

**Princeton Survey Research Associates International  
for  
The Pew Research Center's Internet & American Life Project**

**Winter Tracking 2012**

**FINAL Questionnaire  
English Version  
1/26/2012**

Total n=2,250  
National Tracking survey  
    n=1,350 landline RDD  
    n=900 cell phone RDD  
Field Dates: January 20-February 19, 2012 (tentative)  
Form Split A/B: 50%-50%  
Job#: 31107

**LANDLINE INTRO:**

Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We're conducting a survey about some important issues today, and would like to include your household. May I please speak with the YOUNGEST **[RANDOMIZE: (MALE / FEMALE)]**, age 18 or older, who is now at home? **[IF NO MALE/FEMALE, ASK: May I please speak with the YOUNGEST (FEMALE / MALE), age 18 or older, who is now at home?]**

**GO TO MAIN INTERVIEW**

**CELL PHONE INTRO:**

Hello, I am \_\_\_\_\_ calling for Princeton Survey Research. We are conducting a national survey of cell phone users. I know I am calling you on a cell phone. If you would like to be reimbursed for your cell phone minutes, we will pay all eligible respondents \$5 for participating in this survey. This is not a sales call.

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

**VOICEMAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL):** I am calling for Princeton Survey Research. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

**CELL PHONE SCREENING INTERVIEW:**

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

- 1       Under 18
- 2       18 or older
- 9       Don't know/Refused

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

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

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

### **READ TO ALL CELL PHONE RESPONDENTS**

**INTRODUCTION TO MAIN INTERVIEW:** We're interested in learning more about people with cell phones. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

### **INTERVIEWER:**

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

### **SEX      RECORD RESPONDENT SEX (DO NOT ASK)**

- 1      Male
- 2      Female

### **START TIMING MODULE 1**

#### **ASK ALL:**

Q1      Overall, how would you rate the quality of life for you and your family today? Would you say it is... excellent, very good, good, fair or poor?

- 1      Excellent
- 2      Very good
- 3      Good
- 4      Fair
- 5      Poor
- 8      **(DO NOT READ)** Don't know
- 9      **(DO NOT READ)** Refused

#### **ASK ALL:**

Q2      During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to. *{Gates Reading Habits; Gallup modified}*

#### **[RECORD EXACT NUMBER 1-96]**

- 0      None
- 97      97 or more
- 98      Don't know
- 99      Refused

**IF READ ANY BOOKS IN PAST 12 MONTHS (Q2=1-97):**

Q3 Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those... **[INSERT NEXT ITEM]**?

- a. Printed books
- b. Audiobooks
- c. Electronic books, also called e-books

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**NO Q4 THRU Q9**

**[READ TO ALL:]** On a different topic...

**ASK ALL:**

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

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

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

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (INTUSE=1 or EMLOCC=1):**

YEST1NW Did you happen to use the internet YESTERDAY? *{PIAL Trend}*

- 1 Yes, used the internet yesterday
- 2 No, did not use the internet yesterday
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (INTUSE=1 or EMLOCC=1):**

HOME3NW Do you ever use the internet or email at HOME? {PIAL Trend modified}

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF USE INTERNET AT HOME (HOME3NW=1):**

MODEM3B At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS (F-EYE-os) or a T-1?

- 1 Dial-up telephone line
- 2 DSL-enabled phone line
- 3 Cable modem
- 4 Wireless connection (either AirCard, "land-based" or "satellite")
- 5 Fiber optic connection
- 6 T-1 connection
- 7 **(VOL.)** Other broadband (incl. general responses like "broadband", "high speed")
- 8 **(VOL.)** Broadband, more than one of the above **(SPECIFY)**
- 9 **(VOL.)** No home internet access
- 10 **(VOL.)** Access internet via cell phone only
- 11 **(VOL.)** None of the above **(SPECIFY)**
- 98 **(DO NOT READ)** Don't know
- 99 **(DO NOT READ)** Refused

