HOME TECH 2020 AARP

AMERISPEAK PROJECT & AAPOR TRANSPARENCY INITIATIVE REPORT

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STUDY INTRODUCTION

NORC conducted the Home Tech 2020 study on behalf of AARP using NORC's AmeriSpeak® Panel and Dynata's and Lucid's nonprobability online opt-in panels for the sample sources. This research was done to support understanding the general population's (18+) use of home technology.

This study was offered in English and Spanish and on both web and phone.

This Project Report provides the complete disclosure needed for the AAPOR Transparency Initiative. This includes information in this report on who funded, the sample sources and sampling and weighting procedures, and how the project was conducted. Additional information is provided in the *NORC Card*, which provides an in-depth profile of sample quality metrics for the study, the data collection field period, interview sample size, response rate statistics, the design effect, and sampling margins of error, among other statistics for the Gen Pop 18+ sample. This NORC Card only applies to the AmeriSpeak probability based portion of the sample for this project, and these metric are inapplicable for non-probability samples. Please refer to **Appendix A** of this Report for the NORC Card with added information useful for compliance with the AAPOR Transparency Initiative, in addition to information provided in this AmeriSpeak Project Report.

For more detailed information on the AmeriSpeak panel recruitment and management methodology, please see the **Appendix B** ("Technical Notes on AmeriSpeak Methodology") attached to this AmeriSpeak Project Report.

Finally for the questionnaire, that includes all questions asked and interviewer and respondent instructions, please consult **Appendix C**.

STUDY-SPECIFIC DETAILS

Sampling

A general population sample of U.S. adults age 18 and older was selected from NORC's AmeriSpeak Panel for this study. The following groups were oversampled to in order to reach the minimum targets of n=500 each:

Ages 18-49, n=500

Ages 50-59, n=500

Ages 60-69, n=500

Ages 70+, n=500

Hispanics Ages 50+, n=500

African Americans Ages 50+, n=500

Asian American/Pacific Islander Ages 50+, n=500

Survey respondents who indicated they have or own at least one of the following tech items met the screening criteria: desktop computer, laptop computer or Netbook, smartphone (e.g. iPhone, Android, Blackberry), regular cell phone (not including iPhone or other smartphones), E-reader (e.g. Kindle, Nook), tablet (e.g. iPad), wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch), home assistant (e.g. Amazon Echo/Alexa, Google Home), smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe), GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch), and/or virtual reality (VR) device.

The sample for a specific study is selected from the AmeriSpeak Panel using sampling strata based on age, race/Hispanic ethnicity, education, and gender (48 sampling strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the

set of panel members with a completed interview for a study is a representative sample of the target population. If panel household has one more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week.

For technical information about the AmeriSpeak Panel, including recruitment process and panel management policies, please see the Appendix.

The AmeriSpeak panel sample was supplemented with respondents who were 50+ Asian-Americans from Dynata's and Lucid's nonprobability online opt-in panels.

Field

A small sample of English-speaking AmeriSpeak web-mode panelists were invited on September 22, 2020 for a pretest. In total, NORC collected 45 pretest interviews. The initial data from the pretest was reviewed by NORC.

No changes were made before fielding the Main survey to collect the 3,211 interviews.

In total NORC collected 3,211 interviews, 2,990 by web mode and 221 by phone mode.

An issue with Q31 being coded incorrectly as "skipped on web" for web-mode respondents qualified to answer the question was discovered early in the fielding period, and a re-contact survey was fielded between October 2 and October 19, 2020 to affected respondents to collect their missing data. Of the 1,077 respondents re-contacted, data for Q31 was collected for 1,056 respondents.

The NORC Card contains information about the Gen Pop 18+ sample, which was fielded solely from the AmeriSpeak panel. Please see NORC Card for field period, sample sizes, and the AAPOR response rate documentation.

AmeriSpeak Survey Completion Rates

The screening and main interview stages of data collection were conducted during a single survey session for the respondents. There was a screening stage to identify qualified and eligible panelists. These are the eligible respondents qualified to participate in the second stage, which is the main study interview.

Respondents who answered the screener, regardless of eligibility, are considered a screener complete. Respondents who were determined to be eligible for the study, based on the screener, then completed the survey are considered a survey complete. The screener completion rate was 36.1%. The incidence rate was 99.1%. Among those cases that qualified for the main study interview, the interview completion rate was 92.0%. The summary statistics on sample performance are shown below.

AmeriSpeak Sample Performance Summary

Sampled/Invited Panelists	No. Screening Interviews Completed	Screener Completion Rate	No. Panelists Eligible for Interview	Incidence / Eligibility Rate	No. Survey Interviews Completed	Interview Completion Rate
8,567	3093	36.1%	3065	99.1%	2,822	92.0%

Please see NORC Card for the AAPOR response rate documentation.

Sample Performance Summary – Oversamples

The sample performance summary for oversamples is given below:

Distribution of Completed Interviews in Delivered Analysis File by Sample Source (Unweighted)

Demo- graphic	Dynata Sample Source		Lucid Sample Source		NORC AmeriSpeak/BYP Source		Total	
	N Interviews	Row %	N Interviews	Row %	N Interviews	Row %	N Interviews	Row %
Ages 18-49	0	0%	0	0%	551	19.5%	551	17.2%
Ages 50-59	132	37.0%	17	53.1%	815	28.9%	964	30.0%
Ages 60-69	137	38.4%	14	43.8%	803	28.5%	954	29.7%
Ages 70+	88	24.6%	1	3.1%	653	23.1%	742	23.1%
Hispanics Ages 50+	0	0%	0	0%	515	18.2%	515	16.0%
African Americans Ages 50+	0	0%	0	0%	510	18.1%	510	15.9%
Asian American/ Pacific Islander Ages 50+	357	100.0%	32	100.0%	125	18.2%	514	16.0%
Total	357	100.0%	32	100.0%	2,822	100.0%	3,211	100%

Gaining Cooperation of AmeriSpeak Panelists for the Study

To encourage study cooperation, NORC sent email reminders to sampled web-mode panelists on the following dates:

- Friday, October 2
- Wednesday, October 7
- Sunday, October 11

To reach our total number of completions an additional 244 panelists were invited on October 16, 2020.

To administer the phone-survey, NORC dialed the sampled phone-mode panelists throughout the field period.

Panelists were offered the cash equivalent of \$5 for completing the survey and \$2 for completing the re-contact survey.

Data processing

NORC prepared a fully labeled data file of respondent survey data and demographic data for AARP.

NORC applied cleaning rules to the survey data for quality control by removing survey responses in the main study interview questions from non-eligible respondents. These respondents provided responses indicative of speeding through the survey, skipping survey questions, and/or straight-lining responses to grid questions. These respondents were not counted toward the total number of interviews delivered.

Statistical Weighting – General Population 18+

Statistical weights for the study eligible respondents were calculated using *panel base sampling weights* to start.

Panel base sampling weights for all sampled housing units are computed as the inverse of probability of selection from the NORC National Frame (the sampling frame that is used to sample housing units for AmeriSpeak) or address-based sample. The sample design and recruitment protocol for the AmeriSpeak Panel involves subsampling of initial non-respondent housing units. These subsampled non-respondent housing units are selected for an in-person follow-up. The subsample of housing units that are selected for the nonresponse follow-up (NRFU) have their panel base sampling weights inflated by the inverse of the subsampling rate. The base sampling weights are further adjusted to account for unknown eligibility and nonresponse among eligible housing units. The household-level nonresponse adjusted weights are then post-stratified to external counts for number of households obtained from the Current Population Survey. Then, these household-level post-stratified weights are assigned to each eligible adult in every recruited household. Furthermore, a person-level nonresponse adjustment accounts for nonresponding adults within a recruited household.

Finally, panel weights are raked to external population totals associated with age, sex, education, race/Hispanic ethnicity, housing tenure, telephone status, and Census Division. The external population totals are obtained from the Current Population Survey. The weights adjusted to the external population totals are the *final panel weights*.

Panel Weighting Variables & the Variable Categories

Age: 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

Gender: Male and Female

Census Division: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific

Race/Ethnicity: Non-Hispanic White, Non-Hispanic Black, Hispanic, and Non-Hispanic Other

Education: Less than High School, High School/GED, Some College, and BA and Above

Housing Tenure: Home Owner and Other

Household phone status: Cell Phone-only, Dual User, and Landline-only/Phoneless

Study-specific base sampling weights are derived using a combination of the final panel weight and the probability of selection associated with the sampled panel member. Since not all sampled panel members respond to the screener interview, an adjustment is needed to account for and adjust for screener non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not complete the screener interview for the study.

Furthermore, among eligible sampled panel members (as identified via the survey screener question), not all complete the survey interview for the study. Thus, the *screener nonresponse adjusted weights for the study* are adjusted via a raking ratio method to general population totals associated with the following socio-demographic characteristics: age, sex, education, race/Hispanic ethnicity, and Census Division. The weights adjusted to the external population totals are the *final study weights*.

Study-Specific Post-Stratification Weighting Variables & the Variable Categories

Age: 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

Gender: Male and Female

Census Division: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific

Race/Ethnicity: Non-Hispanic White, Non-Hispanic Black, Hispanic, and Non-Hispanic Other

Education: Less than High School, High School/GED, Some College, and BA and Above

Age x Gender: 18-34 Male, 18-34 Female, 35-49 Male, 35-49 Female, 50-64 Male, 50-64

Female, 65+ Male, and 65+ Female

Age x Race/Ethnicity: 18-34 Non-Hispanic White, 18-34 All Other, 35-49 Non-Hispanic White, 35-49 All Other, 50-64 All Other, 50-64 All Other, 65+ Non-Hispanic White, and 65+ All Other

Race/Ethnicity x Gender: Non-Hispanic White Male, Non-Hispanic White Female, All Other Male, and All Other Female

The weights adjusted to the external population totals are the *final study weights*.

Raking and re-raking is done during the weighting process such that the weighted demographic distribution of the survey completes resemble the demographic distribution in the target population. The assumption is that the key survey items are related to the demographics. Therefore, by aligning the survey respondent demographics with the target population, the key survey items should also be in closer alignment with the target population.

Propensity Weighting – Asian-American 50+

NORC combined the probability and nonprobability samples through propensity weighting, as described below, for the oversample weight specifically for 50+ Asian-Americans. The objective is to assign a final weight to survey completes from both samples.

First, we developed a weight for the probability sample using standard weighting procedures, which involves the computation of the base weights to account for the sample design, nonresponse weighting adjustments to compensate for sample members who failed to complete the survey, and raking adjustments to align the sample to known population benchmarks. The final weights for the probability sample sum to the population total.

Next, we modeled/estimated the weights for the nonprobability sample, using the following steps:

- Concatenate the probability sample and the nonprobability sample to create a unified sample file;
- Create a dichotomous variable, R, which is coded 1 for nonprobability sample units and 0 for probability sample units;
- Fit a weighted logistic regression model with R as the response variable, where the weights are the probability sample weights for the probability sample cases and 1 for nonprobability sample cases;
- Use the predicted propensities as the estimated inclusion probabilities for the nonprobability sample units;
- Compute the nonprobability sample weights as the inverse of the predicted inclusion probabilities;
- Rake the nonprobability sample weights to the same set of benchmarks as those used for raking the probability sample.

Finally, we combined the probability and nonprobability sample weights through a combination factor λ , as follows:

$$w_i = \lambda w_i(P) + (1-\lambda) w_i(NP),$$

where w_i is the combined sample weight, $w_i(P)$ is the probability sample weight from step 1, $w_i(NP)$ is the nonprobability sample weight from step 2, $\lambda = n_P / (n_P + n_{NP})$, n_P is the number of complete surveys from the probability sample, and n_{NP} is the number of complete surveys from the nonprobability sample.

Only the AmeriSpeak probability and not any nonprobability samples were used for the general population or age subgroup weights and analysis. The non-probability sample was only used to make the analysis of the 50+ Asian-American subgroup possible.

Weights Included in Data File

NORC created four weight variables for AARP to use for analysis:

Weight Variable	Description	Design effect	Margin of Error
WEIGHT1	Post-stratification weights - 18+ General Population – includes & scaled to all AmeriSpeak completes (N=2,822)	2.75325	3.06%
WEIGHT2	Post-stratification weights - ages 18-49 Gen Population - includes & scaled to all AmeriSpeak 18-49 completes (N=551)	1.46363	5.05%
WEIGHT3	Post-stratification weights - ages 50+ - AmeriSpeak completes only – includes & scaled all AmeriSpeak 50+ completes (N=2,271)	2.01854	2.92%
WEIGHT4	Post-stratification weights - Race/ethnicity subgroups ages 50+ - AmeriSpeak and nonprobability panel completes, includes all AmeriSpeak 50+ completes and the Dynata/Lucid oversample of 50+ Asians (N=2,660)	White/other: 1.42624 African American: 1.74716 Hispanic: 2.59866 Asian/Pacific Islander: 2.59093	3.50% 5.74% 6.96% 6.96%

Deliverables

The following files were created for AARP as part of the study deliverables:

- Survey interview data file in both SPSS and CSV formats
- Codebook in Excel format
- Final programming questionnaire in Word document
- Project report documenting study procedures
- NORC Card

HOW TO DESCRIBE AMERISPEAK AND NORC @ THE UNIVERSITY OF CHICAGO

For purposes of publication, when describing AmeriSpeak and its panel methodology, we recommend using the following language:

Funded and operated by NORC at the University of Chicago, **AmeriSpeak®** is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak

surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.

For more information, email AmeriSpeak-BD@norc.org or visit AmeriSpeak.norc.org.

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit www.norc.org for more information.

APPENDIX A NORC CARD

**NORC
CARD** | Final Report

Home Tech 2020 October 27, 2020

Survey Overview

Study Population: General Population Age 18+
 Sample Units: 8567
 Completed Units: 2822
 Expected Eligibility Rate: 100.0%
 Observed Eligibility Rate: 99.1%
 Margin of Error: ±3.06 percentage points (pp)
 Avg. Design Effect: 2.75
 Screener Break Off Rate: NA
 Survey Field Period:
 September 25, 2020 - October 19, 2020
 Median Duration (minutes): 26
 Prepared for: AARP

Panel Outcomes

Survey Outcomes

Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference ² (pp)	Difference ¹³
Household Income ¹					
Less than \$30,000	23.9	27.9	17.5	10.4	
\$30,000 to \$74,999	39.9	35.6	33.1	2.5	
\$75,000 to \$124,999	23.7	24.1	24.6	-0.5	
\$125,000 Plus	12.4	12.3	24.9	-12.6	
Member Age					
18 - 49	19.5	53.6	53.6	0.0	
50 - 59	28.9	16.6	16.6	0.0	
60 - 69	28.5	15.3	15.3	0.0	
70+	23.1	14.4	14.4	0.0	
Member Race/Ethnicity					
White	49.3	61.1	62.8	-1.7	
Black	20.6	11.9	11.9	0.0	
Hispanic	21.8	16.7	16.7	0.0	
Asian/Pacific Islander	5.2	6.4	6.4	0.0	
Others	3.2	3.8	2.2	1.6	
Member Education					
Less than High School	4.4	7.8	9.8	-2.0	
High School Equivalent	17.8	30.2	28.2	2.0	
Some College/Associate Degree	43.5	27.7	27.7	0.0	
Bachelor's Degree	18.2	19.6	21.8	-2.2	
Graduate Degree	16.1	14.7	12.4	2.3	
Household Owners					
Owner Occupied	69.6	67.5	67.5	0.0	
Renter Occupied/Other	30.4	32.5	32.5	0.0	
Children in House					
With 1+ Under 18 Years	18.9	28.2	33.1	-4.9	
Without Children Under 18	81.1	71.8	66.9	4.9	
Household Marital Status					
Currently Married	52.2	49.2	52.6	-3.4	
Currently Single	47.8	50.8	47.4	3.4	
Sex					
Male	45.6	48.3	48.3	0.0	
Female	54.4	51.7	51.7	0.0	

¹Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the February 2020 Census Bureau Current Population Survey. ² The difference between the Weighted and Benchmark columns.

