

City of Seattle
Information Technology Indicators - Cable Needs Assessment
Residential Survey
Questionnaire

CITY OF SEATTLE INFORMATION TECHNOLOGY INDICATORS - CABLE NEEDS ASSESSMENT 1

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City of Seattle

Information Technology Indicators - Cable Needs Assessment Residential Survey Questionnaire

Introduction / Screener

INTRO Hello, this is _____ with Pacific Market Research calling on behalf of the City of Seattle. This is not a sales call. It is a study about communication and technology and will help guide city decisions. Everything you say will be kept strictly confidential. For this survey, we would like to speak with someone who lives in this household and is 18 years of age or older. Would that be you?

Qual1 18 or older 1 Yes
 2 No

If **YES**, This call may be monitored for quality control purposes.

If **NO**, may I please speak with someone in your household 18 years of age or older?

Interviewer: if respondent questions whether this is a legitimate survey, please refer to David Keyes 206 386 9759 or go to www.seattle.gov/tech to view past reports.

[PRESS ANY KEY TO CONTINUE]

s1 What is your home zip code?

_____ ENTER ZIP CODE
99999 DON'T KNOW / REF **[SKIP TO THANK9 DISPOSITION = 8]**

s2 To verify, the zip code I entered was [SHOW ZIP CODE ENTERED IN S1]. Is this correct?

1 YES
2 NO [SKIP TO S1]
9 DON'T KNOW / REF **[SKIP TO THANK9 DISPOSITION = 8]**

[IF ZIP CODE NOT IN CITY OF SEATTLE SKIP TO THANK1 DISPOSITION = 12]

s3 [IF ZIP CODE = 98133 OR 98177] Do you live North or South of 145th Street?

[IF NECESSARY, PROBE: 'North or South of the Seattle Golf and Country Club?']

1 NORTH OF 145TH STREET **[SKIP TO THANK1 DISPOSITION = 18]**
2 SOUTH OF 145TH STREET
9 DON'T KNOW / REF **[SKIP TO THANK9 DISPOSITION = 8]**

GENDER ENTER RESPONDENTS GENDER

1 MALE
2 FEMALE

A. Access to information technology

Tech checklist

I'm going to start by naming some technology that you might have at home. For each thing I name, please say if you have it in your household.

[If necessary, Do you have ...]

A1 ...cable service for your television?

- 1 YES
- 2 NO
- 3 Don't have a TV **[skip to A3]**
- 8 DON'T KNOW
- 9 REFUSED

A2 ...satellite tv

- 1 YES
- 2 NO
- 3 Don't have a TV
- 8 DON'T KNOW
- 9 REFUSED

A3 A cell phone for yourself?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 Refused

A4 ...a working desktop computer, laptop computer or both?

- 1 Desktop
- 2 Laptop
- 3 Both
- 0 NONE
- 8 DON'T KNOW
- 9 REFUSED [

A5 Internet access at home?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

A6 Internet access on a mobile device like a blackberry, I-phone, or cell?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

A7. Do you use a computer or the Internet?

- 1 YES
- 2 NO [skip to A8]
- 8 DON'T KNOW [skip to A8]
- 9 REFUSED [skip to A8]

A7b. Have you been a computer or Internet user for longer than a year?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Interviewer Note 0:

If A4=1,2,3 and A5/A6 <> 1 say "a computer"

If A4 <>1,2,3 and A5/A6 = 1 say "the internet"

If A4=1,2,3 and A5/A6 = 1 say "a computer and the internet"

If A7 <> 1, omit "Including yourself"

A8 [Including yourself], how many people in your household use(d) [a computer/the Internet/a computer and the Internet] at your house?

- _____ ENTER NUMBER OF PEOPLE (RANGE = 0-99)
- 777 No other people in household [fill in Q1, A9 and F4 and skip them]
- 999 DON'T KNOW
- 888 REFUSED

Interviewer note 0aa:

If A7 <> 1, skip to F4 and omit [Including yourself]

F3 Do you have an email address that you use?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

F4 Including yourself, how many adults in your household, if any, have an email address? _____#

- 444 Everyone
- Number ____ (RANGE = 0-99)
- 777 No other adults [fill in demographics question]
- 888 Don't know
- 999 Refused

Interviewer Note 0a:

If A3 = 1 say "other"

A9 [Including yourself] how many -people in your household, if any, currently have cell phones?

- _____# (RANGE = 0-99)
- 777 No other people in household [fill in Q1, F4 and skip them]
- 999 DON'T KNOW
- 888 REFUSED

Interviewer Note 0b: If A1, A3 and A5=1, skip to B1

If no cell phone, Internet access, computer or Cable TV

Interviewer note 1:

If No (2) to A1 or A3 or A5, continue with A10

If YES to these but no (0) to A4; skip to A12c.