**END TIMING MODULE 1**

**START TIMING MODULE 2****ASK ALL INTERNET USERS WHO DID NOT USE THE INTERNET YESTERDAY (YEST1NW=2-9):**

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

ACT52 Use an online search engine to help you find information on the web

ACT87 Use a social networking site like Facebook, LinkedIn or Google Plus *{modified trend}*

ACT103 Look for information on Wikipedia

ACT112 Use Twitter

**CATEGORIES WEB1-A**

- 1 Yes, do this
- 2 No, do not do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS WHO USED THE INTERNET YESTERDAY (YEST1NW=1):**

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

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

ACT52 Use an online search engine to help you find information on the web

ACT87 Use a social networking site like Facebook, LinkedIn or Google Plus *{modified trend}*

ACT103 Look for information on Wikipedia

ACT112 Use Twitter

**CATEGORIES WEB1-B**

- 1 Yes, did this yesterday
- 2 Yes, do this (but NOT yesterday)
- 3 No, do not do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**END TIMING MODULE 2**

### START TIMING MODULE 3

#### ASK ALL:

- Q10 Please tell me if you happen to have each of the following items, or not. Do you have...  
**[INSERT ITEMS IN ORDER]? [INTERVIEWER NOTE: If R has e-reader app on tablet or phone, do NOT count as e-reader. Code as tablet or cell phone]**  
*{Modified PIAL Trend; Gates version}*

#### IF YES (1), ASK FOLLOW-UP Qs BEFORE MOVING TO NEXT ITEM

#### ASK ITEM a IF LANDLINE SAMPLE (SAMPLE=1); IF CELL SAMPLE (SAMPLE=2), GO DIRECTLY TO Q11-Q12 THEN RETURN TO Q10b

- a. A cell phone...or a Blackberry or iPhone or other device that is also a cell phone  
*{QL1}*

#### [IF YES, ASK Q11-Q12]

- b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader *{EBOOKHV} {modified trend}*

#### [IF YES, ASK Q13]

- c. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom (Pronounced: "zoom"), or Kindle Fire *{IPADHV} {modified trend}*

#### [IF YES, ASK Q14]

#### CATEGORIES

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

#### IF HAVE CELL PHONE (Q10a=1 or SAMPLE=2)

- Q11 Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone or not, or are you not sure? *{PIAL Trend}*

- 1 Yes, is a smartphone
- 2 No, is not a smartphone
- 3 Not sure
- 9 Refused

**IF HAVE CELL PHONE (Q10a=1 or SAMPLE=2)**

Q12 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else? {Gates}

- 1 iPhone
- 2 Blackberry
- 3 Android
- 4 Windows phone
- 5 Palm
- 6 Something else (**SPECIFY**)
- 7 (**VOL.**) Basic cell phone – unspecified
- 8 (**VOL.**) Flip phone – unspecified
- 9 (**VOL.**) LG – unspecified
- 10 (**VOL.**) Motorola – unspecified
- 11 (**VOL.**) Nokia – unspecified
- 12 (**VOL.**) Samsung – unspecified
- 13 (**VOL.**) Pantech – unspecified
- 14 (**VOL.**) Tracfone
- 98 Don't know
- 99 Refused

**IF HAVE E-READER (Q10b=1):**

Q13 What BRAND of e-reader do you currently have? [**PRECODED OPEN-END; RECORD ALL RESPONSES**] [**INTERVIEWER: IF CANNOT GIVE SPECIFIC BRAND NAME, CODE AS DK/CAN'T NAME (CODE=98)**]

- 1 Kindle
- 2 Nook
- 3 Sony Reader
- 4 BeBook
- 5 Kobo Reader
- 6 Pandigital
- 97 Other (**SPECIFY**)
- 98 Don't know/Can't name
- 99 Refused

**IF HAS TABLET (Q10c=1):**

Q14 What BRAND of tablet computer do you currently have? **[PRECODED OPEN-END; RECORD ALL RESPONSES] [INTERVIEWER: IF CANNOT GIVE SPECIFIC BRAND NAME, CODE AS DK/CAN'T NAME (CODE=98)]**

