

**TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS  
TECHNOLOGY AND ON-LINE USE 1995  
TOPLINE**

GENERAL POPULATION: N = 3603  
OVERSAMPLE OF ONLINE USERS: N=997

GENERAL POPULATION INTERVIEW DATES: May 25 - June 22, 1995  
OVERSAMPLE INTERVIEW DATES: May 25 - June 27, 1995

INTRODUCTION: Hello, I am \_\_\_\_\_ calling for the Princeton Survey Research Associates from Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and tv stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home (IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?)

**SECTION I - OLD BEHAVIORS  
MY FIRST QUESTION IS...**

Q.1 Do you happen to read any daily newspaper or newspapers regularly, or not?

|                        |     | <u>March<br/>1995</u>  | <u>Oct<br/>1994</u>    | <u>July<br/>1994</u>   | <u>Feb<br/>1994</u>    | <u>Jan<br/>1994</u>    | <u>June<br/>1992</u>   | <u>July<br/>1991</u>   | <u>May<br/>1991</u>    | <u>Jan<br/>1991</u>    | <u>Nov<br/>1990</u>    | <u>Oct<br/>1990</u>    | <u>July<br/>1990</u>   | <u>May<br/>1990</u>    |
|------------------------|-----|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| 66                     | Yes | 71                     | 73                     | 74                     | 70                     | 71                     | 75                     | 73                     | 70                     | 72                     | 74                     | 72                     | 71                     | 71                     |
| 34                     | No  | 29                     | 27                     | 26                     | 30                     | 29                     | 25                     | 27                     | 30                     | 27                     | 26                     | 28                     | 29                     | 29                     |
| <u>*</u><br><u>100</u> | DK  | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>1</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>0</u><br><u>100</u> |

Q.2 Do you happen to watch any TV news programs regularly, or not?

|                        |     | <u>March<br/>1995</u>  | <u>Oct<br/>1994</u>    | <u>July<br/>1994</u>   | <u>Feb<br/>1994</u>    | <u>Jan<br/>1994</u>    | <u>June<br/>1992</u>   | <u>July<br/>1991</u>   | <u>May<br/>1991</u>    | <u>Jan<br/>1991</u>    | <u>Nov<br/>1990</u>    | <u>Oct<br/>1990</u>    | <u>July<br/>1990</u>   | <u>May<br/>1990</u>    |
|------------------------|-----|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| 78                     | Yes | 82                     | 81                     | 81                     | 84                     | 85                     | 85                     | 84                     | 84                     | 88                     | 80                     | 81                     | 81                     | 80                     |
| 22                     | No  | 18                     | 19                     | 19                     | 16                     | 15                     | 15                     | 16                     | 16                     | 12                     | 20                     | 19                     | 19                     | 20                     |
| <u>*</u><br><u>100</u> | DK  | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>*</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>0</u><br><u>100</u> | <u>0</u><br><u>100</u> |

Q.3 Do you listen to the news on the radio regularly or not?

|                 |     | <u>March</u><br><u>1995</u> | <u>Oct</u><br><u>1994</u> | <u>July</u><br><u>1994</u> | <u>Feb</u><br><u>1994</u> | <u>Jan</u><br><u>1994</u> | <u>June</u><br><u>1992</u> | <u>July</u><br><u>1991</u> | <u>May</u><br><u>1991</u> | <u>Jan</u><br><u>1991</u> | <u>Nov</u><br><u>1990</u> | <u>Oct</u><br><u>1990</u> | <u>July</u><br><u>1990</u> | <u>May</u><br><u>1990</u> |
|-----------------|-----|-----------------------------|---------------------------|----------------------------|---------------------------|---------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| 50              | Yes | 54                          | 51                        | 52                         | 53                        | 52                        | 54                         | 53                         | 53                        | 55                        | 55                        | 54                        | 55                         | 56                        |
| 50              | No  | 46                          | 49                        | 48                         | 47                        | 48                        | 46                         | 47                         | 47                        | 45                        | 45                        | 46                        | 45                         | 44                        |
| $\frac{*}{100}$ | DK  | $\frac{*}{100}$             | $\frac{*}{100}$           | $\frac{0}{100}$            | $\frac{0}{100}$           | $\frac{*}{100}$           | $\frac{*}{100}$            | $\frac{*}{100}$            | $\frac{*}{100}$           | $\frac{*}{100}$           | $\frac{*}{100}$           | $\frac{*}{100}$           | $\frac{0}{100}$            | $\frac{*}{100}$           |

Q.4 How often if ever do you go out to the movies? **(DO NOT READ CHOICES. PROBE FOR APPROPRIATE CATEGORY.)**

|                 |                                  | <u>Feb</u><br><u>1994</u> |
|-----------------|----------------------------------|---------------------------|
| 6               | About once a week, or more often | 6                         |
| 10              | About once every few weeks       | 9                         |
| 15              | About once a month               | 16                        |
| 15              | About once every few months      | 17                        |
| 14              | Less often                       | 11                        |
| 40              | Hardly ever or never             | 41                        |
| $\frac{*}{100}$ | DK/Refused                       | $\frac{*}{100}$           |

I'd like to ask you a few questions about how you spent your day yesterday...

**INTERVIEWER NOTE: FOR QUESTIONS Q.5 and Q.5a PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY IS NOT SUNDAY, READ "YESTERDAY".**

Q.5 Did you get a chance to read a daily newspaper yesterday or not?

**IF RESPONDENT ANSWERED '1' YES, READ NEWSPAPER IN Q.5 ASK:**

Q.5a About how much time did you spend reading a daily newspaper yesterday?  
(DO NOT READ)

|          |                     | March<br><u>1995</u> | Feb<br><u>1994</u> | Jan<br><u>1994</u> | March<br><u>1991</u> | Gallup<br><u>1965</u> |
|----------|---------------------|----------------------|--------------------|--------------------|----------------------|-----------------------|
| 52       | Read the paper      | 45                   | 58                 | 49                 | 56                   | 71                    |
|          | 7 Less than 15 min. | 9                    | 7                  | 7                  | n/a                  | n/a                   |
|          | 15 15-29 min.       | 14                   | 15                 | 15                 | n/a                  | n/a                   |
|          | 18 30-59 min.       | 16                   | 21                 | 17                 | n/a                  | n/a                   |
|          | 11 1 hour or more   | 6                    | 14                 | 10                 | n/a                  | n/a                   |
|          | 1 Don't know        | 0                    | 1                  | *                  | n/a                  | n/a                   |
| 48       | Didn't read paper   | 55                   | 42                 | 50                 | 44                   | 29                    |
| <u>*</u> | Don't know          | <u>*</u>             | <u>0</u>           | <u>1</u>           | <u>*</u>             | <u>0</u>              |
| 100      |                     | 100                  | 100                | 100                | 100                  | 100                   |

**BASED ON RESPONDENTS WHO REGULARLY READ DAILY NEWSPAPER:**

Q.5b How much would you miss reading the newspaper, if newspapers were no longer available? (READ CATEGORIES)

|          |                    | Feb<br><u>1994</u> |
|----------|--------------------|--------------------|
| 58       | A Lot              | 67                 |
| 27       | Some               | 21                 |
| 10       | Not much           | 8                  |
| 4        | Not at all         | 4                  |
| <u>1</u> | Don't know/Refused | <u>*</u>           |
| 100      |                    | 100                |
| (N=2455) |                    | (N=2705)           |

Q.6 Did you watch the news or a news program on television yesterday or not? **(DO NOT READ)**  
**IF RESPONDENT ANSWERED '1' YES, WATCHED IN Q.6 ASK:**

Q.6a About how much time did you spend watching the news or any news programs on TV yesterday?

