

Abt/SRBI and Princeton Survey Research Associates International
for
Federal Communications Commission
Wired and Wireless Internet Survey

FINAL Questionnaire
03/02/10 3 pm

Total n=3,000

National Survey

Field Dates: March 4-March 16, 2010

Field Houses: **SRBI** = 2,000 (1,400 LL / 600 Cell)

PDS = 1,000 (700 LL / 300 Cell)

Interview language: English and Spanish

FORM SPLIT A/B: 50-50

Job#: 30017

LANDLINE INTRO:

IF FIRST CALL OR NO PREVIOUSLY SELECTED RESPONDENT

Hello, my name is _____ and I'm calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. We're conducting an important national opinion survey. We are not selling anything. To make sure our survey includes many different kinds of families, I'm going to start with a few questions about who lives in your household.

IF CALLBACK FOR PREVIOUSLY SELECTED RESPONDENT

Hello, my name is _____ and I'm calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. We're conducting an important national opinion survey. Could I please speak to the **[INSERT AGE]** year-old **[INSERT GENDER: man/woman]** in the household?

IF SELECTED RESPONDENT

You have been selected to participate in this important national survey. We had called before and were unable to reach you. **GO TO MAIN INTERVIEW.**

WHEN SELECTED RESPONDENT COMES TO PHONE

Hello, my name is _____ and I'm calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. We're conducting an important national opinion survey. We are not selling anything. You have been selected to participate in this important national survey. We had called before and were unable to reach you. **GO TO R3.**

S1. May I please speak to the person age 18 or older in the household who had the most recent birthday?

- 1 Continue with current respondent – **GO TO MAIN INTERVIEW**
- 2 New respondent being brought to phone – **GO TO R2 (Repeat Intro)**
- 3 New respondent not available – **GO TO S2 TO SCHEDULE CALL BACK**
- 9 Refused – **THANK AND TERMINATE**

S2. I would like to call back at a later time to complete the interview. So that I can ask for that person when I call back, could you tell me (his/her) age?

- ___ Enter Age
- 99 Refused

**S2b. RECORD Sex of selected person. {If not obvious, ASK:
And could you tell me if this person is a man or a woman?}**

- 1 Man/Male -- **Schedule CALLBACK**
- 2 Woman/Female -- **Schedule CALLBACK**

R2. REPEAT INTRODUCTION

Hello, my name is _____ and I'm calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. We're conducting an important national opinion survey.

CELL PHONE INTRO:

Hello, I am _____ calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. We are conducting a national survey of cell phone users. I know I am calling you on a cell phone. As a small token of our appreciation for your time, we will pay all eligible respondents \$10 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...)

VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL): I am calling for **[INSERT: Princeton Survey Research or Abt/SRBI]** on behalf of the Federal Communications Commission. 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:

S3. 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 S3=2, CONTINUE WITH MAIN INTERVIEW

IF S3=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 S3=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 SAMPLE:

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.

MAIN INTERVIEW:

SEX. Record respondent sex (**DO NOT READ**)

- 1 Male
- 2 Female

ASK ALL

Q1. Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis? {Q3 in FCC Consumers}

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

ASK ALL

Q2. As I read the following list of things some people have, please tell me if you happen to have each one, or not. Do you have... **[INSERT ITEMS IN ORDER]**? {Q4 in FCC Consumers}

ASK Q2a IF CELL PHONE SAMPLE

a. A landline phone at home

ASK Q2b IF LANDLINE SAMPLE

b. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone

c. Internet access at home

CATEGORIES

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

PROGRAMMER INSTRUCTION:

IF CELL PHONE SAMPLE, AUTOPUNCH Q2b=1.

IF LANDLINE SAMPLE, AUTOPUNCH Q2a=1.