- 1 iPad
- 2 Samsung Galaxy
- 3 Motorola Xoom
- 4 Kindle Fire
- 5 Blackberry Playbook
- 6 HP Touchpad
- 7 Nook Color
- 97 Other **(SPECIFY)**
- 98 Don't know/Can't name
- 99 Refused

**IF HAVE CELL PHONE (Q10a=1 or SAMPLE=2)**

Q15 Thinking of some things people might do on their CELL PHONES, do you ever use your cell phone to... **[INSERT ITEMS IN ORDER]**? (Next, What about using your cell phone to... **[INSERT ITEM]**?) *{PIAL trend; May 2011}*

- a. Use a service such as Foursquare or Gowalla to 'check in' to certain locations or to share your location with your friends
- b. Get directions or other information related to a location where you happen to be *{modified trend}*
- c. Look up information using a search engine such as Google or Bing *{new}*

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**END TIMING MODULE 3**



**START TIMING MODULE 4****ASK ALL**

Q16 On a different topic... How often, if ever, do you talk about politics or current events with your family and friends? **[READ 1-4]**

- 1 Very often
- 2 Sometimes
- 3 Rarely
- 4 Never
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS OR TWITTER USER (WEBaACT87=1 or WEBbACT87=1,2 or WEBaACT112=1 or WEBbACT112=1,2):**

Q17 Thinking about how you use social networking sites... On which social networking site or sites do you currently have an account? **[PRECODED OPEN-END; ACCEPT UP TO 5 RESPONSES]** *{PIAL modified TREND REP MAN}*

- 1 Facebook
- 2 LinkedIn
- 3 MySpace
- 4 My yearbook
- 5 Twitter
- 6 YouTube
- 7 Tumblr
- 8 Flickr
- 9 Google Plus
- 10 UStream
- 11 Other **(SPECIFY)**
- 88 Don't have my own account on a social networking site
- 98 Don't know
- 99 Refused

**IF SNS OR TWITTER USER (WEBaACT87=1 or WEBbACT87=1,2 or WEBaACT112=1 or WEBbACT112=1,2):**

Q18 About how often do you visit social networking sites? **[READ 1-6]** *{PIAL TREND 2006}*

**[INTERVIEWER NOTE: IF R HAS MORE THAN ONE SNS ACCOUNT AND ASKS WHICH ONE TO THINK ABOUT, READ: the social networking site with the profile or account you use most often]**

- 1 Several times a day
- 2 About once a day
- 3 3 to 5 days a week
- 4 1 to 2 days a week
- 5 Every few weeks (OR)
- 6 Less often
- 8 **(DO NOT READ)** Don't know

9      **(DO NOT READ)** Refused

**IF SNS OR TWITTER USER (WEBaACT87=1 or WEBbACT87=1,2 or WEBaACT112=1 or WEBbACT112=1,2):**

Q19 Thinking about the ways people might use social networking sites... Do you ever set up your account so that it automatically includes your LOCATION on your posts? *{PIAL TREND Sept 2011}*

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q20 Overall, how important are social networking sites to you personally when it comes to...**[INSERT, RANDOMIZE]? [READ FOR FIRST ITEM, THEN AS NECESSARY:** Are they very important, somewhat important, not too important or not at all important?]

- a. Keeping up with political news
- b. Debating or discussing political issues with others
- c. Finding other people who share your views about important political issues
- d. Recruiting people to get involved with political issues that matter to you

**CATEGORIES**

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 5 **(DO NOT READ)** Don't do this/Don't use SNS to do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q21 Thinking about everything YOU HAVE POSTED recently on social networking sites, such as status updates, comments, or links to news stories — about how much of what you have posted is related to politics, political issues or the 2012 elections? **[READ 1-5]**

- 1 All or almost all of it
- 2 Most
- 3 Some
- 4 Just a little (OR)
- 5 None at all
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q22 How about the people you are friends with on social networking sites? How much of what THEY SHARE AND POST is related to politics, political issues or the 2012 elections?  
[READ 1-5]

- 1 All or almost all of it
- 2 Most
- 3 Some
- 4 Just a little (OR)
- 5 None at all
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF FRIENDS POST POLITICAL CONTENT ON SNS (Q22=1-4):**

Q23 How often do you [INSERT ITEMS IN ORDER] with the political opinions or political content your friends post on social networking sites? Would you say always or almost always, most of the time, only sometimes or never?