|                 |                     | March<br><u>1995</u> | Feb<br><u>1994</u> | Jan<br><u>1994</u> | March<br><u>1991</u> | Gallup<br><u>1965</u> |
|-----------------|---------------------|----------------------|--------------------|--------------------|----------------------|-----------------------|
| 64              | Watched TV News     | 61                   | 74                 | 72                 | 68                   | 55                    |
|                 | 3 Less than 15 min. | 4                    | 3                  | 3                  | n/a                  | n/a                   |
|                 | 8 15-29 min.        | 9                    | 8                  | 8                  | n/a                  | n/a                   |
|                 | 24 30-59 min.       | 21                   | 25                 | 25                 | n/a                  | n/a                   |
|                 | 28 1 hour or more   | 27                   | 37                 | 36                 | n/a                  | n/a                   |
|                 | 1 Don't know        | *                    | 1                  | *                  | n/a                  | n/a                   |
| 35              | Did not watch       | 38                   | 26                 | 27                 | 32                   | 45                    |
| <u>1</u><br>100 | Don't know          | <u>1</u><br>100      | <u>0</u><br>100    | <u>1</u><br>100    | <u>*</u><br>100      | <u>0</u><br>100       |

Q.7 Apart from news did you watch anything else on television yesterday or not? **(DO NOT READ)**  
**IF RESPONDENT ANSWERED '1' YES, WATCHED IN Q.7 ASK:**

Q.7a About how much time did you spend watching TV yesterday, not including the news?

|                 |  | Feb<br><u>1994</u> |
|-----------------|--|--------------------|
| 59              | Yes  | 69                 |
|                 | 1 A half hour or less                        | 2                  |
|                 | 4 Thirty minutes to less than one hour       | 3                  |
|                 | 10 About an hour or more                     | 11                 |
|                 | 6 More than one hour but less than two hours | 7                  |
|                 | 16 Two hours to less than three hours        | 19                 |
|                 | 10 Three hours to less than four hours       | 12                 |
|                 | 11 Four or more hours                        | 14                 |
|                 | 1 Don't know how long                        | 1                  |
| 40              | Did not watch                                | 31                 |
| <u>1</u><br>100 | Don't know                                   | <u>0</u><br>100    |

Q.8 About how much time, if any, did you spend listening to any news on the radio yesterday or didn't you happen to listen to the news on the radio yesterday?

|                        |                      | <u>March</u><br><u>1995</u> | <u>Feb</u><br><u>1994</u> | <u>Jan</u><br><u>1994</u> | <u>March</u><br><u>1991</u> | <u>Gallup</u><br><u>1965</u> |
|------------------------|----------------------|-----------------------------|---------------------------|---------------------------|-----------------------------|------------------------------|
| 42                     | Yes, listened        | 47                          | 47                        | 47                        | 44                          | 58                           |
|                        | 13 Less than 15 min. | 16                          | 14                        | 15                        | n/a                         | n/a                          |
|                        | 9 15-29 min.         | 12                          | 11                        | 10                        | n/a                         | n/a                          |
|                        | 9 30-59 min.         | 9                           | 9                         | 10                        | n/a                         | n/a                          |
|                        | 11 1 hour or more    | 10                          | 13                        | 12                        | n/a                         | n/a                          |
| 56                     | Didn't Listen        | 52                          | 52                        | 52                        | 56                          | 42                           |
| <u>2</u><br><u>100</u> | Don't know           | <u>1</u><br><u>100</u>      | <u>1</u><br><u>100</u>    | <u>1</u><br><u>100</u>    | <u>*</u><br><u>100</u>      | <u>0</u><br><u>100</u>       |

Q.9 Again thinking about yesterday ... did you spend anytime reading a magazine?

**IF RESPONDENT ANSWERED '1' YES, READ Magazine IN Q.9 ASK:**

Q.9a About how much time did you spend reading magazines yesterday?  
(DO NOT READ)

|                        |                     | <u>Feb</u><br><u>1994</u> |
|------------------------|---------------------|---------------------------|
| 31                     | Yes                 | 33                        |
|                        | 4 Less than 15 min. | 5                         |
|                        | 8 15-29 min.        | 9                         |
|                        | 11 30-59 min        | 10                        |
|                        | 8 1 hour or more    | 9                         |
|                        | * Don't know        | *                         |
| 69                     | No                  | 67                        |
| <u>*</u><br><u>100</u> | Don't know/Refused  | <u>0</u><br><u>100</u>    |

Q.10 Not including school or work related books, did you spend anytime reading a book yesterday? [IF YES: Was it a work of fiction or non-fiction?]

**IF RESPONDENT ANSWERED 'YES , READ BOOKS' (1, 2, 3, or 4) IN Q.10 ASK:**

Q.10a About how much time did you spend reading books yesterday? (**DO NOT READ**)

|          |                    | <u>Feb</u><br><u>1994</u> |
|----------|--------------------|---------------------------|
| 30       | Yes                | 31                        |
|          | <u>Subject</u>     |                           |
| 14       | Fiction            | 14                        |
| 14       | Non-fiction        | 17                        |
| 1        | Both               | *                         |
| 1        | Don't know         | 0                         |
|          | <u>Time</u>        |                           |
| 1        | Less than 15 min   | 2                         |
| 4        | 15-29 min          | 3                         |
| 8        | 30-59 min          | 9                         |
| 17       | 1 hour or more     | 17                        |
| *        | Don't know         | *                         |
| 70       | No                 | 69                        |
| <u>*</u> | Don't know/Refused | <u>0</u>                  |
| 100      |                    | 100                       |

Q.11 And yesterday, did you...

|   | <u>Yes</u> | <u>No</u> | <u>DK/NA</u> |
|---|------------|-----------|--------------|
| <u>Yesterday did you:</u>                 |            |           |              |
| a. Visit with family or friends           | 69         | 31        | *=100        |
| February, 1994                            | 57         | 43        | *=100        |
| b. Call a friend or relative just to talk | 56         | 44        | *=100        |
| February, 1994                            | 63         | 37        | *=100        |

Q.12 Did you happen to use a personal computer at home yesterday?

**IF ANSWERED '1' YES IN Q.12, ASK:**

Q.12a About how much time did you spend using a personal computer at home yesterday?

|                 |                                       | <u>Feb</u><br><u>1994</u> |
|-----------------|---------------------------------------|---------------------------|
| 14              | Yes                                   | 14                        |
| 3               | A half hour or less                   | -                         |
| 3               | Thirty minutes to less than one hour  | -                         |
| 3               | About an hour                         | -                         |
| 1               | More than one but less than two hours | -                         |
| 2               | Two to less than three hours          | -                         |
| 1               | Three to less than four hours         | -                         |
| 1               | Four or more hours                    | -                         |
| 0               | DK                                    | -                         |
| 86              | No ( <b>GO TO Q.13</b> )              | 86                        |
| <u>0</u><br>100 | DK/Refused ( <b>GO TO Q.13</b> )      | <u>0</u><br>100           |

Q.13 How much do you enjoy reading? (**READ CATEGORIES**)

|                 |            | <u>Feb</u><br><u>1994</u> |
|-----------------|------------|---------------------------|
| 53              | A lot      | 53                        |
| 32              | Some       | 32                        |
| 10              | Not much   | 10                        |
| 4               | Not at all | 4                         |
| <u>1</u><br>100 | DK/Refused | <u>1</u><br>100           |

Q.14 How much do you enjoy keeping up with the news? (**READ CATEGORIES**)

|                 |            | Feb<br><u>1994</u> |
|-----------------|------------|--------------------|
| 54              | A lot      | 53                 |
| 34              | Some       | 35                 |
| 8               | Not much   | 9                  |
| 3               | Not at all | 2                  |
| <u>1</u><br>100 | DK/Refused | <u>1</u><br>100    |

Q.14a How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues, and politics... regularly, sometimes, rarely, or never?

|                 |           |
|-----------------|-----------|
| 15              | Regularly |
| 19              | Sometimes |
| 27              | Rarely    |
| 39              | Never     |
| <u>*</u><br>100 | DK        |

Q.15 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

|                 |                       |
|-----------------|-----------------------|
| 23              | Overloaded            |
| 64              | Like it               |
| 11              | Other ( <b>VOL.</b> ) |
| <u>2</u><br>100 | DK/Refused            |



Q.16 How do you feel about computers and technology... do you like them, dislike them, or do you have mixed feelings about them?

|                 |                | Feb<br><u>1994</u> |
|-----------------|----------------|--------------------|
| 64              | Like           | 65                 |
| 4               | Dislike        | 5                  |
| 24              | Mixed feelings | 25                 |
| <u>8</u><br>100 | DK/Refused     | <u>5</u><br>100    |

Q.17 How much do you worry that computers and technology are being used to invade your privacy? (**READ CATEGORIES**)

|                 |            | Feb<br><u>1994</u> |
|-----------------|------------|--------------------|
| 20              | A lot      | 25                 |
| 30              | Some       | 30                 |
| 19              | Not much   | 18                 |
| 27              | Not at all | 24                 |
| <u>4</u><br>100 | DK/Refused | <u>3</u><br>100    |

## SECTION II POLITICAL KNOWLEDGE

Now I would like to ask you a few questions about some things that have been in the news. Not everyone will have heard about them.

