

City of Seattle  
Information Technology Indicators Project

2013 Residential Survey  
Questionnaire

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**City of Seattle**

**Information Technology Indicators - Cable Needs Assessment  
Residential Survey  
Questionnaire**

**Introduction / Screener**

**Note: Include 2 fields, 1 that indicates whether the number is from the cell phone list or the RDD list and another to indicate whether the interview is done on a cell phone or land line. (Unless you never conduct interviews by cell phone that were reached via RDD.)**

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

- Qual1 18 or older      1      Yes  
   2      No

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

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

**Interviewer note Intro1: if respondent questions whether this is a legitimate survey, please refer to David Keyes 206 386 9759 or go to [www.seattle.gov/tech](http://www.seattle.gov/tech) to view past reports.**

[PRESS ANY KEY TO CONTINUE]

**s1**      What is your home zip code?

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

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

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

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

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

- [IF NECESSARY, PROBE: 'North or South of the Seattle Golf and Country Club?']  
            1      NORTH OF 145TH STREET **[SKIP TO THANK1 DISPOSITION = 18]**  
            2      SOUTH OF 145TH STREET  
            9      DON'T KNOW / REF **[SKIP TO THANK9 DISPOSITION = 8]**

**GENDER**      ENTER RESPONDENTS GENDER

- 1      MALE  
            2      FEMALE

## A. Access to information technology

### A1. TECH CHECKLIST

I'm going to start by naming some technology that you might use.

INET1. Do you personally use a computer or the Internet?

- 1 YES, a computer (but not the Internet)
- 2 Yes, the Internet (but not a computer)
- 3 Yes, a computer and the Internet
- 4 NO to both
- 8 DON'T KNOW
- 9 REFUSED

For each thing I name, please say if you have it.

[If necessary, Do you have ...]

TC1 Cable TV from Comcast/Xfinity or from Wave (formerly Broadstripe)

- 1 YES, Comcast
- 2 Yes, WAVE
- 3 Yes, don't know which one
- 0 NO
- 3 Don't have a TV
- 8 DON'T KNOW
- 9 REFUSED

TC2 [Do you have] satellite TV

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

TC3 [Do you have]...a working desktop computer, laptop, netbook computer or some combination of these?

- 1 Desktop
- 2 Laptop
- 4 netbook
- 3 desktop and laptop
- 5 desktop and netbook
- 6 laptop and netbook
- 7 all three
- 0 NONE
- 8 DON'T KNOW
- 9 REFUSED

TC4 ... a tablet, such as an I-PAD, Surface, or Galaxy? [allow multiple response; do not read]

- 1 Yes, Tablet (I-Pad, Surface, Galaxy)
- 2 Yes, Kindle or Nook (if offered by respondent)
- 3 yes, something else
- 0 No
- 8 DON'T KNOW
- 9 REFUSED

**Interviewer note A1.1:**

**If the interview is being conducted on a cell phone, ask about landline/if it is being conducted on a landline, ask about a cell phone]**

- TC5 ...a [cell phone for yourself/land line in your home]? [allow multiple response; autofill 1 or 2 depending on whether they were reached by cell or landline; ask about the other]
- 1 Have cell phone
  - 2 Have land line
  - 8 DON'T KNOW
  - 9 Refused

**Interviewer note A1.2:**

**a. If R indicates that this is their cell phone (if you asked about cell) or is their landline (if you asked about landline), repeat TC5, asking if they have the other.**

**b. If TC5 <> 1, skip to A2. Internet Access**

TC6 Is your cell phone a 'smartphone,' such as an iPhone, Android, or Windows phone [If necessary, explain "a smartphone is one that can use the Internet for email, web browsing or social media"]?

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

**A2. INTERNET ACCESS**

**Interviewer note A2.1: If INET1 <> 2 or 3 skip to Interviewer note A2.6**

Now we have a series of questions about your use of computers and the Internet.

INET2. Where are all the places that you accessed the Internet in the last year? [Do not read; allow multiple response; note order of mention.]

