

**2020 Research Applied Analytics and Statistics
Comprehensive Taxpayer Attitude Survey Questionnaire
August 5, 2020**

NOTE: BLACK TYPE USED IN BOTH TELEPHONE AND ONLINE SURVEYS
GREEN TYPE IS EDITED FOR USE IN THE PHONE SURVEY ONLY
RED TYPE IS EDITED FOR USE IN THE ONLINE SURVEY ONLY

INTRODUCTION SECTION (FOR PHONE SURVEY)

Hello, I'm _____ from MAXimum Research. We are a national opinion research firm and we are not selling anything. We are only interested in your opinions. May I please speak with the...
OLDEST/YOUNGEST MALE/FEMALE 18 YEARS OF AGE OR OLDER.

We are conducting a national survey about a variety of topics and would like to ask you a few brief questions. (READ IF NECESSARY). Let me assure you that we're not selling anything. Your responses will be combined with those of others participating in the survey, and you will not be identified in any way.

PROGRAMMER: PRA Statement IS READ TO ALL RESPONDENTS.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests along with the address where you can send comments regarding the study. You are not required to respond unless a currently valid OMB approval number is displayed. The OMB number for this study is 1545-2288. If you have any comments regarding this study, please write to: IRS, Special Services Committee, SE:W:CAR:MP:T:M:S - Room 6129, 1111 Constitution Avenue, NW, Washington, DC 20224.

This voluntary survey should take about 20 minutes to complete.

9. Gender [INTENTIONALLY PLACED OUT OF NUMERICAL ORDER]
[INTERVIEWER: DO NOT READ - RECORD GENDER BY OBSERVATION]

- 1 Male
- 2 Female

[PROGRAMMER: IF RDD LANDLINE SAMPLE, SKIP TO MAIN SURVEY SECTION. IF CELL PHONE SAMPLE, CONTINUE WITH QA1.]

A1. Since we are calling you on a cell phone, are you in a place right now where you can safely take the survey?

[INTERVIEWER: DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

- 1 Safe
- 2 Call back [SCHEDULE CALLBACK]
- 8 Don't know [SCHEDULE CALLBACK]
- 9 Refused [TERMINATE]

[INTERVIEWER: IF RESPONDENT COMPLAINS ABOUT THEIR CALLING PLAN MINUTES OR THAT THEY SHOULD BE REIMBURSED FOR THEIR TIME, READ TEXT FOR QA2 AND ENTER CODE 1. OTHERWISE, ENTER CODE 2 AND DO NOT READ TEXT FOR QA2 AND SKIP TO QB]

A2. We understand the value of your time and the possible cost of completing this survey on your cell phone. But to protect the anonymity of all respondents, we are not offering an incentive or a reimbursement for your participation.

[INTERVIEWER: DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

- 1 Respondent complained about calling plan minutes
- 2 Respondent did not complain about calling plan minutes

[PROGRAMMER: IF RESPONDENT COMPLAINED ABOUT CALLING PLAN MINUTES (QA2=1), CONTINUE WITH QA3. OTHERWISE (QA2=2) SKIP TO QB]

A3. Please remember that your opinions are very important to us. May we continue with the survey?

[INTERVIEWER: DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

- 1 Yes
- 2 No - respondent refuses to take survey due to concern about calling plan minutes

[INTERVIEWER: IF RESPONDENT IS WILLING TO CONTINUE WITH THE SURVEY, PROCEED WITH NEXT QUESTION ON SCREEN. IF RESPONDENT DOES NOT WANT TO CONTINUE WITH THE SURVEY, SAY: "I UNDERSTAND. BUT QUICKLY..." AND THEN PROCEED WITH NEXT QUESTION ON SCREEN.]

B. Just to confirm, are you 18 years of age or older?

[INTERVIEWER: DO NOT READ LIST. RECORD ONLY ONE RESPONSE.]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

[PROGRAMMER: IF QB = 1, CONTINUE WITH MAIN SURVEY SECTION. IF QB IS NOT=1, TERMINATE.]