ASK ALL

Q3. Do you ever access the internet ... or send and receive e-mail? {Q8 in FCC Consumers}

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

ASK ALL INTERNET USERS (Q3=1)

Q4. Now please tell me if you access the internet at any of the following places. (First/Next) Do you ever access the Internet...**[INSERT IN ORDER]**? {Q9 in FCC Consumers}

- a. At home
- b. At work

CATEGORIES

- 1 Yes
- 2 No
- 3 **(VOL.)** Do not work
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF DON'T ACCESS INTERNET AT HOME (Q4a=2-9)

Q5. Just to confirm, you said you do NOT use the internet at home, is that correct? {Q10 in FCC Consumers}

- 1 Yes, NO internet access at home
- 2 Do Use internet at home
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF ACCESS INTERNET AT HOME (Q4a=1 OR Q5=2) or Q2c=1

Q6 At home, do you now connect to the internet through a slow-speed connection such as dial-up or do you have a high-speed, broadband connection? {Q11.1 in FCC Consumers}

- 1 Slow-speed connection
- 2 High-speed broadband connection
- 3 **(DO NOT READ)** Both/Neither
- 4 **(DO NOT READ)** Don't have internet at home
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF SLOW SPEED CONNECTION (Q6=1)

Q7. Just to confirm, you now use a dial-up connection to the internet at home, not a higher-speed connection? {Q11.2 in FCC Consumers}

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

ASK IF HIGH SPEED (Q6=2,3,8,9 or Q7=2,8,9)

Q8. At home, do you now use [INSERT ITEMS in ORDER] to connect to the internet? {Q11.3 in FCC Consumers}

- a. A DSL-enabled phone line
- b. A cable modem
- c. A satellite connection
- d. A mobile broadband wireless connection for your computer or cell phone
- e. A fiber optic connection, such as FIOS [F-EYE-os]
- f. A fixed wireless provider – that is a service you subscribe to, not a wireless router that is installed in your home
- g. A T-1 connection
- h. A dial-up telephone line

CATEGORIES

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

DEFINITIONS:

ADOPTERS –

Access Internet at Home and Have Broadband at home: ([Q4a=1 or Q5=2] AND any Q8a-g=1)

NON-Adopters –

- 1) Internet User w/o Broadband at home: (Q7=1) OR (Q8h=1 and all other items Q8a-g=2-9) OR
- 2) Non-Internet Users: (Q3=2-9) OR
- 3) Internet User who don't access at home: (Q5=1) or (Q6=4)

UNCLASSIFIED –

Internet user with undesignated home internet access (Q5=8,9)
Internet user with undesignated BB at home: (all items Q8a-h=2-9)

ASK ALL ADOPTERS

Q9. Thinking about your internet service, which company do you currently get your internet service from at home? **[PRECODED OPEN-END; ACCEPT UP TO THREE ANSWERS]** {new}

- 1 Verizon/FIOS
- 2 Comcast
- 3 Time-Warner/RoadRunner
- 4 Cablevision
- 5 Earthlink
- 6 NetZero
- 7 Cox
- 8 Charter
- 9 Dish Network
- 10 DirecTV
- 11 HughesNet
- 97 Other **(SPECIFY)**
- 98 Don't know
- 99 Refused

ASK ALL ADOPTERS

Q10. Do you happen to know what the speed of your Internet service at home is according to the company that provides your service? This is sometimes referred to as the download or downstream speed of your connection per second. **[PRECODED OPEN-END]**
[INTERVIEWER: KBPS = kilobits per second; MBPS = Megabits per second]

- 1 Less than 768 kilobits per second
- 2 768 kilobits to less than 3 Megabits per second
- 3 3 Megabits to less than 6 Megabits per second
- 4 6 Megabits to ~~10~~ less than 10 Megabits per second
- 5 10 Megabits to less than 20 Megabits per second
- 6 20 Megabits or more per second
- 7 Other **(SPECIFY)**
- 98 **(DO NOT READ)** Don't know
- 99 **(DO NOT READ)** Refused

ASK ALL ADOPTERS

Q11a. How often do you think the speed of your internet connection at home is as fast as promised by the internet company....always, most of the time, some of the time, rarely or never?

- 1 Always
- 2 Most of the time
- 3 Some of the time
- 4 rarely
- 5 Never
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK ALL ADOPTERS

Q11b. How often do you think the internet company SHOULD make sure your connection at home is as fast as promised ...always, most of the time, some of the time, rarely or never?

- 1 Always
- 2 Most of the time
- 3 Some of the time
- 4 rarely
- 5 Never
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK ALL ADOPTERS

Q12. When you signed up for broadband with your current internet provider at home, was **[INSERT ITEMS IN ORDER]** a major reason you signed up for service from this company, a minor reason, or not a reason at all in your decision to sign with this company?