Q.18 Who is the Speaker of the House of Representatives?

|                  |                         | Feb<br><u>1995</u> |
|------------------|-------------------------|--------------------|
| 53               | Newt Gingrich; Gingrich | 52                 |
| 3                | Any other person        | 4                  |
| <u>44</u><br>100 | DK/Refused/Not sure     | <u>44</u><br>100   |

**NO Q.19**

Q.20 Do you happen to know which political party has a majority in the U.S. House of Representatives?

73 Republican

5 Democrat

22 Can't say  
100

Q.21 Do you happen to know the name of the country where the currency was collapsing and the United States made loan guarantees to help stabilize the situation?

|                  |                                    | <u>Feb</u><br><u>1995</u> |
|------------------|------------------------------------|---------------------------|
| 36               | Mexico                             | 56                        |
| 13               | Any other country/Incorrect answer | 6                         |
| <u>51</u><br>100 | DK/Refused/Can't say               | <u>38</u><br>100          |

Q.22 What is the name of the President of Russia?

|                  |                                | <u>July</u><br><u>1994</u> | <u>Feb</u><br><u>1994</u> |
|------------------|--------------------------------|----------------------------|---------------------------|
| 44               | Boris Yeltsin; Yeltsin         | 46                         | 47                        |
| <u>56</u><br>100 | Anything else/Other/DK/Refused | <u>54</u><br>100           | <u>53</u><br>100          |

Q.23 Have you ever heard of the Internet? (IF YES: Can you tell me what it is?)

23 Computer network

11 "Information superhighway"/"information highway"

21 Something about computers -- vague

3 Incorrect answer

42 Not sure/Never heard of it  
100

**SECTION III - ATTITUDES**

Q.24 I am going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the FIRST statement or the SECOND statement comes closer to your own views -- even if neither is exactly right. The first pair is **(READ AND ROTATE)**...

The first/next pair is **(READ)**...

42 Books that contain dangerous ideas should be banned from public school libraries

OR

53 Public school libraries should be allowed to carry any books they want

$\frac{5}{100}$  DK/Refused

Q.25

The first/next pair is **(READ)**...

30 Most elected officials care what people like me think

OR

65 Most elected officials DON'T care what people like me think.

$\frac{5}{100}$  DK/Refused

Q.26

The first/next pair is **(READ)**...

45 Homosexuality is a way of life that should be accepted by society

OR

47 Homosexuality is a way of life that should be discouraged by society.

$\frac{8}{100}$  DK/Refused

Q.27

The first/next pair is **(READ)**...

47 The government should do more to help needy Americans, even if it means going deeper into debt

OR

45 The government today can't afford to do much more to help the needy

$\frac{8}{100}$  DK/Refused

Q.28

The first/next pair is **(READ)**...

42 Government regulation of business is necessary to protect the public interest

OR

48 Government regulation of business usually does more harm than good

$\frac{10}{100}$  DK/Refused

Q.29

The first/next pair is **(READ)**...

LAT

April 1995

84  $\frac{92}{100}$  There is simply no excuse for the Oklahoma City bombing, period

OR

14  $\frac{7}{100}$  There is no excuse for the bombing, but one can understand the frustrations and anger that may have led people to carry it out.

$\frac{2}{100}$   $\frac{1}{100}$  DK/Refused

Q.30 Would you favor or oppose a law that would make it illegal for a computer network to carry pornographic or adult material?

52 Favor

41 Oppose

$\frac{7}{100}$  DK/Refused

**NO Q.31-34**

**SECTION IV -- HOUSEHOLD**

Before we go on, I need to know a little about you and your household. First...

Q.35 How many people, including yourself, live in your household?

|          |                                 |
|----------|---------------------------------|
| 19       | One person household            |
| 32       | Two person household            |
| 18       | Three person household          |
| 17       | Four person household           |
| 13       | Five to Twelve person household |
| <u>1</u> | DK/Refused                      |
| 100      |                                 |
| (N=3603) |                                 |

**BASED ON RESPONDENT HOUSEHOLDS WITH MORE THAN ONE PERSON:**

Q.35a How many of these are under the age of 18?

|          |                   |
|----------|-------------------|
| 39       | Have kids in home |
| 15       | 1 kid             |
| 15       | 2 kids            |
| 9        | 3-7 kids          |
| 60       | No kids in home   |
| <u>1</u> | DK/Refused        |
| 100      |                   |
| (N=2882) |                   |

**ASK ALL:**

(EMP1)

Q.36 Are you self-employed, do you work for someone else, do you do both, or aren't you employed right now?

|          | Feb<br><u>1994</u>    |          |
|----------|-----------------------|----------|
| 11       | Self-employed         | 11       |
| 47       | Work for someone else | 47       |
| 8        | Both                  | 7        |
| 34       | Not employed          | 34       |
| <u>*</u> | Don't know/Refused    | <u>1</u> |
| 100      |                       | 100      |
| (N=3603) |                       |          |

**BASED ON RESPONDENTS WHO ARE SELF-EMPLOYED OR BOTH:**

(EMP2)

Q.37 What is the principal location of your business - is it in your home or is it elsewhere?

|                 |                    | Feb<br><u>1994</u> |
|-----------------|--------------------|--------------------|
| 41              | Home               | 47                 |
| 57              | Elsewhere          | 52                 |
| <u>2</u><br>100 | Don't know/Refused | <u>1</u><br>100    |
| (N=690)         |                    | (N=454)            |

**BASED ON RESPONDENTS WHO ARE EMPLOYED:**

(PCW)

Q.38 Do you use a computer at your workplace on at least an occasional basis? By computer I mean a PC, mainframe, or minicomputer. This would NOT include items such as checkout scanners or terminals used for routine transactions and the like.

|                 |            |
|-----------------|------------|
| 62              | Yes        |
| 38              | No         |
| <u>*</u><br>100 | DK/Refused |
| (N=2465)        |            |

**ASK ALL:**

(EDU)

Q.39 Are you presently enrolled in school or in college classes?

|                 |                              |
|-----------------|------------------------------|
| 14              | Yes                          |
| 86              | No <b>GO TO Q.41</b>         |
| <u>*</u><br>100 | DK/Refused <b>GO TO Q.41</b> |
| (N=3603)        |                              |

**BASED ON RESPONDENTS WHO ARE ENROLLED IN SCHOOL:**

(PCC)

Q.40 Do you use a computer at your school on at least an occasional basis?

|                 |            |
|-----------------|------------|
| 75              | Yes        |
| 25              | No         |
| <u>*</u><br>100 | DK/Refused |
| (N=523)         |            |

**SECTION V - COMPUTERS**

**ASK ALL:**

(PC1)

Q.41 Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega.

|          |            | Feb<br><u>1994</u> |
|----------|------------|--------------------|
| 36       | Yes        | 31                 |
| 64       | No         | 69                 |
| <u>*</u> | DK/Refused | <u>0</u>           |
| 100      |            | 100                |
| (N=3603) |            |                    |

**IF ANSWERED "NO" IN Q.41, ASK:**

(PC1a)

Q.41a Did you ever have a home computer?