INTRODUCTION (FOR ONLINE SURVEY)

Thank you for participating in our survey. The purpose of this study is to understand how Americans feel about different elements of their lives. All information you provide is completely anonymous and will be grouped with many other survey respondents. There are no right or wrong answers; we only seek your best, most accurate answers or estimates.

PROGRAMMER: PRA Statement IS SHOWN TO ALL RESPONDENTS.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests along with the address where you can send comments regarding the study. You are not required to respond unless a currently valid OMB approval number is displayed. The OMB number for this study is 1545-2288. If you have any comments regarding this study, please write to:

IRS, Special Services Committee,
SE:W:CAR:MP:T:M:S – Room 6129,
1111 Constitution Avenue, NW,
Washington, DC 20224

This voluntary survey should take about 10 minutes to complete. Please click on the 'Next' or forward button to continue.

[PROGRAMMING NOTE FOR ONLINE SURVEY: DO NOT SHOW ANY "Don't know" RESPONSE TO KEEP IT THE SAME AS LAST YEAR'S SURVEY. ALLOW TO SKIP ANY QUESTION.]

MAIN SURVEY SECTION

The following questions pertain to filing federal income taxes:

1. How much, if any, do you think is an acceptable amount to cheat on your income taxes? Would you say...?

[INTERVIEWER: READ LIST] Select only one response.

- 1 A little here and there
- 2 As much as possible
- 3 Or, Not at all
- 9 [DO NOT READ] Don't know/Not sure

2. I'm going to read you some statements. For each one, please tell me whether you completely agree, mostly agree, mostly disagree, or completely disagree. How about...

For each of the following statements, please indicate whether you completely agree, mostly agree, mostly disagree, or completely disagree.

[INTERVIEWER: READ LIST] Select only one response for each.

[PROGRAMMER: ROTATE LIST]

| | Complete ly Agree | Mostl y Agre e | Mostly Disagre e | Complete ly Disagree | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|--|-------------------------|-------------------------|------------------------|----------------------------|--------------------------------------|-----------------------------|
| It is every American's civic duty to pay their fair share of taxes | 1 | 2 | 3 | 4 | 8 | 9 |
| Everyone who cheats on their taxes should be held accountable | 1 | 2 | 3 | 4 | 8 | 9 |
| It is everyone's personal responsibility to report anyone who cheats on their taxes | 1 | 2 | 3 | 4 | 8 | 9 |
| Taxpayers should just have to pay what <u>they</u> feel is a fair amount | 1 | 2 | 3 | 4 | 8 | 9 |
| The more information and guidance the IRS provides, the more likely people are to correctly file their tax returns | 1 | 2 | 3 | 4 | 8 | 9 |
| I trust the IRS to help me understand my tax obligations | 1 | 2 | 3 | 4 | 8 | 9 |
| I trust the IRS to fairly enforce the tax laws as enacted by Congress and the President | 1 | 2 | 3 | 4 | 8 | 9 |
| I trust the IRS to protect my tax account records from Internet-based cyber criminals | 1 | 2 | 3 | 4 | 8 | 9 |

3. How important is it to you, as a taxpayer, that the IRS, the Internal Revenue Service, does each of the following to ensure that all taxpayers honestly pay what they owe? Would you say it is very important, somewhat important, not very important, or not at all important? **Let's start with...**

[INTERVIEWER: READ LIST] Select only one response for each.
[PROGRAMMER: ROTATE LIST]

| | Very Important | Somewhat Important | Not Very Important | Not at all Important | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|---|----------------|--------------------|--------------------|----------------------|--------------------------|-----------------------|
| Ensures low income taxpayers are reporting and paying their taxes honestly | 1 | 2 | 3 | 4 | 8 | 9 |
| Ensures small businesses are reporting and paying their taxes honestly | 1 | 2 | 3 | 4 | 8 | 9 |
| Ensures high income taxpayers are reporting and paying their taxes honestly | 1 | 2 | 3 | 4 | 8 | 9 |
| Ensures corporations are reporting and paying their taxes honestly | 1 | 2 | 3 | 4 | 8 | 9 |

4. How much influence does each of the following factors have on whether you report and pay your taxes honestly? Would you say it has a great deal of influence, somewhat of an influence, very little influence, or is not at all an influence? **How about...**