- a. the advertised connection speed of the service
- b. the quoted price per month for the service
- c. the offer of one or more personal email accounts from the company
- d. the offer of hosting for a personal website or online storage
- e. the offer of free or reduced-cost antivirus software

CATEGORIES

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF INTERNET USER AT HOME (Q4a=1 or Q5=2 or Q2c=1)

Q13. Now I would like to talk about how satisfied you are with various aspects of your internet service AT HOME. (First,/Next,) how satisfied are you **[INSERT IN ORDER]** your current internet service at home **[READ FOR FIRST ITEM, THEN AS NECESSARY: ...very satisfied, somewhat satisfied, not too satisfied or not at all satisfied]? [INTERVIEWER NOTE: If R has more than one internet service at home, READ: "Please rate the highest speed internet service you have at home."]** {new}

- a. OVERALL with
- b. With the speed of
- c. With the reliability of
- d. With the cost of
- e. With customer service from the company which provides

CATEGORIES

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

ASK IF INTERNET USER AT HOME (Q4a=1 or Q5=2 or Q2c=1)

Q14. Do you usually pay the monthly bill for the internet service at home...does someone else usually pay the bill...or in some months you pay it and some months someone else does so?

- 1 I pay internet bill
- 2 Someone else pays bill
- 3 Some months I pay bill, some months others pay it
- 4 Other **(SPECIFY)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF INTERNET USER AT HOME (Q4a=1 or Q5=2 or Q2c=1)

Q15. **[IF R DOES NOT PAY BILL (Q14=2,8,9), ASK: Even if you do not personally pay the bill...]** How familiar would you say you are with the monthly bill for your internet service at home...very familiar, somewhat familiar, not too familiar or not familiar at all?

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

ASK IF Pays bill (Q14=1,3) or Familiar with bills (Q15=1,2)

Q16. Now I would like to ask you specifically about the bills you receive for YOUR INTERNET SERVICE at home. (First,/Next,) How clear is this information on those bills...[INSERT. READ AND RANDOMIZE]?

READ FOR FIRST ITEM, THEN AS NECESSARY: ...Is this information very clear, somewhat clear, not too clear or not at all clear on your internet service bills?

READ ITEM A FIRST, THEN RANDOMIZE

- a. How much you are paying for internet service
- b. How fast your internet service is
- c. How to contact the company if you have a question about the bill or the service
- d. Any fees you would have to pay if you switched to another internet company
- e. Any restrictions on your use of the internet service

CATEGORIES

- 1 Very clear
- 2 Somewhat clear
- 3 Not too clear
- 4 Not at all clear
- 5 **(VOL.)** Information is not on bill
- 8 **(DO NOT READ)** Do not know
- 9 **(DO NOT READ)** Refused

ASK FORM A (FORM=1):

Q17. On another topic, about how long have you lived in the house or apartment where you live now? Have you lived there... **(READ 1-4) {2008 Suburban I Q28}**

- 1 Less than one year
- 2 One to three years
- 3 Four to nine years, OR
- 4 10 years or more?
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM A AND MOVED RECENTLY (FORM=1 AND Q17=1,2)

Q18. How many times have you moved to another house, apartment or other place to live in the past three years?

- ___ **[Record exact number 1-4]**
- 5 5 or greater
 - 8 **(DO NOT READ)** Don't know
 - 9 **(DO NOT READ)** Refused

ASK IF INTERNET USER AT HOME (Q4a=1 or Q5=2 or Q2c=1)

Q19. Now thinking about the past THREE years, how many times have you switched from one company to another for your internet service at home **[IF FORM A INTERNET USER AT HOME AND MOVED RECENTLY (Q17=1,2), ASK: , including changes because you moved] [IF FORM B INTERNET USER AT HOME, ASK: , including changes if you moved recently]? {new}**

- ____ **[Record exact number 0-6]**
 7 7 or greater
 8 **(DO NOT READ)** Don't know
 9 **(DO NOT READ)** Refused

ASK IF have not switched (Q19=0,8,9)

Q20. In the past three years, how seriously have you considered switching internet providers at home? Would you say...(READ)

- 1 Very seriously,
 2 Somewhat seriously,
 3 Not too seriously, OR
 4 Not at all seriously/Have not considered
 8 **(DO NOT READ)** Don't know/Someone else makes those decisions
 9 **(DO NOT READ)** Refused

ASK IF NON-ADOPTER OR UNCLASSIFIED

Q21. Do you happen to know whether high-speed internet service is available in your neighborhood from a telephone company, a cable company or any other company? *{PIAL Spring 2008}*

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

ASK IF ADOPTER OR HIGH SPEED AVAILABLE IN AREA (ADOPTER OR Q21=1)

Q22. Do you know if there is more than one company or other provider of high-speed or broadband internet service in your area? *{Modified PIAL December 2005}*

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

ASK IF MORE THAN ONE PROVIDER IN AREA (Q22=1)

Q23. Is there another broadband provider in your area that you would NOW seriously consider switching to for your internet service at home?

