

# Connecting to the Internet What are the Options?

(Version 4 – Telehealth / Mobile Laptop with Choice Set #1)



## Internet Service

We are doing research at the University of Colorado and your answers will help us understand how people select their Internet service. Thanks for taking our survey!

Internet service can connect your personal computer to the World Wide Web whether you're at home, at work or "on the go." In this survey, we will ask questions primarily about your Internet use from home and your Internet service. Before we start, it may be helpful to find your most recent monthly bill from your Internet service provider.

1. What is your zip-code? (write in the zip-code) \_\_\_\_\_

2. How long have you been using the Internet? (mark one answer)

- Less than three months
- Three months to six months
- Six months to 1 year
- 1 year to 5 years
- More than 5 years

3. How many hours in a typical week do you use the Internet from home? (write in the number of hours)

\_\_\_\_\_ hours

4. How often do you do each of the following Internet activities? (mark one answer in each row)

Internet activity	Never	A few times a year	About once a month	About once a week	Many times a week
Email and instant messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use search engines (e.g., Google)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play online games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sit on a bench in a public park and connect your laptop computer to the Internet wirelessly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download full-length high-definition movies and TV shows to view on your PC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place telephone calls and see the person you are calling ("videophone")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interact with your health care specialists ("telehealth")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Some Internet service providers offer deals when you bundle Internet service with a traditional or cellular phone and/or TV into an "all-in-one" service plan with a single monthly bill. What kind of service do you have at home? (mark one answer)

- Not sure
- Internet only
- Internet and phone *Skip to Q7*
- Internet and TV *Skip to Q9*
- Internet, phone and TV *Skip to Q11*
- Other (please specify: \_\_\_\_\_) *Skip to Q13*

## Internet Service Features

6. **Your Internet service has a monthly cost. How much does your household pay per month for the Internet service at your home?**  
\$ \_\_\_\_\_ per month     *Skip to Q15*
7. **Your bundle of Internet and phone services has a monthly cost. How much does your household pay per month for the bundle of Internet and phone services at your home?**  
\$ \_\_\_\_\_ per month
8. **How much does your household pay per month for the Internet portion of your bundle of services?**  
\$ \_\_\_\_\_ per month     *Skip to Q15*
9. **Your bundle of Internet and TV services has a monthly cost. How much does your household pay per month for the bundle of Internet and TV services at your home?**  
\$ \_\_\_\_\_ per month
10. **How much does your household pay per month for the Internet portion of your bundle of services?**  
\$ \_\_\_\_\_ per month     *Skip to Q15*
11. **Your bundle of Internet, phone and TV services has a monthly cost. How much does your household pay per month for the bundle of Internet, phone and TV services at your home?**  
\$ \_\_\_\_\_ per month
12. **How much does your household you pay per month for the Internet portion of your bundle of services?**  
\$ \_\_\_\_\_ per month     *Skip to Q15*
13. **Your bundle of services has a monthly cost. How much does your household pay per month for the bundle of services at your home?**  
\$ \_\_\_\_\_ per month
14. **How much does your household pay per month for the Internet portion of your bundle of services?**  
\$ \_\_\_\_\_ per month

15. **Speed** describes the time it takes to receive (download) and send (upload) information from your home computer. Table 1 shows three common speeds.

<b>Table 1. Speed of receiving and sending information over the Internet</b>	
<b>Speed</b>	<b>Description</b>
Slow	Similar to dial up. Downloads from the Internet and uploads to the Internet are slow. It is good for emailing and light web surfing.
Fast	Much faster downloads and uploads. It is great for music, photo sharing and watching some videos.
Very Fast	Blazing fast downloads and uploads. It is really great for gaming, watching high-definition movies, and instantly transferring large files.

Consider the speed of the Internet service you have at home. Using Table 1 above as a guide, please indicate the level of speed for your service. (mark one answer)

- Very fast                       Fast                       Slow

16. **Very reliable** Internet service is rarely disrupted by service outages, that is, your service may go down once or twice a year due to severe weather. With **less reliable** Internet service you will experience more outages, perhaps once or twice a month for no particular reason.

How reliable is your Internet service. (mark one answer)

- Very reliable                       Less reliable

17. You may be able to use your Internet service to interact with your health specialists. For example, the “*Telehealth*” feature allows you to go online for remote diagnosis, treatment, monitoring and consultations, saving you a trip to your health specialists.

Have you ever interacted with your health care specialists through *your* Internet service? (mark one answer)

- Yes                       No

## Internet Service Choices

In a series of questions to follow, we will ask you to choose between two Internet service options, labeled A and B. Each option is described by different levels of the four features: cost, speed, reliability and telehealth.