**BASED ON TOTAL RESPONDENTS:**

|          |                  |
|----------|------------------|
| 9        | Yes              |
| 55       | No               |
| 36       | Currently has PC |
| <u>0</u> | DK/Refused       |
| 100      |                  |
| (N=3603) |                  |

**BASED ON THOSE WHO HAVE A HOME PC (IF NO HOME PC SKIP TO Q.61):**

(PC2)

Q.42 Do you yourself use the home personal computer on at least an occasional basis? **(IF YES, PROBE: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?)**

- 19 Everyday
- 27 3-5 days per week
- 24 1-2 days per week
- 13 Once every few weeks
- 6 Less often
- 11 No/never

\* DK/Refused

100

(N=1431)

**BASED ON THOSE WHO USE THEIR HOME PC (IF NOT USING HOME PC GO TO Q.59):**

(PC3)

Q.43 For how long have you had a personal computer in your household... less than a year, one to two years, or longer than two years?

- 15 Less than one year
- 20 1-2 years
- 65 Longer than 2 years

\* DK/Refused

100

(N=1282)



**TECH INVENTORY**

**Q'S. 44-45c BASED ON THOSE WHO USE THEIR HOME PC AT LEAST OCCASIONALLY (AT LEAST ONCE EVERY FEW WEEKS):**

(PC5)

Q.44 I have a few questions about your home computer. First of all, do you have more than one computer? **IF YES:** How many computers do you have?

- 72 One **GO TO Q.44a**
  - 20 Two **GO TO Q.44b**
  - 5 Three **GO TO Q.44b**
  - 1 Four **GO TO Q.44b**
  - 1 Five or more **GO TO Q.44b**
  - 1 DK/Refused **GO TO Q.44a**
- 100  
(N=1199)

(PC5a)

Q.44a Is your computer a portable or a desktop model? **GO TO Q.45a**

(PC5b)

Q.44b Is one of your PCs a portable computer? **GO TO Q.45b**

- 67 Desktop only
  - 6 Portable only
  - 12 2 Desktops, no Portable
  - 8 2 Computers, at least one Portable
  - 3 3+ Computers, no Portable
  - 4 3+ Computers, at least one Portable
  - \* DK/Refused
- 100  
(N=1199)

(PC6a)

Q.45a Is it a Macintosh, an IBM or IBM compatible, or some other kind? **[INTERVIEWER: PROBE TO DETERMINE TYPE -- IF UNCLEAR, ASK IF COMPUTER USES MICROSOFT WINDOWS, OS2 OPERATING SYSTEM, PC-DOS OR MS-DOS ETC.] GO TO Q.46**

(PC6b)

Q.45b Thinking about the computer you use most often, is it a Macintosh, an IBM or IBM compatible, or some other kind? **[INTERVIEWER: PROBE TO DETERMINE TYPE -- IF UNCLEAR, ASK IF COMPUTER USES MICROSOFT WINDOWS, OS2 OPERATING SYSTEM, PC-DOS OR MS-DOS ETC.]**

15 Mac

75 IBM or compatible (also "DOS" "clone") **GO TO Q.45c**

10 Other/Something else

\* DK/Refused

100

**(N=1199)**

**BASED ON IBM USERS:**

(PC6c)

Q.45c Do you happen to know if your CPU is a 286, 386, 486, Pentium, or something else? **[THIS REFERS TO PC USED MOST OFTEN]**

8 286 or lower (8086 8088)

24 386

40 486

7 Pentium

3 Something else

18 DK/Refused

100

**(N=905)**

(PC7)

Q.46 Do you use your home computer in connection with your job, for school, for personal use, or some combination of these? [**ALLOW MULTIPLE RESPONSES. PROBE IF NECESSARY.**]

**BASED ON TOTAL RESPONDENTS:**

|    |                                | <u>Feb<br/>1994</u> |
|----|--------------------------------|---------------------|
| 18 | Uses For Job                   | 17                  |
| 12 | Uses For School                | 12                  |
| 29 | Uses For Personal              | 21                  |
| 68 | DK/No Computer Use/No Computer | 74                  |

(N=3603)

**Q's. 48-51 BASED ON THOSE WHO USE THEIR HOME PC AT LEAST OCCASIONALLY:**

(PC8)

Q.47 How much would you miss your home computer, if you no longer had one? (**READ CATEGORIES**)

|                 |            | <u>Feb<br/>1994</u> |
|-----------------|------------|---------------------|
| 63              | A Lot      | 65                  |
| 23              | Some       | 23                  |
| 10              | Not much   | 8                   |
| 4               | Not at all | 4                   |
| <u>*</u><br>100 | DK/Refused | <u>*</u><br>100     |

(N=1199)

(PC9)

Q.48 Now I'd like to ask you about some of the kinds of things people do with their home computers. First of all, how often, if ever, do you use your computer at home to do word processing... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

6      Everyday  
19     3-5 days per week  
31     1-2 days per week  
23     Once every few weeks  
7      Less often  
14     No/never

\*      DK  
100  
(N=1199)

(PC10)

Q.49 And how often, if ever, do you use your computer at home for keeping household or financial records... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

5      Everyday  
10     3-5 days per week  
21     1-2 days per week  
18     Once every few weeks  
4      Less often  
42     No/never

\*      DK  
100  
(N=1199)

(PC11)

Q.50 How often, if ever, do you use your computer at home to play games... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

7      Everyday  
13     3-5 days per week  
23     1-2 days per week  
20     Once every few weeks  
11     Less often  
26     No/never

0      DK

100

(N=1199)

(CD1)

Q.51 Does your home computer have a CD-ROM drive? (**IF R IS NOT SURE:** A CD-ROM drive uses a small shiny disk... the disks sometimes contains encyclopedias, elaborate games, and the like.)

48      Yes

50      No **GO TO Q.59**

1        Not sure **GO TO Q.59**

1      DK/Refused **GO TO Q.59**

100

(N=1199)

(CD2)

Q.52 How often, if ever, do you, yourself, use the CD-rom drive? ...every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

**BASED ON THOSE WHO USE THEIR HOME PC AT LEAST OCCASIONALLY AND WHO HAVE CD-ROM:**

- 9      Everyday
- 19     3-5 days per week
- 24     1-2 days per week
- 20     Once every few weeks
- 12     Less often
- 15     No/never **GO TO Q.59**

1      DK **GO TO Q.59**

100

(N=582)

**Q's. 53-58 BASED ON THOSE WHO USE THEIR HOME PC AT LEAST OCCASIONALLY AND WHO USE THEIR CD-ROM:**

(CD3)

Q.53 Have you used the CD-rom drive more often, less often, or about as often as you thought you would when you got it?

- 23      More often
- 29      Less often
- 46      About the same

2      DK/Refused

100

(N=491)

(CD4)

Q.54 How much difficulty have you experienced in installing software or programs for the CD-rom drive and getting them to work properly... a lot, some, a little, or none at all?

9 A lot  
22 Some  
25 A little  
36 None at all  
7 Haven't done it (VOL.)

1 DK/Refused

100

(N=491)

(CD5)

Q.55 Thinking about the most recent CD-rom disk you bought, would you say that the quality of the video on it is excellent, good, fair, or poor?

39 Excellent  
45 Good  
12 Fair  
1 Poor  
1 Haven't bought one (volunteered)

2 DK/Refused

100

(N=491)

(CD6)

Q.56 And thinking about the most recent CD-rom programs you bought, how easy was it to learn the program and move around within it -- very easy, somewhat easy, somewhat difficult, or very difficult?