If A1 <> 1, include "cable TV"; if A3 <> 1, include "a cell phone"; if A5 <> 1, include [Internet access at home]

A10. You mentioned not having [cable TV/a cell phone/Internet access at home]. Have you ever had [any of these services (if three)/either service (if two)/this service (if one)]?

- 1 YES
- 2 NO [skip to Interviewer note 2]
- 8 DON'T KNOW [skip to Interviewer note 2]
- 9 REFUSED [skip to Interviewer note 2]

Interviewer note 2:

If asking about only one service in A10, autofill A11 and skip to Interviewer note 3.

If never had any of these services, skip to A12c.

A11. Which services have you had? [Allow multiple response; if necessary prompt with those from list in A10]

- 1 Cable TV
- 2 Cell phone
- 3 Internet access at home
- 8 DON'T KNOW
- 9 REFUSED

Interviewer note 3: if Cable in past (A11=1), continue with A12a.

If current cable (A1=1) or never cable (A11 ne 1) skip to Interviewer note 4.

A12a. Why did you drop cable TV? [Do not read; allow multiple response; note order]

- 1 Cost
- 2 Reduced household income/problems in the economy/trying to save money
- 3 Not worth the money
- 4 Service problems
- 5 No longer needed/ did not use Cable TV
- 6 Did not like Cable programming
- 7 Did not like it
- 8 Didn't want it any more
- 9 Kids were gone
- 10 Kids watched too much TV
- 11 Personal reasons
- 12 Other _____
- 88 DON'T KNOW
- 99 REFUSED

A12a1 When did you last subscribe to cable? Was it...?

- 1 Within the past month
- 2 Within the past six months but more than a month ago
- 3 Within the past year but more than six months ago
- 4 More than a year ago
- 8 DON'T KNOW
- 9 REFUSED

Interviewer note 4: if current cell phone (A3=1) or never cell phone (A11 ne 2), skip to Interviewer note 5.

If former cell phone (A11=2) continue with A12b.

A12b. Why did you drop your cell phone? [Do not read; allow multiple response; note order]

- 1 Cost
- 2 Reduced household income/problems in the economy/trying to save money
- 3 Not worth the money
- 4 Service problems
- 5 No longer needed/ did not use cell phone
- 6 Health concerns
- 7 Personal reasons
- 8 Other _____
- 88 DON'T KNOW
- 99 REFUSED

A12b1 When did you last subscribe to cell phone service?? Was it...

- 1 Within the past month
- 2 Within the past six months but more than a month ago
- 3 Within the past year but more than six months ago
- 4 More than a year ago
- 8 DON'T KNOW
- 9 REFUSED

Interviewer note 5: If never Internet (A5=2 and A11 ne 3), skip to A12c;

If former Internet (A11=3), continue with A12c1;

If current Internet (A5=1) and home computer (A4=1, 2 or 3), skip to B1;

If current internet (A5=1) or never internet (A5=2 and A11 ne 3) and no home computer (A4=0), skip to A12c;

A12c1 When did you last have Internet access at home? Was it...

- 1 Within the past month
- 2 Within the past six months but more than a month ago
- 3 Within the past year but more than six months ago
- 4 More than a year ago
- 8 DON'T KNOW
- 9 REFUSED

A12c What are all the reasons you can think of for not having [a computer/the Internet/a computer or the Internet] at home? [Allow multiple responses; don't read; note order of mention; prompt for additional]

- 1 Computer COST / TOO EXPENSIVE
- 2 Internet COST/ Too Expensive
- 3 Reduced household income/problems in the economy/trying to save money
- 4 DON'T KNOW HOW TO USE IT
- 5 SUFFICIENT ACCESS ELSEWHERE
- 6 SAFETY / SECURITY CONCERNS
- 7 DON'T WANT ONE/it
- 8 Don't know how to choose one
- 9 Don't have time to learn how to use one
- 10 Don't have time to use one/It at home
- 11 DON'T KNOW HOW TO SET IT UP
- 12 DON'T HAVE A COMPUTER OR INTERNET DEVICE
- 13 Computer broke down
- 14 PROBLEMS WITH THE TELEPHONE LINE
- 15 PROBLEMS WITH CABLE ACCESS
- 16 PROBLEMS WITH DSL ACCESS
- 17 CAN'T GET THE KIND OF INTERNET ACCESS I WANT
- 18 DON'T REALLY KNOW ABOUT THE INTERNET
- 19 DON'T WANT KIDS TO USE IT
- 20 Inappropriate content/pornography/hatred-material
- 21 Worried about inappropriate content for children
- 22 Child safety (dangerous strangers)
- 23 Computer safety – viruses, worms
- 24 Privacy/security/personal information (banking, credit card, identity theft issues)
- 25 Don't like computers
- 26 Don't like the Internet
- 27 I have other things to do/ they're a time waster
- 28 Don't have a desire or need to use them
- 29 Nothing on computers or the internet is relevant to me
- 30 I **do** have home Internet [Verify if answer yes to this]
- 31 I **do** have a home computer [Verify if answer yes to this]
- 32 Don't need it – get free WIFI
- 33 OTHER [SPECIFY]_____
- 88 DON'T KNOW
- 99 REFUSED / NO MORE APPLY