For your convenience, Table 2 below summarizes the levels of the four features.

Feature	Levels
<b><u>Cost</u></b>	\$5 to \$90 per month
<b><u>Speed</u></b>	Very fast Fast Slow
<b><u>Reliability</u></b>	Very reliable Less reliable
<b><u>Telehealth</u></b>	Yes, I can interact with my health care specialists through my Internet service No, I <i>cannot</i> interact with my health care specialists through my Internet service

[KN: provide hyperlink to:

**Cost**: This is how much your household pays per month for the Internet service at your home.

**Speed**: This is the time it takes to receive (download) and send (upload) information from your home computer. Speed can be slow (similar to travelling on a San Francisco cable car at 5 mph), fast (similar to travelling on an AMTRAK train at 100 mph, or, 20× faster than *Slow*) or very fast (similar to travelling on the “bullet train” at 300 mph or, 60× faster than *Slow*).

**Reliability**: Very reliable Internet service is rarely disrupted by service outages, that is, your service may go down once or twice a year due to severe weather. With less reliable Internet service you will experience more outages, perhaps once or twice a month for no particular reason.

**Telehealth**: This feature allows you to use your Internet service for remote diagnosis, treatment, monitoring and consultations, saving you a trip to your health specialists.

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18. Consider the following two Internet service options, A and B. For this first question, we highlight the differences in the levels of the features in red. For some features, there may be no difference [note: example of online choice box is presented below].

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over that feature

	Option A	Option B
<a href="#">Cost</a>	\$25 per month	\$45 per month
<a href="#">Speed</a>	Fast	Slow
<a href="#">Reliability</a>	Less reliable	Very reliable
<a href="#">Telehealth</a>	No	Yes
	<i>Option A is less expensive and faster</i>	<i>Option B is more reliable and has the Telehealth feature</i>
Select the option you prefer	<input type="radio"/> I prefer option A	<input type="radio"/> I prefer option B

19. Since you currently have Internet service at home, we also ask if you would actually switch to the Internet service, A or B, you have chosen. Please indicate “Yes” when your choice of A or B is preferred to your service at home, or “No” when your choice of A or B is not preferred to your service at home.

Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

[An example of the online choice box for this follow question, Q19, is presented below. Note that the levels of the features for “Your Home Service” are constructed from the respondents answers to Q6-Q14 (Cost), Q15 (Speed), Q16 (Reliability) and Q17 (Telehealth).]

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over that feature.

	Your Home Service	Option B
<a href="#">Cost</a>	\$25.99 per month	\$45 per month
<a href="#">Speed</a>	Fast	Slow
<a href="#">Reliability</a>	Very reliable	Very reliable
<a href="#">Telehealth</a>	No	Yes
Select the option you prefer	<input type="radio"/> I would stay with my home service	<input type="radio"/> I prefer option B

20. Suppose that you now had a choice between the two Internet service options described below. Compare the four features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$30 per month	\$10 per month
<b><u>Speed</u></b>	Slow	Slow
<b><u>Reliability</u></b>	Very reliable	Less reliable
<b><u>Telehealth</u></b>	No	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

21. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes       No

22. Please disregard your previous choices. Compare the four features of Internet service options A and B described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$70 per month	\$50 per month
<b><u>Speed</u></b>	Very fast	Fast
<b><u>Reliability</u></b>	Very reliable	Less reliable
<b><u>Telehealth</u></b>	Yes	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

23. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No



24. Consider the following two Internet service options, A and B. Compare the four features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$90 per month	\$70 per month
<b><u>Speed</u></b>	Very fast	Fast
<b><u>Reliability</u></b>	Very reliable	Less reliable
<b><u>Telehealth</u></b>	Yes	No
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

25. Now consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

26. Suppose that you now had a choice between the two Internet service options described below. Compare the four features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$90 per month	\$85 per month
<b><u>Speed</u></b>	Fast	Very fast
<b><u>Reliability</u></b>	Very reliable	Less reliable
<b><u>Telehealth</u></b>	No	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

27. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

28. Suppose Internet service were available to you with the following features.

Internet service	
<u>Speed</u>	Very Fast
<u>Reliability</u>	Less reliable
<u>Telehealth</u>	Yes

Circle (or write in) the maximum amount per month that you would be willing to pay for such service:

\$ 0            \$ 4            \$ 9            \$ 12            \$ 19            \$28  
\$ 30            \$ 35            \$ 40            \$ 45            \$50            \$55  
\$ 60            \$ 65            \$ 70            \$ 75            \$80            \$85

Other amount \$\_\_\_\_\_ per month

29. Many Internet services have a free wireless home network feature that allows you to connect your laptop computer to the Internet wirelessly within your home. Some Internet services also have a *mobile laptop* feature where you pay an extra monthly fee to connect your laptop to the Internet wirelessly while away from your home.