- 0 Do not use the Internet [verify with INET1]
- 1 At home
- 2 At work
- 3 At school
- 4 At the library
- 5 At a community center
- 6 At a neighborhood coffee shop or restaurant
- 7 Anywhere/ everywhere
- 8 Friend's or relative's house
- 9 other (specify)\_\_\_\_\_
- 88 DON'T KNOW
- 99 REFUSED

**Interviewer note A2.2. If INET2 <> 4 or 5, ask "Any place else, like a library or community center?"**

**Interviewer note A2.3: If INET2=1 or 7 continue. If INET2 <> 1 or 7, skip to Interviewer note A2.6**

INET3 What type of Internet service do you have coming into your house? [Allow multiple responses; do not read but prompt with options if necessary, starting with DSL from the phone company to other paid wireless]

- 2 DSL from phone company (Could also be stated as Century Link or Covad)
- 3 Internet from Comcast/Xfinity or Wave cable
- 4 Cell phone with Internet data plan (3G or 4G, from Sprint, AT&T, Verizon)
- 5 Other Paid Wireless Internet without phone service (3G or 4G, Clear, Sprint card, Mi-Fi) [skip to Interviewer note A2.4]
- 6 Free WIFI
- 4 WEB TELEVISION
- 1 Dial up modem
- 0 Don't have home Internet [skip to Note A2.6]
- 7 OTHER [SPECIFY] \_\_\_\_\_ [
- 8 DON'T KNOW /don't remember
- 9 REFUSED / NO MORE APPLY

**Interviewer note A2.4: if Respondent says “wireless” prompt for “Is that a paid service like Sprint or Clearwire? Or free WIFI”**

INET4. What one thing, if anything, would improve your internet service the most? Would it be [rotate these options]...

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

**Interviewer note A2.5: if R wants to select more than one, force one choice with something like “Yes, we understand but can you pick the most important one?”**

**Interviewer note A2.6: [IF INET1 = 1 or 4]** add “While I understand that you do not use the Internet yourself, we are still interested in your opinions about what the needs of other residents when it comes to computer access and safety and security on the Internet. You can base your answers on anything you might have heard, seen or read.”

INET5. Thinking about Seattle as a whole, how important do you think it is for all Seattle households to have high speed internet access overall? Would you say that it is...

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

INET6 How confident are you that financial transactions on the Internet are secure and private where 1 means not at all confident and 5 means very confident? [IF NEEDED: Please base your response on anything you might have seen, read or heard.]

- 1 Not at all confident that financial transactions are secure
- 2
- 3
- 4

- 5 Very confident that financial transactions are secure
- 7 DON'T KNOW / DEPENDS
- 8 REFUSED

**Interviewer note A2.7: this question should be asked of non Internet users and Internet users who don't have Internet at home or don't have a dedicated line for Internet.**

**If INET2=1 or 7, skip to A3**

**If INET1 <>2 or 3, ask "use the Internet"**

**If INET1=2 or 3 and INET2 <> 1 or 7, ask "have a separate Internet service to your home (like Cable, DSL, or dial-up)?"**

INET7. What are all the reasons that you don't [use the Internet/have a separate Internet service to your home (like Cable, DSL, or dial up)?] [Allow multiple responses; don't read; note order of mention; prompt for additional]

- 1 Computer or other device COST / TOO EXPENSIVE
- 2 Internet COST/ Too Expensive
- 3 Don't want it; don't need it, don't like computers, don't like the Internet/ no time to learn about it or to use it/ not relevant to me
- 4 Lack of knowledge: don't know how to use it/how to choose it/ don't know about the Internet/ don't know how to set it up
- 5 Other Access: Have it on my tablet, smart phone or mobile device, my neighbor's is unlocked, sufficient access elsewhere like school or work, get free WIFI
- 6 Computer-related safety/security (viruses, worms, personal information, credit card, identity theft)
- 7 Safety for Children: don't want kids to use it/ Worried about inappropriate content for children
- 8 No device don't have computer or Internet device at home
- 9 Problems with service (cable, DSL, telephone)
- 10 I **do** have home Internet [Verify with INET3 if answer this response]
- 11 OTHER [SPECIFY] \_\_\_\_\_
- 88 DON'T KNOW
- 99 REFUSED / NO MORE APPLY

INET8 How much, if anything would you be willing to spend per month for Internet service? \$ \_\_\_\_\_ ENTER DOLLAR AMOUNT (RANGE = 0-99)

**Interviewer note A2.8:**

**IF INET1=1 or 4, skip to Interviewer note C.1**

### **A3. COMPUTER AND INTERNET USE**

Next I'll read you a list of things you might do on the Internet. For each one, please tell me if this is something you use it for, whether on a regular basis or sometimes. This could be at home or some other place.