Interviewer note 6: If A12c ne 1 or 2 or 3, and former Internet (A11=3), skip to B1;

If A7=1, skip to B1;

If A12c ne 1 and A12c ne 2 and A12c ne 3, and never Internet user (A11 <>3) skip to skip to Cable Drill Down.

If A12c = 1, ask A13a; if A12c =2, ask A13b; if A12c=3 and A4 <>1,2,3, ask A13a; if A12c=3 and A5 <>1, ask A13b

A13a How much, if anything, would you be willing to spend to have a computer at home? \$ _____
ENTER DOLLAR AMOUNT (RANGE 0-9999)

A13b How much, if anything would you be willing to spend per month for Internet access? \$ _____
ENTER DOLLAR AMOUNT (RANGE = 0-99)

General Interviewer Note: for all subsequent section, treat Rs who had Internet/Cable/Cell service in the past as subscribers to the corresponding service, changing the verb tense as necessary.

Interviewer note 7: For those who are not Internet users (A7 <> 1), skip to Cable Drill Down.

B. Internet detail

- B1 What is/was your primary way of accessing the Internet? Do/did you use your... [Include according to answers above. Allow multiple response after "primary" way?"]
- 1 Desktop computer
 - 2 Laptop computer
 - 3 Mobile device
 - 4 TV
 - 5 Other _____
 - 0 I don't/didn't use the Internet [Verify A5. If no current Internet access; verify A11. If no current or former Internet access, revise A5 and A11 for future skips and skip to Cable Drill Down. If current or former access at home or elsewhere, continue with B2.]
 - 8 Don't know
 - 9 Refused
- B1a What other ways do you access the Internet? Do you use your... [include according to remaining answers from above]
- 1 Desktop computer
 - 2 Laptop computer
 - 3 Mobile device
 - 4 TV
 - 5 Other _____
 - 0 no other way
 - 8 Don't know
 - 9 Refused
- B2 What type of Internet service do/did you have coming into your house? [Allow multiple response; do not read but prompt with options if necessary, starting with dial up modem]
- 0 Don't have home Internet [skip to Cable drill down]
 - 1 Dial up modem [skip to B4]
 - 2 DSL (Could also be state as Qwest, or Covad) [skip to B3]
 - 3 Internet through your CABLE company (Broadstripe or Comcast) [skip to B3]
 - 4 WEB TELEVISION [skip to B5]
 - 5 Wireless (Clearwire, Sprint card) [skip to Interviewer note 8]
 - 6 Free WIFI [skip to B5]
 - 7 OTHER [SPECIFY] _____ [skip to B5]
 - 8 DON'T KNOW [skip to B5]/don't remember
 - 9 REFUSED / NO MORE APPLY [skip to B5]

Interviewer note 8: if Respondent says "wireless" prompt for "Is that a paid service like Sprint or Clearwire? Or free WIFI"

- B3. Do/did you subscribe to a premium or business class Internet service that offers faster than basic dsl or cable broadband service?
- 1 YES [skip to B5]
 - 2 NO [skip to B5]
 - 4 DON'T KNOW
 - 5 REFUSED
- B4 How much, if anything, would you be willing to spend per month for higher speed Internet access?
- \$ _____ ENTER AMOUNT PER MONTH (range 0-99)
- 777 No more than I currently pay/nothing more
- 888 DK
- 999 ref

B5. What one thing, if anything, would improve your internet service the most? Would it be...

- 1 speed,
- 2 price,
- 3 customer service,
- 4 reliability,
- 5 nothing at all or
- 6 something else? _____
- 8 Don't know
- 9 Refused

Interviewer note 9: if R wants to select more than one, force one choice with something like “Yes, we understand but can you pick the most important one?”]

C. Cable drill down (All)

Interviewer note 10: If current or former cable subscriber (A1=1, or A11=1), continue. If not/never cable subscriber (A1 ne 1 and A11 ne 1), skip to Interviewer note 11.

Now we have some questions to find out more about your opinions about cable service.