Glossary

Overview Section

Study Population: The total set of individuals of interest to which the researcher intends to apply their conclusions.

Sample Units: The number of panel members selected into the study sample.

Completed Units: The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview.

Expected Eligibility Rate: The percentage of the sampling population who are expected to meet study eligibility criteria.

Observed Eligibility Rate: The percentage of the sample members who were eligible for the study among those who answered the screening questions.

Margin of Error: Margin of error is defined as half the width of the 95% confidence interval for a proportion estimate of 50% adjusted for design effect. It is therefore the largest margin of error possible for all estimated percentages based on the study sample.

Design Effect The design effect is the variance under the complex design divided by the variance under a SRS (simple random sampling) design of the same sample size. Design effect is variable-specific and the reported value is the median design effect calculated for a set of key survey variables.

Screener Break Off Rate: The percentage of sample members who dropped off during the screener among those who started the screener.

Survey Length- Start/End Dates: The earliest/latest dates the survey attempted to contact sample cases.

Duration: Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become

inactive. In the case of multiple contacts, this number represents the sum of those contacts.

Benchmark Comparison Section

We compare nationwide demographics (CPS February 2020) to those of our survey respondents, both on a weighted and unweighted basis, to show how closely AmeriSpeak respondents represent the demographics of the study population overall.

We also compare study specific benchmarks (not available on all surveys) to those of our survey respondents to show how closely survey responses to key questions match to benchmarks from external surveys.

Panel Outcomes

Weighted Household (HH) Recruitment Rate: The weighted AAPOR RR III for the AmeriSpeak panel recruitment corresponding to the recruitment cohorts sampled for the study. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household (HH) Retention Rate: The weighted percent of recruited households that are still available for sampling for this survey among the recruitment cohorts sampled for the study.

Survey Outcomes

Screener Completion Rate: The percent of sampled members who completed the screening questions and therefore with known eligibility status for the study.

Survey Completion Rate:

- The percent of sample members who completed the survey interview (for studies without screener)
- The percent of eligible sample members who completed the survey interview (for studies with screener).
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

Weighted Cumulative Response Rate: The overall survey response rate that accounts for survey outcomes in all response stages including panel recruitment rate, panel retention rate, and survey completion rate. It is weighted to account for the sample design and differential inclusion probabilities of sample members.

APPENDIX B

TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL NORC'S PROBABILITY-BASED HOUSEHOLD PANEL

Updated June 16, 2020

This technical overview provides the basic information about AmeriSpeak®, a large probability-based panel funded and operated by NORC at the University of Chicago. AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as address-based sample (ABS) frames, and then recruited by mail, telephone, and by field interviewers face to face. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, the media, and commercial organizations.

The construction of the AmeriSpeak panel started in 2014 with pilot samples. In 2015, about 7,000 households were recruited from a sample of around 60,000 addresses. In 2016, about 128,000 addresses were sampled to expand the panel to around 20,000 recruited households. About 51,000 addresses were selected for the 2017 recruitment, which led to the expansion of the regular AmeriSpeak panel to 23,000 recruited households. The AmeriSpeak Panel expanded to approximately 30,000 households in 2018 and 35,000 households in 2019 through further recruitment efforts. The 2020 recruitment is expected to expand the panel by another 5,000 households. The current panel size is 48,900 panel members age 13 and over residing in over 40,000 households.

In addition to the regular panel for general population studies, AmeriSpeak also contains sub-panels to support studies of special populations, including AmeriSpeak Latino, AmeriSpeak Teen, and AmeriSpeak Young Adult 18-34 (which features an oversample of African Americans, Hispanics, and Asians). AmeriSpeak is also the probability sample source for TrueNorth®, the NORC calibration solution for combining probability and non-probability samples for estimation through small area modeling that leverages data from AmeriSpeak, the American Community Survey, Current Population Survey, and other data sources for improved statistical efficiency.¹

Panel Sample Frame

The primary sampling frame for AmeriSpeak is the 2010 NORC National Frame, a multistage probability sample that fully represents the U.S. household population. We provide a brief description of how the National Frame was constructed after the 2010 Census.

The primary sampling units (PSUs) in the first stage sample selection are 1,917 National Frame Areas (NFAs), each of which is an entire metropolitan area (made up of one or more counties), a county, or a group of counties with a minimum population of 10,000. A total of 126 NFAs are selected in the first stage, including 38 certainty NFAs, 60 urban NFAs, and 28 non-urban NFAs. The largest 38 NFAs, those with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population), were selected into the National Frame with certainty. The certainty NFAs consist of areas with high population density and are dominated by census tracts with city-style mailing addresses. These areas contain 56 percent of the U.S. household population while only accounting for about 8 percent of the geographic area of the United States. The remaining 1,879 NFAs are stratified into urban areas where city-style addresses predominate, and rural areas that are less likely to have city-style addresses. The latter stratum comprises 81 percent of the geographic area, but only 14 percent of the population. A sample of 60 and 28 NFAs is selected systematically

¹ For more information about TrueNorth, see <http://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

from the urban and rural stratum, respectively, with selection probability proportional to size (PPS) where the measure of size is the number of housing units per NFA.

Within the 126 selected NFAs, the secondary sampling units (SSUs) are segments defined from Census tracts or block groups, where each segment contains at least 300 housing units according to the 2010 Census. Within the certainty NFAs, a sample of 896 segments was selected using systematic PPS sampling, where the size of a segment is the number of housing units. Implicit stratification was achieved by sorting the segments by location (NFA, state, and county), by principal city indicator, by ethnic and income indicators. From each urban and rural NFA, a sample of 8 and 5 segments was selected, respectively, using systematic PPS sampling where the measure of size is the number of housing units per segment. A total of 618 segments are selected from the non-certainty NFAs². Overall, a stratified probability sample of 1,514 segments was selected into the National Frame in the second stage sampling.

Within the selected segments, all housing units are listed using the U.S. Postal Service Delivery Sequence File (DSF). In the 123 segments where the DSF coverage is deemed inadequate, the DSF address list is enhanced with in-person field listing to improve coverage. The final National Frame, consisting of all listed households in the sample segments, is estimated to provide over 97 percent coverage of the U.S. household population. It contains almost 3 million households, including over 80,000 rural households that are added through in-person listing. In addition to NORC's National Frame, the DSF is used as a supplemental sample frame in four states. Although nationally representative, the National Frame does not include households from Alaska, Iowa, North Dakota, and Wyoming. Since 2016, the annual panel recruitment sample has included a small address-based sample (ABS) from these four states to assure AmeriSpeak presence in all U.S. States and Washington, D.C.

In 2017, an enhanced DSF frame was also used to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these Census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. This new AmeriSpeak Latino Panel contains approximately 5,400 Hispanic panelists with 24% of those panelists being Spanish-language dominant. As of February 2020, 63.4% of the recruited adults in the AmeriSpeak Panel were sourced from the National Frame, 27.1% from targeted ABS frames, and 9.5% from voter registration files³. Proper weights allow the full use of the combined sample.

Panel Sample Selection

For panel sample selection between 2014 and 2018, National Frame segments are stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments
- Hispanic, not high youth segments
- Non-Hispanic Black, high youth segments
- Non-Hispanic Black, not high youth segments
- Other, high youth segments
- Other, not high youth segments

Hispanic segments are those where Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic Black. Similarly, non-Hispanic Black segments are

² A sample of 5 segments was selected from each of the 28 non-urban NFAs. However, 2 sample segments were later subsampled out in Montana due to cost.

³ Voter registration files were used as supplemental sample source for the AmeriSpeak Young Adult Panel.

those where non-Hispanic Black make up at least a third of the population and the non-Hispanic Black share in the population is greater than that of Hispanic. Finally, High Youth refers to segments in which 18-24 year old adults are at least 12% of the total adult population. The above stratification is used to oversample housing units in areas with higher concentration of young adults, Hispanics, and non-Hispanic African-Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU)⁴. At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult⁵ (18-34 years of age) or minority (Hispanic⁶, non-Hispanic Black⁷) are oversampled for the NRFU sample. Overall, approximately one in five initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. Due to NRFU, these initially nonresponding housing units have a much higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment.

A 2-phase state-based ABS sample design was used for the 2019 AmeriSpeak recruitment. NORC's National Frame is designed to represent the U.S. household population nationally. At the state level, however, the panel may have more significant clustering effects from the use of the National Frame, especially for states with a small population. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanic, non-Hispanic Black, and conservatives are oversampled based on commercial data sources to improve their representation in the panel. Because the 2019 design did not use NRFU face-to-face recruitment, the 2019 design did not involve geographic clustering.

The overall AmeriSpeak Panel sample design reflects the cumulative design features of the NORC National Frame and the annual recruitment samples thus far. These design features are captured in the final panel weight for each recruited household and each panelist. There are mainly two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from EPSEM (Equal Probability of Selection Method) sampling: (a) oversampling of housing units in segments with a higher concentration of young adults and minorities results in the sample selection probabilities being higher for housing units in these segments; and (b) NRFU subsampling results in initially nonresponding housing units having a much higher selection probability. Furthermore, within the NRFU samples, selection probabilities vary for housing units depending on the appended commercial data flags to target specific demographics for improved efficiency. The initial and NRFU sampling procedures are examined and possibly modified each year to more efficiently recruit subpopulations who are less likely to respond to the recruitment survey.

Panel Recruitment Procedures

The highly efficient recruitment procedures set AmeriSpeak apart from other national panels. AmeriSpeak Panel recruitment is a two-stage process: (i) an initial recruitment using USPS mailings, telephone contact, and

⁴ A small fraction of initially nonresponding housing units are not eligible for NRFU, including “hard refusals” and those with an appointment for a call back from NORC.

⁵ A young adult flagged household refers to a household where MSG or TargetSmart indicated there was an 18-24 year old adult in the household. In 2016 and 2017, a slightly different definition was used, and a young adult flagged household was defined as having an 18-34 year old adult in the household by MSG or 18-30 year old adult by TargetSmart.

⁶ A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.

⁷ A non-Hispanic Black flagged household refers to a household where MSG or TargetSmart indicated the presence of a non-Hispanic Black adult in the household.

modest incentives, and (ii) a more elaborate NRFU recruitment using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers.

For the initial recruitment, sample households are invited to join AmeriSpeak online by visiting the panel website AmeriSpeak.org or by calling a toll-free telephone line (in-bound/outbound supported). Both English and Spanish languages are supported for online and telephone recruitment. The initial recruitment data collection protocol features the following: an over-sized pre-notification postcard, a USPS recruitment package in a 9"x12" envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up post cards, and contact by NORC's telephone research center for sample units with a matched telephone number.

For the second-stage NRFU recruitment, a stratified random sample is selected from the nonrespondents of the initial recruitment. Units sampled for NRFU are sent a new recruitment package by Federal Express with an enhanced incentive offer. Meanwhile, NORC field interviewers make personal, face-to-face visits to the pending cases to encourage participation. Once the households are located, the field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to register online or by telephone.

Panel Recruitment Response Rate and Other Panel Statistics

A sample household is considered recruited or responded if at least one adult in the household joins the panel. The weighted household response rate (AAPOR RR3) is about 6% for initial recruitment and 28% for NRFU recruitment. We report two recruitment response rates: one for all the panel recruitment years (2014-2019) and one for the recruitment years with NRFU (2014-2018). For all recruitment years, the cumulative weighted household response rate is 24.1%; for recruitment years with NRFU, and the cumulative weighted household response rate is 34.2%. For client studies requiring a panel recruitment response rate exceeding 30%, the sampling frame may be restricted to the panelists recruited in the NRFU years. The panel recruitment response rate calculation methodology is consistent with AAPOR guidelines and fully documented.⁸ The annual panel retention rate is about 85%.

For individual client surveys based on the AmeriSpeak Panel, the AAPOR RR3 response rate is between 10% to 20% depending on specific study parameters such as target population, survey length, time in the field, salience of subject, and the like. This response rate takes into account panel recruitment rate, panel retention rate, and survey participation rate.⁹

Other important panel statistics with respect to the 2014-2019 recruited households are as follows: 62% are recruited in the initial stage and 38% are recruited via NRFU; 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys; 21% of the recruited households are

⁸ See http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf

⁹ A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." See "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at <https://amerispeak.norc.org/research/>.

non-Internet¹⁰; 82% are cell-phone only or cell-phone mostly; 19% are African-American and 20% Hispanic; and 33% have household income below \$30,000 (compared to CPS benchmark of 26%).¹¹

Impact of Non-Response Follow-Up

NRFU is instrumental in producing the industry-leading response rate for AmeriSpeak Panel recruitment. Moreover, due to the more intensive effort, NRFU recruitments better represent hard to reach groups and are therefore more representative of the target population. For example, initial recruitment tends to under-represent young adults 18-34 years of age. NRFU recruitment corrects for this bias by bringing the age distribution of the panel closer to ACS benchmarks.

Overall, NRFU recruitment significantly improves the representation of the panel with respect to demographic segments that are under-represented among the respondents to the initial recruitment, including young adults (persons 18 to 34 years of age), African Americans, Hispanics, lower income households, renters, cell-phone only households, and persons with lower educational attainment (e.g., no college degree). To the extent that these demographic characteristics are correlated with substantive survey variables, NRFU helps to reduce potential non-response bias in the sample estimates. NORC's research indicates that NRFU respondents are indeed somewhat different from initial respondents for many common survey variables. For example, compared to the panelists recruited during the initial stage, NRFU panelists tend to be more conservative politically, more likely to attend church, less interested in current events or topics in the news report, less knowledgeable about science, less likely to be in favor of gun control policies, less likely to read a print newspaper (more likely to read the news online and use social media), more likely to eat at fast food restaurants and so on¹². These observations illustrate that NRFU recruitment is critical for achieving a more balanced panel and for making the substantive estimates in AmeriSpeak studies more accurate. Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average 5 to 21 percentage points when compared to the initial stage recruits (among examined surveys).¹³

Mixed-Mode Data Collection

The AmeriSpeak Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, AmeriSpeak panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in AmeriSpeak surveys. A recruited household can consist of both web- and phone-mode panelists residing in the same household. Panelists predominantly prefer web over phone mode. As of February 2020, 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

¹⁰ The non-internet households (HHs) are those that do not select “High-speed, broadband internet at home (such as cable or DSL)” or “Dial-up internet at home” response options when they are asked “What kind of internet access do you have? Please select all that apply” item in the recruitment survey. The non-internet HHs include those that only use internet on a cell connection or mobile phone.