Does your Internet service have a mobile laptop feature (note: this is not Wifi)? (mark one answer)

- Yes    How much extra does your household pay per month for your mobile laptop feature?  
\$ \_\_\_\_\_ per month
- No    Skip to Q18

[KN: provide hyperlink to Wifi: In contrast, Wifi often provides the public with a free, wireless connection to the Internet at Wifi hotspots operated by airports, hotels, restaurants and coffee shops.]

In the remaining questions, each Internet service option is *now* described by different levels of the four features: cost, speed, reliability and *mobile laptop* (i.e., *mobile laptop* has replaced *telehealth*).

For your convenience, Table 3 below summarizes the levels of the four features.

Table 3. Features of Internet Service	
Feature	Levels
<b><u>Cost</u></b>	\$5 to \$90 per month
<b><u>Speed</u></b>	Very fast Fast Slow
<b><u>Reliability</u></b>	Very reliable Less reliable
<b><u>Mobile laptop</u></b>	Yes, I can use my Internet service to connect my laptop to the Internet wirelessly while away from my home No, I <i>cannot</i> use my Internet service to connect my laptop to the Internet wirelessly while away from my home

[KN: provide hyperlink to:

**Cost:** This is how much your household pays per month for the Internet service at your home.

**Speed:** This is the time it takes to receive (download) and send (upload) information from your home computer. Speed can be slow (similar to travelling on a San Francisco cable car at 5 mph), fast (similar to travelling on an AMTRAK train at 100 mph, or, 20× faster than *Slow*) or very fast (similar to travelling on the “bullet train” at 300 mph or, 60× faster than *Slow*).

**Reliability:** Very reliable Internet service is rarely disrupted by service outages, that is, your service may go down once or twice a year due to severe weather. With less reliable Internet service you will experience more outages, perhaps once or twice a month for no particular reason.

**Mobile laptop:** This feature allows you to use your Internet service to connect your laptop to the Internet wirelessly while away from your home. For example, you can sit on a bench in a public park and surf the World Wide Web.

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30. Please disregard your previous choices. Compare the four features of the two Internet service options described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$15 per month	\$25 per month
<b><u>Speed</u></b>	Slow	Slow
<b><u>Reliability</u></b>	Less reliable	Less reliable
<b><u>Mobile laptop</u></b>	No	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

31. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

32. Consider the following two Internet service options, A and B. Compare the four features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$80 per month	\$85 per month
<b><u>Speed</u></b>	Fast	Very fast
<b><u>Reliability</u></b>	Less reliable	Less reliable
<b><u>Mobile laptop</u></b>	No	No
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

33. Now consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

34. Suppose that you now had a choice between the two Internet service options described below. Compare the four features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$45 per month	\$70 per month
<b><u>Speed</u></b>	Fast	Fast
<b><u>Reliability</u></b>	Less reliable	Very reliable
<b><u>Mobile laptop</u></b>	No	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

35. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No



36. Please disregard your previous choices. Compare the four features of Internet service options A and B described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

	Option A	Option B
<b><u>Cost</u></b>	\$35 per month	\$45 per month
<b><u>Speed</u></b>	Very Fast	Fast
<b><u>Reliability</u></b>	Less reliable	Very reliable
<b><u>Mobile laptop</u></b>	Yes	Yes
Check <input checked="" type="checkbox"/> for the option you prefer	<input type="checkbox"/>	<input type="checkbox"/>
	I prefer option A	I prefer option B

37. Consider the features of your Internet service at home. Would you switch to the service option (A or B) you chose above? (mark one answer)

- Yes
  No

38. Suppose Internet service were available to you with the following features.

Internet service	
<u>Speed</u>	Very Fast
<u>Reliability</u>	Less reliable
<u>Mobile laptop</u>	Yes

Circle (or write in) the maximum amount per month that you would be willing to pay for such service:

\$ 0            \$ 4            \$ 9            \$ 12            \$ 19            \$28  
\$ 30            \$ 35            \$ 40            \$ 45            \$50            \$55  
\$ 60            \$ 65            \$ 70            \$ 75            \$80            \$85

Other amount \$\_\_\_\_\_ per month

**Thanks for completing the survey.**