35 Very easy  
44 Somewhat easy  
15 Somewhat difficult  
2 Very difficult

4 DK/Refused

100

(N=491)

(CD7)

Q.57 What is the main way in which you find out about CD-rom titles that you'd like to have?

27 Friends and relatives  
7 Advertisements  
30 Magazine or newspaper articles  
23 Stores  
2 Catalogs  
5 Other

6 DK/Refused

100

(N=491)



(CD7a)

Q.57a How easy is it to find the CD-rom titles you want to buy where you live... very easy, somewhat easy, somewhat difficult, or very difficult?

|          |  |
|----------|--|
| 48       | Very easy  |
| 30       | Somewhat easy                                      |
| 9        | Somewhat difficult                                 |
| 5        | Very difficult                                     |
| 4        | Don't buy where I live/Buy by mail ( <b>VOL.</b> ) |
| <u>4</u> | DK/Refused   |

100  
(N=491)

(CD8)

Q.58 How much would you miss your CD-rom drive, if you no longer had one? (**READ CATEGORIES**)

|          |            |
|----------|------------|
| 40       | A Lot      |
| 40       | Some       |
| 14       | Not much   |
| 6        | Not at all |
| <u>*</u> | DK/Refused |

100  
(N=491)

**SECTION VI - ON LINE**

(OL1)

Q.59 Does your home personal computer have a modem that allows you to connect to other computers through the telephone lines?

**BASED ON TOTAL RESPONDENTS:**

|                  |                        | <u>Feb<br/>1994</u> |
|------------------|------------------------|---------------------|
| 20               | Yes                    | 12                  |
| 15               | No                     | 14                  |
| <u>65</u><br>100 | DK/Refused/No Computer | <u>74</u><br>100    |

**(N=3603)**

**BASED ON RESPONDENTS WHO HAVE A HOME PC WITH A MODEM:**

(OL1a)

Q.59a Do you happen to know the speed of the modem -- such as 2400 baud, 9600, 14 point 4, or something else?

|                 |                 | <u>Online Users</u> |
|-----------------|-----------------|---------------------|
| 1               | Lower than 2400 | 1                   |
| 16              | 2400            | 23                  |
| 10              | 9600            | 16                  |
| 21              | 14,400          | 32                  |
| 2               | 28,800          | 5                   |
| 2               | Other           | 2                   |
| 47              | DK              | 20                  |
| <u>1</u><br>100 | Refused         | <u>1</u><br>100     |
| <b>(N=813)</b>  |                 | <b>(N=685)</b>      |

(OL2)

Q.60 Do you or anyone in your household ever use the modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? **(IF YES, PROBE: Is that you, someone else, or both?)**

**BASED ON TOTAL RESPONDENTS:**

|                 |  | <u>Feb</u><br><u>1994</u> |
|-----------------|--|---------------------------|
| 9               | No   | 4                         |
| 4               | Respondent only                            | 4                         |
| 4               | Respondent and other                       | 3                         |
| 3               | Other only                                 | 1                         |
| 80              | No Computer/No Modem/DK if computer, modem | 88                        |
| <u>*</u><br>100 | DK   | <u>*</u><br>100           |
| (N=3603)        |  | (N=3667)                  |

(OL2a)

Q.60a From what room in your house do you usually go on-line?

**BASED ON ONLINE USERS WHO GO ONLINE FROM HOME:**

|                 |                      |
|-----------------|----------------------|
| 32              | Home office or study |
| 20              | Bedroom              |
| 25              | Living room or den   |
| 3               | Kitchen              |
| 1               | Children's room      |
| 11              | The computer room    |
| 1               | No particular place  |
| 7               | Other                |
| <u>*</u><br>100 | DK/Refused           |
| (N=596)         |                      |

**ASKED OF ONLINE USERS WHO USE A PC AT WORK OR SCHOOL:**

(OL3)

Q.61 Do you, yourself, ever use a computer at [work][school][work or school] to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

**BASED ON TOTAL RESPONDENTS:**

|    |                |
|----|----------------|
| 36 | No             |
| 7  | Yes, at work   |
| 2  | Yes, at school |
| *  | Yes, both      |
| *  | DK/Refused     |

**(N=3603)**

**BASED ON ALL ONLINE USERS (IF R NEVER GOES ON-LINE AT ANY LOCATION, SKIP TO Q.101):**

(OL4)

Q.62 Did you happen to go on-line yesterday? [IF YES: From where did you go on-line... from home, work, school, or some combination of these?]

|          |                                |
|----------|--------------------------------|
| 32       | Yes (NET)                      |
| 19       | Yes at home                    |
| 15       | Yes at work                    |
| 2        | Yes at school                  |
| 2        | Yes at other locations         |
| 67       | No - <b>GO TO Q.63</b>         |
| <u>1</u> | DK/Refused - <b>GO TO Q.63</b> |

100

**(N=997)**

**BASED ON ONLINE USERS WHO WENT ONLINE YESTERDAY:**

(OL4a)

Q.62a Counting all of your on-line sessions, about how much time did you spend on-line yesterday?

- 36 A half hour or less
- 13 Thirty minutes to less than one hour
- 17 About an hour
- 8 More than one but less than two hours
- 8 Two to less than three hours
- 4 Three to less than four hours
- 13 Four or more hours

1 DK/Refused  
100  
(N=321)

**BASED ON ALL ONLINE USERS:**

(OL5)

Q.63 Do you belong to any of the commercial information services such as CompuServe, Prodigy, America Online, or to one of the direct internet access providers? [IF YES: Which ones do you belong to?]  
**[ACCEPT MULTIPLE RESPONSES]**

- 20 America Online
- 14 CompuServe
- 15 Prodigy
- \* Genie
- \* Delphi
- 9 Direct Internet Provider
- 6 Other
- 46 No, Belong to None **Skip to Q.64**

4 DK/No Answer/No More Apply **Skip to Q.64**  
100  
(N=997)

**BASED ON ONLINE USERS WHO BELONG TO AN ONLINE SERVICE:**

(OL5a)

Q.63a How often do you dial up one of these services [this service]... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

|    |                      |
|----|----------------------|
| 20 | Everyday             |
| 26 | 3-5 days per week    |
| 29 | 1-2 days per week    |
| 16 | Once every few weeks |
| 6  | Less often           |
| 2  | No/never             |

1 DK

100

(N=512)

**BASED ON ONLINE USERS WHO BELONG TO AN ONLINE SERVICE:**

(OL5b)

Q.63b On average, how much does your household spend per month using on-line services -- by this I mean what you pay to the on-line service, not the cost of things you might buy on-line? **(DO NOT READ)**

|    |                      |
|----|----------------------|
| 34 | < \$15.00            |
| 21 | \$15.00-\$25.00      |
| 13 | \$25.01-\$50.00      |
| 6  | More than \$50.00    |
| 12 | NOTHING -- IT'S FREE |

14 DK/Refused

100

(N=512)

**BASED ON RESPONDENTS WHO BELONG TO MORE THAN ONE ON-LINE SERVICE:**

I'd like to ask you a little about the one on-line service you use most often. Which one is that?