- a. AGREE
- b. DISAGREE

**CATEGORIES**

- 1 Always or almost always
- 2 Most of the time
- 3 Only sometimes
- 4 Never
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF FRIENDS POST CONTENT R DISAGREES WITH ON SNS (Q23b=1-3):**

Q24 When one of your friends posts something about POLITICS on a social networking site that you DISAGREE with, how do you USUALLY respond? Do you usually...[READ AND ROTATE 1-2]

- 1 Ignore the post you disagree with (OR)
- 2 Respond to it by posting a comment or posting something of your own (OR)
- 3 **(DO NOT READ)** It depends **(VOL.)**
- 4 **(DO NOT READ)** Neither/Something else **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q25 Have you ever learned that someone's political beliefs were DIFFERENT than you thought they were, based on something they posted on a social networking site, or has this never happened to you?

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2) AND POST POLITICAL CONTENT (Q21=1-4)**

Q26 When you yourself have posted something political on a social networking site, have you ever gotten a strong NEGATIVE reaction from a friend or someone who follows you – or has this never happened?

- 1 Yes, have ever gotten a strong negative reaction
- 2 No, has never happened
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q27 When using social networking sites, have you ever blocked, UNfriended or hidden someone because they...**[INSERT, RANDOMIZE]**? Have you ever blocked, UNfriended or hidden someone on a social networking site because they... **[INSERT NEXT ITEM; RANDOMIZE]**?

- a. Posted TOO FREQUENTLY about politics or political issues
- b. Posted something about politics or political issues that you DISAGREED with or found OFFENSIVE
- c. ARGUED about political issues on the site with you or someone you know
- d. Disagreed with something YOU posted about politics or political issues
- e. Posted something related to politics or political issues that you worried would OFFEND your other friends or people who follow you

**CATEGORIES**

- 1 Yes, have done this
- 2 No, have not done this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF HAVE EVER BLOCKED/HIDDEN/UNFRIENDED SOMEONE ON SNS (ANY ITEM Q27a-e=1):**

Q28 Thinking about all the times you have blocked, hidden or unfriended someone on a social networking site BECAUSE OF POLITICS OR POLITICAL ISSUES... Were any of those people...**[INSERT ITEMS IN ORDER]**, or not?

- a. A member of your family
- b. A close personal friend
- c. A coworker
- d. A more distant friend or acquaintance
- e. Someone you have never met in person

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q29 Have you ever done any of the following on a social networking site? (First/Next), have you ever...**[INSERT, RANDOMIZE]**, or have you not done this?

- a. Friended or followed someone because they SHARE YOUR POLITICAL VIEWS
- b. Clicked the "like" button in response to POLITICAL comments or material posted by someone else
- c. Posted a positive comment in response to a POLITICAL post or status update from someone else

**CATEGORIES**

- 1 Yes, have done this
- 2 No, have not done this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q30 Have you ever decided NOT to post a political comment or link on a social networking site because you were worried it might upset or offend someone?

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SNS USER (WEBaACT87=1 or WEBbACT87=1,2):**

Q31 Thinking about how using social networks might affect your political views overall...  
Have you, personally, ever...[INSERT; RANDOMIZE]?

- a. Changed your views about a political issue AFTER discussing it or reading posts about it on a social networking site
- b. Become MORE active or involved in a political issue after discussing it or reading posts about it on a social networking site
- c. Become LESS active or involved in a political issue after discussing it or reading posts about it on a social networking site

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**END TIMING MODULE 4****START TIMING MODULE 5****IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1):**

Q32 Next, I have a few questions about how you use online search engines... First, how often do you use search engines to find information online? Several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?  
{June 2004 Tracking}

- 1 Several times a day
- 2 About once a day
- 3 3-5 days a week
- 4 1-2 days a week
- 5 Once every few weeks
- 6 Less often
- 7 **(VOL.)** Never
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1):**