¹¹ For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account selection probabilities. The base weighted distributions that take into account selection probabilities can be provided upon request.

¹² See “The Undercounted: Measuring the Impact of ‘Nonresponse Follow-up’ on Research Data and Outcome Measures” authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper will be soon available at <https://amerispeak.norc.org/research/>.

¹³ See “Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness” authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper is available at <https://amerispeak.norc.org/research/>.

To the extent that non-internet households or “net averse” persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC’s telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

Panel Management and Maintenance

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, AmeriSpeak panelists are invited to participate in client studies two to three times a month. AmeriSpeak works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional judgment will result in a poor user experience for our panelists. AmeriSpeak also has a designated website and a telephone number for panelist communications.

Panel maintenance is a dynamic process because the AmeriSpeak Panel is supplemented and refreshed regularly over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations. For example, the Latino Panel and Teen Panel are created to support studies of Hispanics and teenagers, respectively; the 2019 recruitment is primarily designed to improve sample representation at the state level. As panelists are added or/and removed from the panel, the panel refreshment process takes place to ensure that the refreshed panel fully represents the corresponding target population.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world’s foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and San Francisco.

ADDITIONAL RESOURCES

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.

APPENDIX C
QUESTIONNAIRE

at the UNIVERSITY of CHICAGO

Client	AARP
Project Name	Home Tech 2020
Project Number	8884
Survey length (median)	20 minute survey
Population	Gen Pop 18+, with oversampling to reach the following targets: Ages 18-49, n=500 Ages 50-59, n=500 Ages 60-69, n=500 Ages 70+, n=500 Hispanics Ages 50+, n=500 African Americans Ages 50+, n=500 Asian American/Pacific Islander Ages 50+, n=500 (n=200 AmeriSpeak, n=300 Dynata)
Pretest	N=25
Main	N=3,000 (Approximate)
MODE	Web and Phone
Language	English/Spanish
Sample Source	AmeriSpeak + Dynata for Asian oversample
Incentive	5,000 AmeriPoints
Survey description	Technology Survey
Eligibility Rate	100%

[DISPLAY – WINTRO_1]

Thank you for agreeing to participate in our new AmeriSpeak survey! This survey is about your use of technology. To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are confidential.

¡Gracias por participar en nuestra nueva encuesta de AmeriSpeak! Esta es una encuesta sobre su uso de la tecnología. Para agradecerle que esté compartiendo su opinión, le daremos una recompensa de [INCENTWCOMMA] AmeriPoints después de completar esta encuesta. Como siempre, sus respuestas son confidenciales.

Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.

Por favor utilice los botones "Continuar" y "Anterior" para navegar entre las preguntas del cuestionario. No utilice los botones de su navegador.

[SHOW IF PANEL_TYPE=20 OR 21]

DISPLAY – OPTINTRO.

Thank you for agreeing to participate in our survey! This survey is about your use of technology. Your answers are confidential.

¡Gracias por participar en nuestra nueva encuesta! Esta es una encuesta sobre su uso de la tecnología. Sus respuestas son confidenciales.

Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.

Por favor utilice los botones "Continuar" y "Anterior" para navegar entre las preguntas del cuestionario. No utilice los botones de su navegador.

[SP] [PROMPT]

GENDER3.

Are you ...

¿Es usted ...

RESPONSE OPTIONS:

1. Male
2. Female
3. Non-Binary
4. Prefer not to answer

1. Masculino
2. Femenino
3. No binario/a
4. Prefiere no contestar

TECHNOLOGY USAGE

[MP] [PROMPT]

Q2.

Which of the following items do you have/own?

¿Cuál de los siguientes artículos tiene/posee?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Desktop computer
2. Laptop computer or Netbook
3. Smartphone (e.g. iPhone, Android, Blackberry)
4. Regular cell phone (not including iPhone or other smartphones)
5. E-reader (e.g. Kindle, Nook)
6. Tablet (e.g. iPad)

7. Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
8. Home assistant (e.g. Amazon Echo/Alexa, Google Home)
9. Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
10. GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
11. Virtual Reality (VR) device
12. None of the above[SP][ANCHOR]

1. Computadora de escritorio
2. Computador portátil o Netbook
3. Teléfono inteligente (por ej. iPhone, Android, Blackberry)
4. Teléfono celular normal (sin incluir el iPhone u otros teléfonos inteligentes)
5. Lector de libros digitales (por ej. Kindle, Nook)
6. Tableta (por ej. iPad)
7. Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
8. Asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
9. Tecnología inteligente domiciliaria /seguridad del hogar (por ej. un termostato inteligente, Nest, Ring, SimpliSafe)
10. Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
11. Dispositivo de realidad virtual (RV)
12. Ninguna de las anteriores [SP][ANCHOR]

[IF Q2=12,77,98,99, TERMINATE AND SET QUAL=2]

[SHOW IF ANY (Q2_1-Q2_11=1)]

[GRID; SP] [PROMPT]

Q3.

How often do you use the following?

¿Con qué frecuencia utiliza lo siguiente?

GRID ITEMS:

- A. [SHOW IF Q2_1=1]Desktop computer
- B. [SHOW IF Q2_2=1]Laptop computer or Netbook
- C. [SHOW IF Q2_3=1]Smartphone (e.g. iPhone, Android, Blackberry)
- D. [SHOW IF Q2_4=1]Regular cell phone (not including iPhone or other smartphones)
- E. [SHOW IF Q2_5=1]E-reader (e.g. Kindle, Nook)
- F. [SHOW IF Q2_6=1]Tablet (e.g. iPad)
- G. [SHOW IF Q2_7=1]Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
- H. [SHOW IF Q2_8=1]Home assistant (e.g. Amazon Echo/Alexa, Google Home)
- I. [SHOW IF Q2_9=1]Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
- J. [SHOW IF Q2_10=1]GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
- K. [SHOW IF Q2_11=1]Virtual Reality (VR) device
- A. [SHOW IF Q2_1=1]Computadora de escritorio

- B. [SHOW IF Q2_2=1]Computador portátil o Netbook
- C. [SHOW IF Q2_3=1]Teléfono inteligente (por ej. iPhone, Android, Blackberry)
- D. [SHOW IF Q2_4=1]Teléfono celular normal (sin incluir el iPhone u otros teléfonos inteligentes)
- E. [SHOW IF Q2_5=1]Lector de libros digitales (por ej. Kindle, Nook)
- F. [SHOW IF Q2_6=1]Tableta (por ej. iPad)
- G. [SHOW IF Q2_7=1]Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
- H. [SHOW IF Q2_8=1]Asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
- I. [SHOW IF Q2_9=1]Tecnología inteligente domiciliaria /seguridad del hogar(por ej. un termostato inteligente, Nest, Ring , SimpliSafe)
- J. [SHOW IF Q2_10=1]Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
- K. [SHOW IF Q2_11=1]Dispositivo de realidad virtual (RV)

RESPONSE OPTIONS:

- 1. Use multiple times a day
 - 2. Daily
 - 3. Couple times a week
 - 4. Weekly
 - 5. Couple times a month
 - 6. Monthly
 - 7. Less often than monthly
 - 8. Don't use
-
- 1. Lo utiliza varias veces al día
 - 2. Diariamente
 - 3. Un par de veces a la semana
 - 4. Semanalmente
 - 5. Un par de veces al mes
 - 6. Mensualmente
 - 7. Con menos frecuencia que mensual
 - 8. No lo utiliza

[SHOW IF Q3A=1-7 OR Q3B=1-7 OR Q3C=1-7 OR Q3F=1-7]

[GRID 13:14; MP] [PROMPT ONLY IF RESPONDENT SKIPS BOTH SCREEN ONE AND SCREEN TWO; DO NOT PROMPT IF RESPONDENT MAKES A SELECTION ON EITHER SCREEN ONE OR SCREEN TWO]

Q4.

[FIRST SCREEN – DESKTOP/LAPTOP]For each device listed below, please indicate the activities that you have used it for in the <u>past 3 months</u>?

[SECOND SCREEN – DESKTOP/LAPTOP]And again, for each device listed below, please indicate the activities that you have used it for in the <u>past 3 months</u>?

[FIRST SCREEN – MOBILE] For each activity listed below, please indicate which device you have used to perform the activity in the <u>past 3 months</u>, if any?

[SECOND SCREEN – MOBILE]And again, for each activity listed below, please indicate which device you have used to perform the activity in the <u>past 3 months</u>, if any?

[FIRST SCREEN – DESKTOP/LAPTOP]Para cada uno de los dispositivos enumerados a continuación, por favor indique las actividades para las que lo ha utilizado en los <u>últimos 3 meses</u>?

[SECOND SCREEN – DESKTOP/LAPTOP]Y de nuevo, para cada uno de los dispositivos enumerados a continuación, por favor indique las actividades para las que lo ha utilizado en los <u>últimos 3 meses</u>?

[FIRST SCREEN – MOBILE] Para cada actividad enumerada a continuación, por favor indique qué dispositivo ha utilizado para realizar la actividad en los <u>últimos 3 meses</u>, si utilizó alguno?

[SECOND SCREEN – MOBILE]Y de nuevo, para cada actividad enumerada a continuación, por favor indique qué dispositivo ha utilizado para realizar la actividad en los <u>últimos 3 meses</u>, si utilizó alguno?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

GRID ITEMS, RANDOMIZE ACROSS ALL SCREENS:

- A. Play a game
- B. Send or receive instant messages, text messages, or emails
- C. Visit websites or surf the Internet
- D. Make a purchase
- E. Comparison shop for discounts and deals
- F. Post your own reviews, ratings or comments online about things like music, movies, books, or any other product or service
- G. Access a social networking site (e.g. Facebook, Instagram, or LinkedIn)
- H. Get health and fitness information
- I. Get news and other information
- J. Perform banking or financial transactions
- K. Get directions or traffic information
- L. Download or purchase an 'app'
- M. Watch videos or shows on sites like Hulu or Netflix
- N. Watch How-To tutorials to learn something new (e.g. YouTube)
- O. Video chat or talk to your doctor or other medical professional, make medical appointments, order prescriptions, or receive personal healthcare advice
- P. Track your health or fitness via apps or websites (e.g. Apple Health or MyFitnessPal)
- Q. Use a home assistant (e.g. Amazon Echo/Alexa, Google Home)
- R. Order groceries for pick up or delivery
- S. Watch real time social media videos (e.g. Facebook Live)
- T. Take online education courses for certificates or degrees (e.g. University of Phoenix)
- U. Take online learning or how-to tutorials (e.g. MOOCs, LinkedIn Learning/Lynda.com)
- V. Request a ride via an app (e.g. Uber, Lyft)
- W. Manage or monitor smart home technology/security (e.g. smart thermostat, Nest, Ring, SimpliSafe)
- X. Attend a live virtual event (e.g. a concert or fitness class)
- Y. Participate in virtual or remote volunteering
- Z. Video chat with friends or family
- AA. Access your job or perform job-related tasks

A. Jugar un juego

B. Enviar o recibir mensajes instantáneos, mensajes de texto o correos electrónicos

C. Visitar sitios web o navegar por Internet

- D. Hacer una compra
- E. Comparar tiendas en busca de descuentos y ofertas
- F. Publicar sus propias críticas, calificaciones o comentarios en línea sobre cosas como música, películas, libros o cualquier otro producto o servicio
- G. Acceder a un sitio de redes sociales (por ej. Facebook, Instagram o LinkedIn)
- H. Obtener información sobre la salud y el estado físico
- I. Recibir noticias y otras informaciones
- J. Realizar transacciones bancarias o financieras
- K. Obtener indicaciones o información de tráfico
- L. Descargar o comprar una "app"
- M. Ver videos o programas en sitios como Hulu o Netflix
- N. Ver los tutoriales "Cómo hacer" para aprender algo nuevo (por ej. YouTube)
- O. Chatear por video o consultar al médico u otro profesional médico, hacer citas médicas, solicitar recetas médicas o recibir consejos personales de salud.
- P. Hacer un seguimiento de su salud o estado físico a través de aplicaciones o sitios web (por ej. Apple Health o MyFitnessPal)
- Q. Usar un asistente del hogar (por ej. Amazon Echo/Alexa, Google Home)
- R. Pedir provisiones para recoger o con entrega a domicilio
- S. Ver videos de medios sociales en tiempo real (por ej. Facebook Live)
- T. Tomar cursos de educación en línea para obtener certificados o títulos (por ej. la Universidad de Phoenix)
- U. Tomar clases de aprendizaje en línea o tutoriales "Cómo hacer" (por ej. CEMAs, LinkedIn Learning/Lynda.com)
- V. Solicitar transporte para un viaje a través de una aplicación (por ej. Uber, Lyft)
- W. Gestionar o supervisar la tecnología inteligente domiciliaria /seguridad del hogar (por ej. termostato inteligente, Nest, Ring, SimpliSafe)
- X. Asistir a un evento virtual en vivo (por ej. un concierto o una clase de acondicionamiento físico)
- Y. Participar en un voluntariado virtual o a distancia
- Z. Chatear por video con amigos o familiares
- AA. Acceder a su trabajo o realizar tareas relacionadas con el mismo

RESPONSE OPTIONS:

1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Desktop/Laptop
 2. [SHOW IF Q3F=1-7]Tablet
 3. [SHOW IF Q3C=1-7]Smartphone
-
1. [SHOW IF Q3A=1-7 OR Q3B=1-7]Escritorio / Computador portátil
 2. [SHOW IF Q3F=1-7]Tablet
 3. [SHOW IF Q3C=1-7]Teléfono inteligente

[SP] [PROMPT]

Q5.

Please select the type of Internet connection you have in your home.

Por favor seleccione el tipo de conexión a Internet que tiene en su casa.

CAWI RESPONSE OPTIONS:

1. Dial-up

2. DSL
3. Cable
4. Fiber
5. Satellite or fixed wireless
6. Through my cellular service
7. Other
77. Not sure
9. I do not have an Internet connection at home[SP]

1. Conexión telefónica
2. Conexión DSL
3. Conexión por cable
4. Conexión de fibra
5. Conexión satelital o inalámbrica
6. A través de mi servicio celular
7. Otro
77. No está seguro/a
9. No tengo una conexión a Internet en mi casa[SP]

CATI RESPONSE OPTIONS:

1. Dial-up
2. DSL
3. Cable
4. Fiber
5. Satellite or fixed wireless
6. Through my cellular service
7. Other
77. NOT SURE
9. You do not have an Internet connection at home[SP]

1. Conexión telefónica
2. Conexión DSL
3. Conexión por cable
4. Conexión de fibra
5. Conexión satelital o inalámbrica
6. A través de mi servicio celular
7. Otro
77. NO ESTÁ SEGURO/A
9. No tiene una conexión a Internet en su casa[SP]

[SP] [PROMPT]

Q5A.

How much, if at all, is access to high-speed internet a problem in your local community?

¿En qué medida, si acaso, el acceso a Internet de alta velocidad es un problema en su comunidad local?

CAWI RESPONSE OPTIONS:

1. Major problem in my local community
2. Minor problem in my local community
3. Not a problem in my local community

1. Un problema mayor en mi comunidad local
2. Un problema menor en mi comunidad local
3. No es un problema en mi comunidad local

CATI RESPONSE OPTIONS:

1. Major problem in your local community
2. Minor problem in your local community
3. Not a problem in your local community

1. Un problema mayor en su comunidad local
 2. Un problema menor en su comunidad local
 3. No es un problema en su comunidad local
-

[SP] [PROMPT]

Q5B.