SUBSCRIBERS or former subscribers

C1. Who is/was your cable company?

- 1 Broadstripe
- 2 Comcast
- 3 Other _____
- 8 DON'T KNOW /Don't remember
- 9 REFUSED

C2. How satisfied are/were you with the customer service for your cable television? Would you say you are/were...

- 4 Very satisfied
- 3 Satisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 8 DK
- 9 Refused
- 7 Not applicable

C3. [Are you having/Did you have] any problems with your cable service that [have not been/were not] resolved?

- 1 Yes
- 2 No [skip to D2]
- 3 DON'T KNOW [skip to D2]
- 4 REFUSED [skip to D2]

C4. What kind(s) of problems? _____ [Skip to D2]

Interviewer note 11: If former subscriber (A11=1), go to D1; if never subscribed (A1 ne 1 and A11 ne 1) use following transition before D1:

Now we have a couple of questions about Seattle’s cable service.

Non subscribers only (recent or ever)

D1. Are you aware of the digital television, or dtv, transition in February?

- 1 Yes
- 2 No
- 8 DK
- 9 Refused

All

D2. Are you aware that the City has an office to help with things like cable company customer service, and cable TV discounts for senior citizens and people with disabilities, and to provide information about digital tv converter coupons?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

D3. Would you like someone from this office to contact you?

- 1 Yes
- 2 No/DK/Ref [skip to D5]

D4. If YES, may I have your first name, please? _____

D3b. Would you like someone from this office to contact you about the basic TV channel package for under \$20 a month?

- 1 Yes
- 2 No/DK/Ref [skip to D5]

D4. If YES, may I have your first name, please? _____

D5. Are you aware that cable companies offer a basic tv channel package for under \$20 a month?

- 1 Yes
- 2 No
- 8 DK
- 9 Refused

Interviewer note 12: if respondent asks questions about this lower option, refer them to their cable company business office Broadstripe: 1-800 829 2225 or Comcast: 1-800-226-2278. If they say that that hasn't worked and did not say "yes" to D3, go back to D3b and then skip to E. SCAN). If they say that that hasn't worked and they said "yes" to D3, say "OK, we'll have the Cable Office contact you"

E. SCAN

Now we'd like to ask you a few questions about the public access channel, where the public can create and show their own television programs. These are shown in Seattle on [if **Broadstripe**: channel 29/ if **Comcast**: channel 77; if **other, DK, refused or no cable**: channel 29 or 77], also called SCAN or Seattle Community Access Network.

E1 Have you ever watched this channel?

- 1 Yes
- 2 No [skip to E3]
- 8 Don't know [skip to E3]
- 9 Refused [skip to E3]

E2 How often do you watch the SCAN public access [Channel 77/ Channel 29]? Would you say you are a very regular viewer, regular viewer, occasional viewer, or very infrequent viewer? [READ AS NECESSARY]

- 4 very regular
- 3 regular
- 2 Occasional
- 1 Very infrequent
- 8 DON'T KNOW
- 9 Refused

E3 How important do you think it is for residents and community organizations to have the opportunity to create and show their own local programs? Would you say it is:

- 4 Very important

- 3 Somewhat important
- 2 Not really that important
- 1 Not important at all
- 8 No opinion/don't know
- 9 Refused

Interviewer note 13: If R not a current computer user (A7 ne 1) skip to G2:

F. All computer/Internet users

Intro: Now we're going to ask about your use of computers and the Internet

F1 Where do you do most of your computing? [Do not read, allow two answers, note first and second mention]

- 1 Home
- 2 Work
- 3 School
- 4 Public library
- 5 Friend or relative's house
- 6 Café or restaurant
- 7 Everywhere/anywhere
- 8 Other (specify _____)
- 88 DK/Depends
- 99 Refused

F2 On average, how many days per week would you say you use a computer or the Internet at ANY location?

_____ days per week

99 DK/Ref

Interviewer note 14: If F3 ne 1, skip to Interviewer note 15

F5 How often do you use email? Would you say you use it...

- 3 At least once a day
- 2 Once a week or more, but less than once a day
- 1 Less than once a week
- 8 DK
- 9 REFUSED

Interviewer note 15: I am going to read you a list of 15 things you might use a computer or the Internet for. For each one, please tell me if this is something you use it for, whether on a regular basis or sometimes. This could be on a computer at home or some other place.

[ROTATE F6 TO F20]

[IF NECESSARY: Do you use a computer/the Internet or email to...]