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

ASK IF MORE THAN ONE PROVIDER IN AREA (Q22=1)

Q24. If you wanted to change providers, how easy do you think it would be to switch from your current internet provider at home to another company... very easy, somewhat easy, somewhat difficult, very difficult or could you not do it at all? {new}

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult
- 4 Very difficult
- 5 Could not do it/It is impossible/Not available
- 6 **(DO NOT READ)** Would not do it
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF INTERNET USER AT HOME (Q4a=1 or Q5=2 or Q2c=1)

Q25. Do you happen to know if you would have to pay your current internet company any termination fees or penalties if you terminated the service and switched to another company? {new}

- 1 Yes, would have to pay fees
- 2 No, would NOT have to pay fees
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF would have to pay termination fee (Q25=1)

Q26. Do you know how much those fees would be? [IF YES, ASK: About how much would the termination fees be?] [PRECODED OPEN-END] [INTERVIEWER: If R chooses one of the precodes before the IF YES prompt is read, then code the response and do not read the IF YES prompt.] {new}

- 1 Yes, \$1 to \$49
- 2 Yes, \$50 to \$99
- 3 Yes, \$100 to \$199
- 5 Yes, \$200 or more
- 8 No, do not know how much fees would be
- 9 **(DO NOT READ)** Refused

ASK IF MORE THAN ONE PROVIDER IN AREA (Q22=1)

Q27. What are some reasons you would KEEP your current Internet company, even though you might have seriously considered switching companies? Would [INSERT ITEM AND RANDOMIZE] be a major reason you would keep your current internet company, a minor reason, or not a reason at all for keeping your current internet company? How about [INSERT NEXT ITEM]

[READ IF NECESSARY: - would this be a major reason, minor reason or not a reason for keeping your current internet company?]

ASK ITEM A FIRST, THEN RANDOMIZE

- a. Paying termination fees to your current internet company
- b. Paying set-up or installation fees to get new service
- c. Putting down a deposit to get a new service
- d. Dealing with the hassle of getting a new service installed
- e. Having to change email addresses
- f. Being forced to change your current bundle of Internet, TV and phone services

CATEGORIES

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM A (FORM=1) AND HAVE SWITCHED INTERNET COMPANIES (Q19=1-7) AND MOVED RECENTLY (Q17=1,2)

Q28. Thinking about the last time you switched internet providers at home, did you switch because you moved and you had to change internet providers?

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

ASK IF FORM A (FORM=1) AND HAVE SWITCHED INTERNET COMPANIES (Q19=1-7)

Q29. Still thinking about the LAST time you switched internet providers at home... Was [INSERT ITEMS. RANDOMIZE] a major reason you switched internet providers, a minor reason, or not a reason at all for switching internet providers? How about [INSERT NEXT ITEM]

[READ IF NECESSARY: Was this a major reason, a minor reason, or not a reason you switched internet providers at home?]

- a. Getting a faster or higher performance internet connection
- b. Getting a better price for internet service
- c. Poor customer service from your old internet provider
- d. Getting a bundle of Internet, TV and phone services from a single company
- e. Getting more features such as added email accounts or online storage.

ALWAYS ASK ITEM E LAST

- e. Any other MAJOR reason that I have not mentioned (**SPECIFY**)

CATEGORIES

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM A (FORM=1) AND HAVE SWITCHED INTERNET COMPANIES (Q19=1-7)

Q30. OVERALL, how easy or difficult was it to change your home internet service provider? Would you say it was ... (**READ**)

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult, OR
- 4 Very difficult
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM A (FORM=1) AND HAVE SWITCHED INTERNET COMPANIES (Q19=1-7)

Q31. The last time you switched internet companies, did you... **[INSERT; READ AND RANDOMIZE]**?