How much, if at all, is the cost of monthly high-speed internet a problem for you?

¿Hasta qué punto el costo mensual de la Internet de alta velocidad es un problema para usted, si es que lo es?

RESPONSE OPTIONS:

1. Major problem
2. Minor problem
3. Not a problem
4. [SHOW IF Q5=9]Not applicable

1. Un problema importante
 2. Un problema menor
 3. No es un problema
 4. [SHOW IF Q5=9]No aplica
-

[SP] [PROMPT]

Q6.

Do you currently own a smart TV?

¿Actualmente posee un televisor inteligente?

[SPACE]

A smart TV is a TV with integrated internet, meaning you can download or stream content off of the internet through your TV screen without a separate streaming device to access programming such as Netflix, Hulu, and Prime Video.

Un televisor inteligente es un televisor con Internet integrado, lo que significa que puede descargar o transmitir contenido desde Internet a través de la pantalla del televisor sin un dispositivo de transmisión independiente para acceder a programas de Netflix, Hulu y Prime Video.

CAWI RESPONSE OPTIONS:

1. Yes
2. No
77. Not sure

1. Sí
2. No
77. No está seguro/a

CATI RESPONSE OPTIONS:

1. YES
2. NO
77. NOT SURE

1. Sí
2. NO
77. NO ESTÁ SEGURO/A

[SP] [PROMPT]

Q7.

How do you generally watch shows, movies, series, and/or videos?

¿Cómo ve generalmente los programas, películas, series y/o videos?

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS:

1. Only through broadcast network or cable television (live or recorded)
 2. Primarily through broadcast network or cable television (live or recorded)
 3. A mix of network/cable and streaming services
 4. Primarily through streaming services (e.g. Netflix, Hulu, Disney+)
 5. Only through streaming services (e.g. Netflix, Hulu, Disney+)
 6. I do not watch any type of entertainment/content on any device
-
1. Solo a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
 2. Principalmente a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
 3. Una mezcla de red/cable y servicios de streaming
 4. Principalmente a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
 5. Solo a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
 6. No veo ningún tipo de entretenimiento/contenido en ningún aparato

RESPONSE OPTIONS:

1. Only through broadcast network or cable television (live or recorded)
2. Primarily through broadcast network or cable television (live or recorded)
3. A mix of network/cable and streaming services
4. Primarily through streaming services (e.g. Netflix, Hulu, Disney+)
5. Only through streaming services (e.g. Netflix, Hulu, Disney+)

6. You do not watch any type of entertainment/content on any device
 1. Solo a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
 2. Principalmente a través de la red de radiodifusión o la televisión por cable (en vivo o grabada)
 3. Una mezcla de red/cable y servicios de streaming
 4. Principalmente a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
 5. Solo a través de servicios de streaming (por ej. Netflix, Hulu, Disney+)
 6. No ve ningún tipo de entretenimiento/contenido en ningún aparato
-

[SHOW IF Q7=1-5; IF Q7=6, AUTOPUNCH Q8=7]

[SP] [PROMPT]

Q8.

How often do you watch <u>streamed</u> shows, movies, series, or videos?

¿Con qué frecuencia ve programas, películas, series o videos por <u>streaming</u>?

RESPONSE OPTIONS:

1. Daily
2. A few times a week
3. Once a week
4. A few times a month
5. Monthly
6. Less often than once a month
7. Never

1. Diariamente
 2. Pocas veces a la semana
 3. Una vez a la semana
 4. Pocas veces en el mes
 5. Mensualmente
 6. Menos de una vez al mes
 7. Nunca
-

[SHOW IF Q8=1-6]

[MP] [PROMPT]

Q9.

Which of the following streaming services do you currently subscribe to?

¿A cuál de los siguientes servicios de streaming está actualmente suscrito?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS, RANDOMIZE:

1. Netflix

2. Hulu
3. Amazon Prime Video
4. CBS All Access
5. Showtime Anytime
6. DirectTV Now
7. YouTube TV (the streaming service, not YouTube.com)
8. PlayStation Vue
9. Sling
10. Disney+
11. Peacock
12. HBO Max
13. Apple TV
14. Other, please specify:[TEXTBOX][ANCHOR]

1. Netflix
2. Hulu
3. Amazon Prime Video
4. CBS All Access
5. Showtime Anytime
6. DirectTV Now
7. YouTube TV (el servicio de streaming, no YouTube.com)
8. PlayStation Vue
9. Sling
10. Disney+
11. Peacock
12. HBO Max
13. Apple TV
14. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]

[SHOW IF Q3C=1-7 OR Q3F=1-7]

[MP – SHOW QUESTION ON 2 SCREENS WITH 15 RESPONSE OPTIONS ON EACH SCREEN]

[PROMPT ONLY IF RESPONDENT SKIPS BOTH Q10A AND Q10B; DO NOT PROMPT IF RESPONDENT MAKES A SELECTION AT EITHER Q10A OR Q10B]

Q10A. Which of the following apps do you use on your smartphone or tablet at least once a week?

Q10A. ¿Cuál de las siguientes aplicaciones utiliza en su teléfono inteligente o tableta al menos una vez por semana?

Q10B. And again, which of the following apps do you use on your smartphone or tablet at least once a week?

Q10B. Y de nuevo, ¿cuál de las siguientes aplicaciones utiliza en su teléfono inteligente o tableta al menos una vez por semana?

[SPACE]

CAWI:<i><unbold>Please select all that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione todas las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Internet browser (e.g. Safari, Chrome)
 2. Email app (e.g. Apple Mail, Gmail, Outlook)
 3. News or magazines (e.g. CNN, Apple News, Yahoo News)
 4. Photos (e.g. Photos, Camera)
 5. Video or movie streaming (e.g. Netflix, Hulu)
 6. Games (e.g. Solitaire, Candy Crush, Words with Friends)
 7. Calendar (e.g. iCal, Outlook)
 8. Books (e.g. iBooks, Kindle, Libby)
 9. Finance or banking (e.g. Mint, Bank of America, Venmo)
 10. Health tracking or fitness (e.g. Apple Health, MyFitnessPal)
 11. Music (e.g. Spotify, Apple Music, Sonos)
 12. Podcasts (e.g. Apple Podcasts, Podcast Addict)
 13. Online Dating (e.g. Hinge, Elite Singles, Bumble)
 14. Social media (e.g. Facebook, Instagram, Twitter)
 15. Sports (e.g. NFL, ESPN)
 16. Travel (e.g. Expedia, airline apps)
 17. Retail/Shopping (e.g. Starbucks, Amazon, Walmart, eBay)
 18. Productivity/business (e.g. MS Office, Salesforce)
 19. Weather (e.g. Weatherbug, Accuweather)
 20. Transportation (e.g. Uber, Lyft, public transit apps)
 21. Coupons (e.g. Groupon, Swagbucks)
 22. Maps and navigation (e.g. Waze, Google Maps)
 23. Reviews/Information (e.g. Yelp, TripAdvisor)
 24. Smart home technology/security (e.g. Nest, Ring, SimpliSafe)
 25. Educational resources (e.g. University of Phoenix)
 26. Home assistant (e.g. Amazon Echo/Alexa or Google Home)
 27. Mental Health and Wellness (e.g. Headspace, Calm)
 28. Video Chat (e.g. FaceTime, Zoom, WhatsApp)
 29. Language apps (e.g. Duolingo, Babbel)
 30. Other, please specify: [\[TEXTBOX\]\[ANCHOR\]](#)
-
1. Navegador de Internet (por ej. Safari, Chrome)
 2. Aplicación de correo electrónico (por ej. Apple Mail, Gmail, Outlook)
 3. Noticias o revistas (por ej. CNN, Apple News, Yahoo News)
 4. Fotos (por ej. Photos, Camera)
 5. Transmisión de video o de películas (por ej. Netflix, Hulu)
 6. Juegos (por ej. Solitaire, Candy Crush, Words with Friends)
 7. Calendario (por ej. iCal, Outlook)
 8. Libros (por ej. iBooks, Kindle, Libby)
 9. Financieras o bancarias (por ej. Mint, Bank of America, Venmo)
 10. Seguimiento de la salud o el estado físico (por ej. Apple Health, MyFitnessPal)
 11. Música (por ej. Spotify, Apple Music, Sonos)
 12. Podcasts (por ej. Apple Podcasts, Podcast Addict)
 13. Citas en línea (por ej. Hinge, Elite Singles, Bumble)
 14. Redes sociales (por ej. Facebook, Instagram, Twitter)
 15. Deportes (por ej. NFL, ESPN)

16. Viajes (por ej. Expedia, aplicaciones de aerolíneas)
 17. Venta al por menor/compras (p. ej. Starbucks, Amazon, Walmart, eBay)
 18. De productividad/ empresariales (por ej. MS Office, Salesforce)
 19. El clima (por ej. Weatherbug, Accuweather)
 20. Transporte (por ej. Uber, Lyft, aplicaciones de transporte público)
 21. Cupones (por ej. Groupon, Swagbucks)
 22. Mapas y navegación (por ej. Waze, Google Maps)
 23. Críticas /Información (por ej. Yelp, TripAdvisor)
 24. Tecnología inteligente domiciliaria /seguridad del hogar (por ej. Nest, Ring, SimpliSafe)
 25. Recursos educativos (por ej. la Universidad de Phoenix)
 26. Asistente del hogar (por ej. Amazon Echo/Alexa, o Google Home)
 27. Salud mental y bienestar (por ej. Headspace, Calm)
 28. Chat de video (por ej. FaceTime, Zoom, WhatsApp)
 29. Aplicaciones de idiomas (por ej. Duolingo, Babbel)
 30. Otro - por favor, especifíquelo: [TEXTBOX][ANCHOR]
-

TECH FOR SOCIAL CONNECTIONS

[SP] [PROMPT]

Q11.

Please rate how much you agree or disagree with the following statement:

Por favor califique cuánto está de acuerdo o en desacuerdo con la siguiente declaración:

[SPACE]

[IF CAWI]I rely on technology to stay connected and in touch with friends and family.

[IF CATI]You rely on technology to stay connected and in touch with friends and family.

[IF CAWI]Confío en la tecnología para mantenerme en contacto y comunicarme con mis amigos y la familia.

[IF CATI]Confía en la tecnología para mantenerse en contacto y comunicarse con sus amigos y la familia.

RESPONSE OPTIONS, PROGRAMMING - NOTE REVERSE SCALE:

5. Strongly agree
 4. Somewhat agree
 3. Neither agree nor disagree
 2. Somewhat disagree
 1. Strongly disagree
-
5. Muy de acuerdo
 4. Algo de acuerdo
 3. Ni de acuerdo ni en desacuerdo
 2. Algo en desacuerdo
 1. Muy en desacuerdo
-

[GRID; SP] [PROMPT]

Q12.

How often do you use each of the following to communicate with and stay connected with family and friends?

¿Con qué frecuencia utiliza cada uno de los siguientes para comunicarse y mantenerse en contacto con la familia y los amigos?

GRID ITEMS, RANDOMIZE:

- A. Email
 - B. Text messaging
 - C. Video chat through services or tools like Zoom, Skype, FaceTime or WhatsApp
 - D. Social networking services or tools like Facebook, Instagram, or Twitter
-
- A. Correo electrónico
 - B. Mensaje de texto
 - C. Chat de video a través de servicios o herramientas como Zoom, Skype, FaceTime o WhatsApp
 - D. Servicios de redes sociales o herramientas como Facebook, Instagram o Twitter

RESPONSE OPTIONS:

- 1. Every day
 - 2. A couple times a week
 - 3. About once a week
 - 4. A couple times a month
 - 5. About once a month
 - 6. Less than once a month
 - 7. Never
-
- 1. Todos los días
 - 2. Un par de veces a la semana
 - 3. Alrededor de una vez por semana
 - 4. Un par de veces al mes
 - 5. Alrededor de una vez al mes
 - 6. Menos de una vez al mes
 - 7. Nunca

[SHOW IF Q12D=1-6]

[MP] [PROMPT]

Q12BA.

Which of the following social media platforms do you use to connect with family and friends?

¿Cuál de las siguientes plataformas de redes sociales utiliza para conectarse con familiares y amigos?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS, RANDOMIZE:

- 1. Facebook
- 2. Twitter

3. Instagram
4. YouTube
5. TikTok
6. LinkedIn
7. Other, please specify:[TEXTBOX][ANCHOR]

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. TikTok
6. LinkedIn
7. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]

[GRID; SP] [PROMPT]

Q13.

Compared to before the coronavirus pandemic (also referred to as COVID-19), do you now do more, less, or the same amount of the following activities?

En comparación con antes de la pandemia de coronavirus (también conocida como COVID-19), ¿hace ahora más, menos o la misma cantidad de las siguientes actividades?

GRID ITEMS, RANDOMIZE:

- A. Video chat
 - B. Telephone calls
 - C. Text messages
 - D. Email exchanges
 - E. Letter exchanges
 - F. Live virtual events
 - G. Virtual or remote volunteering
-
- A. Chat de video
 - B. Llamadas telefónicas
 - C. Mensajes de texto
 - D. Intercambios de correos electrónicos
 - E. Intercambios de cartas
 - F. Eventos virtuales en vivo
 - G. Voluntariado virtual o a distancia

CAWI RESPONSE OPTIONS:

1. I do more now
 2. I do less now
 3. About the same
 4. Never done
-
1. Hago más ahora
 2. Hago menos ahora
 3. Igual

4. Nunca lo he hecho

CATI RESPONSE OPTIONS:

1. You do more now
2. You do less now
3. About the same
4. Never done

1. Hace más ahora
2. Hace menos ahora
3. Igual
4. Nunca lo hace

[SP] [PROMPT]

Q14.

Which of the following best describes your familiarity with live virtual events?

¿Cuál de los siguientes describe mejor su familiaridad con los eventos virtuales en vivo?

RESPONSE OPTIONS, PROGRAMMING - NOTE REVERSE SCALE:

4. Very familiar with them
 2. Somewhat familiar with them
 2. Heard of them but not at all familiar with them
 1. Never heard of them
-
4. Muy familiarizado/a con ellos
 2. Un poco familiarizado/a con ellos
 2. Escuchó hablar de ellos, pero no está familiarizado/a con ellos
 1. Nunca escuchó hablar de ellos

[SHOW IF Q14=2-4]

[SP] [PROMPT]

Q15.

Since the onset of COVID-19, have you participated in any live virtual events meant for your enjoyment and to connect you with others? This does not include work-related or personal video chats.

Desde la aparición de COVID-19, ¿ha participado en algún evento virtual en vivo destinado a su disfrute y a conectarlo con otros? Esto no incluye los chats de video personales o relacionados con el trabajo.

CAWI RESPONSE OPTIONS:

1. Yes
 2. No
-
1. Sí
 2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. SÍ
2. NO

[SHOW IF Q14=2-4 AND Q15=2]

[MP] [PROMPT]

Q16.

You mentioned being aware of virtual events but not yet participating in any. Which of the following best describes why you have not yet engaged in any fun, live virtual events?

Usted mencionó estar al tanto de los eventos virtuales pero que aún no participa en ninguno.