F6 Keep in touch with friends and family

- 1 Yes
- 0 No
- 8 DK
- 9 Ref

F7 Get health or medical information

- 1 Yes
- 0 No
- 8 DK
- 9 Ref

- F8 Look for a job or job training
 1 Yes
 0 No
 8 DK
 9 Ref
- F10 Purchase products or services
 1 Yes
 0 No
 8 DK
 9 Ref
- F11 Attend an online class, meeting or webinar
 1 YES
 0 NO
 8 DON'T KNOW
 9 REFUSED
- F12 Sell goods or services online?
 1 YES
 0 NO
 8 DON'T KNOW
 9 REFUSED
- F14 Find legal or consumer rights information
 1 Yes
 0 No
 8 DK
 9 Ref
- F15 Find local school information
 1 Yes
 0 No
 8 DK
 9 Ref
- F16 Post a video on YouTube or elsewhere on the web
 1 Yes
 0 No
 8 DK
 9 Ref
- F17 Make a donation to charity online
 1 Yes
 0 No
 8 DK
 9 Ref
- F18 Download a podcast
 1 Yes
 0 No
 8 DK
 9 Ref
- F19 Contribute to a blog, wiki, or other group
 1 Yes
 0 No

- 8 DK
- 9 Ref

G. SAFETY and SECURITY

These next questions are about safety and security on the Internet

[Interviewer note 16: IF NOT COMPUTER USER (A7 ne 1) add] While I understand that you do not use the Internet, we are still interested in your opinions about these issues. You can base your answers on anything you might have heard, seen or read.

G1 Do you feel that there are adequate precautions for children to access the web safely? [IF NEEDED: Please base your response on anything you might have seen, read or heard.]

- 4 YES
- 3 For the most part
- 2 Not enough
- 1 NO
- 8 DON'T KNOW / DEPENDS
- 9 REFUSED

G2 How confident are you that financial transactions on the Internet are secure and private where 1 means not at all confident and 5 means very confident? [IF NEEDED: Please base your response on anything you might have seen, read or heard.]

- 1 Not at all confident that financial transactions are secure
- 2
- 3
- 4
- 5 Very confident that financial transactions are secure
- 8 DON'T KNOW / DEPENDS
- 9 REFUSED

Interviewer note 17: IF NOT A COMPUTER (A7 ne 1) SKIPTO I1

H. Literacy

I am going to read you a list of computer tasks. For each one I read, please tell me how comfortable you are completing that task on the computer. Again, please use a five point scale where "5" means you are "very comfortable" and a "1" means you are "not at all comfortable" completing that task. If you have never done this task, please just tell me that.

How comfortable are you...

[PROBE: How comfortable are you doing these tasks or activities on the computer and Internet. Please use a five point scale where "5" means you are "very comfortable" and a "1" means you are "not at all comfortable" completing that task. If you have never done this task, please just tell me that. You can also use any number in between.]

If F3 ne 1, skip to H2. Otherwise continue

H1 Sending and opening attachments in an email

- 1 NOT AT ALL COMFORTABLE
- 2
- 3
- 4
- 5 VERY COMFORTABLE
- 6 NEVER DONE THIS TASK
- 8 DON'T KNOW
- 9 REFUSED

[ROTATE H2-H3]

- H2 Opening and saving a file
- 1 NOT AT ALL COMFORTABLE
 - 2
 - 3
 - 4
 - 5 VERY COMFORTABLE
 - 6 NEVER DONE THIS TASK
 - 8 DON'T KNOW
 - 9 REFUSED

- H3 Searching on the web
- 1 NOT AT ALL COMFORTABLE
 - 2
 - 3
 - 4
 - 5 VERY COMFORTABLE
 - 6 NEVER DONE THIS TASK
 - 8 DON'T KNOW
 - 9 REFUSED

If H2 and H3 = not at all comfortable or never done this task, skip to I1. Otherwise continue

- H4 Installing new software
- 1 NOT AT ALL COMFORTABLE
 - 2
 - 3
 - 4
 - 5 VERY COMFORTABLE
 - 6 NEVER DONE THIS TASK
 - 8 DON'T KNOW
 - 9 REFUSED

- H5 Using sites, like Facebook, Myspace or LinkedIn?
- 1 NOT AT ALL COMFORTABLE
 - 2
 - 3
 - 4
 - 5 VERY COMFORTABLE
 - 6 NEVER DONE THIS TASK
 - 8 DON'T KNOW
 - 9 REFUSED

I. Attitudes about importance of access, and training (ALL)

- I1. How important do you think it is for adults to have access to computers and the Internet these days? Would you say it is...
- 4 Very important
 - 3 Somewhat important
 - 2 Not really that important
 - 1 Not important at all
 - 9 DK/NA
- I2. And, how important do you think it is for children to have access to computers and the Internet these days? [Read response options if necessary]
- 4 Very important
 - 3 Somewhat important

- 2 Not really that important
- 1 Not important at all
- 9 DK/NA

I3. And how important do you think it is for all Seattle households to have high speed internet access, at least as fast as cable or dsl broadband? [Read response options if necessary]

- 4 Very important
- 3 Somewhat important
- 2 Not really that important
- 1 Not important at all
- 9 DK/NA

I4 Do you think Seattle residents need access to free or low cost training on how to use computers or the Internet?