[ROTATE USE1 TO USE11]

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

USE1 Get health or medical information

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

- USE2 Look for a job or job training  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE3 Purchase products or services  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE4 Attend an online class, meeting or webinar  
 1 YES  
 0 NO  
 8 DON'T KNOW  
 9 REFUSED
- USE5 Find legal or consumer rights information  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE6 Find local school information  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE7 Make a donation to charity online  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE8 Look for answers to computer problems  
 1 Yes  
 0 No  
 8 DK  
 9 Ref
- USE9 Work from home  
 1 YES  
 2 NO  
 8 DON'T KNOW  
 9 REFUSED
- USE10 Have you ever visited the Seattle Public Library site at SPL.org  
 1 YES  
 2 NO  
 8 DON'T KNOW  
 9 REFUSED
- USE11 Have you ever visited a Seattle Public Schools web site?

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

**Read:** Next I'm going to list some ways people use the Internet for communication or entertainment. For each one, please use a scale from 1 to 3 to say how often you use it (if at all) where 1 means infrequently (less than once a week), 2 means occasionally (once a week or more, but less than daily) and 3 means often (at least once a day). If you don't have one of these accounts or don't use it, just say that. (Rotate USE12 to USE14)

- USE12 How often do you use Email?
- 0 Don't have it/ don't use it
  - 1 Infrequently (less than once every couple of weeks)
  - 2 Occasionally (up to a few times every week or so)
  - 3 Often (at least several times a week)
  - 8 Don't know
  - 9 REFUSED

- USE13 [If necessary: How often do you use] Facebook
- 0 Don't have it/ don't use it
  - 1 Infrequently
  - 2 Occasionally
  - 3 Often
  - 8 Don't know
  - 9 REFUSED

- USE14 [If necessary: How often do you use] Twitter
- 0 Don't have it/ don't use it
  - 1 Infrequently
  - 2 Occasionally
  - 3 Often
  - 8 Don't know
  - 9 REFUSED

- USE 15 How often do you watch TV and video over the Internet (via YouTube, Hulu, Netflix, AppleTV, Roku, etc)
- 0 Don't have it/ don't use it
  - 1 Infrequently
  - 2 Occasionally
  - 3 Often
  - 8 Don't know
  - 9 REFUSED

## B. Literacy

Now we'll go through a few more Internet tasks. This time I want to know how comfortable you are completing these tasks, so for each one. please use a five point scale where "5" means you are "very comfortable" and "1" means you are "not at all comfortable" completing that task. You can also use any number in between. If you have never done this task, please just tell me that.

How comfortable are you...



- LIT1 Searching the web
- 1 NOT AT ALL COMFORTABLE
  - 2
  - 3
  - 4
  - 5 VERY COMFORTABLE
  - 6 NEVER DONE THIS TASK
  - 8 DON'T KNOW
  - 9 REFUSED

**Interviewer note B.1: If USE12=0, skip to Interviewer note B.2**

- LIT2 Sending and opening email attachments, like photos or documents
- 1 NOT AT ALL COMFORTABLE
  - 2
  - 3
  - 4
  - 5 VERY COMFORTABLE
  - 6 NEVER DONE THIS TASK
  - 8 DON'T KNOW
  - 9 REFUSED

**Interviewer note B.2: If TC4 <>2, or 3 and TC6 <> 1, skip to Interviewer note C1**

- LIT3 Adding an application (app) to your smart phone or tablet
- 1 NOT AT ALL COMFORTABLE
  - 2
  - 3
  - 4
  - 5 VERY COMFORTABLE
  - 6 NEVER DONE THIS TASK
  - 8 DON'T KNOW
  - 9 REFUSED

**C. High Speed Uses**

**Respondents with Internet**

**Interviewer note C.1:**

The City is working on getting super high speed Internet service to Seattle homes and we want to find out if residents would be interested in some of the things they could do with it. [If INET1 <> 2 or 3, add "even if you don't use the Internet now"]

HS1. I'm going to list some of things that this service would let you do, or do better than now, I'd like to know whether you'd be interested in trying any of them, and if so, which ones seem most interesting to you.

With super high speed Internet, you could do lots of things from home that you have to do in person now, like medical appointments, interactive classes or job training, working in a team, or participating in community meetings. It would also be possible to monitor things at home when you're away, or use the Internet to run programs or back up files. As

long as there was adequate security and privacy, would you be interested in trying any of these things?