[INTERVIEWER: READ LIST] Select only one response for each.
[PROGRAMMER: ROTATE LIST]

| | A Great Deal of Influence | Somewhat of an Influence | Very Little Influence | Is not at all an Influence | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|---|---------------------------|--------------------------|-----------------------|----------------------------|--------------------------|-----------------------|
| Fear of an audit | 1 | 2 | 3 | 4 | 8 | 9 |
| Belief that your neighbors are reporting and paying honestly | 1 | 2 | 3 | 4 | 8 | 9 |
| Third parties reporting your income (e.g., wages, interest, dividends) to the IRS | 1 | 2 | 3 | 4 | 8 | 9 |
| Your personal integrity | 1 | 2 | 3 | 4 | 8 | 9 |
| Your ability to pay taxes due | 1 | 2 | 3 | 4 | 8 | 9 |
| Having the option to pay taxes in installments | 1 | 2 | 3 | 4 | 8 | 9 |
| How government uses the taxes | 1 | 2 | 3 | 4 | 8 | 9 |
| Avoiding paying interest/penalties | 1 | 2 | 3 | 4 | 8 | 9 |
| Desire to help the government take care of | 1 | 2 | 3 | 4 | 8 | 9 |

| | | | | | | | | | | | | |
|------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|
| citizens and national interests | | | | | | | | | | | | |
|------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|

5. How important is it to you, as a taxpayer, that the IRS provides each of the following services to assist taxpayers? Would you say it is very important, somewhat important, not very important, or not at all important? **How about...**

[INTERVIEWER: READ LIST] Select only one response for each.

[PROGRAMMER: ROTATE LIST]

| | Very Important | Somewhat Important | Not Very Important | Not at all Important | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|---|----------------|--------------------|--------------------|----------------------|--------------------------|-----------------------|
| A toll-free telephone number to answer your questions | 1 | 2 | 3 | 4 | 8 | 9 |
| Office locations you can visit where an IRS representative will answer your questions | 1 | 2 | 3 | 4 | 8 | 9 |
| A website to provide you with information | 1 | 2 | 3 | 4 | 8 | 9 |
| The ability to email your questions directly to the IRS | 1 | 2 | 3 | 4 | 8 | 9 |
| Opportunities for electronic filing of tax returns | 1 | 2 | 3 | 4 | 8 | 9 |
| A computer terminal located in a kiosk at a library or shopping mall that leads to the IRS website or through which you can talk to someone or online chat with someone | 1 | 2 | 3 | 4 | 8 | 9 |
| Community-based tax clinics at convenient locations, such as schools, community centers, libraries, etc. | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS tax sources on social media such as social networking sites and blogs that provide you information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| The ability to hold live face-to-face interactions with an IRS representative located elsewhere in the country using a video communication technology link so as to answer your tax questions or resolve issues with your tax account | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS applications on mobile devices like smartphones or tablets that provide tax information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| An IRS personal online account that allows you to login online, confirm your identity, and access your IRS tax account for information and transactions | 1 | 2 | 3 | 4 | 8 | 9 |

6. How likely would you be to use each of the following services for help with a tax issue? Would you be very likely, somewhat likely, not very likely, or not at all likely? How about...

[INTERVIEWER: READ LIST] Select only one response for each.
 [PROGRAMMER: ROTATE LIST]

| | Very Likely | Somewhat Likely | Not Very Likely | Not at all Likely | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|---|-------------|-----------------|-----------------|-------------------|--------------------------|-----------------------|
| A toll-free telephone number to answer your questions | 1 | 2 | 3 | 4 | 8 | 9 |
| Office locations you can visit where an IRS representative will answer your questions | 1 | 2 | 3 | 4 | 5 | 9 |
| A website to provide you with information | 1 | 2 | 3 | 4 | 8 | 9 |
| The ability to email your questions directly to the IRS | 1 | 2 | 3 | 4 | 8 | 9 |
| A computer terminal located in a kiosk at a library or shopping mall that leads to the IRS website or through which you can talk to someone or online chat with someone | 1 | 2 | 3 | 4 | 8 | 9 |
| Community-based tax clinics at convenient locations, such as schools, community centers, libraries, etc. | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS tax sources on social media such as social networking sites and blogs that provide you information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| The ability to hold live face-to-face interactions with an IRS representative located elsewhere in the country using a video communication technology link so as to answer your tax questions or resolve issues with your tax account | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS applications on mobile devices like smartphones or tablets that provide tax information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| An IRS personal online account that allows you to login online, confirm your identity, and access your IRS tax account for information and transactions | 1 | 2 | 3 | 4 | 8 | 9 |