- 38 America Online
  - 18 Compuserve
  - 14 Prodigy
  - 16 Direct Internet Provider
  - 12 Other
  - 2 DK
- 100  
(N=112)

(OL5c)

Q.63c How satisfied are you with (NAME OF ONLINE SERVICE)? Would you say you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied?

|                      | <u>America<br/>Online</u> | <u>Compuserve</u> | <u>Prodigy</u> | <u>Direct Internet<br/>Provider</u> |
|----------------------|---------------------------|-------------------|----------------|-------------------------------------|
| Very Satisfied       | 35                        | 28                | 36             | 53                                  |
| Fairly Satisfied     | 58                        | 64                | 55             | 42                                  |
| Not Too Satisfied    | 5                         | 4                 | 5              | 1                                   |
| Not At All Satisfied | 1                         | 2                 | 0              | 2                                   |
| DK/Refused           | <u>1</u>                  | <u>2</u>          | <u>4</u>       | <u>2</u>                            |
|                      | 100                       | 100               | 100            | 100                                 |
|                      | (N=170)                   | (N=106)           | (N=112)        | (N=72)                              |

(OL5d)

Q.63d Is there anything in particular about (NAME OF ONLINE SERVICE) that you like a lot? **[RECORD VERBATIM]**

---



---



---



---

(OL5e)

Q.63e And is there anything in particular about (NAME OF ONLINE SERVICE) that you do not like?  
[RECORD VERBATIM]

---



---



---



---

(OL5f)

Q.63f And how easy is it to use (NAME OF ONLINE SERVICE) and find what you want ... would you say very easy, fairly easy, fairly difficult, or very difficult?

|                  | <u>America<br/>Online</u> | <u>Compuserve</u> | <u>Prodigy</u>  | <u>Direct Internet<br/>Provider</u> |
|------------------|---------------------------|-------------------|-----------------|-------------------------------------|
| Very easy        | 35                        | 29                | 41              | 32                                  |
| Fairly easy      | 56                        | 58                | 53              | 51                                  |
| Fairly difficult | 7                         | 9                 | 4               | 13                                  |
| Very difficult   | 0                         | 3                 | *               | 4                                   |
| DK/Refused       | $\frac{2}{100}$           | $\frac{1}{100}$   | $\frac{2}{100}$ | $\frac{0}{100}$                     |
|                  | (N=170)                   | (N=106)           | (N=112)         | (N=72)                              |

**BASED ON ONLINE USERS WHO ARE EMPLOYED OR GO TO SCHOOL:**

(OL7)

Q.65 Do you ever use your modem at home to dial up a computer that's located at work or at school?

| <u>ALL<br/>RESPONDENTS</u> |                      |          |
|----------------------------|----------------------|----------|
| 28                         | Yes, dial up work    | 2        |
| 8                          | Yes, dial up school  | 1        |
| 3                          | Yes, dial up both    | *        |
| 60                         | No                   | 5        |
| $\frac{1}{100}$            | DK/No Answer/Refused | *        |
| (N=549)                    |                      | (N=3603) |



**BASED ON ONLINE USERS WHO DIAL UP A COMPUTER AT WORK OR SCHOOL:**

(OL7a)

Q.65a How often do you dial up a computer at [work][school][work or school]... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?)

14      Everyday  
24      3-5 days per week  
24      1-2 days per week  
25      Once every few weeks  
13      Less often

        DK

100

(N=219)

**Q's. 66a-73 BASED ON ALL ONLINE USERS:**

(OL8a)

Q.66a I'd like to ask you a few questions about what you do when you go on-line [either from home or at the office/at school]. Do you ever communicate with other people through on-line forums, discussion lists, or "chat groups"? [IF YES: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]

4      Everyday  
7      3-5 days per week  
12      1-2 days per week  
12      Once every few weeks  
9      Less often  
55      No/never

        DK

100

(N=997)

(OL9)

Q.67 Do you ever go on-line to get financial information such as stock quotes or corporate information, or to buy stocks or bonds? [IF YES: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]

- 3      Everyday
- 4      3-5 days per week
- 7      1-2 days per week
- 8      Once every few weeks
- 4      Less often
- 74     No/never

\*      DK  
100  
(N=997)

(OL10)

Q.68 Do you ever go on-line in order to do research for work or school, or to communicate with someone at work or school? [IF YES: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]

- 8      Everyday
- 12     3-5 days per week
- 21     1-2 days per week
- 19     Once every few weeks
- 9      Less often
- 31     No/never

\*      DK  
100  
(N=997)

(OL11)

Q.69 Do you ever go on-line in order to get travel information or services? **[IF YES: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]**

- 1      Everyday
- 1      3-5 days per week
- 2      1-2 days per week
- 10     Once every few weeks
- 13     Less often
- 73     No/never

\*      DK

100

(N=997)

(OL12)

Q.70 Do you ever go on-line to play games? **[IF YES, ASK: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]**

- 1      Everyday
- 1      3-5 days per week
- 5      1-2 days per week
- 6      Once every few weeks
- 6      Less often
- 81     No/never

\*      DK

100

(N=997)

(OL13)

Q.71 Do you ever go on-line to get information about hobbies, movies, restaurant reviews, graphics, pictures, or other entertainment-related activities? **[IF YES, ASK: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]**

1      Everyday  
6      3-5 days per week  
12     1-2 days per week  
16     Once every few weeks  
9      Less often  
56     No/never

        DK  
100

(N=997)

(OL14)

Q.72 Do you ever engage in online discussions about politics or engage in political activity on line? **[IF YES, ASK: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]**

\*      Everyday  
1      3-5 days per week  
3      1-2 days per week  
3      Once every few weeks  
3      Less often  
90     No/never

        DK  
100

(N=997)

(OL15)

Q.73 When you go on-line, do you also do other things while you are logged on? **[IF YES: What else do you do?]**

- 55 No, nothing else
- 9 Other computer applications
- 5 Watch tv
- 10 Listen to music or radio
- 4 Talk on the phone
- 3 Read
- 5 Other work/Paperwork
- 2 Other
- 7 DK/Refused

100

(N=997)

**BASED ON ONLINE USERS WHO HAVE A PORTABLE COMPUTER:**

(OL16)

Q.74 Do you ever go on-line using your portable computer while on a trip?

- 29 Yes
- 71 No
- 1 DK/Refused

100

(N=201)

**Q's. 75-76a BASED ON ALL ONLINE USERS:**

(OL17)

Q.75 What is the longest time you've ever spent on-line on one occasion? **(INTERVIEWER: CODE IN HOURS; USE 0 IF LESS THAN ONE HOUR)**

23 Less than 1 hour

28 1 hour

18 2 hours

9 3 hours

10 4-7 hours

9 8 hours or more

3 DK/Refused

100

(N=997)

(OL17a)

Q.75a And what time of day do you usually go on-line? **[CODE ACTUAL HOUR OF DAY MENTIONED. ROUND UP TO NEAREST HOUR]**

4 Overnight (12:00am to 6:00am)

22 Mornings (7:00am - 11:00am)

23 Afternoon (12:00pm - 6:00pm)

29 Evening (7:00pm - 11:00pm)

20 It varies

2 DK/NA

100

(N=997)

(OL18)

Q.76 Some people go on-line for work-related activities, some do it for pleasure, and for others it's some of each. How about you ... all work, all pleasure, or a mix?

31 All work **GO TO Q.77**

19 All pleasure **GO TO Q.77**

49 Mix **GO TO Q.76a**

1 DK/Refused **GO TO Q.77**  
100  
(N=997)

(OL18a)

Q.76a How would you describe the mix... mostly work, mostly pleasure, or about half-and-half?

32 Mostly work

29 Mostly pleasure

39 Half and half

\* DK/Refused  
100  
(N=489)

**Q's. 77-79 BASED ON ALL ONLINE USERS:**

(OL19)

Q.77 Do you feel like you spend too much time on-line, about the right amount of time, or less time than you really want to spend?

7 Too much

61 About right

30 Less time than want

2 DK/Refused  
100  
(N=997)

(OL20)

Q.78 How much would you miss going on-line if you could no longer do this? (**READ CATEGORIES**)

32 A Lot

34 Some

19 Not much

14 Not at all

1 DK/Refused

100

(N=997)

(EM1)

Q.79 Do you ever send or receive e-mail or electronic mail? [**IF YES, ASK:** Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?]

23 Everyday

15 3-5 days per week

15 1-2 days per week

12 Once every few weeks

7 Less often

28 No/never **GO TO Q.90**

\* DK **GO TO Q.90**

100

(N=997)



**Q's. 79a-89 BASED ON ONLINE USERS WHO USE E-MAIL:**

(EM1a)

Q.79a How often do you check your e-mail?

22 More than once a day

29 Everyday

16 3-5 days per week

19 1-2 days per week

13 Less often

1 DK

100

(N=726)

(EM2)

Q.80 Is your use of e-mail work-related, personal, or both?