- 1 Yes
- 2 No [skip to HS3]
- 8 Don't know [skip to HS3]
- 9 Refused [skip to HS3]

HS2. Which of those things would most interest you? [Allow multiple response, do not read unless R requests it]

- 1 Medical appointments
- 2 Interactive classes or job training
- 3 Working in a team
- 4 Participating in community meetings
- 5 Monitoring home
- 6 Running programs from the Internet
- 7 Backing up files
- 8 All of them
- 9 None of them
- 10 Other (specify) \_\_\_\_\_
- 88 Don't know
- 99 Refused

HS3 What would be your concerns, if any, with using super high speed Internet in these ways? (Do not read, allow multiple response)

- 1 Cost
- 2 Security and loss of privacy
- 3 In-person contact is better/fear of isolation/ not enough in person contact/ spend too much time away from other people
- 4 Current Internet is good enough
- 5 Don't have / would need extra equipment
- 6 Hard to learn/ Complicated to use
- 7 The Internet is already fast enough for what I use it for
- 8 Other (specify) \_\_\_\_\_
- 88 Don't know
- 99 Refuse

## D. Cable

**Interviewer note D.1: If TC1=1 or INET3=3 (cable TV or cable Internet) continue with CABLE1. If TC1=2 AND INET3 <> 3, skip to CNOT1**

**READ: Now we have some questions about your cable service**

CABLE1. How satisfied are you with the customer service from your cable company? Would you say you are...

- 4 Very satisfied
- 3 Satisfied
- 2 Dissatisfied
- 1 Very dissatisfied

- 8 DK
- 9 Refused
- 7 Not applicable

CABLE2. Using the same scale, how satisfied are you with the types and variety of programs and channels on your cable service? [If necessary: Would you say you are...

- 4 Very satisfied
- 3 Satisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 0 Don't watch cable channels
- 8 Don't know
- 9 Refused
- 7 Not applicable

CABLE3. I'm going to read a list of problems that you might have had with your cable company. For each one, please say whether or not you've had that problem. The first one is:

- 1 Your cable went out – the picture, sound or both
- 2 Your Internet service is too slow or went out altogether [omit if INET3 <> 3]
- 3 You had to wait too long to reach the company on the phone
- 4 Billing problems
- 5 Anything else? \_\_\_\_\_
- 0 None
- 14 Don't know
- 15 Refused

CABLE4. Would you say the rates you pay for your cable service are:

- 1 A bargain
- 2 Priced about right
- 3 Somewhat too expensive
- 4 Very much too expensive
- 8 Don't know
- 9 Refused
- 7 Not applicable

CABLE5. What types of programs would you like to see more of? \_\_\_\_\_

CABLE6. Are you aware that the City has an office to help with things like cable company customer service, and cable TV discounts for senior citizens and people with disabilities?

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

CABLE7. Are you aware that cable companies offer a basic tv channel package for under \$25 a month?

- 1 Yes

- 2 No
- 8 DK
- 9 Refused

**Interviewer note D.2: if respondent asks questions about this lower cost option, refer them to the city’s cable office (Seattle.gov/cable or 206 684 8498).**

CABLE8. What one thing, if anything, would improve your cable TV service the most? Would it be...[Rotate these options]

- 1 price,
- 2 program choices
- 3 customer service,
- 0 nothing at all or
- 4 something else? \_\_\_\_\_
- 8 Don’t know
- 9 Refused

**Interviewer note D.3: if R wants to select more than one, force one choice with something like “Yes, we understand but can you pick the most important one?”]**

CABLE9. How likely are you to drop cable television service in the next 5 years?

- 4. Very likely [skip to CNOT2]
- 3. Somewhat likely [skip to CNOT2]
- 2. Somewhat unlikely [skip to CB1]
- 1. Very unlikely [skip to CB1]
- 8. Don’t know [skip to CB1]
- 9 Refused [skip to CB1]

CNOT1: You mentioned earlier that you don’t have cable service. Did you drop cable in the past few years?

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

**Interviewer note D.4:**

**if CNOT1=1, ask “Why did you decide to stop your cable service”**

**If CNOT1=2,8 or 9 ask “What are all of the reason you don’t subscribe to cable TV?”**

**If CABLE9=3,4, ask “What are the reasons you are [very likely/ somewhat likely] to drop your cable service?”**

CNOT2: What are all the reasons you don’t subscribe to cable TV/ Why did you decide to stop your cable service? /What are the reasons you are likely to drop your cable service?]