¿Cuál de los siguientes describe mejor por qué aún no se ha participado en ningún evento virtual divertido y en vivo?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

CAWI RESPONSE OPTIONS, RANDOMIZE:

1. No motivation to do anything right now
 2. Don't know of any
 3. Too hard to find one I like
 4. The times they run don't line up with my schedule
 5. I don't want to pay for a virtual experience
 6. No interest, it's just not the same as in-person
 7. I'm not comfortable using the technology
 8. Difficulty using the platform (e.g. Zoom, FaceTime, Google Hangouts, etc.)
 9. Poor internet connection
 10. Other, please specify:[TEXTBOX][ANCHOR]
 11. No reason, just haven't done it yet[SP][ANCHOR]
-
1. No hay motivación para hacer nada en este momento
 2. No sé de ninguno
 3. Demasiado difícil encontrar uno que me guste
 4. Las horas en que los transmiten no coinciden con mi horario
 5. No quiero pagar por una experiencia virtual
 6. No me interesa, no es lo mismo que presencial
 7. No me siento cómodo/a usando la tecnología
 8. Dificultad para usar la plataforma (por ej. Zoom, FaceTime, Google Hangouts, etc.)
 9. Conexión a Internet deficiente
 10. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]
 11. Por ninguna razón, solo que no lo he hecho todavía[SP][ANCHOR]

CATI RESPONSE OPTIONS, RANDOMIZE:

1. No motivation to do anything right now
 2. Don't know of any
 3. Too hard to find one you like
 4. The times they run don't line up with your schedule
 5. You don't want to pay for a virtual experience
 6. No interest, it's just not the same as in-person
 7. You're not comfortable using the technology
 8. Difficulty using the platform (e.g. Zoom, FaceTime, Google Hangouts, etc.)
 9. Poor internet connection
 10. Other, please specify:[TEXTBOX][ANCHOR]
 11. No reason, just haven't done it yet[SP][ANCHOR]
-
1. No hay motivación para hacer nada en este momento
 2. No sabe de ninguno
 3. Demasiado difícil encontrar uno que le guste
 4. Las horas en que los transmiten no coinciden con su horario
 5. No quiere pagar por una experiencia virtual
 6. No le interesa, no es lo mismo que presencial
 7. No se siente cómodo/a usando la tecnología
 8. Dificultad para usar la plataforma (por ej. Zoom, FaceTime, Google Hangouts, etc.)
 9. Conexión a Internet deficiente
 10. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]
 11. Por ninguna razón, solo que no lo ha hecho todavía[SP][ANCHOR]

[SHOW IF Q15=1] [PROMPT]
[DROPDOWN GRID]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM “You have given the same ranking to more than one item. Please give items a unique ranking from 1 to 6.”]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “We noticed that you skipped a number in your ranking. Please review your answers to make sure they are correct.”]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM “Ha asignado la misma clasificación a más de un ítem. Por favor dé a los ítems una clasificación única del 1 al 6.”]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “Notamos que omitió un número en su clasificación. Revise sus respuestas para cerciorarse de que sean correctas.”]

Q17.

Thinking about attending live virtual events, please rank order the factors that would be most important in your decision as to which ones to attend, with 1 being the most important factor.

Pensando en asistir a eventos virtuales en vivo, por favor clasifique en orden los factores que serían más importantes en su decisión de a cuáles asistir, siendo 1 el factor más importante.

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RANDOMIZE Q17_1-Q17_6

Q17_1	The type of event (e.g. music, food, exercise)	Dropdown 1-6
Q17_2	The time and day of the event	Dropdown 1-6

Q17_3	Who is hosting the event (e.g. a well-known brand, personality, an existing relationship)	Dropdown 1-6
Q17_4	Who else is attending the event (e.g. friends)	Dropdown 1-6
Q17_5	The cost to attend	Dropdown 1-6
Q17_6	The event platform (e.g. Facebook Live, etc.)	Dropdown 1-6

Q17_1	El tipo de evento (por ej. música, comida, ejercicios)	Dropdown 1-6
Q17_2	La hora y día del evento	Dropdown 1-6
Q17_3	Quién es el anfitrión del evento (por ej. una marca conocida, una personalidad, una relación existente)	Dropdown 1-6
Q17_4	Quiénes más asisten al evento (por ej. amigos/as)	Dropdown 1-6
Q17_5	El costo para asistir	Dropdown 1-6
Q17_6	La plataforma del evento (por ej. Facebook Live, etc.)	Dropdown 1-6

LABELS FOR DROPDOWN:

1. 1 – Most Important
2. 2
3. 3
4. 4
5. 5
6. 6 – Least Important

1. 1 – Más importante
2. 2
3. 3
4. 4
5. 5
6. 6 – Menos importante

[SHOW IF ANY (Q13A-Q13G=1-3)]

[GRID; SP] [PROMPT]

Q18.

When the COVID-19 restrictions are lifted, do you anticipate doing more, less, or the same amount of the following activities as you are doing now during the pandemic?

Cuando se levanten las restricciones de COVID-19, ¿prevé hacer más, menos o la misma cantidad de las siguientes actividades que está haciendo ahora durante la pandemia?

[SPACE]

[IF CAWI]I anticipate...

[IF CATI]You anticipate...

[IF CAWI]Yo preveo...

[IF CATI]Usted prevé...

GRID ITEMS, RANDOMIZE:

- A. [SHOW IF Q13A=1-3]]Video chat
- B. [SHOW IF Q13B=1-3]]Telephone calls
- C. [SHOW IF Q13C=1-3]]Text messages
- D. [SHOW IF Q13D=1-3]]Email exchanges
- E. [SHOW IF Q13E=1-3]]Letter exchanges

- F. [SHOW IF Q13F=1-3]] Live virtual events
- G. [SHOW IF Q13G=1-3]] Virtual or remote volunteering

- A. [SHOW IF Q13A=1-3]] Chat de video
- B. [SHOW IF Q13B=1-3]] Llamadas telefónicas
- C. [SHOW IF Q13C=1-3]] Mensajes de texto
- D. [SHOW IF Q13D=1-3]] Intercambios de correos electrónicos
- E. [SHOW IF Q13E=1-3]] Intercambios de cartas
- F. [SHOW IF Q13F=1-3]] Eventos virtuales en vivo
- G. [SHOW IF Q13G=1-3]] Voluntariado virtual o a distancia

RESPONSE OPTIONS:

- 1. To do more
- 2. To do less
- 3. About the same

- 1. Hacer más
- 2. Hacer menos
- 3. Igual

[SP] [PROMPT]
Q19.

To what extent have your feelings about using technology to connect with others changed during COVID-19? Would you say your feelings now are....?

¿Hasta qué punto han cambiado sus sentimientos sobre el uso de la tecnología para conectarse con otros durante COVID-19? ¿Diría que sus sentimientos ahora son....?

RESPONSE OPTIONS, PROGRAMMING - NOTE REVERSE SCALE:

- 5. Much more positive
- 3. Somewhat more positive
- 2. No change
- 3. Somewhat more negative
- 1. Much more negative

- 5. Mucho más positivos
- 4. Un poco más positivos
- 2. No han cambiado
- 3. Un poco más negativos
- 1. Mucho más negativos

DIGITAL LITERACY

[SP] [PROMPT]
Q20.

Do you wish you had a better grasp of technology in general to allow you to more frequently and easily connect with others?

¿Desearía tener un mejor conocimiento de la tecnología en general para poder comunicarse con mayor frecuencia y facilidad con los demás?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
2. NO

[SP] [PROMPT]

Q21.

When it comes to the use of technology, which of the following best describes you?

Cuando se trata del uso de la tecnología, ¿cuál de las siguientes lo describe mejor?

RESPONSE OPTIONS, PROGRAMMING - NOTE REVERSE SCALE:

4. Very confident
4. Somewhat confident
5. Neither confident nor uncertain
3. Somewhat uncertain
1. Very uncertain

4. Muy confiado/a
4. Algo confiado/a
5. Ni confiado/a ni incierto/a
3. Un poco incierto/a
1. Muy incierto/a

[GRID; SP] [PROMPT]

Q22.

More specifically, please indicate your level of comfort with the following:

Más específicamente, indique su nivel de comodidad con lo siguiente:

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

GRID ITEMS, RANDOMIZE:

- A. Internet
- B. Computers (desktop or laptop)

- C. Smartphones
- D. Home Assistants
- E. Video Chat (e.g. Zoom)
- F. Tablets

- A. Internet
- B. Computadoras (de escritorio o portátiles)
- C. Teléfonos inteligentes
- D. Asistentes del hogar
- E. Chat de video (por ej. Zoom)
- F. Tabletas

RESPONSE OPTIONS (SHOW IN REVERSE ORDER ON MOBILE ONLY):

- 1. Not at all comfortable
- 2. Not very comfortable
- 3. Somewhat comfortable
- 4. Very comfortable
- 5. Extremely comfortable

- 1. Para nada cómodo/a
- 2. No muy cómodo/a
- 3. Algo cómodo/a
- 4. Muy cómodo/a
- 5. Extremadamente cómodo/a

[GRID; SP] [PROMPT]

Q23A.

Please indicate how much you agree or disagree with the following statements.

Por favor indique en qué medida está usted de acuerdo o en desacuerdo con los siguientes enunciados.

CAWI GRID ITEMS, RANDOMIZE:

- A. Technology works the way the mind works
 - B. Learning about technology feels like a burden on myself
 - C. Learning about technology feels like a burden on my family
 - D. I have had bad experiences with technology
 - E. I am “tech-savvy”
 - F. I would use technology more in my daily life if I knew how
-
- A. La tecnología funciona de la manera en que funciona la mente
 - B. Aprender sobre tecnología se siente como una carga para mí
 - C. Aprender sobre tecnología se siente como una carga para mi familia
 - D. He tenido malas experiencias con la tecnología
 - E. Soy un experto en tecnología
 - F. Usaría más la tecnología en mi vida diaria si supiera cómo

CATI GRID ITEMS, RANDOMIZE:

- A. Technology works the way the mind works
- B. Learning about technology feels like a burden on yourself

- C. Learning about technology feels like a burden on your family
 - D. You have had bad experiences with technology
 - E. You are “tech-savvy”
 - F. You would use technology more in your daily life if you knew how
-
- A. La tecnología funciona de la manera en que funciona la mente
 - B. Aprender sobre tecnología se siente como una carga para usted
 - C. Aprender sobre tecnología se siente como una carga para su familia
 - D. Ha tenido malas experiencias con la tecnología
 - E. Es un experto en tecnología
 - F. Usaría más la tecnología en su vida diaria si supiera cómo

RESPONSE OPTIONS (SHOW IN REVERSE ORDER ON MOBILE ONLY):

- 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
-
- 1. Muy en desacuerdo
 - 2. En desacuerdo
 - 3. Neutral
 - 4. De acuerdo
 - 5. Muy de acuerdo

[SHOW IF (Q3A=1-7 OR Q3B=1-7 OR Q3C=1-7 OR Q3F=1-7) AND (ANY GRID ITEM IN Q4 IS NOT SELECTED FOR DESKTOP/LAPTOP AND TABLET AND SMARTPHONE) AND Q23AF=4,5]

[MP] [PROMPT]

Q23B.

In what ways would you like to use technology in your daily life, that you aren’t already, if you had the knowledge and felt comfortable doing so?

¿De qué manera le gustaría utilizar la tecnología en su vida diaria, que no lo haga ya, si tuviera el conocimiento y se sintiera cómodo/a haciéndolo?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

- 1. [SHOW IF Q4A_1<>1 AND Q4A_2<>1 AND Q4A_3<>1]Play a game
- 2. [SHOW IF Q4B_1<>1 AND Q4B_2<>1 AND Q4B_3<>1]Send or receive instant messages, text messages, or emails
- 3. [SHOW IF Q4C_1<>1 AND Q4C_2<>1 AND Q4C_3<>1]Visit websites or surf the Internet
- 4. [SHOW IF Q4D_1<>1 AND Q4D_2<>1 AND Q4D_3<>1]Make a purchase

5. [SHOW IF Q4E_1<>1 AND Q4E_2<>1 AND Q4E_3<>1]Comparison shop for discounts and deals
 6. [SHOW IF Q4F_1<>1 AND Q4F_2<>1 AND Q4F_3<>1]Post your own reviews, ratings or comments online about things like music, movies, books, or any other product or service
 7. [SHOW IF Q4G_1<>1 AND Q4G_2<>1 AND Q4G_3<>1]Access a social networking site (e.g. Facebook, Instagram, or LinkedIn)
 8. [SHOW IF Q4H_1<>1 AND Q4H_2<>1 AND Q4H_3<>1]Get health and fitness information
 9. [SHOW IF Q4I_1<>1 AND Q4I_2<>1 AND Q4I_3<>1]Get news and other information
 10. [SHOW IF Q4J_1<>1 AND Q4J_2<>1 AND Q4J_3<>1]Perform banking or financial transactions
 11. [SHOW IF Q4K_1<>1 AND Q4K_2<>1 AND Q4K_3<>1]Get directions or traffic information
 12. [SHOW IF Q4L_1<>1 AND Q4L_2<>1 AND Q4L_3<>1]Download or purchase an 'app'
 13. [SHOW IF Q4M_1<>1 AND Q4M_2<>1 AND Q4M_3<>1]Watch videos or shows on sites like Hulu or Netflix
 14. [SHOW IF Q4N_1<>1 AND Q4N_2<>1 AND Q4N_3<>1]Watch How-To tutorials to learn something new (e.g. YouTube)
 15. [SHOW IF Q4O_1<>1 AND Q4O_2<>1 AND Q4O_3<>1]Video chat or talk to your doctor or other medical professional, make medical appointments, order prescriptions, or receive personal healthcare advice
 16. [SHOW IF Q4P_1<>1 AND Q4P_2<>1 AND Q4P_3<>1]Track your health or fitness via apps or websites (e.g. Apple Health or MyFitnessPal)
 17. [SHOW IF Q4Q_1<>1 AND Q4Q_2<>1 AND Q4Q_3<>1]Use a home assistant (e.g. Amazon Echo/ Alexa, Google Home)
 18. [SHOW IF Q4R_1<>1 AND Q4R_2<>1 AND Q4R_3<>1]Order groceries for pick up or delivery
 19. [SHOW IF Q4S_1<>1 AND Q4S_2<>1 AND Q4S_3<>1]Watch real time social media videos (e.g. Facebook Live)
 20. [SHOW IF Q4T_1<>1 AND Q4T_2<>1 AND Q4T_3<>1]Take online education courses for certificates or degrees (e.g. University of Phoenix)
 21. [SHOW IF Q4U_1<>1 AND Q4U_2<>1 AND Q4U_3<>1]Take online learning or how-to tutorials (e.g. MOOCs, LinkedIn Learning/Lynda.com)
 22. [SHOW IF Q4V_1<>1 AND Q4V_2<>1 AND Q4V_3<>1]Request a ride via an app (e.g. Uber, Lyft)
 23. [SHOW IF Q4AW_1<>1 AND Q4W_2<>1 AND Q4W_3<>1]Manage or monitor smart home technology/security (e.g. smart thermostat, Nest, Ring, SimpliSafe)
 24. [SHOW IF Q4X_1<>1 AND Q4X_2<>1 AND Q4X_3<>1]Attend a live virtual event (e.g. a concert or fitness class)
 25. [SHOW IF Q4Y_1<>1 AND Q4Y_2<>1 AND Q4Y_3<>1]Participate in virtual or remote volunteering
 26. [SHOW IF Q4Z_1<>1 AND Q4Z_2<>1 AND Q4Z_3<>1]Video chat with friends or family
 27. [SHOW IF Q4AA_1<>1 AND Q4AA_2<>1 AND Q4AA_3<>1]Access your job or perform job-related tasks
 28. Other, please specify:[TEXTBOX][ANCHOR]
-
1. [SHOW IF Q4A_1<>1 AND Q4A_2<>1 AND Q4A_3<>1]Jugar un juego
 2. [SHOW IF Q4B_1<>1 AND Q4B_2<>1 AND Q4B_3<>1]Enviar o recibir mensajes instantáneos, mensajes de texto o correos electrónicos