- 1 Yes
- 2 No
- 3 DK
- 4 Refused

J. Community Building

Intro: Now we have some questions about you in the community.

J1 Do you participate in any type of community group, like a neighborhood association, block watch, school, religious group, or any other type of group?

- 1 Yes
- 2 No
- 3 DK
- 4 Refused

J2 Do you regularly visit any website or belong to an email list to get information about your local community [Prompt only if necessary: perhaps for a local community or cultural group, or a school, business, or community service organization.]

- 1 YES
- 2 No
- 3 Not aware of any lists or web site.
- 4 Yes, but not regularly
- 5 DK/REF

K. Civic Participation

K1 When you need something from the government, do you prefer to make contact ...

- 1 On the web or via email
- 2 In person
- 3 By telephone
- 4 By letter
- 5 Other _____
- 8 DK
- 9 Refused

Using the numbers between 1, meaning “not at all effective” and 5, meaning “very effective,” in your opinion, how effective are email and the Internet as ways to

K2 ...communicate your opinions about issues that affect you in your community?

- 1 NOT AT ALL EFFECTIVE
- 2

- 3
- 4
- 5 VERY EFFECTIVE
- 9 DON'T KNOW / REFUSED

K3 ...How about as a way to communicate with elected officials?

- 1 NOT VERY EFFECTIVE
- 2
- 3
- 4
- 5 VERY EFFECTIVE
- 9 DON'T KNOW / REFUSED

Interviewer note 18: If not Internet user (A7 <> 1) skip to L4 (Seattle Channel)

K4 In the past year, have you used the Internet to obtain information from a city, county, state, or federal government website?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

L. City of Seattle WEB Services and Seattle Channel

L1 Have you ever visited the City of Seattle web site; at seattle (dot) gov?

- 1 YES
- 2 NO [skip to L3]
- 8 DON'T KNOW [skip to L3]
- 9 REFUSED [skip to L3]

L2 How often do you visit the City's website? Would you say you are a very regular visitor, regular visitor, occasional visitor, or very infrequent visitor?

[READ AS NECESSARY]

[IF DON'T WATCH REGULARLY ENTER CHOICE 1 "Very infrequently"]

- 4 very regular [skip to L4]
- 3 regular [skip to L4]
- 2 Occasional
- 1 Very infrequent
- 8 DON'T KNOW
- 9 Refused [skip to L4]

L3: If L1=2: Is there some reason why you haven't [IF NECESSARY: visited seattle(dot) gov]?

If L2=1 or 2: Is there a reason you don't use it more? (if YES, specify)

- 0 No reason given
- 1 Don't know about it
- 2 No need/no more need
- 3 It's never come up on Google or other search engine
- 4 Too hard to find the site
- 5 Too hard to find what I need
- 6 Easier to just call
- 7 Tried it once, but it was too complicated or frustrating
- 8 Didn't think about it
- 9 Don't use the Internet
- 10 Other _____
- 88 Don't know

Seattle channel

The next few questions are about the Seattle channel. This is the government channel with a wide range of programs about city news, politics, arts, people, community affairs, and city services.

L4 Have you ever seen the Seattle Channel, cable channel 21 or on the Internet (at seattlechannel (dot)org)? PROBE: Was it on cable, the Internet or both?

- 1 Yes, (specified on tv)
- 2 Yes (specified on Internet)
- 3 Yes (specified both TV and Internet)
- 4 Yes (did not specify)
- 5 NO [SKIP TO L6]
- 6 Don't know about it
- 8 DON'T KNOW [SKIP TO L6]
- 9 Refused [SKIP TO L6]

L5 How often do you watch the Seattle Channel? Would you say you are a very regular viewer, regular viewer, occasional viewer, or very infrequent viewer?

[READ AS NECESSARY]

[IF DON'T WATCH REGULARLY ENTER CHOICE 1 "Very Infrequently"]

- 4 very regular
- 3 regular
- 2 Occasional
- 1 Very infrequent
- 8 DON'T KNOW
- 9 Refused

L6 What would you like to know more about in your community, that the city could share on its web site or cable channel? [Prompt only if needed: This could be anything of interest to Seattle residents – how-to information, things about the city, government, cultural events, people, our homes, businesses, or community services...]