Q33 Which search engine do you use MOST OFTEN? [PRECODED OPEN-END, RECORD FIRST RESPONSE ONLY] {June 2004 Tracking}

- 1 Google
- 2 Bing
- 3 Yahoo Search
- 4 Ask
- 5 AOL
- 6 MyWebSearch
- 7 Lycos
- 8 Dogpile
- 9 WebCrawler
- 96 Other (**SPECIFY**)
- 97 (**VOL.**) None/Don't use any regularly
- 98 (**DO NOT READ**) Don't know
- 99 (**DO NOT READ**) Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM A:**

Q34a In general, do you think Internet search engines are a fair and unbiased source of information, or do you think search engines are NOT a fair and unbiased source? {June 2004 Tracking}

- 1 Yes, they are a fair and unbiased source of information
- 2 No, they are NOT a fair and unbiased source of information
- 3 (**VOL.**) Depends
- 8 (**DO NOT READ**) Don't know
- 9 (**DO NOT READ**) Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM B:**

Q34b In general, how much of the information you find using search engines do you think is accurate or trustworthy? Would you say... [READ 1-5] {new}

- 1 All or almost all
- 2 Most
- 3 Some
- 4 Very little (OR)
- 5 None at all
- 8 (**DO NOT READ**) Don't know
- 9 (**DO NOT READ**) Refused



**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM A:**

Q35a When you use a search engine to look for information online, how often do you actually FIND the information you're looking for? **[READ 1-4]** {June 2004 Tracking}

- 1 Always
- 2 Most of the time
- 3 Only some of the time (OR)
- 4 Hardly ever
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM B:**

Q35b How CONFIDENT do you feel about your own searching abilities when using a search engine to find information online? **[READ 1-4]** {June 2004 Tracking}

- 1 Very confident
- 2 Somewhat confident
- 3 Not too confident (OR)
- 4 Not confident at all
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1):**

Q36 Thinking about recent searches you have done online using a search engine... Have you ever... **[INSERT; RANDOMIZE]**, or has this never happened?

- a. Discovered that really critical or important information was missing from the search results you got
- b. Learned something new or important using a search engine that really helped you or increased your knowledge
- c. Gotten so much information in a set of search results that you felt overwhelmed
- d. Gotten conflicting or contradictory search results and could not figure out what information was correct
- e. Found a really obscure fact or piece of information using a search engine that you didn't think you'd be able to find

**CATEGORIES**

- 1 Yes, has happened
- 2 No, has not happened
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) and FORM A:**

Q37a Overall, in your experience, are search engine results getting MORE relevant and useful over time, LESS relevant and useful, or have you not seen any real difference over time?

- 1 MORE relevant and useful
- 2 LESS relevant and useful
- 3 No difference over time
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) and FORM B:**

Q37b Overall, in your experience, is the QUALITY of the information you get using search engines getting BETTER over time, WORSE over time, or have you not seen any real difference?

- 1 Quality getting better
- 2 Quality getting worse
- 3 No difference in quality over time
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM A:**

Q38a If a search engine kept track of what you search for, and then used that information to personalize your future search results, how would you feel about that? Would you say... **[READ AND ROTATE 1-2]?**

- 1 (One,) It's a GOOD thing if a search engine collected information about your searches and then used it to rank your future search results, because it gives you results that are more relevant to you (OR)
- 2 (Two,) It's a BAD thing if a search engine collected information about your searches and then used it to rank your future search results, because it may limit the information you get online and what search results you see (OR)
- 3 **(DO NOT READ)** Neither of these **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF USE SEARCH ENGINES (WEBaACT52=1 or WEBbACT52=1,2 or Q15c=1) AND FORM B:**

Q38b If a search engine kept track of what you search for, and then used that information to personalize your future search results, how would you feel about that? Would you...**[READ AND ROTATE 1-2]**?