3. [SHOW IF Q4C_1<>1 AND Q4C_2<>1 AND Q4C_3<>1]Visitar sitios web o navegar por Internet
4. [SHOW IF Q4D_1<>1 AND Q4D_2<>1 AND Q4D_3<>1]Hacer una compra
5. [SHOW IF Q4E_1<>1 AND Q4E_2<>1 AND Q4E_3<>1]Comparar tiendas en busca de descuentos y ofertas
6. [SHOW IF Q4F_1<>1 AND Q4F_2<>1 AND Q4F_3<>1]Publicar sus propias críticas, calificaciones o comentarios en línea sobre cosas como música, películas, libros o cualquier otro producto o servicio
7. [SHOW IF Q4G_1<>1 AND Q4G_2<>1 AND Q4G_3<>1]Acceder a un sitio de redes sociales (por ej. Facebook, Instagram o LinkedIn)
8. [SHOW IF Q4H_1<>1 AND Q4H_2<>1 AND Q4H_3<>1]Obtener información sobre la salud y el estado físico
9. [SHOW IF Q4I_1<>1 AND Q4I_2<>1 AND Q4I_3<>1]Recibir noticias y otras informaciones
10. [SHOW IF Q4J_1<>1 AND Q4J_2<>1 AND Q4J_3<>1]Realizar transacciones bancarias o financieras
11. [SHOW IF Q4K_1<>1 AND Q4K_2<>1 AND Q4K_3<>1]Obtener indicaciones o información de tráfico
12. [SHOW IF Q4L_1<>1 AND Q4L_2<>1 AND Q4L_3<>1]Descargar o comprar una "app"
13. [SHOW IF Q4M_1<>1 AND Q4M_2<>1 AND Q4M_3<>1]Ver videos o programas en sitios como Hulu o Netflix
14. [SHOW IF Q4N_1<>1 AND Q4N_2<>1 AND Q4N_3<>1]Ver los tutoriales "Cómo hacer" para aprender algo nuevo (por ej. YouTube)
15. [SHOW IF Q4O_1<>1 AND Q4O_2<>1 AND Q4O_3<>1]Chatear por video o consultar al médico u otro profesional médico, hacer citas médicas, solicitar recetas médicas o recibir consejos personales de salud.
16. [SHOW IF Q4P_1<>1 AND Q4P_2<>1 AND Q4P_3<>1]Hacer un seguimiento de su salud o estado físico a través de aplicaciones o sitios web (por ej. Apple Health o MyFitnessPal)
17. [SHOW IF Q4Q_1<>1 AND Q4Q_2<>1 AND Q4Q_3<>1]Usar un asistente del hogar (por ej. Amazon Echo/ Alexa, Google Home)
18. [SHOW IF Q4R_1<>1 AND Q4R_2<>1 AND Q4R_3<>1]Pedir provisiones para recoger o con entrega a domicilio
19. [SHOW IF Q4S_1<>1 AND Q4S_2<>1 AND Q4S_3<>1]Ver videos de medios sociales en tiempo real (por ej. Facebook Live)
20. [SHOW IF Q4T_1<>1 AND Q4T_2<>1 AND Q4T_3<>1]Tomar cursos de educación en línea para obtener certificados o títulos (por ej. la Universidad de Phoenix)
21. [SHOW IF Q4U_1<>1 AND Q4U_2<>1 AND Q4U_3<>1]Tomar clases de aprendizaje en línea o tutoriales "Cómo hacer" (por ej. CEMAs, LinkedIn Learning/Lynda.com)
22. [SHOW IF Q4V_1<>1 AND Q4V_2<>1 AND Q4V_3<>1]Solicitar transporte para un viaje a través de una aplicación (por ej. Uber, Lyft)
23. [SHOW IF Q4AW_1<>1 AND Q4AW_2<>1 AND Q4AW_3<>1]Gestionar o supervisar la tecnología inteligente domiciliaria /seguridad del hogar (por ej. termostato inteligente, Nest, Ring, SimpliSafe)
24. [SHOW IF Q4X_1<>1 AND Q4X_2<>1 AND Q4X_3<>1]Asistir a un evento virtual en vivo (por ej. un concierto o una clase de acondicionamiento físico)
25. [SHOW IF Q4Y_1<>1 AND Q4Y_2<>1 AND Q4Y_3<>1]Participar en un voluntariado virtual o a distancia

26. [SHOW IF Q4Z_1<>1 AND Q4Z_2<>1 AND Q4Z_3<>1] Chatear por video con amigos o familiares
27. [SHOW IF Q4AA_1<>1 AND Q4AA_2<>1 AND Q4AA_3<>1]Acceder a su trabajo o realizar tareas relacionadas con el mismo
28. Otro - por favor, especifíquelo:[TEXTBOX][ANCHOR]

[DROPDOWN GRID]

[PROMPT ONCE IF ALL Q24_1 THROUGH Q24_7 BLANK; NOTE THAT RESPONDENT DOES NOT HAVE TO RANK ALL ITEMS – DO NOT PROMPT IF 1 OR MORE ITEM IS RANKED]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM “You have given the same ranking to more than one item. Please give each item a unique ranking.”]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “We noticed that you skipped a number in your ranking. Please review your answers to make sure they are correct.”]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM "Ha asignado la misma clasificación a más de un ítem . Asigne a cada ítem una clasificación única.”]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “Notamos que omitió un número en su clasificación. Revise sus respuestas para cerciorarse de que sean correctas.”]

Q24.

Please place in rank order the ways you prefer to learn about new technology. Rank only those you would consider using, with 1 being your top choice.

Clasifique en orden las formas en que prefiere aprender sobre la nueva tecnología. Clasifique solo aquellos que usted consideraría usar, siendo 1 su mejor elección.

[SPACE]

Each number, 1 through 7, can only be used once.

Cada número, del 1 al 7, solo se puede usar una vez.

CAWI ITEMS, RANDOMIZE:

Q24_1	Self-taught with recorded online tutorials and videos	Dropdown 1-7
Q24_2	Just play with it until I get it to work	Dropdown 1-7
Q24_3	To have a friend/family member show me hands on	Dropdown 1-7
Q24_4	To work with a support network/customer service	Dropdown 1-7
Q24_5	Community classes with people like me	Dropdown 1-7
Q24_6	Real- time online classes	Dropdown 1-7
Q24_7	Other [TEXTBOX][ANCHOR]	Dropdown 1-7

Q24_1	Aprender por mi cuenta con tutoriales y videos grabados en línea	Dropdown 1-7
Q24_2	Solo jugar con eso hasta que lo ponga a funcionar.	Dropdown 1-7
Q24_3	Que un amigo(a)/familiar me enseñe en forma práctica	Dropdown 1-7
Q24_4	Trabajar con una red de apoyo/servicio al cliente	Dropdown 1-7
Q24_5	Clases comunitarias con personas como yo	Dropdown 1-7
Q24_6	Clases en línea en tiempo real	Dropdown 1-7
Q24_7	Otro [TEXTBOX][ANCHOR]	Dropdown 1-7

CATI ITEMS, RANDOMIZE:

Q24_1	Self-taught with recorded online tutorials and videos	Dropdown 1-7
Q24_2	Just play with it until you get it to work	Dropdown 1-7

Q24_3	To have a friend/family member show you hands on	Dropdown 1-7
Q24_4	To work with a support network/customer service	Dropdown 1-7
Q24_5	Community classes with people like you	Dropdown 1-7
Q24_6	Real- time online classes	Dropdown 1-7
Q24_7	Other [TEXTBOX][ANCHOR]	Dropdown 1-7

Q24_1	Aprender por su cuenta con tutoriales y videos grabados en línea	Dropdown 1-7
Q24_2	Solo jugar hasta que lo ponga a funcionar	Dropdown 1-7
Q24_3	Que un amigo(a)/familiar le enseñe en forma práctica	Dropdown 1-7
Q24_4	Trabajar con una red de apoyo/servicio al cliente	Dropdown 1-7
Q24_5	Clases comunitarias con personas como usted	Dropdown 1-7
Q24_6	Clases en línea en tiempo real	Dropdown 1-7
Q24_7	Otro [TEXTBOX][ANCHOR]	Dropdown 1-7

LABELS FOR DROPDOWN:

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7

[TEXTBOX] [PROMPT]

Q25.

If you had the time and your desired resources, what aspect of technology would you be most interested in learning more about? This could include specific devices, apps, tools, social media platforms, etc.

Si tuviera el tiempo y los recursos deseados, ¿qué aspecto de la tecnología le interesaría más conocer? Esto podría incluir dispositivos específicos, aplicaciones, herramientas, plataformas de redes sociales, etc.

[LARGE TEXTBOX]

NEW TECH

[GRID; SP] [PROMPT]

Q26.

You're doing great, we're almost done!

Lo está haciendo muy bien, ¡casi hemos terminado!

[SPACE]

What best describes your experience with each of the following?

¿Qué describe mejor su experiencia con cada uno de los siguientes aspectos?

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

GRID ITEMS, RANDOMIZE:

- A. Using an Avatar, a virtual version of yourself, to engage online (e.g. Bitmoji on your smartphone or Facebook Avatars)
- B. Using a social media platform to share a live stream (e.g. Facebook Live, Instagram Live)
- C. Using a virtual reality device (e.g. Oculus Rift, HP Reverb)

- A. Usar un Avatar, una versión virtual de sí mismo, para participar en línea (por ej. Bitmoji en su teléfono inteligente o Facebook Avatars)
- B. Usar una plataforma de redes sociales para compartir una transmisión en vivo (por ej. Facebook Live, Instagram Live)
- C. Usar un dispositivo de realidad virtual (por ej. Oculus Rift, HP Reverb)

RESPONSE OPTIONS:

- 1. Use it
 - 2. Familiar and would like to use it
 - 3. Familiar and do not care to use it
 - 4. Not familiar with
-
- 1. Lo utiliza
 - 2. Familiarizado/a y le gustaría utilizarlo
 - 3. Familiarizado/a y no quiere utilizarlo
 - 4. No está familiarizado/a

TECHNOLOGY BARRIERS

[SP] [PROMPT]

Q28.

Which of the following best describes how you engage with new technology?

¿Cuál de los siguientes describe mejor la forma en que se involucra con la nueva tecnología?

RESPONSE OPTIONS:

- 1. Early adopter, first to try it
 - 2. Usually try it after it's been around for a while
 - 3. One of the last to try it
-
- 1. Adoptarla rápidamente, el primero en probarla
 - 2. Por lo general, la prueba después de que ha estado por un tiempo
 - 3. Uno de los últimos en probarla

[DROPDOWN GRID]

[ALLOW ONLY 3 ITEMS TO BE RANKED; PROMPT ONCE IF FEWER THAN 3 ITEMS RANKED; HOWEVER, IF Q29A_13 IS SELECTED, R CANNOT RANK ANY ITEMS Q29A_1-Q29A_12; IF R RANKS ANY ITEMS Q29A_1-Q29A_12 AND SELECTS Q29A_13 PROMPT: "We noticed that you ranked items but also said nothing holds you back from adopting new technology. Please review your answers to make sure they are correct."]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM "You have given the same ranking to more than one item. Please give items a unique ranking from 1 to 3."]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “We noticed that you skipped a number in your ranking. Please review your answers to make sure they are correct.”]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM “Ha asignado la misma clasificación a más de un elemento. Por favor dé a los ítems una clasificación única del 1 al 3.”]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING “Notamos que omitió un número en su clasificación. Revise sus respuestas para cerciorarse de que sean correctas.”]

Q29A.

Please rank order what you believe holds you back from adopting new technology (e.g. devices, apps, software, etc.) that could help you engage with friends and family. Your biggest barrier to engaging new technology will be ranked first. Rank your top three (3).

Clasifique por orden lo que cree que le impide adoptar nuevas tecnologías (por ej. dispositivos, aplicaciones, software, etc.) que podrían ayudarlo a interactuar con sus amigos y familiares. Su mayor barrera para involucrarse con la nueva tecnología se clasificará en primer lugar. Clasifique sus tres principales (3).

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

CAWI ITEMS, RANDOMIZE:

Q29A_1	Awareness it exists (e.g. I don't know what's out there)	Dropdown 1-3
Q29A_2	Cost	Dropdown 1-3
Q29A_3	Availability (e.g. where to buy it)	Dropdown 1-3
Q29A_4	Lack of knowledge (e.g. how do I know I am buying what I need)	Dropdown 1-3
Q29A_5	Installation (e.g. how do I get it set up on my device or in my home correctly)	Dropdown 1-3
Q29A_6	Privacy concerns	Dropdown 1-3
Q29A_7	Unknown user experience (e.g. it is too confusing to navigate)	Dropdown 1-3
Q29A_8	Unknown benefits (I don't know what I can do with the technology)	Dropdown 1-3
Q29A_9	Lack of support once purchased	Dropdown 1-3
Q29A_10	High speed Internet/Wi-Fi access/poor connection issues	Dropdown 1-3
Q29A_11	Accessibility (e.g. it doesn't accommodate my physical ability or disability)	Dropdown 1-3
Q29A_12	Interest (e.g. I'm just not interested)	Dropdown 1-3

Q29A_1	Conocimiento de que existe (por ej. no sé lo que hay por ahí)	Dropdown 1-3
Q29A_2	Costo	Dropdown 1-3
Q29A_3	Disponibilidad (por ej. dónde comprarlo)	Dropdown 1-3
Q29A_4	Falta de conocimiento (por ej., cómo sé que estoy comprando lo que necesito)	Dropdown 1-3
Q29A_5	Instalación (por ej. cómo lo configuro correctamente en mi dispositivo o en mi casa)	Dropdown 1-3
Q29A_6	Inquietudes por la privacidad	Dropdown 1-3
Q29A_7	Experiencia de usuario desconocida por ej. es demasiado confuso para navegar)	Dropdown 1-3
Q29A_8	Beneficios desconocidos (no sé qué puedo hacer con la tecnología)	Dropdown 1-3
Q29A_9	Falta de soporte una vez comprado	Dropdown 1-3
Q29A_10	Acceso a Internet de alta velocidad/Wi-Fi/problemas de conexión	Dropdown 1-3
Q29A_11	Accesibilidad (por ej. no se adapta a mi capacidad física o a mi discapacidad)	Dropdown 1-3
Q29A_12	Interés (por ej. simplemente no me interesa)	Dropdown 1-3

