<td>N</td>
<td>String</td>
<td>Study specific</td>
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<td>P_Hold01</td>
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<td>Numeric</td>
<td>Prevents dialing cases without phone numbers</td>
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<tr>
<td>PANEL_TYPE</td>
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<td>Numeric</td>
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<td></td>
<td></td>
<td></td>
<td>2 Next Generation</td>
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<td></td>
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<td></td>
<td>3 GenF Extended (not in use)</td>
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<td></td>
<td></td>
<td></td>
<td>4 AmeriSpeak Teen Panel</td>
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<td>11 UTUS Converted</td>
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<td>Household &lt; 13</td>
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<td>52</td>
<td>Household Adult</td>
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### Custom survey-specific preloads

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<th>Program in VCC?</th>
<th>Include on Preload Testing-only page?</th>
<th>Variable Type</th>
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<td>String</td>
<td>LUCID RESPONDENT ID</td>
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This survey will use the following RND_xx variables:
Note, these are randomized in the script (NOT preloads)

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<th>RND_xx</th>
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<td>RND_01</td>
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<td>RND_04</td>
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<td>RND_05</td>
<td></td>
</tr>
<tr>
<td>RND_06</td>
<td></td>
</tr>
</tbody>
</table>
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.

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?

DOI: https://doi.org/10.26419/res.00493.003
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. Llámennos 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.

DOI: https://doi.org/10.26419/res.00493.003
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

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

[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?
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.

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.

Let’s start with a few demographics.

Empecemos con algunas estadísticas demográficas.

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.

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

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

**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 <u>race or races</u> you consider yourself to be.
Por favor, marque una o más de las categorías a continuación para indicar a qué <u>raza o razas</u> considera que pertenece.

RESPONSE OPTIONS:
1. White
2. Black or African American
3. American Indian or Alaska Native – <i>Type in name of enrolled or principal tribe</i>
   [TEXTBOX]
4. Asian Indian
5. Chinese
6. Filipino
7. Japanese

DOI: https://doi.org/10.26419/res.00493.003
Let's begin. Which of the following items do you have/own?

CAWI: Please select all that apply.
CATI: Seleccione todas las que correspondan.

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
12. None of the above

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)
12. Dispositivo inteligente de limpieza del hogar (por ejemplo, Roomba, caja de arena autolimpiable)
13. Equipos digitales de fitness conectados (p. ej., Pelotón, Mirror)
14. Sistema de juegos (Xbox, PlayStation)
15. Equipo de audio casero (por ejemplo, Sonos)
16. Auriculares / audífonos Bluetooth (por ejemplo, AirPods)
17. Dispositivo de salud y seguridad en el hogar (p. ej. sistemas de alerta de emergencia, gestor digital de la medicación)
18. Ninguna de las anteriores

[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 lo 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><u>Please select <u>all</u> that apply.</u></i> <removewebonly><u>that apply</u> or <u>all</u> that apply.<i></i></removewebonly>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI: <i><u>Selection <u>todos</u> las que correspondan.</u></i></removewebonly>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN
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

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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

CATI RESPONSE OPTIONS:
   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

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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

CATI RESPONSE OPTIONS:
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

DOI: https://doi.org/10.26419/res.00493.003
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
How do you generally watch shows, movies, series, and/or videos?
¿Cómo ve generalmente los programas, películas, series y/o videos?

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 ve ningún tipo de entretenimiento/contenido en ningún aparato

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

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]

Q9. Which of the following streaming services do you currently subscribe to?
¿A cuál de los siguientes servicios de streaming está actualmente suscrito?

CAWI: <i>Please select <u>all</u> that apply.</i>
CATI: PLEASE SELECT ALL THAT APPLY
CAWI: <i>Selezione <u>todas</u> las que correspondan.</i>
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+
14. Paramount+
15. Other, please specify:[TEXTBOX] [ANCHOR]
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:

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

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

RESPONSE OPTIONS(SHOW IN REVERSE ORDER ON MOBILE ONLY):
1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree

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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

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 ITEMS 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

CATI GRID ITEMS 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

RESPONSE OPTIONS:
1. Yes
2. No

Q10A. Which of the following apps do you use on your smartphone or tablet at least once a week?
Q10A. ¿Cuál de las siguientes aplicaciones utiliza en su teléfono inteligente o tableta al menos una vez por semana?

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

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

CAWI: ¡Por favor seleccione todas que correspondan.

