

## ATP 2017 New Member / Member Engagement Survey

Data for May 30-October 23, 2017

Sample of non-internet users before the tablet: n = 112

**TABLET3** Which of the following, if any, has been a challenge with using the tablet? [n = 112]

	Selected	Not selected
Knowing that it is time to take a survey	32	68
Login or password issues	43	57
Keeping the tablet charged	14	86
Learning how to use the touch screen	32	68
Ability to read the screen	15	85
Something else	5	95
None of these	25	75

**TABLET4** Have you ever called for technical support to get help using the tablet? [n = 112]

	Yes	No	Refused
Oct 2017	70	30	0

**TABLET5** You may have noticed that the tablet can be used for other things besides taking surveys. We understand that you may use these additional features. Do you do any of the following with your tablet? [n = 112]

	Selected	Not selected
Take pictures or videos	26	74
Use e-mail or texting and messaging services	14	86
Browse the internet	19	81
Use social media (like Facebook or Twitter)	13	87
Make phone or video calls	6	94
Play games	33	67
Buy goods or services	11	89
Get news	26	74
Follow what's going on in government and public affairs	12	88

Do research on something that interests you	19	81
Use an app	21	79
Do banking or manage your finances	5	95
None of the above	42	58

**TABLET6** About how often would you say you use the tablet? [n = 112]

	Almost constantly	Several times a day	About once a day	3-5 days a week	1-2 days a week	Less often, but at least occasionally	I only use it to take American Trends Panel surveys	Refused
Oct 2017	12	20	5	12	3	8	39	0

**TABLET7** Overall, since you have gotten your tablet, how much, if at all, do you think the tablet helped you with each of the following? [Among non-internet users before tablet, based on those who used the tablet for activities in addition to taking the survey; n = 65]

	Helped a lot	Helped somewhat	Helped a little *	No help at all	Does not apply	Refused
a. Do school work	11	2	*	3	78	5
b. Look for or apply for a job	12	12	5	6	64	0
c. Stay in touch with family, friends and neighbors	34	11	14	15	25	1
d. Get access to government services and benefits	19	11	11	7	52	0
e. Access entertainment like videos, movies and online music	37	10	21	6	27	0
f. Learn new things	60	16	12	3	9	0
g. Discover things that are happening in your community	30	20	16	5	28	0
h. Manage your health	31	6	19	11	33	0
i. Perform tasks related to your work	12	6	6	7	68	1
j. Pursue creative activities such as music, writing, or art	23	8	22	8	37	2