Q29A_13

Nothing holds me back from adopting new technology [SP]

Nada me impide adoptar nuevas tecnologías [SP]

CATI ITEMS, RANDOMIZE:

Q29A_1	Awareness it exists (e.g. You don't know what's out there)	Dropdown 1-3
Q29A_2	Cost	Dropdown 1-3
Q29A_3	Availability (e.g. where to buy it)	Dropdown 1-3
Q29A_4	Lack of knowledge (e.g. how do you know you are buying what you need)	Dropdown 1-3
Q29A_5	Installation (e.g. how do you get it set up on your device or in your home correctly)	Dropdown 1-3
Q29A_6	Privacy concerns	Dropdown 1-3
Q29A_7	Unknown user experience (e.g. it is too confusing to navigate)	Dropdown 1-3
Q29A_8	Unknown benefits- (You don't know what you can do with the technology)	Dropdown 1-3
Q29A_9	Lack of support once purchased	Dropdown 1-3
Q29A_10	High speed Internet/Wi-Fi access/poor connection issues	Dropdown 1-3
Q29A_11	Accessibility (e.g. it doesn't accommodate your physical ability or disability)	Dropdown 1-3
Q29A_12	Interest (e.g. You're just not interested)	Dropdown 1-3

Q29A_1	Conocimiento de que existe (por ej. no sabe lo que hay por ahí)	Dropdown 1-3
Q29A_2	Costo	Dropdown 1-3
Q29A_3	Disponibilidad (por ej. dónde comprarlo)	Dropdown 1-3
Q29A_4	Falta de conocimiento (por ej. cómo sabe que está comprando lo que necesita)	Dropdown 1-3
Q29A_5	Instalación (por ej. cómo configurarlo correctamente en su dispositivo o en su casa)	Dropdown 1-3
Q29A_6	Inquietudes por la privacidad	Dropdown 1-3
Q29A_7	Experiencia de usuario desconocida (por ej. es demasiado confuso para navegar)	Dropdown 1-3
Q29A_8	Beneficios desconocidos (no sabe qué puede hacer con la tecnología)	Dropdown 1-3
Q29A_9	Falta de soporte una vez comprado	Dropdown 1-3
Q29A_10	Acceso a Internet de alta velocidad/Wi-Fi/problemas de conexión	Dropdown 1-3
Q29A_11	Accesibilidad (por ej. no se adapta a su capacidad física o a su discapacidad)	Dropdown 1-3
Q29A_12	Interés (por ej. simplemente no le interesa)	Dropdown 1-3

Q29A_13

Nothing holds you back from adopting new technology [SP]

Nada le impide adoptar nuevas tecnologías [SP]

LABELS FOR DROPDOWN:

- 1.
- 2.
- 3.

[TEXTBOX] [PROMPT]

Q29B.

What, if anything, would you say is your biggest frustration with technology today?

¿Cuál diría usted que es su mayor frustración con la tecnología hoy en día?

[LARGE TEXTBOX]

TECH SPEND

[MP] [PROMPT]

Q30.

Which specific technology products did you purchase in the past year (September 2019 – September 2020), for yourself and/or your household?

¿Qué productos tecnológicos específicos compró el año pasado (septiembre de 2019 - septiembre de 2020), para usted y/o su hogar?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

RESPONSE OPTIONS, RANDOMIZE:

1. Desktop computer
2. Laptop computer or Netbook
3. Smartphone (e.g. iPhone, Android, Blackberry)
4. E-reader (e.g. Kindle, Nook)
5. Tablet (e.g. iPad)
6. Wearable device (e.g. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
7. Home assistant (e.g. Amazon Echo/Alexa, or Google Home)
8. Smart home technology/security (e.g. a smart thermostat, Nest, Ring, SimpliSafe)
9. Gaming system
10. Home audio equipment (e.g. Sonos)
11. Digital camera
12. Smart TV
13. Virtual reality (VR) device
14. Bluetooth headset/ear buds (e.g. AirPods)
15. Home health and safety device (e.g. emergency alert systems, medication manager)
16. GPS tracker specifically designed to monitor and share location (e.g. a necklace, bracelet, or watch)
17. Other, please specify:[TEXTBOX][ANCHOR]
18. No tech purchases made in the past year[SP][ANCHOR]

1. Computadora de escritorio
2. Computador portátil o Netbook
3. Teléfono inteligente (por ej. iPhone, Android, Blackberry)

4. Lector de libros digitales (por ej. Kindle, Nook)
5. Tableta (por ej. iPad)
6. Dispositivo portátil (por ej. Fitbit, Garmin, Apple Watch, Samsung Galaxy Watch)
7. Asistente del hogar (por ej. Amazon Echo/Alexa, o Google Home)
8. Tecnología inteligente domiciliaria /seguridad (por ej. un termostato inteligente, Nest, Ring, SimpliSafe)
9. Sistema de juego
10. Equipo de audio hogareño (por ej. Sonos)
11. Cámara digital
12. TV inteligente
13. Dispositivo de realidad virtual (RV)
14. Auriculares Bluetooth o auriculares de botón (por ej. AirPods)
15. Dispositivo de seguridad y salud en el hogar (por ej. sistemas de alerta de emergencia, administrador de medicamentos)
16. Rastreador GPS diseñado específicamente para monitorear y compartir la ubicación (por ej. un collar, un brazalete o un reloj)
17. Otro - por favor, especifíquelo: [TEXTBOX][ANCHOR]
18. No realizó ninguna compra de tecnología el año pasado [SP][ANCHOR]

[SHOW IF ANY Q30_1-Q30_17=1; IF Q30_18=1 AUTOCODE Q31=0]

[NUMBOX] [PROMPT]

Q31.

And thinking about all of the different tech items you purchased in the past 12 months (September 2019 – August 2020), approximately, how much did you spend in total?

Y pensando en todos los diferentes artículos de tecnología que compró en los últimos 12 meses (septiembre 2019 - agosto 2020), aproximadamente, ¿cuánto gastó en total?

[SPACE]

Please include all TVs, cell phones, laptops, tablets, virtual reality equipment, smart home technology/security, etc. Your best estimate is fine.

Incluya todos los televisores, teléfonos móviles, portátiles, tabletas, equipos de realidad virtual, tecnología inteligente domiciliaria /seguridad del hogar, etc. Su mejor estimación es suficiente.

\$[NUMBOX] Total Past 12 Month Tech Spend [ALLOWABLE RANGE 0-999999]

\$[NUMBOX] Total de gastos en tecnología de los últimos 12 meses [ALLOWABLE RANGE 0-999999]

[NUMBOX] [PROMPT]

Q32A-Q32D.

How much do you spend on each of the following, per month, for you and/or your household? Your best estimate is fine.

¿Cuánto gasta en cada uno de los siguientes, por mes, para usted y/o su hogar? Su mejor estimación es suficiente.

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

\$[NUMBOX] Home Internet Service [ALLOWABLE RANGE 0-999]

\$[NUMBOX] Cellular Phone Service (for all cell phones you pay for) [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Cable/TV services [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Streaming services (e.g. Netflix, Hulu) [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Servicio de Internet en el hogar [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Servicio de telefonía celular (para todos los teléfonos celulares que pague) [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Servicios por cable/TV [ALLOWABLE RANGE 0-999]

\$(NUMBOX) Servicios de streaming (por ej. Netflix, Hulu) [ALLOWABLE RANGE 0-999]

[SP] [PROMPT]

Q33.

Now, thinking about your monthly household expenses, in total, what percent of those expenses are attributed to technology per month? Technology includes devices, software subscriptions, internet, cable, and streaming services. Your best estimate is fine.

Ahora, pensando en los gastos mensuales de su hogar, en total, ¿qué porcentaje de esos gastos se atribuye a la tecnología por mes? La tecnología incluye dispositivos, suscripciones de software, internet, cable y servicios de streaming. Su mejor estimación es suficiente.

RESPONSE OPTIONS:

1. 0%-10%
2. 11% - 20%
3. 21% - 30%
4. 31% - 40%
5. 41% - 50%
6. More than 50%

1. 0%-10%
 2. 11% - 20%
 3. 21% - 30%
 4. 31% - 40%
 5. 41% - 50%
 6. Más de 50%
-

PRIVACY

[SHOW IF Q3A=1-7 OR Q3B=1-7 OR Q3C=1-7]

[SP] [PROMPT]

Q34.

Now, switching gears, how confident are you that the things you do online when you are using a wireless device such as a laptop, smartphone, or tablet are private and will not be used or seen by others without your permission?

Ahora, cambiando de tema, ¿cuánta confianza tiene en que las cosas que hace en línea cuando usa un dispositivo inalámbrico como un computador portátil, un teléfono inteligente o una tableta son privadas y no serán usadas o vistas por otros sin su permiso?

RESPONSE OPTIONS:

1. Extremely confident
 2. Very confident
 3. Somewhat confident
 4. Not very confident
 5. Not at all confident
-
1. Extremadamente confiado/a
 2. Muy confiado/a
 3. Algo confiado/a
 4. No muy confiado/a
 5. Nada confiado/a

[SHOW IF Q3I=1-7]

[SP] [PROMPT]

Q35.

[CATI] TI PLEASE READ SUCH AS FOR INSTANCES OF E.G.

How confident are you that the information given to or received from your home assistant/smart home devices (e.g. Google Home, Nest, Ring, Amazon Echo) are private and will not be used or seen by others without your permission?

¿Cuánta confianza tiene en que la información dada o recibida de su asistente domiciliario/aparatos inteligentes para el hogar (por ej. Google Home, Nest, Ring, Amazon Echo) es privada y no será utilizada o vista por otros sin su permiso?

RESPONSE OPTIONS:

1. Extremely confident
 2. Very confident
 3. Somewhat confident
 4. Not very confident
 5. Not at all confident
-
1. Extremadamente confiado/a
 2. Muy confiado/a
 3. Algo confiado/a
 4. No muy confiado/a
 5. Nada confiado/a

[DROPDOWN GRID]

[PROMPT ONCE IF ALL Q36_1 THROUGH Q36_10 BLANK; NOTE THAT RESPONDENT DOES NOT HAVE TO RANK ALL ITEMS; IF Q36_10 IS SELECTED, DON'T ALLOW RANKING OF Q36_1-Q36_9]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM FOR Q36_1-Q36_9
"You have given the same ranking to more than one item. Please give each item a unique ranking."]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING "We noticed that you skipped a number in your ranking. Please review your answers to make sure they are correct."]

[CUSTOM PROMPT IF SAME VALUE SELECTED IN MORE THAN 1 ITEM FOR Q36_1-Q36_9 "Ha asignado la misma clasificación a más de un ítem . Asigne a cada ítem una clasificación única."]

[CUSTOM PROMPT IF R SKIPS A NUMBER IN RANKING "Notamos que omitió un número en su clasificación. Revise sus respuestas para cerciorarse de que sean correctas."]

Q36.

In exchange for which of the following benefits are you most likely to share your personal information?
Please rank them in order of most motivating, do not rank any that do not motivate you to share your personal information.

¿A cambio de cuál de los siguientes beneficios es más probable que comparta su información personal? Por favor clasifíquelos por orden de mayor motivación, no clasifique ninguno que no lo motive a compartir su información personal.

[SPACE]

Each number, 1 through 9, can only be used once.

Cada número, del 1 al 9, solo se puede usar una vez.

CAWI ITEMS, RANDOMIZE:

Q36_1	Cash Rewards	Dropdown 1-9
Q36_2	Free products or services	Dropdown 1-9
Q36_3	Discounts or coupons	Dropdown 1-9
Q36_4	Loyalty points	Dropdown 1-9
Q36_5	Special offers tailored just to me	Dropdown 1-9
Q36_6	Personalized products or services	Dropdown 1-9
Q36_7	Exclusive access to events, new products/services, content, etc.	Dropdown 1-9
Q36_8	Donations to charity of my choice	Dropdown 1-9
Q36_9	Personalized recommendations	Dropdown 1-9

Q36_1	Recompensas en efectivo	Dropdown 1-9
Q36_2	Productos o servicios gratuitos	Dropdown 1-9
Q36_3	Descuentos o cupones	Dropdown 1-9
Q36_4	Puntos en programas de fidelidad	Dropdown 1-9
Q36_5	Ofertas especiales hechas a mi medida	Dropdown 1-9
Q36_6	Productos o servicios personalizados	Dropdown 1-9
Q36_7	Acceso exclusivo a eventos, nuevos productos/servicios, contenidos, etc.	Dropdown 1-9
Q36_8	Donaciones a la entidad benéfica de mi elección	Dropdown 1-9
Q36_9	Recomendaciones personalizadas	Dropdown 1-9

Q36_10 None of the above [SP - IF SELECTED, DON'T ALLOW RANKING OF Q36_1-Q36_9]

Q36_10 Ninguno de los anteriores [SP - IF SELECTED, DON'T ALLOW RANKING OF Q36_1-Q36_9]

CATI ITEMS, RANDOMIZE:

Q36_1	Cash Rewards	Dropdown 1-9
Q36_2	Free products or services	Dropdown 1-9
Q36_3	Discounts or coupons	Dropdown 1-9
Q36_4	Loyalty points	Dropdown 1-9
Q36_5	Special offers tailored just to you	Dropdown 1-9
Q36_6	Personalized products or services	Dropdown 1-9
Q36_7	Exclusive access to events, new products/services, content, etc.	Dropdown 1-9
Q36_8	Donations to charity of your choice	Dropdown 1-9

Q36_9	Personalized recommendations	Dropdown 1-9
Q36_1	Recompensas en efectivo	Dropdown 1-9
Q36_2	Productos o servicios gratuitos	Dropdown 1-9
Q36_3	Descuentos o cupones	Dropdown 1-9
Q36_4	Puntos en programas de fidelidad	Dropdown 1-9
Q36_5	Ofertas especiales hechas a su medida	Dropdown 1-9
Q36_6	Productos o servicios personalizados	Dropdown 1-9
Q36_7	Acceso exclusivo a eventos, nuevos productos/servicios, contenidos, etc.	Dropdown 1-9
Q36_8	Donaciones a la entidad benéfica de su elección	Dropdown 1-9
Q36_9	Recomendaciones personalizadas	Dropdown 1-9

Q36_10 None of the above [SP - IF SELECTED, DON'T ALLOW RANKING OF Q36_1-Q36_9]

Q36_10 Ninguno de los anteriores [SP - IF SELECTED, DON'T ALLOW RANKING OF Q36_1-Q36_9]

LABELS FOR DROPDOWN:

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9

[SP] [PROMPT]

Q37.

True or False, when a website has a privacy policy, it means the site will not share my information with other websites and companies without my permission.

Verdadero o falso, cuando un sitio web tiene una política de privacidad, significa que el sitio no compartirá mi información con otros sitios web y empresas sin mi permiso.

RESPONSE OPTIONS:

1. True
2. False
77. Not sure

1. Verdadero
 2. Falso
 77. No está seguro/a
- (Correct answer is false.)

[SP] [PROMPT]

Q38.

True or False, advertising agencies are the typical "third party" in online privacy policy agreements.

Verdadero o falso, las agencias de publicidad son el típico “tercero” en los acuerdos de política de privacidad en línea.

RESPONSE OPTIONS:

1. True
2. False
77. Not sure

1. Verdadero
2. Falso
77. No está seguro/a
(Correct answer is true.)

DEMOS

[SHOW IF AGE>49]
[DISPLAY]
DEMOFINISH.