READ ITEM A FIRST, THEN RANDOMIZE

- a. Have to pay a termination fee to the old company
- b. Have to pay a set-up, installation or equipment fee to your new internet company
- c. Have to put down a deposit to qualify for service from the new company
- d. Wait more than a week before the new service was installed
- e. Or someone else have to spend considerable time waiting at home for the installation

CATEGORIES

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

ASK IF FORM A (FORM=1) AND PAID TERMINATION FEES (Q31a=1)

Q32. What was the total of the termination fees you had to pay your old internet company to end service? **[PRECODED OPEN-END]** {new}

- 1 \$1 to \$49
- 2 \$50 to \$99
- 3 \$100 to \$150
- 4 \$150 to \$199
- 5 \$200 or more
- 8 Do not know remember how much fees were
- 9 **(DO NOT READ)** Refused

ASK IF FORM A (FORM=1) AND PAID TERMINATION FEES (Q31a=1)

Q33. When did you learn you would have to pay these fees... when you first signed up for the service, when you contacted the internet provider to say you would terminate service, or when you received the bill?

- 1 When you first signed up for the service
- 2 When you contacted the internet provider to terminate service
- 3 When you received the bill
- 4 **(DO NOT READ)** Other **[SPECIFY]**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM A (FORM=1) AND PAID UPFRONT FEES (Q31b=1)

Q34. What was the total of the set-up, installation or equipment fees for the new internet service?
[PRECODED OPEN-END] {new}

- 1 \$1 to \$49
- 2 \$50 to \$99
- 3 \$100 to \$150
- 4 \$150 to \$199
- 5 \$200 or more
- 8 Do not know remember how much fees were
- 9 **(DO NOT READ)** Refused

CELL PHONE SECTION

READ TO RESPONDENT: On another topic...

ASK ALL

EMPL. Are you now employed full-time, part-time, retired, or are you not employed for pay?

- 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

READ TO RESPONDENTS WHO HAVE A CELL PHONE (Q2b=1 OR CELL PHONE SAMPLE): Now we would like to talk about your cell phone and the company that provides you with cell phone service.

ASK IF HAVE CELL PHONE (Q2b=1) or CELL PHONE SAMPLE

Q35. Some people have more than one working cell phone. How many cell phones do you, yourself have?

- 1 One cell phone
- 2 Two or more cell phones
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF HAVE MORE THAN ONE CELL PHONE AND EMPLOYED (Q35=2 and EMPL=1,2,5)

Q36. Is at least one of your cell phones for your personal use, or are all of your phones solely for business use?

- 1 Yes, at least partially for personal use
- 2 No, solely for business use
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF ONE CELL PHONE AND EMPLOYED (Q35=1 and EMPL=1,2,5)

Q37. Is your cell phone at least partially for your personal use, such as personal phone calls, or is it solely for business use?

- 1 Yes, at least partially for personal use
- 2 No, solely for business use.
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

DEFINITION OF R HAS PERSONAL USE CELL PHONE

(Q36=1,8,9 or Q37=1,8,9)

OR

HAVE CELL PHONE and not Employed ([Q2b=1 or CELL PHONE SAMPLE] AND EMPL=3,4,6,7,8,9)

ASK IF R HAS PERSONAL USE CELL PHONE

Q38. [IF HAVE PERSONAL USE CELL PHONE AND HAVE TWO OR MORE CELL PHONES (Q35=2), ASK: Thinking about the cell phone you have for personal use...] Is your cell phone a so-called smart phone, such as an iPhone, Blackberry, or Droid?

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

IF HAVE A PERSONAL USE CELL PHONE AND HAVE TWO OR MORE CELL PHONES (Q35=2), READ TO RESPONDENT: For this next series of questions, we are interested in talking about the cell phone you have for personal use.

ASK IF R HAS PERSONAL USE CELL PHONE

Q39. Please tell me if you ever use your cell phone to do any of the following things. Do you ever use it to **[INSERT ITEM IN ORDER]**, or not? {Q30 in FCC Consumers}

INTERVIEW INSTRUCTION: If R offers cell phone can not do this, punch as answer category #3.

- a. Send or receive email
- b. Access web pages on the internet
- c. Download an application to your cell phone

CATEGORIES

- 1 Yes, do this-
- 2 No, do not do this/Have not done this
- 3 **(VOL.)** Cell phone can't do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q40. From which company do you get your cell phone service? **[PRECODED OPEN-END]**
 {new}

- 1 Verizon Wireless/Verizon
- 2 AT&T
- 3 Sprint
- 4 T-Mobile
- 7 Other **(SPECIFY)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q41. **[IF HAVE PERSONAL USE CELL PHONE AND HAVE TWO OR MORE CELL PHONES (Q35=2), ASK:** Still thinking about the cell phone you have for your personal use...]
 Who usually pays the bill each month for your cell phone? Do you pay the bill, or does someone else in your household or family pay the bill...**[IF HAVE PERSONAL USE CELL PHONE AND EMPLOYED (EMPL=1,2,5), ASK:** or does your employer pay the bill?]