- 1 (One,) Be OKAY with a search engine keeping track of your searches and using that information to personalize your future search results, even if it means they are gathering information about you (OR)
- 2 (Two,) NOT BE OKAY with a search engine keeping track of your searches and using that information to personalize your future search results because you feel it is an invasion of privacy (OR)
- 3 **(DO NOT READ)** Neither of these **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (INTUSE=1 or EMLOCC=1):**

Q39 As you may know, businesses sometimes use TARGETED ADVERTISING to reach online consumers. Targeted advertising uses information about a person's online behavior collected by websites and search engines to determine what advertisements that person will see online.

Have you, personally, ever noticed advertisements online that are directly related to things you have recently searched for or sites you have recently visited, or has this never happened to you?

- 1 Yes, I've noticed this
- 2 No, this hasn't happened to me
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (INTUSE=1 or EMLOCC=1):**

Q40 Which of the following statements comes closest to how you, personally, feel about TARGETED ADVERTISING being used online – even if neither is exactly right? **[READ AND ROTATE 1-2]**

- 1 (One,) I'm OKAY with targeted advertising because it means I see advertisements and get information about things I'm really interested in (OR)
- 2 (Two,) I'm NOT OKAY with targeted advertising because I don't like having my online behavior tracked and analyzed (OR)
- 3 **(DO NOT READ)** Neither of these **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS (INTUSE=1 or EMLOCC=1):**

Q41 Are you aware of any ways internet users like yourself can limit how much personal information websites collect about you, or are you not aware of any ways to do this?

- 1 Yes, aware of ways to do this
- 2 No, not aware of any ways to do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF AWARE ONLINE INFO COLLECTION CAN BE LIMITED (Q41=1):**

Q42 Have you, personally, done any of the following to limit the information websites gather about you? (First,/Next,) How about...**[INSERT; RANDOMIZE]**? Have you done this, or not?

- a. Changed your browser settings
- b. Deleted your web history
- c. Used the privacy settings of websites

**CATEGORIES**

- 1 Yes, have done this
- 2 No, have NOT done this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**END TIMING MODULE 5**

**START TIMING MODULE 6****[READ TO ALL:]** A few last questions for statistical purposes only...**ASK ALL:**

AGE What is your age?

- \_\_\_\_\_ years **[RECORD EXACT AGE 18-96]**  
 97 97 or older  
 98 Don't know  
 99 Refused

**ASK ALL:**

MAR Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

- 1 Married  
 2 Living with a partner  
 3 Divorced  
 4 Separated  
 5 Widowed  
 6 Never been married  
 7 **(VOL.)** Single  
 8 **(DO NOT READ)** Don't know  
 9 **(DO NOT READ)** Refused

**ASK ALL:**

PAR Are you the parent or guardian of any children under age 18 now living in your household?

- 1 Yes  
 2 No  
 8 **(DO NOT READ)** Don't know  
 9 **(DO NOT READ)** Refused

**IF PAR=1, ASK:**

D2b1 How many of these children are age 5 or younger?

- \_\_\_\_\_ **[RECORD NUMBER; RANGE=0-97]**  
 98 **(DO NOT READ)** Don't know  
 99 **(DO NOT READ)** Refused

**IF PAR=1, ASK:**

D2b2 How many of these children are between ages 6 and 11?

\_\_\_\_ **[RECORD NUMBER; RANGE=0-97]**98 **(DO NOT READ)** Don't know99 **(DO NOT READ)** Refused**IF PAR=1, ASK:**

D2c How many of these children are between ages 12 and 17?

\_\_\_\_ **[RECORD NUMBER; RANGE=0-97]**98 **(DO NOT READ)** Don't know99 **(DO NOT READ)** Refused**ASK ALL:**HH1 How many adults currently live in your household, INCLUDING YOURSELF? **[IF NECESSARY: That is, how many people age 18 and over, INCLUDING YOURSELF?]**\_\_\_\_ **[RECORD EXACT NUMBER 1-5]**

6 6 or greater

8 **(DO NOT READ)** Don't know9 **(DO NOT READ)** Refused**ASK ALL:**EDUC What is the last grade or class you completed in school? **[DO NOT READ, BUT CAN PROBE FOR CLARITY IF NEEDED]**