Thank you for all of that feedback. We just have a few final questions for classification purposes only.
Gracias por todos esos comentarios. Solo unas preguntas más para terminar con fines de clasificación.

[SHOW IF AGE>49]
[MP] [PROMPT]
D1.

Which of the following organizations are you currently a member of?

¿A cuál de las siguientes organizaciones es usted actualmente miembro de?SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Seleccione <u>todas</u> las que correspondan.</i><remove unbold>

CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

CAWI RESPONSE OPTIONS, RANDOMIZE:

1. AARP
2. AAA (“Triple A”)
3. USAA
4. Costco
5. Amazon Prime
6. None of the above[SP][ANCHOR]

1. AARP
2. AAA (“Triple A”)
3. USAA
4. Costco
5. Amazon Prime
6. Ninguna de las anteriores[SP][ANCHOR]

CATI RESPONSE OPTIONS, RANDOMIZE:

1. AARP – TI READ AS a-a-r-p
2. AAA – TI READ AS triple a
3. USAA – TI READ AS u-s-a-a
4. Costco
5. Amazon Prime
6. None of the above[SP][ANCHOR]

1. AARP – TI READ AS a-a-r-p
 2. AAA – TI READ AS triple a
 3. USAA – TI READ AS u-s-a-a
 4. Costco
 5. Amazon Prime
 6. Ninguna de las anteriores[SP][ANCHOR]
-

[SHOW IF D1=2-6,77,98,99]

[SP] [PROMPT]

D2.

CAWI: Have you <u>ever</u> been a member of AARP?

CATI: Have you <u>ever</u> been a member of AARP – TI READ AS a-a-r-p?

CAWI: ¿Ha usted <u>alguna vez</u> sido un miembro de AARP?

CATI: ¿Ha usted <u>alguna vez</u> sido un miembro de AARP? – TI READ AS a-a-r-p?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
 2. NO
-

[SHOW IF AGE>49]

[SP] [PROMPT]

D3.

Do you have any children under the age of 18 living in your household?

¿Tiene algún/alguna hijo/a menor de 18 años viviendo en su casa?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
2. NO

[SHOW IF AGE>49]

[SP] [PROMPT]

D4.

Do you have any grandchildren?

¿Tiene algún/ alguna nieto/a?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
2. NO

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

MARITAL2.

Are you ...

¿Diría que usted está ...

RESPONSE OPTIONS:

1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married
6. Living with partner

1. Casado/a

2. Viudo/a
3. Divorciado/a
4. Separado/a
5. Nunca casado/a
6. Vive con su pareja

[COMPUTE MARITAL=MARITAL2]

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

EDUCAT.

What is the highest level of school you have completed?

¿Cuál es el nivel más alto de escuela que usted ha completado?

RESPONSE OPTIONS:

1. No formal education
2. 1st, 2nd, 3rd, or 4th grade
3. 5th or 6th grade
4. 7th or 8th grade
5. 9th grade
6. 10th grade
7. 11th grade
8. 12th grade – NO DIPLOMA
9. High school graduate – high school diploma or the equivalent (GED)
10. Some college, no degree
11. Associate degree
12. Bachelor's degree
13. Master's degree
14. Professional or Doctorate degree

1. Educación informal
2. 1º, 2º, 3º, o 4º grado
3. 5º o 6º grado
4. 7º o 8º grado
5. 9º grado
6. 10º grado
7. 11º grado
8. 12º grado - SIN DIPLOMA
9. Graduado de escuela secundaria –diploma de secundaria o su equivalente (GED)
10. Cierta grado de Universidad, ningún título
11. Título de asociado
12. Licenciatura
13. Maestría
14. Profesional o Doctorado

[COMPUTE EDUC=EDUCAT]

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

EMPLOY2.

Which statement best describes your current employment status?

¿Qué afirmación describe mejor su situación laboral actual?

RESPONSE OPTIONS:

1. Working – as a paid employee
 2. Working – self-employed
 3. Not working – on temporary layoff from a job
 4. Not working – looking for work
 5. Not working – retired
 6. Not working – disabled
 7. Not working – other
-
1. Empleado – Como empleado asalariado
 2. Empleado – trabajador/a independiente
 3. Desempleado – En despido temporal de un trabajo
 4. Desempleado – buscando empleo
 5. Desempleado – Jubilado/a
 6. Desempleado – Discapacitado/a
 7. Desempleado – otro

[COMPUTE EMPLOY=EMPLOY2]

[SHOW IF PANEL_TYPE=20 OR 21]

[SP]

[FORCE RESPONSE] Information about your household income is very important. We greatly appreciate your response and will keep your answer confidential.]

[FORCE RESPONSE] La información sobre los ingresos de su hogar es muy importante. Apreciamos mucho su respuesta y se mantendrá confidencial.]

INCOME2.

Was your total HOUSEHOLD income in 2019...

¿Fue el ingreso total de su HOGAR en 2019...

RESPONSE OPTIONS:

1. Less than \$5,000
2. \$5,000 to \$9,999
3. \$10,000 to \$14,999
4. \$15,000 to \$19,999
5. \$20,000 to \$24,999
6. \$25,000 to \$29,999
7. \$30,000 to \$34,999
8. \$35,000 to \$39,999
9. \$40,000 to \$49,999
10. \$50,000 to \$59,999
11. \$60,000 to \$74,999

12. \$75,000 to \$84,999
13. \$85,000 to \$99,999
14. \$100,000 to \$124,999
15. \$125,000 to \$149,999
16. \$150,000 to \$174,999
17. \$175,000 to \$199,999
18. \$200,000 or more

1. Menos de \$5.000
2. \$5.000 a \$9.999
3. \$10.000 a \$14.999
4. \$15.000 a \$19.999
5. \$20.000 a \$24.999
6. \$25.000 a \$29.999
7. \$30.000 a \$34.999
8. \$35.000 a \$39.999
9. \$40.000 a \$49.999
10. \$50.000 a \$59.999
11. \$60.000 a \$74.999
12. \$75.000 a \$84.999
13. \$85.000 a \$99.999
14. \$100.000 a \$124.999
15. \$125.000 a \$149.999
16. \$150.000 a \$174.999
17. \$175.000 a \$199.999
18. \$200.000 o más

[COMPUTE INCOME=INCOME2]

[SHOW IF PANEL_TYPE=20 OR 21]

[FORCE RESPONSE]

[SP]

HHSIZE1.

Tell us a little about your household. Including yourself, how many persons currently live in your household at least 50 percent of the time? Please include any children as well as adults.

Cuéntenos un poco sobre su casa. Incluyéndose a sí mismo, ¿cuántas personas viven actualmente en su casa al menos el 50 por ciento del tiempo? Por favor incluya niños y adultos.

RESPONSE OPTIONS:

1. One person, I live by myself
2. Two persons
3. Three persons
4. Four persons
5. Five persons
6. Six or more persons

1. Una persona, vivo solo

2. Dos personas
3. Tres personas
4. Cuatro personas
5. Cinco personas
6. Seis o más personas

[COMPUTE S_HHSIZE1=HHSIZE]

[SHOW IF HHSIZE1>1]

[FORCE RESPONSE]

[NUMBOXES]

Please tell us how many persons currently living in your household, including yourself, are...

Díganos cuantas personas viven actualmente en su hogar, incluyendose a usted, hay...

HH01S. ____ 0-1 years old
 HH25S. ____ 2-5 years old
 HH612S. ____ 6-12 years old
 HH1317S. ____ 13-17 years old
 HH18OVS. ____ 18 years old or older
 HHtotal. ____ Total household members

HH01S. ____ 0-1 años
 HH25S. ____ 2-5 años
 HH612S. ____ 6-12 años
 HH1317S. ____ 13-17 años
 HH18OVS. ____ 18 años o más
 HHtotal. ____ Total de miembros del hogar

HHtotal SHOULD SHOW AUTO-SUM OF HH01S-H18OVS

DO NOT ALLOW R TO CONTINUE IN SURVEY IF HHtotal<HHSIZE1

COMPUTE HH01=HH01S .
 COMPUTE HH25=HH25S .
 COMPUTE HH612=HH612S .
 COMPUTE HH1317=HH1317S .
 COMPUTE HH18OV=HH18OVS .

COMPUTE HHMINORS=sum(HH01, HH25, HH612, HH1317)

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

HOME_TYPE2.

Which best describes the building where you live?

¿Cuáles de las siguientes opciones describen mejor el lugar donde vive usted?

RESPONSE OPTIONS:

1. A one-family house detached from any other house

2. A one-family house attached to one or more houses
3. A building with 2 or more apartments
4. A mobile home or trailer
5. Boat, RV, van, etc

1. Una casa unifamiliar separada de otras casas
2. Una casa unifamiliar anexa a otras casas
3. Un edificio con 2 o más apartamentos
4. Una casa móvil o remolque
5. Bote, vehículo recreativo, camioneta, etc.

[COMPUTE HOME_TYPE=HOME_TYPE2]

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

HOUSING2.

Share with us a little about where you live. Are your living quarters...

Comparta con nosotros un poco sobre dónde vive. El lugar donde vive es...

RESPONSE OPTIONS:

1. Owned or being bought by you or someone in your household
2. Rented for cash
3. Occupied without payment of cash rent

1. Su propiedad o está siendo comprado por usted o por alguien de su hogar
2. Alquilado por efectivo
3. Ocupado sin hacer pagos de alquiler en efectivo

[COMPUTE HOUSING=HOUSING2]

[SP]

D5.

Which of the following best describes the area of your primary residence?

¿Cuál de las siguientes describe mejor el área de su residencia principal?

RESPONSE OPTIONS:

1. Urban
2. Suburban
3. Rural

1. Urbana
 2. Suburbana
 3. Rural
-

[SHOW IF PANEL_TYPE=20 OR 21]

[SP] [FORCE RESPONSE]

Q5PHONE.

What best describes your telephone service for your household?

Cuál de las opciones mejor describe el servicio de telefonía en su hogar?

RESPONSE OPTIONS:

4. Landline telephone only
 5. Have a landline, but mostly use cellphone
 6. Have cellphone, but mostly use landline
 7. Cellphone only
-
1. Sólo teléfono fijo
 2. Tiene un teléfono fijo, pero sobre todo utiliza el teléfono móvil
 3. Tiene teléfono móvil, pero sobre todo utiliza teléfono fijo
 4. Sólo teléfono móvil

[COMPUTE PHONESERVICE= Q5PHONE]

[SHOW IF (PANEL_TYPE<20 AND S_RACETH=4)]

[SP] [PROMPT]

QACSLAN1.

Do you speak a language other than English at home?

¿Usted habla un idioma además de inglés en casa?

CAWI RESPONSE OPTIONS:

1. Yes
2. No

1. Sí
2. No

CATI RESPONSE OPTIONS:

1. YES
2. NO

1. Sí
 2. NO
-

[SHOW IF QACSLAN1=1]

[MP] [PROMPT]

QACSLAN2.

What language do you speak at home other than English?

¿Qué idioma hablan en casa aparte del inglés?

[SPACE]

CAWI:<i><unbold>Please select <u>all</u> that apply.</i><remove unbold>

CATI: PLEASE SELECT ALL THAT APPLY

CAWI:<i><unbold>Selecione <u>todas</u> las que correspondan.</i><remove unbold>
CATI: SELECCIONE TODOS LOS QUE CORRESPONDAN

RESPONSE OPTIONS:

1. Spanish
 2. Chinese (any dialect)
 3. Tagalog
 4. Vietnamese
 5. French
 6. German
 7. Another language
-
1. Español
 2. Chino (cualquier dialecto)
 3. Tagalo
 4. Vietnamita
 5. Francés
 6. Alemán
 7. Otro idioma

[SHOW IF QACSLAN1=1]

[SP] [PROMPT]

QACSLAN3.

How well do you speak English?

¿Qué tan bien habla usted Inglés?

RESPONSE OPTIONS:

1. Very well
 2. Well
 3. Not well
 4. Not at all
-
1. Muy bien
 2. Bien
 3. No muy bien
 4. Para nada bien

PROGRAMMING NOTE 1:

Create Data-only variable QACSLANG by using the below logic involving responses to QACSLAN1-QACSLAN3

create numeric variable, qacslang, range [1,3]

if qacslan1 = 2 qacslang = 1.

if qacslan1 = 77,98,99 and (LANGSWITCH=1) qacslang = 1.

if qacslan1 = 77,98,99 and (LANGSWITCH=2) qacslang = 3.

if qacslan2 = 2-7,77,98,99 and (LANGSWITCH=1) qacslang = 1.

if qacslan2 = 2-7,77,98,99 and (LANGSWITCH=2) qacslang = 3.

if qacslan2 = 1 and (qacslan3 =1 or qacslan3 = 2) qacslang = 2.

if qacslan2 = 1 and (qacslan3 = 3 or qacslan3 = 4) qacslang = 3.
if qacslan2 = 1 and (qacslan3 = 77,98,99) and (LANGSWITCH=1) qacslang = 2.
if qacslan2 = 1 and (qacslan3 = 77,98,99) and (LANGSWITCH=2) qacslang = 3.

PROGRAMMING NOTE 2:

Data Only [single punch]

DOV_ACSLANG – Language proficiency

Instructions: If *QACSLANG*=1-3 then *DOV_ACSLANG*= *QACSLANG*. If *S_RACETH*<>4 then *DOV_ACSLANG*=5

1. English Proficient
2. Bilingual
3. Spanish Proficient
4. Hispanics who have missing data; re-ask in field
5. Non-Hispanics, not asked

SAMVAR Definition

Variable name: XACSLANG [S]

Variable Text: Primary Language

Response list:

1. English Proficient
2. Bilingual
3. Spanish Proficient
4. Hispanics who have missing data; re-ask in field
5. Non-Hispanics, not asked:

TERMSORRY.

[CAWI] Thank you for your time today. Unfortunately you are not eligible for this study. We value your opinion and hope that you will participate in future AmeriSpeak surveys. Thank you for your time today. Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Valoramos su opinión y esperamos que usted participe en futuras encuestas AmeriSpeak.

[CAWI] We will redirect you to the AmeriSpeak Member Portal in [n] seconds.

[CAWI] Nosotros lo/la redirigiremos al Portal de Miembros AmeriSpeak en [n] segundos.

[CATI] Thank you for your time today. Unfortunately you are not eligible for this study. Thank you so much for your participation. We will be in touch when your next survey is available. Have a great day/evening.

[CATI] Gracias por su tiempo hoy. Lamentablemente usted no es elegible para este estudio. Muchas gracias por su participación. Estaremos en contacto cuando su próxima encuesta esté disponible. ¡Qué tenga un buen día/tarde!

[CATI] , ONLY OFFER THIS IF PROMPTED BY RESPONDENT: I mentioned earlier that we would complete the survey if you were eligible, and it appears that you are not for this particular survey. We appreciate your time and will be in touch with your next survey soon.]

[CATI] ONLY OFFER THIS IF PROMPTED BY RESPONDENT: Mencioné anteriormente que completáramos la encuesta si usted era elegible, y al parecer usted no lo es para esta encuesta en particular. Le agradecemos por su tiempo y pronto estaremos en contacto con su próxima encuesta.]