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

- 1 Cost / can’t afford it/ reduced household income/problems in the economy/ trying to save money
- 2 Get video content directly over Internet, or through service or device like Hulu, Netflix, YouTube, AppleTV, Amazon, Roku or other
- 3 Get free TV over the air
- 4 Get satellite
- 5 Can’t get cable service here

- 6 Service problems
- 7 Lack of interesting programs/ did not like programming
- 8 Don't want cable or more channels/ did not like it/ did not want it anymore
- 9 Don't need it/ No longer needed/ did not use Cable TV
- 10 Too many objectionable programs including objectionable programming for children (note if they specify type of objection but do not probe) \_\_\_\_\_
- 11 I don't/didn't understand cable and all the choices
- 12 Other \_\_\_\_\_
- 88 DON'T KNOW
- 99 REFUSED

## E. Civic Participation & Community Building

**Read Intro:** Now we have some questions about you as a city resident and a member of your local community.

- CB1 Do you participate in any type of community group, like a neighborhood association, block watch, school, religious group, or any other type of group?
- 1 Yes
  - 2 No
  - 3 DK
  - 4 Refused

CIVIC1 When you want to give your opinion to a community group or the city, would you prefer to do it in a meeting, by phone, or electronically, like using email, Facebook, Twitter, texting, a blog comment, or a web survey? (Do not read; allow multiple response)...

- 1 In a meeting
- 2 By phone
- 3 Electronically [if R specifies which electronic medium, skip to CIVIC3]
- 4 Email [skip to CIVIC3]
- 5 Facebook [skip to CIVIC3]
- 6 Twitter [skip to CIVIC3]
- 7 Text [skip to CIVIC3]
- 8 Blog comment [skip to CIVIC3]
- 9 Web survey [skip to CIVIC3]
- 10 By letter
- 11 Don't/Wouldn't want to [skip to CIVIC3]
- 12 Other \_\_\_\_\_ [
- 88 DK
- 99 Refused [skip to CIVIC3]

**Interviewer note E.1: If CIVIC1 = 1,2,10,12 (if Other is something non-electronic), ask “Even though your first choice is a non-electronic method, among the different electronic options, which would you prefer?”, otherwise, ask CIVIC2 as it reads.**

- CIVIC2 Of the different electronic options, which do you prefer?
- 1 email
  - 2 Facebook
  - 3 Twitter
  - 4 By text
  - 5 Blog comment

- 6 Web survey
- 7 Other \_\_\_\_\_
- 9 none
- 88 DK
- 99 Refused

CIVIC3 How about getting information you want from the City or a community group? Among the electronic options for getting information, which would you prefer? Or if you prefer some other way, you can say what that is)[If necessary: Do you prefer print or some electronic way, like email, text, Facebook, Twitter] (Do not read; allow multiple response)

- 1 e-mail
- 2 Facebook
- 3 Twitter
- 4 text
- 5 Blog post
- 6 their website
- 7 Calendar subscription
- 8 Printed letter through the post office
- 9 Telephone
- 10 Other (specify)\_\_\_\_\_
- 88 Don't know
- 99 Refused

CIVIC4 How about getting urgent alerts? [If necessary, explain, "like utility outages or emergency safety alerts?"] What do you prefer then? (Do not read, allow multiple response)

- 1 e-mail
- 2 text
- 3 Facebook
- 4 telephone
- 5 Twitter
- 6 Blog post
- 7 Other (specify)\_\_\_\_\_
- 88 Don't know
- 99 Refused

**F. City of Seattle Web Services and Seattle Channel**

WEB1 How often, if at all, do you visit the City's website? Would you say you visit at least once a week, 2-3 times a month, once a month or less, or not at all?

[READ AS NECESSARY]

- 3 At least once a week [skip to note G1.1]
- 2 2-3 times a month
- 1 Once a month or less
- 0 Not at all
- 8 DON'T KNOW
- 9 Refused [skip to note G1.1]

**Interviewer note G1.1: If TC6 <> 1 and TC4 <> 1,2,3, skip to SEA1**

WEB2 If you know what an app is, would you prefer the city have one app or separate apps for different services?

- 1 One app
- 2 Separate apps
- 3 Doesn't matter/no preference
- 4 Don't know what an app is
- 5 Something else (specify) \_\_\_\_\_
- 8 Don't know
- 9 Refused

**Seattle channel**

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

SEA1 Have you ever seen the Seattle Channel, cable channel 21 or on the Internet (at seattlechannel (dot)org)? PROBE: Was it on cable, the Internet or both?