1 None, or grades 1-8

2 High school incomplete (grades 9-11)

3 High school graduate (grade 12 or GED certificate)

4 Technical, trade or vocational school AFTER high school

5 Some college, no 4-year degree (includes associate degree)

6 College graduate (B.S., B.A., or other 4-year degree)

7 Post-graduate training/professional school after college (toward a Masters/Ph.D., Law or Medical school)

8 **(DO NOT READ)** Don't know9 **(DO NOT READ)** Refused

**ASK ALL:**

EMPLNW Are you now employed full-time, part-time, retired, or are you not employed for pay?  
*{PIAL trend}*

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired
- 4 Not employed for pay
- 5 **(VOL.)** Have own business/self-employed
- 6 **(VOL.)** Disabled
- 7 **(VOL.)** Student
- 8 **(VOL.)** Other
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

HISP Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

RACE What is your race? Are you white, black, Asian, or some other race?

**IF R SAYS HISPANIC OR LATINO, PROBE:** Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)? **IF R DOES NOT SAY WHITE, BLACK OR ONE OF THE RACE CATEGORIES LISTED, RECORD AS "OTHER" (CODE 6)**

- 1 White
- 2 Black or African-American
- 3 Asian or Pacific Islander
- 4 Mixed race
- 5 Native American/American Indian
- 6 Other **(SPECIFY)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF HISPANIC (HISP=1):**

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

- 1 U.S.
- 2 Puerto Rico
- 3 Another country
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

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

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 No preference **(VOL.)**
- 5 Other party **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

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

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

- 1 Republican
- 2 Democrat
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

IDEO In general, would you describe your political views as... **[READ 1-5]**

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal (OR)
- 5 Very liberal
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused



**ASK ALL:**

INC Last year -- that is, in 2011 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category... **[READ 1-9]**

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 to under \$150,000
- 9 \$150,000 or more
- 98 **(DO NOT READ)** Don't know
- 99 **(DO NOT READ)** Refused

**END TIMING MODULE 6****START TIMING MODULE 7**

**[READ TO ALL:]** Now thinking about your telephone use...

**IF LANDLINE SAMPLE AND NO CELL PHONE (Q10a=2,8,9):**

Q43 Does anyone else in your household have a working cell phone? *{PIAL trend; QL1HH}*

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF DUAL REACHED ON LANDLINE PHONE [SAMPLE=1 AND (Q10a=1 OR Q43=1)]:**

QL2HH Of all the telephone calls that you and other people in your household receive, are **[READ AND ROTATE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]**?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL CELL PHONE SAMPLE (SAMPLE=2):**

QC1 Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

- 1 Yes, home telephone
- 2 No home telephone
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF DUAL REACHED ON CELL PHONE (QC1=1):**

QC2HH Of all the telephone calls that you and other people in your household receive, are  
**[READ AND ROTATE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]?**

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

RZIPCODE What is your zip code?

\_\_\_\_\_ **[ENTER 5-DIGIT ZIPCODE]**

99999 Don't know/Refused

**ASK CELL PHONE SAMPLE ONLY:**

MONEY5 That's the end of the interview. If you would like to be reimbursed for your cell phone minutes, we can send you \$5. I will need your full name and a mailing address where we can send you the money.

**[INTERVIEWER NOTE:** If R does not want to give full name, explain we only need it to send the \$5 out to them personally.]

- 1     **[ENTER FULL NAME]** – INTERVIEWER: PLEASE **VERIFY** SPELLING
- 2     **[ENTER MAILING ADDRESS]**
- 3     **[CITY]** – INTERVIEWER: PLEASE **VERIFY** SPELLING
- 4     **[STATE]**
- 5     **[CONFIRM ZIP CODE]**
- 9     Respondent does not want the money **(VOL.)**

**END TIMING MODULE 7**

**THANK RESPONDENT:** That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Research Center's Internet & American Life Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is [www.pewinternet.org](http://www.pewinternet.org) [w-w-w dot pew internet dot org]. Thanks again for your time. Have a nice (day/evening).