[PROGRAMMER: IF Q6.1=1 OR 2 (VERY/SOMEWHAT LIKELY TO USE TOLL-FREE NUMBER) ASK Q7. OTHERWISE SKIP TO INSTRUCTIONS BEFORE Q8.]

7. You said you would be likely to use a toll-free telephone number to contact the IRS. How long are you willing to wait to speak to a customer representative when calling an IRS toll-free telephone number?

[INTERVIEWER: RECORD VERBATIM ANSWER NEXT TO APPROPRIATE SCALE] Must be a numerical answer in either minutes or seconds.

[508 and regular version: Enter **minutes** between 0 and 99]
 _____ minutes

[508 and regular version: Enter **seconds** between 0 and 60]
 _____ seconds

8 [DO NOT READ] Don't know

9 [DO NOT READ] Refused

[PROGRAMMER: IF Q6.2=1 OR 2 (VERY/SOMEWHAT LIKELY TO USE OFFICE LOCATIONS) ASK Q8. OTHERWISE SKIP TO Q9.]

8. You said you would be likely to use office locations where an IRS representative will answer your questions.

8a1. How long are you willing to travel to speak to a customer representative at an IRS walk-in assistance center? [INTENTIONALLY PLACED OUT OF NUMERICAL ORDER]

[INTERVIEWER: RECORD VERBATIM ANSWER NEXT TO APPROPRIATE SCALE.] Must be a numerical answer in either minutes or hours.

[508 and regular version: Enter minutes between 0 and 60]

[508 and regular version: Enter hours between 0 and 5]

8 [DO NOT READ] Don't know

9 [DO NOT READ] Refused

8a. How long are you willing to wait to speak to a customer representative if you visited an IRS walk-in assistance center without an appointment?

[INTERVIEWER: RECORD VERBATIM ANSWER NEXT TO APPROPRIATE SCALE] Must be a numerical answer in either minutes or hours.

[508 and regular version: Enter minutes between 0 and 60]

[508 and regular version: Enter hours between 0 and 5]

8 [DO NOT READ] Don't know

9 [DO NOT READ] Refused

9. How valuable would you say each of these sources is for getting tax advice or information? Would you say it is very valuable, somewhat valuable, not very valuable, or not at all valuable? **How about...**

[INTERVIEWER: READ LIST] Select only one response for each.

[PROGRAMMER: ROTATE LIST]

| | Very Valuable | Somewhat Valuable | Not Very Valuable | Not at all Valuable | [DO NOT READ] Don't know | [DO NOT READ] Refused |
|---|---------------|-------------------|-------------------|---------------------|--------------------------|-----------------------|
| IRS representatives | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS printed publications, for example, brochures, instructions | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS website | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS applications on mobile devices like smartphones or tablets that provide tax information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| IRS tax sources on social media such as social networking sites and blogs that provide you information and assistance | 1 | 2 | 3 | 4 | 8 | 9 |
| An IRS personal online account that allows you to login online, confirm your identity, and access your IRS tax account for information and transactions | 1 | 2 | 3 | 4 | 8 | 9 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Paid tax professional | 1 | 2 | 3 | 4 | 8 | 9 |
| Family or friends | 1 | 2 | 3 | 4 | 8 | 9 |
| Reference materials from sources other than the IRS (for example, books, software, private sector websites) | 1 | 2 | 3 | 4 | 8 | 9 |

10. Most people have had some type of interaction with the IRS, whether it's just filing your tax return or actually speaking with an IRS representative. How satisfied would you say you have been with your personal interaction with the IRS? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

[INTERVIEWER: DO NOT READ LIST] Select only one response.