- 1 R pays bill
- 2 Someone else in household/family pays bills
- 3 Employer pays bill
- 4 Other **[SPECIFY]**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q42. **[IF R DOES NOT PAY BILL (Q41=2-9), ASK:** Even if you do not personally pay the bill...]
 how familiar would you say you are with the monthly bill for your cell phone service... very familiar, somewhat familiar, not too familiar or not familiar at all?

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

ASK IF R HAS PERSONAL USE CELL PHONE

Q43. What kind of cell phone plan do you have? Is your plan based on a contract for a set period of time ... or do you not have such a contract, such as pre-paid or pay-as-you-go plan?

- 1 Have a contract
- 2 No contract, such a prepaid or pay-as-you-go plan
- 3 **(DO NOT READ)** Employer pays for cell phone
- 8 **(DO NOT READ)** Don't know what kind of plan
- 9 **(DO NOT READ)** Refused

ASK IF HAS A CONTRACT (Q43=1)

Q44. Do you happen to know what the total length of your contract is with your cell phone company? **[PRE-CODED OPEN-END]** **[INTERVIEWER: If R gives a response in months/weeks/days, please code appropriately.]**

- 1 Less than 1 year
- 2 1 year to less than 2 years
- 3 2 years or more
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF HAS A CONTRACT (Q43=1)

Q45. Do you know how much time is left on your cell phone contract? **[PRE-CODED OPEN-END]** **[INTERVIEWER: If R gives a response in months/weeks/days, please code appropriately.]**

- 1 Less than 1 year
- 2 1 year to less than 2 years
- 3 2 years or more
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q46. Now I would like to talk about how satisfied you are with various aspects of your cell phone service. (First/Next,) how satisfied are you **[INSERT IN ORDER]** ...

[READ FOR FIRST ITEM, THEN AS NECESSARY: very satisfied, somewhat satisfied, not too satisfied or not at all satisfied]?

- a. OVERALL with your current cell phone service
- b. with the cost of your current cell phone service
- c. with customer service from the cell phone company
- d. with the performance of your cell phone itself e. with how many places you can get a good cell signal

ASK ITEM F ONLY IF HAVE SMART PHONE (Q38=1) or (ANY Q39a,b,c=1)

- f. with the speed of internet access on your cell phone

CATEGORIES

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not too satisfied
- 4 Not at all satisfied
- 5 (VOL.) Does not apply/Don't use this function/service
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF Pays bill (Q41=1) or Familiar (Q42=1,2)

Q47. Now I would like to ask you specifically about the bills you receive for YOUR CELL PHONE SERVICE. (First/Next,) How clear is this information on those bills about... [INSERT; READ AND RANDOMIZE],

READ FOR FIRST ITEM, THEN AS NECESSARY: Is this information very clear, somewhat clear, not too clear or not at all clear on your cell phone service bills?

READ ITEM A FIRST, THEN RANDOMIZE

- a. How much you are paying for cell phone service
- b. How to contact the company if you have a question about the bill or the service
- c. Any fees you would have to pay if you switched to another cell phone company
- d. Any limits on your access the internet using your cell phone

CATEGORIES

- 1 Very clear
- 2 Somewhat clear
- 3 Not too clear
- 4 Not at all clear
- 5 **(DO NOT READ)** Not on the bill
- 8 **(DO NOT READ)** Do not know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q48. If you wanted to do so NOW, how easy do you think it would be to switch from your current cell phone company to another company... very easy, somewhat easy, somewhat difficult, very difficult or could you not do it at all? {new}

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult
- 4 Very difficult
- 5 Could not do it/It is impossible/Not available
- 6 **(DO NOT READ)** Would not do it
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q49. Do you happen to know if you would have to pay your cell phone company a termination fee or penalty if you cancelled your current cell phone service? {new}

- 1 Yes, would have to pay fees
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF WOULD HAVE TO PAY TERMINATION FEE (Q49=1)