31 Work **GO TO Q.81**

30 Personal **GO TO Q.83**

38 Both **GO TO Q.81**

1 DK/Refused **GO TO Q.90**

100

(N=726)

**Q's. 81 & 82 BASED ON RESPONDENTS WHO ANSWERED "WORK" OR "BOTH" IN Q.80:**

(EM5)

Q.81 From what you have seen in your workplace, do you think people in upper and lower levels of organizations communicate with one another more often now that e-mail is available, do they communicate less often, or hasn't it made any difference?

69 More often

2 Less often

25 No difference

4 DK/Refused

100

(N=505)

(EM6)

Q.82 And do you think e-mail is leading to more frank and honest communication between upper and lower levels of organizations, less frank and honest communication, or does e-mail make no difference?

36 More frank  
8 Less frank  
51 No difference  
5 DK/Refused  
100  
(N=505)

**BASED ON RESPONDENTS WHO ANSWERED "PERSONAL" OR "BOTH" IN Q.80:**

(EM7)

Q.83 Do you communicate with any friends or family members by e-mail? [**PROBE FOR WHICH**]

12 Yes, family members  
35 Yes, friends  
36 Yes, both  
17 No **SKIP TO Q.85**  
0 DK/Refused **SKIP TO Q.85**  
100  
(N=496)

**BASED ON THOSE E-MAIL USERS WHO COMMUNICATE WITH FAMILY/FRIENDS:**

(EM8)

Q.84 Thinking about your [family members/friends/family members and friends] who also use e-mail, do you think you communicate with them more often now that e-mail is available, less often, or hasn't it made any difference?

59 More often  
1 Less often  
40 No difference  
\* DK/Refused  
100  
(N=411)

**BASED ON ONLINE USERS WHO USE E-MAIL:**

(EM9)

Q.85 Are you on any electronic mail lists, sometimes called "list-servs," where people with a common interest can send messages to everyone on the list?

All Online Users

|                            |                              |    |
|----------------------------|------------------------------|----|
| 24                         | Yes                          | 17 |
| 74                         | No <b>GO TO Q.86</b>         | 53 |
| <u>2</u><br>100<br>(N=726) | DK/Refused <b>GO TO Q.86</b> | 1  |

**BASED ON E-MAIL USERS WHO ARE ON LIST-SERVS:**

(EM9a)

Q.85a About how many listserv lists are you on?

|                            |                              |
|----------------------------|------------------------------|
| 30                         | One list-serv list           |
| 22                         | Two list-serv lists          |
| 12                         | Three list-serv lists        |
| 6                          | Four list-serv lists         |
| 22                         | Five or more list-serv lists |
| <u>8</u><br>100<br>(N=178) | DK/Refused                   |

(EM9b)

Q.85b May I ask what is/are the topic(s) or subject(s) of the listserv list(s)?

---

---

---

---

**BASED ON ALL ONLINE USERS:**

(EM10)

Q.86 Did you send or receive any e-mail yesterday?

|           |                              |
|-----------|------------------------------|
| 3         | Yes, sent                    |
| 5         | Yes, received                |
| 19        | Yes, both                    |
| 44        | No <b>GO TO Q.90</b>         |
| 1         | DK/Refused <b>GO TO Q.90</b> |
| <u>28</u> | Do Not Use Email             |
| 100       |                              |
| (N=997)   |                              |

**BASED ON E-MAIL USERS WHO SENT E-MAIL YESTERDAY:**

(EM11)

Q.87 About how many messages did you send yesterday?

|          |                               |
|----------|-------------------------------|
| *        | Zero messages sent            |
| 12       | One message sent              |
| 24       | Two messages sent             |
| 19       | Three messages sent           |
| 6        | Four messages sent            |
| 17       | Five to nine messages sent    |
| 10       | Ten to nineteen messages sent |
| 10       | Twenty or more messages sent  |
| <u>2</u> | DK/Refused                    |
| 100      |                               |
| (N=228)  |                               |

**Q's. 88-89 BASED ON E-MAIL USERS WHO RECEIVED E-MAIL YESTERDAY:**

**IF RESPONDENT IS ON LIST SERVS, ASK:**

(EM12)

Q.88 About how many messages did you receive yesterday that were not from a listserv?

**IF NOT ON LIST SERVS, ASK:**

(EM13)

Q.89 About how many e-mail messages did you receive yesterday?

- 3 Zero messages received
  - 16 One message received
  - 15 Two messages received
  - 9 Three messages received
  - 5 Four messages received
  - 16 Five to nine messages received
  - 15 Ten to nineteen messages received
  - 7 Twenty to twenty-nine messages received
  - 12 Thirty or more messages received
  - 2 DK/Refused
- 100  
(N=244)

(INF1)

Q.90 How frequently do you go online to get news ... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

**BASED ON ALL ONLINE USERS:**

- 6 Everyday
  - 9 3-5 days per week
  - 15 1-2 days per week
  - 13 Once every few weeks **SKIP TO Q.94**
  - 28 Less often **SKIP TO Q.94**
  - 29 No/never **SKIP TO Q.94**
  - \* DK **SKIP TO Q.94**
- 100  
(N=997)

**Q's. 91-93 BASED ON ONLINE USERS WHO GET NEWS ONLINE AT LEAST WEEKLY:**

(INF2)

Q.91 Would you say you get more of your news from on-line sources, or from traditional sources such as TV news, newspapers, and magazines?

- 8 More on-line
- 87 More traditional print and broadcast
- 4 Equal (volunteered)
- 1 DK/Refused

100

(N=297)

(INF3)

Q.92 Since you started getting news on-line, are you using other sources of news MORE often, LESS often, or about the same as you used to?

- 4 Yes, more often **GO TO Q.92a**
- 12 Yes, less often **GO TO Q.92b**
- 8 Yes, some more others less **GO TO Q.92a; THEN TO Q.92b**
- 76 No, About the same **GO TO Q.93**

0 DK/Refused **GO TO Q.93**

100

(N=297)

(INF3a)

Q.92a Which sources are you using **more** often? [**ACCEPT MULTIPLE RESPONSES**]

- 60 Newspapers
- 58 Television
- 23 Magazines
- 26 Radio
- 13 Other

0 DK

(N=36)

(INF3b)

Q.92b Which sources are you using **less** often? [**ACCEPT MULTIPLE RESPONSES**]

43 Newspapers

37 Television

14 Magazines

28 Radio

10 Other

3 DK/Refused

(N=55)

**BASED ON ONLINE USERS WHO GET NEWS ONLINE AT LEAST WEEKLY:**

(INF5)

Q.93 Do you find that it is easy or hard to clip and save news and information you find on-line?

71 Easy

8 Hard

18 Don't do this

3 DK/Refused

100

(N=297)

(OL21)

Q.94 I'm going to ask you about some things people are doing on-line these days. For each one, please tell me if you have ever done this. Have you ever purchased goods or services on-line? (**IF YES, ASK:** Have you done this in the past week?) [**IF YES BUT NOT IN PAST WEEK:** Have you done this in the past month?]

**BASED ON ALL ONLINE USERS:**

3 Yes, in past week

5 Yes, in past month

91 No **GO TO Q.95**

1 DK/Refused **GO TO Q.95**

100

(N=997)

**BASED ON RESPONDENTS WHO HAVE PURCHASED GOODS ONLINE:**

(OL22a)

Q.94a How worried were you about the security of your credit card number when you did this ... a lot, a little, or not at all?