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not at all satisfied
- 8 [DO NOT READ] Don't know
- 9 [DO NOT READ] Refused

10a. Given your interactions with the IRS, which of the following statements do you most agree with? Do you feel that the...

[INTERVIEWER: READ LIST] Select only one response.

- 1 IRS devotes too much of its resources to customer service programs and not enough to its enforcement activities
- 2 IRS devotes too much of its resources to enforcement activities and not enough to its customer service programs
- 3 IRS maintains a proper balance between its enforcement activities and its customer service programs
- 9 [DO NOT READ] Don't know

11. I'm going to read you some statements about how the IRS should prioritize its activities. For each one, please tell me whether you completely agree, mostly agree, mostly disagree, or completely disagree. How about...

For each of the following statements, please indicate whether you completely agree, mostly agree, mostly disagree, or completely disagree.

[INTERVIEWER: READ LIST] Select only one response for each.

[PROGRAMMER: ROTATE LIST]

| | Completely Agree | Mostly Agree | Mostly Disagree | Completely Disagree | [DO NOT READ] Don't know |
|---|------------------|--------------|-----------------|---------------------|--------------------------|
| The IRS should focus its efforts on tax collection to ensure that taxpayers pay what they owe. | 1 | 2 | 3 | 4 | 9 |
| The IRS should focus its efforts on improving in-person and phone call assistance to taxpayers. | 1 | 2 | 3 | 4 | 9 |

12. [INTENTIONALLY LEFT OUT]

13. Would you say it is very important, somewhat important, not very important, or not at all important that tax preparers who charge a fee for preparing federal tax returns be required to meet standards of...

[INTERVIEWER: READ LIST] Select only one response for each.
[PROGRAMMER: ROTATE LIST]

| | Very Important | Somewhat Important | Not Very Important | Not at all Important | [DO NOT READ] Don't Know |
|---|----------------|--------------------|--------------------|----------------------|--------------------------|
| Competency in order to enter the tax preparation business | 1 | 2 | 3 | 4 | 9 |
| Ethical behavior in order to enter the tax preparation business | 1 | 2 | 3 | 4 | 9 |

14. Did you use a paid tax return preparer to prepare your most recent Federal income tax return?

- 1 Yes
- 2 No
- 9 [DO NOT READ] Refused

15. Thinking back over the past year, and excluding the filing of a tax return, did you initiate a contact with the IRS using any of the following methods?

[INTERVIEWER: READ LIST] Select all that apply.
[PROGRAMMER: MULTIPLE RESPONSE, EXCEPT #8 IS EXCLUSIVE] [ROTATE LIST]

- 1 You called the IRS on the telephone
- 2 You visited an IRS office for in-person help
- 3 You sent an e-mail to the IRS
- 4 You visited the IRS website, other than to file taxes
- 7 You accessed an IRS-sponsored tax application on a mobile device such as a smartphone or tablet [NOTE: #5 in codebook]
- 8 You accessed IRS-sponsored information through social media such as a social networking site or blog [NOTE: #6 in codebook]
- 5 You sent the IRS a letter in the mail, other than to file taxes [NOTE: #7 in codebook]
- 6 [DO NOT READ] Did not contact the IRS [FIXED POSITION] [NOTE: #8 in codebook]

16a. Again, thinking back over the past year, and excluding the filing of a tax return, were you contacted by the IRS?

- 1 Yes
- 2 No

[PROGRAMMER: IF Q16A=1 (YES), CONTINUE. OTHERWISE SKIP TO Q17.]

16b. Under which of the following circumstances did the IRS contact you?

[INTERVIEWER: READ LIST] Select all that apply.
[PROGRAMMER: MULTIPLE RESPONSE] [ROTATE LIST]

- 1 You received an IRS letter informing you that the IRS had made an adjustment to your return to correct a math error
- 2 You received an IRS letter or telephone call noting a discrepancy between information on your tax return and information sent to the IRS by third parties such as your bank
- 3 You received any other type of IRS letter, telephone call or visit concerning a matter about your federal taxes [FIXED POSITION]

17. [OMITTED - PRA language moved to survey intro]

SECTION: DEMOGRAPHICS

The following questions are for statistical purposes only and will be combined with those of all other survey respondents. Your individual data will not be shared with anyone outside of our national opinion research firm.