- 1 Yes, (specified on tv)
- 2 Yes (specified on Internet)
- 3 Yes (specified both TV and Internet)
- 4 Yes (did not specify)
- 5 NO **[SKIP TO Interviewer note G2.1]**
- 6 Don't know about it **[SKIP TO Interviewer note G2.1]**
- 8 DON'T KNOW **[SKIP TO Interviewer note G2.1]**
- 9 Refused **[SKIP TO Interviewer note G2.1]**

SEA2 How often do you watch the Seattle Channel? Would you say you watch it at least once a week, 2-3 times a month, Once a month or less.

[READ AS NECESSARY]

[IF DON'T WATCH REGULARLY ENTER CHOICE 1 "Once a month or less"]

- 3 At least once a week
- 2 2-3 times a month
- 1 Once a month or less
- 8 DON'T KNOW
- 9 Refused

**Interviewer note G2.1 If SEA1 = 5, ask "Did you watch it a year ago?"**

SEA3 [Do you watch the Seattle channel more often, less often or the same amount as a year ago/Did you watch it a year ago?].

- 3 Watch it more often now
- 2 Watch it about the same
- 1 Watch it less often now
- 8 DON'T KNOW
- 9 Refused

SEA4 What would you like to know more about in your community, that the city could share on its web site (Seattle.gov) or cable channel? [Prompt only if needed: This could be anything of interest to Seattle residents – how-to information, things about the city, government, cultural events, people, our homes, businesses, or community services...]

Note specific topics: \_\_\_\_\_

## H. DEMOGRAPHICS

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

DEM1 How many people, including you, live in your home?

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

DEM2 **[IF DEM1 > 1, continue; else skip to DEM4]** How many children under the age of eighteen live in your household?

\_\_\_\_ ENTER NUMBER OF CHILDREN (if 0, skip to DEM4)  
99 REF

DEM3 Do any attend a Seattle Public School? \_\_\_\_\_

1 Yes  
2 No  
8 DK  
9 Ref

DEM4 Is your age between?

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

DEM5 What is the last year of schooling you completed?

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

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

DEM6 What is the primary language spoken at your home?

1 ENGLISH  
2 SPANISH  
3 OTHER [SPECIFY] \_\_\_\_\_  
9 REFUSED

DEM7 What race or ethnicity do you consider yourself? (Allow multiple response; If multiple response, ask "Which do you consider to be your primary race?" and store under DEM7primary).

1 African American,  
2 Asian / Pacific Islander,  
3 Caucasian,  
4 Hispanic / Latino, or



- 5 Native American / American Indian
- 6 OTHER [SPECIFY]
- 9 REFUSED

DEM7Prim Which do you consider your primary race? [select options from response to DEM7)

- 1 African American,
- 2 Asian / Pacific Islander,
- 3 Caucasian,
- 4 Hispanic / Latino, or
- 5 Native American / American Indian
- 6 OTHER
- 7 Mixed race or no primary
- 9 REFUSED

DEM8. Do you work at a paying job?

- 1 YES [Skip to DEM8b]
- 2 NO
- 8 DON'T KNOW [Skip to DEM10]
- 9 REFUSED [Skip to DEM10]

DEM8a. Are you a...(allow multiple response)

- 4 Student [skip to DEM10]
- 5 Homemaker or stay at home parent [skip to DEM10]
- 6 Unemployed [skip to DEM10]
- 7 Retired [skip to DEM10]
- 8 Disabled [skip to DEM11]
- 9 REFUSED [skip to DEM10]

DEM8b Would that be...(allow multiple response) ?

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

**Interviewer note H.1: If DEM8a=8, replace “Do you have a disability, handicap or chronic disease that makes it harder...” with “Does your disability make it harder...”**

DEM9 Do you have a medical condition, disability, or chronic disease that makes it harder for you to use the Internet or to participate fully in work, school, housework or other activities?

- 1 Yes
- 2 No [skip to DEM12]
- 3 DK [skip to DEM12]
- 4 Ref [skip to DEM12]

DEM10 Was your 2012 total household income...

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

Those are all the survey questions we have at this time.

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

[PRESS ANY KEY TO END INTERVIEW]

INTNUM ENTER INTERVIEWER NUMBER  
 \_\_\_\_\_ ENTER NUMBER

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

[PRESS ANY KEY TO CONTINUE]

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

[PRESS ANY KEY TO CONTINUE]

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