

Connecting to the Internet What are the Options?

(DRAFT: version – mobile laptop / health #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"/>
Access medical records online and/or interact with your health care providers	<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

18. Internet service providers allow you to access your medical records over the Internet and interact with your *health* care providers, saving you a trip to your Doctor, specialist or pharmacy.

Have you ever accessed your medical records over the Internet or interacted with your health care providers? (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 mobile laptop.

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

Table 2. Features of Internet Service	
Feature	Levels
Cost	\$5 to \$90 per month
Speed	Very fast Fast Slow
Reliability	Very reliable Less reliable
Mobile laptop	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

19. 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
Cost	\$25 per month	\$45 per month
Speed	Fast	Slow
Reliability	Less reliable	Very reliable
Mobile laptop	Yes	Yes
	<i>Option A is less expensive and faster</i>	<i>Option B is more reliable. Both options have the Mobile laptop feature</i>
Select the option you prefer	<input type="radio"/> I prefer option A	<input type="radio"/> I prefer option B

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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.]

20. 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

21. 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
<u>Cost</u>	\$30 per month	\$10 per month
<u>Speed</u>	Slow	Slow
<u>Reliability</u>	Very reliable	Less reliable
<u>Mobile laptop</u>	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

22. 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

23. 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
<u>Cost</u>	\$70 per month	\$50 per month
<u>Speed</u>	Very fast	Fast
<u>Reliability</u>	Very reliable	Less reliable
<u>Mobile laptop</u>	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

24. 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

25. 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
<u>Cost</u>	\$90 per month	\$70 per month
<u>Speed</u>	Very fast	Fast
<u>Reliability</u>	Very reliable	Less reliable
<u>Mobile laptop</u>	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

26. 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

27. 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
<u>Cost</u>	\$90 per month	\$85 per month
<u>Speed</u>	Fast	Very fast
<u>Reliability</u>	Very reliable	Less reliable
<u>Mobile laptop</u>	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

28. 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

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

Internet service	
Speed	Very Fast
Reliability	Less reliable
Mobile laptop	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

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

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

Table 2. Features of Internet Service	
Feature	Levels
<u>Cost</u>	\$5 to \$90 per month
<u>Speed</u>	Very fast Fast Slow
<u>Reliability</u>	Very reliable Less reliable
<u>Health</u>	Yes, I can interact with my health care providers through my Internet service No, I <i>cannot</i> interact with my health care providers 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.

Health: This feature allows you to use your Internet service to access your medical records over the Internet and interact with your health care providers, saving you a trip to your GP, specialist or pharmacy. For example, you can log on to your GP’s web site, answer a series of questions about your symptoms, and receive an online diagnosis.]

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
<u>Cost</u>	\$15 per month	\$25 per month
<u>Speed</u>	Slow	Slow
<u>Reliability</u>	Less reliable	Less reliable
<u>Health</u>	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
<u>Cost</u>	\$80 per month	\$85 per month
<u>Speed</u>	Fast	Very fast
<u>Reliability</u>	Less reliable	Less reliable
<u>Health</u>	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
<u>Cost</u>	\$45 per month	\$70 per month
<u>Speed</u>	Fast	Fast
<u>Reliability</u>	Less reliable	Very reliable
<u>Health</u>	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
<u>Cost</u>	\$35 per month	\$45 per month
<u>Speed</u>	Very Fast	Fast
<u>Reliability</u>	Less reliable	Very reliable
<u>Health</u>	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	
Speed	Very Fast
Reliability	Less reliable
Health	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.