Now, for classification purposes only, would you please tell me (indicate)...

D1. Do you own or rent your home?

[INTERVIEWER: DO NOT READ LIST] Select only one response.

- 1 Own
- 2 Rent
- 9 [DO NOT READ] Refused

D1aNEW. Which of the following electronic devices do you typically use, for personal purposes? (Select all that apply)

[INTERVIEWER: READ ENTIRE LIST]

- 1 Desktop
- 2 Laptop
- 3 Tablet (iPad or other brands)
- 4 Smartphone (Mobile phone with internet & apps capability)
- 5 Non-Smartphone (Basic cell phone without internet or apps capability)
- 6 eReader (Digital reading devices like Kindle, etc.)
- 9 [DO NOT READ] Do not use any of the above devices

D2. Are you...?

[508 version] **Are you single, never married, married or separated, widowed, or divorced?**

[INTERVIEWER: READ ENTIRE LIST] Select only one response.

- 1 Single, never married
- 2 Married
- 3 Separated, widowed, or divorced
- 9 [DO NOT READ] Refused

D2a1. How often do you use each of the following voice-activated devices/technologies to access information about financial matters, including taxes?

[SCALE: 1=Never, 2=Less often than once a week, 3=Once a week, 4=2-3 times a week, 5=Daily]

[INTERVIEWER: READ ENTIRE LIST] [ROTATE LIST]

- 1 Amazon Echo (Alexa voice assistant)
- 2 Apple (Siri voice assistant)
- 3 Google (Google Assistant, Google Home, Google Nest, etc.)
- 8 Any other (Specify the device/technology below, if using at least once a week) [FIXED POSITION]

D2a1_8Specify. [DISPLAY TEXT BOX FOR "Other Specify" FROM D2a1 GRID]

D2b. Which of the following are your top three most accessed social media websites? (Select up to 3 responses)

[INTERVIEWER: READ ENTIRE LIST] [ROTATE LIST] Select up to three websites.

- 1 Facebook
- 2 Twitter
- 3 LinkedIn
- 4 Instagram
- 5 Snapchat

- 6 Pinterest
- 7 Other (Specify): [TEXT BOX]
- 9 [DO NOT READ] Do not access any social media websites

D3. Are you, yourself, currently employed as ...

[508 version] **Are you, yourself, currently employed full time, part time or not employed?**

[INTERVIEWER: READ ENTIRE LIST] Select only one response.

A1. an employee, on payroll for an organization?

- 1 Yes
- 2 No

A2. [ASK IF Q3A1=1] Are you a full time or part time employee (part-time is under 30 hours per week)?

- 1 Full time
- 2 Part time

B1. a contractor, or doing freelance work, for one or more organizations?

- 1 Yes
- 2 No

B2 [ASK IF Q3B1=1] Adding up your contracting or freelance work, is that full-time or part time (part-time is under 30 hours per week)?

- 1 Full time
- 2 Part time

9 [DO NOT READ] Refused

D4. [OMITTED QUESTION ABOUT "Household size - total no. of members" AS IT CAN BE DERIVED FROM FOLLOWING QUESTIONS IF NEEDED]

D4a. Including yourself, how many people in your household are adults, 18 or older? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8+
- 9 [DO NOT READ] Refused

D4b. How many are children 12 to 17? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 0 0
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8+
- 9 [DO NOT READ] Refused

D4c. How many are children 6 to 11? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 0 0
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8+
- 9 [DO NOT READ] Refused

D4d. How many are children under 6? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 0 0
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8+
- 9 [DO NOT READ] Refused

D5. What is your age? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 1 18-20
- 2 21-24
- 3 25-29
- 4 30-34
- 5 35-39
- 6 40-44
- 7 45-49
- 8 50-54
- 9 55-59
- 10 60-64
- 11 65-69
- 12 70-74
- 13 75 and over
- 99 [DO NOT READ] Refused

D6. What is the last grade of school you completed? Select only one response.