Q50. Do you know how much those fees would be? **[If YES, ASK: About how much would the termination fees be?]** **[PRECODED OPEN-END]** **[INTERVIEWER: If R chooses one of the precodes before the IF YES prompt is read, then code the response and do not read the IF YES prompt.]** {new}

- 1 Yes, \$1 to \$49
- 2 Yes, \$50 to \$99
- 3 Yes, \$100 to \$150
- 4 Yes, \$150 to \$199
- 5 Yes, \$200 or more
- 8 No, do not know remember how much fees were
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q51. What are some reasons you would KEEP your current cell phone company, even though you might have seriously considered switching companies? Would **[INSERT ITEM AND RANDOMIZE]** be a major reason to keep your current cell phone company, a minor reason, or not a reason at all for keeping your current cell phone company? How about **[INSERT NEXT ITEM]**

[READ IF NECESSARY: Was this a major reason, a minor reason, or not a reason you would keep your current cell phone company?]

ASK ITEM A FIRST, THEN RANDOMIZE.

- a. Paying termination fees to your current cell phone company
- b. Paying a set-up or activation fee to get new service
- c. Putting down a deposit to get new service
- d. Dealing with the hassle of ending one contract and starting a new one
- e. Having to get a new cell phone
- f. Spending considerable time to set up the new service

CATEGORIES

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q52. Has your cell phone bill ever increased suddenly, from one month to the next, even if you did not change the calling or texting plan for your phone?

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

ASK IF BILL JUMPED SUDDENLY (Q52=1)

Q53. Do you have to remember how big the increase was? Was it...**(READ)**

- 1 \$1 to \$24
- 2 \$25 to \$49
- 3 \$50 to \$74
- 4 \$75 to \$99, OR
- 5 \$100 or more?
- 8 **(DO NOT READ)** Don't know9 **(DO NOT READ)** Refused

ASK IF BILL JUMPED SUDDENLY (Q52=1)

Q54. Now please tell me if your cell phone company has ever contacted you ... **(INSERT; READ AND ROTATE)?**

- a. When you were about to exceed your allowed minutes, text messages, or data downloads
- b. After your bill suddenly increased
- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF R HAS PERSONAL USE CELL PHONE

Q55. Now thinking about the past three years, have you switched your cell phone service from one company to another? *{new}*

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

ASK IF have not switched (Q55=2,8,9)

Q56. In the past three years, how seriously have you considered switching cell phone companies? Would you say... **(READ)**

- 1 Very seriously,
- 2 Somewhat seriously,
- 3 Not too seriously, OR
- 4 Not at all seriously/Have not considered
- 8 **(DO NOT READ)** Don't know/Someone else makes those decisions
- 9 **(DO NOT READ)** Refused

ASK IF FORM B (FORM=2) AND HAVE SWITCHED CELL PHONE COMPANIES (Q55=1)

Q57. Thinking about the LAST time you switched cell phone companies, was [INSERT ITEMS RANDOMIZE] a major reason you switched cell phone companies, a minor reason, or not a reason at all for switching cell phone companies? How about [INSERT NEXT ITEM]

[READ AS NECESSARY: Was this a major reason, a minor reason or not a reason you switched cell phone companies?]

- a. Getting a new cell phone
- b. Paying less per month for cell phone service
- c. Adding internet access to your cell phone
- d. Getting a better phone signal in in places where you use your cell phone
- e. Poor customer service from old provider

CATEGORIES

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM B (FORM=2) AND HAVE SWITCHED CELL PHONE COMPANIES (Q55=1)

Q58. OVERALL, how easy or difficult was it to change your cell phone company? Would you say it was... **(READ)**

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult, OR
- 4 Very difficult?
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM B (FORM=2) AND HAVE SWITCHED CELL PHONE COMPANIES (Q55=1)

Q59. The last time you last switched cell phone companies, did you [INSERT; READ AND RANDOMIZE]?

READ ITEM A FIRST, THEN RANDOMIZE

- a. Have to pay a termination fee to the old company
- b. Have to pay a set-up or activation fee to your new cell phone company
- c. Have to put down a deposit to qualify for service from the new company
- d. Have to give up your old cell phone
- e. Or someone else have to spend considerable time on the phone to get service set up

CATEGORIES

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

ASK IF FORM B (FORM=2) AND PAID TERMINATION FEES (Q59a=1)

Q60. What was the total of the termination fees you had to pay your old cell phone company to end service? [PRE-CODED OPEN-END] {new}

- 1 \$1 to \$49
- 2 \$50 to \$99
- 3 \$100 to \$150
- 4 \$150 to \$199
- 5 \$200 or more
- 8 Do not know remember how much fees were
- 9 **(DO NOT READ)** Refused

ASK IF FORM B (FORM=2) AND PAID TERMINATION FEES (Q59a=1)

Q61. When did you learn you would have to pay these fees... when you first signed up for the cell phone service, when you contacted the company to say you would terminate service or when you received the bill?