Note specific topics: _____

If L6=none, no, NA, skip to M1

L7 Is there anything else you'd be interested in? (Please describe.)

Interviewer note 18: Non computer/internet users (A7<> 1 or B1 =0); skip to Q. Demographics

M. Business and Economic Development

M1. In the past year, have you tried to find information about local businesses on the Internet?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

M2 In the past year, have you purchased any items or services from local businesses on the Internet?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

I'm going to read a few ideas that have been suggested for making it easier to find or purchase from local businesses on the Internet. For each one, I'd like you to tell me whether it would help you a lot, a little, or

not at all. (Rotate M3-M7)

M3 If more local businesses came up when searching with Google or some other search engine

- 1 Not at all
- 2 A little
- 3 A lot
- 8 Don't know/not sure/don't care
- 9 Refused

M4 If your Neighborhood or Chamber of Commerce websites had more information about local businesses, including links to their websites

- 1 Not at all
- 2 A little
- 3 A lot
- 8 Don't know/not sure/don't care
- 9 Refused

M5 If more local businesses sold their products or services online

- 1 Not at all
- 2 A little
- 3 A lot
- 8 Don't know/not sure/don't care
- 9 Refused

M6 Having some way to sign up for email notices about local products or services that you're interested in

- 1 Not at all
- 2 A little
- 3 A lot
- 8 Don't know/not sure/don't care
- 9 Refused

M7 Having a central directory online for all Seattle businesses

- 1 Not at all
- 2 A little
- 3 A lot
- 8 Don't know/not sure/don't care
- 9 Refused

M8 Is there any other idea you'd like the City to consider to make it easier for you to find or purchase from local businesses on the Internet? (Please describe:_____)

M9 Do you use the Internet to work from home? [Do not read, note if they volunteer employment status and fill in Q8]

- 1 YES
- 2 NO
- 3 Don't work [skip to M11]
- 6 Unemployed [fill in Q8; skip to M11]
- 7 Retired [fill in Q8; skip to M11]
- 8 DON'T KNOW [skip to M11]
- 9 REFUSED [skip to M11]

M10 Is there any reason that you don't use the Internet to work from home [IF YES to M9, add "more than you do"]?

[Do not read, allow multiple response; note order]

- 0 No reason given

- 1 Internet too slow
- 2 Internet too unreliable
- 3 Internet too expensive
- 4 Policies at work make it difficult
- 5 Don't work
- 6 Unemployed [fill in Q8]
- 7 Retired [fill in Q8]
- 8 Too distracting at home
- 9 Want company of co-workers
- 10 Need to work with team, face-to-face
- 11 Type of job does not allow telecommuting
- 12 I don't want to do more from home
- 13 Other _____
- 88 DK
- 99 REF

M11 How valuable would it be for you to have significantly faster Internet service? Would it be...

- 4 Very valuable
- 3 Somewhat valuable
- 2 Not really that valuable
- 1 Not valuable at all
- 9 DK/NA

M12 How much, if at all, does using the Internet save you driving?

- 1 Saves a lot of driving
- 2 Saves some driving
- 3 Doesn't save any driving
- 4 Causes more driving
- 8 DK
- 9 REF

Q. DEMOGRAPHICS

Now I just have a few final questions for statistical purposes - to help us group your answers with others. Let me assure you that all of your responses will be kept strictly confidential.

[If no other people in HH from I11 and I12, skip to Q6; if no other adults in HH, skip to Q5]

Q1 How many people, including you, live in your house?

- _____ ENTER NUMBER IN HOUSEHOLD (RANGE = 0-99)
- 999 REF

Q2 **[IF Q1 > 1, continue; else skip to Q3]** How many children under the age of eighteen live in your household?

- _____ ENTER NUMBER OF CHILDREN
- 99 REF

Q4 Is your age between?

- 1 18 to 25,
- 2 26 to 35,
- 3 36 to 50,
- 4 51 to 64, or
- 5 65 years of age or older?
- 9 REFUSED

Q5 What is the last year of schooling you completed?

[IF COLLEGE DEGREE PROBE: Would that be a two year or four year degree?]

- 1 Grade School or Some High School,

- 2 High School Graduate,
- 3 Some College, Technical or Vocational School or Two Year Degree,
- 4 Four Year College Graduate, or
- 5 Post Graduate Work or Graduate Degree?
- 9 REFUSED

Q6 What is the primary language spoken at your home?

- 1 ENGLISH
- 2 SPANISH
- 3 OTHER [SPECIFY] _____
- 9 REFUSED

Q7 What race or ethnicity do you consider yourself? (Allow multiple response; If multiple response, ask "Which do you consider to be your primary race?" and store under Q7primary).