[INTERVIEWER: DO NOT READ LIST]

- 1 Less than high school graduate
- 2 High school graduate
- 3 Some college/2-year Associate's Degree
- 4 Graduated college (4 year)
- 5 Post graduate school
- 6 Trade/Technical (Other)
- 9 [DO NOT READ] Refused

D7. We try to classify people into broad income groups. To do this, would you please tell me (indicate) which of the following categories most closely represents your annual household income? Select only one response.

[INTERVIEWER: READ LIST]

- 1 Under \$15,000
- 2 \$15,000 to less than \$20,000
- 3 \$20,000 to less than \$25,000
- 4 \$25,000 to less than \$30,000
- 5 \$30,000 to less than \$40,000
- 6 \$40,000 to less than \$50,000
- 7 \$50,000 to less than \$75,000
- 8 \$75,000 to less than \$100,000
- 9 \$100,000 to less than \$125,000
- 10 \$125,000 to less than \$150,000
- 11 \$150,000 and over
- 99 [DO NOT READ] Refused
- 88 [DO NOT READ] Don't know

D8. Are you of Hispanic or Latino origin (ethnicity)?

[INTERVIEWER: DO NOT READ LIST] Select only one response.

- 1 Yes
- 2 No
- 9 [PHONE INTERVIEWER: DO NOT READ/FOR ONLINE SURVEY: DO NOT LIST] Refused

D8a. What is your race? Please select one or more. Are you...?

[INTERVIEWER: READ LIST]

[PROGRAMMER: MULTIPLE RESPONSE, EXCEPT Refused & Don't know WHICH ARE EXCLUSIVE]

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 American Indian or Alaskan Native
- 9 [INTENTIONALLY PLACED OUT OF NUMERICAL ORDER] [PHONE INTERVIEWER: DO NOT READ/FOR ONLINE SURVEY: DO NOT LIST] Refused
- 8 [INTENTIONALLY PLACED OUT OF NUMERICAL ORDER] [PHONE INTERVIEWER: DO NOT READ/FOR ONLINE SURVEY: DO NOT LIST] Don't know

PHONE DEMOGRAPHICS SECTION

Next, I'd like to ask...

D9a. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

D9a. [Online version]. How many different landline telephone numbers are there in your home? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used only for faxes or modems.

Enter the number of landlines [____]

[Programming: range 0-10]

- 99 [DO NOT READ] Refused

D9b. And on how many different cell-phone numbers, if any, could I have reached you for this call?

D9b. [Online version] How many different cell-phone numbers can you be reached at?

Enter the number of cell phone numbers [_____]

[Programming: range 0-10]

99 [DO NOT READ] Refused

D9c. [OMITTED]

D9d. Do you have an Internet subscription for your household? An Internet "subscription" refers to a type of service that someone pays for to access the Internet such as a data plan for a mobile phone, a cable modem, DSL, or other type of service. This will normally refer to a service that someone is billed for directly for Internet alone or sometimes as part of a bundle.

Select only one response.

- 1 Both Broadband and Dial-up
- 2 Broadband only
- 3 Dial-up only
- 4 No Internet subscription in my household
- 9 [DO NOT READ] Don't know

D9e. Approximately how many hours of television do you watch on an average day?

[508 online version: Enter number of hours between 0 and 24]

Enter # hours

[PROGRAMMER RANGE: 0-24]

D9f. In a typical week, about how many hours do you spend on the Internet for personal use?

[508 version: Enter hours spent on the Internet for personal use in a typical week between 0 and 168]

_____ hours spent on the Internet for personal use in a typical week

[PROGRAMMER RANGE: 0-168]

D9g. How much does the following statement describe you? "I usually try new products before other people." Select only one response.

- 1 Not at all
- 2 Somewhat
- 3 A lot
- 4 Completely
- 9 [DO NOT READ] Don't know

D10a. In what state do you currently reside?

_____ [PROGRAMMER: INSERT PRELIST OF STATES]

99 [DO NOT READ] Refused

D10b. Finally, what is your 5-digit zip code?

Those are all of the questions I have for you. Thank you for participating in our survey today.