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)
30. Manage caregiving or find a caregiver (e.g. A Place for Mom, Care.com)
31. Food delivery (e.g. UberEats, Door Dash)
32. Home (e.g. Zillow, Houzz)
33. Automotive (e.g. GasBuddy, AAA)
34. 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)
29. Aplicaciones de idiomas (por ej. Duolingo, Babbel)
30. Gestionar los cuidados o encontrar un cuidador (p. ej. A Place for Mom, Care.com)
31. Entrega de comida (por ejemplo, UberEats, Door Dash)
32. Hogar (p. ej., Zillow, Houzz)
33. Automotriz (p. ej. GasBuddy, AAA)
34. Otro - por favor, especifiquelo: [TEXTBOX][ANCHOR]

TECH FOR SOCIAL CONNECTIONS

[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.
Confío en la tecnología para mantenerme en contacto y comunicarme con mis 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

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

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

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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?

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]
DIGITAL LITERACY

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

CATI RESPONSE OPTIONS:
1. YES
2. NO

Q22.
More specifically, please indicate your level of comfort with the following:
Más específicamente, indique su nivel de comodidad con lo siguiente:

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

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.

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.

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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><bold>Please select <u>all</u> that apply.</i></bold><remove bold>
CATI: PLEASE SELECT ALL THAT APPLY
CAWI:<i><bold>Seleccione <u>todas</u> las que correspondan.</i></bold><remove bold>
CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CAWI] 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 mantenerte 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

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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 Q4W_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
28. [SHOW IF Q4BB_1<>1 AND Q4BB_2<>1 AND Q4BB_3<>1] Access live or on-demand fitness classes (e.g., Peloton class)
29. [SHOW IF Q4CC_1<>1 AND Q4CC_2<>1 AND Q4CC_3<>1] Order food delivery from a restaurant (e.g. Grubhub, DoorDash)
30. [SHOW IF Q4DD_1<>1 AND Q4DD_2<>1 AND Q4DD_3<>1] Search for a job
31. [SHOW IF Q4EE_1<>1 AND Q4EE_2<>1 AND Q4EE_3<>1] Listen to a Podcast
32. 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

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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 Q4W_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

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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]

PASSIONS

[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?

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?

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 persegui 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]

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?

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. Vídeos 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. Seguí/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]
Q52. And thinking about all of your purchases in the past 12 months related to your tech-enabled passions (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 relacionadas con sus pasiones tecnológicas (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.

$\text{Total Past 12 Month Tech Spend}$

Q40. You’re doing great, we’re almost done!

Lo está haciendo muy bien, ¡casi hemos terminado!

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

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

[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>
CARI: PLEASE SELECT ALL THAT APPLY
CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>
[CAWI] 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
13. Call someone
14. Play a game/trivia
15. Chat with family or friends
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]
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]
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

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?

[TEXTBOX]
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 domiciliaria /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]
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?

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]

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

[SHOW IF Q3I=2-7]

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?

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

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
Thank you for all of that feedback. We just have a few final questions for classification purposes only.

**Response Options:**
1. Yes, currently
2. Yes, within the past year
3. No

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

_CAWI:_ Please select _<u>all</u>_ that apply.

_CATI:_ PLEASE SELECT ALL THAT APPLY

_CAWI:_ Seleccione _<u>todas</u>_ las que correspondan.
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. 1º, 2º, 3º, or 4º grade
3. 5º or 6º grade
4. 7º or 8º grade
5. 9º grade
6. 10º grade
7. 11º grade
8. 12º 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. Cierto 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]

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

[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. <u>Including yourself</u>, 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. <u>Incluyéndose a sí mismo</u>, ¿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…

Digamos cuantas personas viven actualmente en su hogar, incluyéndose 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

[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

CATI RESPONSE OPTIONS:
What language do you speak at home other than English?
¿Qué idioma hablan en casa aparte del inglés?

RESPONSE OPTIONS:
1. Spanish
2. Chinese (any dialect)
3. Tagalog
4. Vietnamese
5. French
6. German
7. Another language

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
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.
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.

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

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.
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!

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.
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.

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.
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.

![Rating Table](https://example.com/rating_table.png)

**[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

**[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 or call (888) 326-9424.
¿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 o llámenos al (888) 326-9424.

**[DISPLAY]**

END.

**[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 or call us toll-free at 888-326-9424. Let me repeat that again: email us at 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 o llámenos al número gratuito 888-326-9424. Permítame repetirlo nuevamente: enviemos un correo electrónico a ayuda@AmeriSpeak.org o llámenos al 888-326-9424. ¡Gracias por participar en nuestra nueva encuesta AmeriSpeak!

**[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 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 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.

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

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