- 1 African American,
- 2 Asian / Pacific Islander,
- 3 Caucasian,
- 4 Hispanic / Latino, or
- 5 Native American / American Indian
- 6 OTHER [SPECIFY]
- 9 REFUSED

Q7Prim Which do you consider your primary race? [select options from response to Q7)

- 1 African American,
- 2 Asian / Pacific Islander,
- 3 Caucasian,
- 4 Hispanic / Latino, or
- 5 Native American / American Indian
- 6 OTHER
- 7 Mixed race
- 9 REFUSED

[Interviewer note 19:

IF already mentioned retired (M9=5 or M10=7), skip to Q10.

If already mentioned "not working" (M9=3 or M10=5) use Q8a and then skip to Q10:

Q8. Do you work at a paying job?

- 1 YES [Skip to Q8b]
- 2 NO
- 8 DON'T KNOW [Skip to Q10]
- 9 REFUSED [Skip to Q10]

If NO to Q8, omit bracketed part of Q8a

Q8a. [You mentioned earlier that you aren't currently working.] Are you a...(allow multiple response)

- 4 Student
- 5 Homemaker
- 6 Unemployed
- 7 Retired
- 8 Disabled
- 9 REFUSED

Q8b Would that be...(allow multiple response) ?

- 1 Full time
- 2 Part-time
- 3 Self employed
- 9 REFUSED

Interviewer note 20: If employed (Q8=1) AND if F2 indicates 5 days a week (for full time employed) or 3 days a week (for part time employed), ask Q9, otherwise skip to Q10.

Q9: Are you a computer professional or do you work in the technology field?

- 1 Yes
- 2 NO
- 3 Do not work
- 9 DON'T KNOW / REFUSED

Interviewer note 21: If Q8a=8, skip to Q11

Q10 Do you have a disability, handicap or chronic disease that keeps you from participating fully in work, school, housework or other activities?

- 1 Yes
- 2 No **[skip to Q12]**
- 3 DK **[skip to Q12]**
- 4 Ref **[skip to Q12]**

Q11 Does this disability impair your use of the Internet?

- 1 Yes
- 2 No
- 3 DK
- 4 Ref

Q12 Was your 2008 total household income...

- 1 Less than \$20K
- 2 \$20K to less than \$30K
- 3 \$30K to less than \$40K
- 4 \$40K to less than \$50K
- 5 \$50K to less than \$75K
- 6 \$75K to less than \$100K
- 7 \$100K or more
- 9 DK/REF

Those are all the questions we have at this time.

G3 Would you like to receive information from the City of Seattle about protecting your computer against unsolicited ads, viruses and other threats?

- 1 YES [autofill name in G4 if given in D4 and skip to H1; if not given in D4, continue to G4]
- 2 NO [SKIP to H1]
- 8 DK/Depends [SKIP to H1]
- 9 Ref [SKIP to H1]

G4 May I have your first name, please _____

The City is interested in how your community is changing over the years. Would you be willing to let us contact you again with similar questions or for a focus group in the future?

- 1 YES
- 2 NO / DON'T KNOW / REF **[SKIP TO THANK]**

Q13 May I please have your first name?

[OPEN-ENDED RESPONSE]

THANK Thank you very much for your time and the useful information you have shared. Have a good evening.

[PRESS ANY KEY TO END INTERVIEW]

INTNUM ENTER INTERVIEWER NUMBER

____ ENTER NUMBER

THANK1 Thank you for your time, but we today we are interviewing residences located within the City of Seattle boundaries.

[PRESS ANY KEY TO CONTINUE]

THANK9 Thank you for your time, but we cannot continue without that information.

[PRESS ANY KEY TO CONTINUE]

DISP #	DISPOSITION	DISPLAY TYPE	PROPERTY	INCIDENCE
		P/S/I/H	A/B/C/N/R/F	D/B/I
1	No Answer	P	N	D
2	Busy	P	B	D
3	Answering Machine	P	N	D
4	Disconnected / Nonworking	P	F	D
5	Soft Refusal (Callback To Convert)	P	R	D
6	Hard Refusal	P	F	D
7	Never Call	P	F	D
8	Screener Refusal	H	F	D
9	Communication Barrier (not due to Language)	P	F	D
10	Language Barrier (Spanish)	P	F	D
11	Language Barrier (Asian)	P	F	D
12	Language Barrier (Other)	P	F	D
13	Language Barrier (Not Determined)	P	F	D
14	Callback Introduction	P	C	D
15	Callback Interview	I	C	I
16	Mid-Terminate	I	F	I
17	NQ – Under the age of 18	H	F	B
18	NQ – Out Of Area (not Seattle resident)	H	F	B
40	Complete	H	F	I