- 1 when you first signed up for the service
- 2 when you contacted the company to terminate
- 3 when you received the bill
- 4 Other **(SPECIFY)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK IF FORM B (FORM=2) AND PAID UPFRONT FEES (Q59b=1)

Q62. What was the total of the set-up or activation fees for the new cell phone service? [**PRE-CODED OPEN-END**] {new}

- 1 \$1 to \$49
- 2 \$50 to \$99
- 3 \$100 to \$150
- 4 \$150 to \$199
- 5 \$200 or more
- 8 Do not know remember how much fees were
- 9 **(DO NOT READ)** Refused

DEMOGRAPHICS

(READ) 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

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 Single **(VOL.)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

ASK ALL:

HH1. How many adults, age 18 and over, currently live in your household INCLUDING YOURSELF? {HH1 in FCC Consumers}

- _____ **[Record exact number 1-5]**
- 6 6 or greater
 - 8 **(DO NOT READ)** Don't know
 - 9 **(DO NOT READ)** Refused

ASK if HH1=2-6

HH2. How many adults living in your household have a personal cell phone? {HH2 in FCC Consumers}

- _____ **[Record exact number 0-5]**
- 6 6 or greater
 - 8 **(DO NOT READ)** Don't know
 - 9 **(DO NOT READ)** Refused

ASK ALL:

HH3. How many children, under age 18, currently live in your household?

- ___ **[Record exact number 0-5]**
 6 6 or greater
 8 **(DO NOT READ)** Don't know
 9 **(DO NOT READ)** Refused

ASK if HH3=1-6

HH4. How many of these children have a personal cell phone?

- ___ **[Record exact number 0-5]**
 6 6 or greater
 8 **(DO NOT READ)** Don't know
 9 **(DO NOT READ)** Refused

ASK IF CHILDREN UNDER 18 NOW LIVING AT HOME: (HH3=1-6)

PAR1. Are you the parent or guardian of **(IF HH3=1: this child / IF HH3=2-6: any of these 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

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 know
 9 **(DO NOT READ)** Refused

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:

RACE1. Which of the following describes your race? You can select as many as apply.

[READ LIST. RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED]

- 1 White
- 2 Black or African-American
- 3 Asian
- 4 American Indian or Alaska Native
- 5 Native Hawaiian or other Pacific Islander.
- 6 **(VOL.)** Some other race
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

INC. Last year, that is in 2009, 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

Ask of people in dual-phone households (CELL SAMPLE AND Q2a=1) OR [LL SAMPLE AND Q2b=1] OR KID HAS CELL OR ADULT HAS CELL PHONE {HH2=1-6 OR HH4=1-6}

CL1. Of all the telephone calls that you and other people in your household receive, are **(READ 1-3 IN ORDER)**

- 1 All or almost all calls received on a cell phone
- 2 Some received on a cell phone and some on a regular home phone
- 3 Very few or none received on a cell phone
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**Ask OF LL SAMPLE OR CELL SAMPLE IN HOUSEHOLD THAT HAS A LANDLINE:
(Q2a=1)**

CL2. Not counting cell phones, how many phone lines with separate 10-digit phone numbers are in your household that are used to receive calls?

(READ IF NECESSARY: This does not include phone extensions with the same number or phone lines used only for faxing or internet access.)

- _____ **Record exact number (1-2)**
3 3 or more
8 **(DO NOT READ)** Don't know
9 **(DO NOT READ)** Refused

ASK ALL:

ZIPCODE. What is your zip code?

- _____ **ENTER ZIPCODE**
99999 Don't know/Refused

ASK CELL PHONE SAMPLE ONLY:

MONEY5. That's the end of the interview. We'd like to send you \$5 for your time. Can I please have 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]**
4 **[State]**
5 **[Confirm Zip code]**
9 Respondent does not want the money **(VOL.)**

THANK RESPONDENT: That concludes our interview. Have a nice day/evening.