15 A lot  
36 A little  
38 Not at all  
10 Did not use credit card

1 DK/Refused  
100  
(N=78)

**Q's. 95-99a BASED ON ALL ONLINE USERS:**

(OL23)

Q.95 Have you ever received an electronic news clipping or news story from a friend or associate? **(IF YES, ASK: Have you done this in the past week?)**

27 Yes ever  
8 Yes in past week  
64 No

1 DK/Refused  
100  
(N=997)

(OL24)

Q.96 Have you ever made a friend or on-line buddy that you've never met in person? **(IF YES, ASK: Have you communicated with this person like this in the past week?)**

17 Yes ever  
6 Yes in past week  
76 No

1 DK/Refused  
100  
(N=997)



(OL25)

Q.97 Have you ever expressed an opinion about a political or social issue to a bulletin board, on-line newsgroup, or e-mail list? **(IF YES, ASK: Have you done this in the past week?)**

11 Yes ever

4 Yes in past week

85 No

\* DK/Refused

100

(N=997)

(OL26)

Q.98 Have you ever heard of the "World Wide Web"?

60 Yes

39 No **GO TO Q.100**

1 DK/Refused **GO TO Q.100**

100

(N=997)

(OL27a)

Q.99a Have you ever used the World Wide Web? **[IF YES, ASK: Did you use the web yesterday?]** **[IF NO: Have you done this in the past week?]**

9 Yes, ever

6 Yes, yesterday

6 Yes, in past week

39 No **GO TO Q.100**

40 DK/Never heard of Web

100

(N=997)

**Q's. 99b-99d BASED ON THOSE WHO USE THE WEB:**

(OL27b)

Q.99b Where do you use the World Wide Web... through an on-line service, a direct dialup connection from home, a school or office connection to the internet, or somewhere else? **[ENTER ALL THAT APPLY.]**

|    |                          |
|----|--------------------------|
| 33 | On-line service          |
| 23 | Direct dialup connection |
| 24 | School connection        |
| 34 | Work connection          |
| 8  | Other                    |
| 1  | DK/Refused/No more apply |

(N=224)

(OL27c)

Q.99c How do you find out about new Web sites to visit? **[ENTER ALL THAT APPLY.]**

|    |                                |
|----|--------------------------------|
| 23 | From directories               |
| 36 | Friends or relatives           |
| 24 | Magazines and newspapers       |
| 6  | Books                          |
| 49 | Exploring or "surfing" the net |
| 8  | DK/Refused/No more apply       |

(N=224)

(OL27d)

Q.99d When you use the Web, do you usually go back to sites where you've been before or do you usually go to new sites?

|          |            |
|----------|------------|
| 40       | Old sites  |
| 17       | New sites  |
| 38       | Both       |
| <u>5</u> | DK/Refused |

100  
(N=224)

(OL28)

Q.100 Have you ever heard of USENET newsgroups -- these are on-line forums where you can read messages other people have posted or post your own.

**BASED ON ALL ONLINE USERS:**

50 Yes

49 No **GO TO Q.101**

1 DK/Refused **GO TO Q.101**  
100  
(N=997)

**IF ANSWERED '1', YES IN Q.100, ASK:**

(OL28a)

Q.100a How many newsgroups, if any, do you read on a regular basis?

**BASED ON ALL ONLINE USERS:**

33 Zero groups

4 One group

4 Two groups

2 Three groups

5 Four or more groups

2 DK/Refused

50 Never heard of/DK  
100  
(N=997)

**BASED ON RESPONDENTS WHOSE HOUSEHOLD SIZE >1 AND WHO HAVE A HOME PC:**

(PCNUM)

Q.101 How many other people in your household use the home computer on at least an occasional basis?

|          |               | Feb<br><u>1994</u> |
|----------|---------------|--------------------|
| 14       | Zero          | 14                 |
| 38       | One           | 39                 |
| 21       | Two           | 22                 |
| 27       | Three or more | 24                 |
| <u>*</u> | DK/No Answer  | <u>1</u>           |
| 100      |               | 100                |
| (N=1276) |               |                    |

**IF NUMBER > 0 AND IF ANYONE IN HH UNDER 18 (1 IN Q.35A) CONTINUE  
 IF Q.101=0, OR Q.35A=2 OR 3, SKIP TO Q.102  
 (PCNUMa)**

Q.101a How many of those people are under the age of 18?

**BASED ON HOUSEHOLDS WITH KIDS UNDER 18:**

|           |                           | Feb<br><u>1994</u> |
|-----------|---------------------------|--------------------|
| 8         | None                      | 6                  |
| 15        | One                       | 15                 |
| 19        | Two or more               | 15                 |
| *         | None/DK                   | *                  |
| <u>58</u> | No kids/Not computer user | <u>64</u>          |
| 100       |                           | 100                |
| (N=1410)  |                           | (N=1432)           |

**BASED ON RESPONDENTS IN HOUSEHOLDS WITH ONE CHILD WHO USES HOME PC AT LEAST OCCASIONALLY:**

(PCNUMb)

Q.101b Is that child a boy or girl?

|          |           |
|----------|-----------|
| 52       | Boy       |
| 47       | Girl      |
| <u>1</u> | No answer |
| 100      |           |
| (N=230)  |           |

**BASED ON RESPONDENTS IN HOUSEHOLDS WITH MORE THAN ONE CHILD WHO USE HOME PC AT LEAST OCCASIONALLY:**

(PCNUMc)

Q.101c Is the child who's the most frequent user of the computer a boy or a girl?

|          |           | Feb<br><u>1994</u> |
|----------|-----------|--------------------|
| 51       | Boy       | 53                 |
| 43       | Girl      | 46                 |
| <u>6</u> | No answer | <u>1</u>           |
| 100      |           | 100                |
| (N=293)  |           | (N=528)            |

**BASED ON TOTAL RESPONDENTS:**

(TV1)

Q.102 Do you have a satellite dish that is hooked up to your TV? **[READ IF NECESSARY: "This is different than cable TV. It allows you to get reception directly from satellites."]**

|                 |            | Feb<br><u>1994</u> |
|-----------------|------------|--------------------|
| 6               | Yes        | 4                  |
| 94              | No         | 96                 |
| <u>*</u>        | DK/Refused | <u>*</u>           |
| 100             |            | 100                |
| <b>(N=3603)</b> |            |                    |

**BASED ON RESPONDENTS WITH A SATELLITE DISH:**

(TV1a)

Q.102a Is your system one of the new "Digital Satellite Systems" with the small disk, or is a large disk? These are also called "direct TV" systems. **[IF R IS UNCERTAIN: Did you buy this system since October of last year? IF NOT IT'S THE OLD STYLE LARGE DISK]**

|                |            |
|----------------|------------|
| 28             | Small disk |
| 67             | Large disk |
| <u>5</u>       | DK/Refused |
| 100            |            |
| <b>(N=196)</b> |            |

**BASED ON TOTAL RESPONDENTS:**

(CEL1)

Q.103 Do you have a car phone or cellular telephone?

|                 |            |
|-----------------|------------|
| 24              | Yes        |
| 76              | No         |
| <u>*</u>        | DK/Refused |
| 100             |            |
| <b>(N=3603)</b> |            |

(CAB1)

Q.104 Do you currently subscribe to Cable TV?

|            |                    | Feb<br><u>1994</u> |
|------------|--------------------|--------------------|
| 67         | Yes                | 64                 |
| 33         | No/No cable access | 36                 |
| *          | DK/Refused         | *                  |
| <u>100</u> |                    | <u>100</u>         |
| (N=3603)   |                    |                    |

**BASED ON RESPONDENTS WHO SUBSCRIBE TO CABLE TV:**

(CAB2)

Q.105 How much would you miss cable tv, if you no longer had it? (**READ CATEGORIES**)

|            |            | Feb<br><u>1994</u> |
|------------|------------|--------------------|
| 54         | A Lot      | 64                 |
| 24         | Some       | 18                 |
| 12         | Not much   | 11                 |
| 10         | Not at all | 7                  |
| *          | DK/Refused | *                  |
| <u>100</u> |            | <u>100</u>         |
| (N=2441)   |            | (N=2485)           |

**BASED ON TOTAL RESPONDENTS:**

(BANK1)

Q.106 Are you the person or one of the persons who generally pays the bills for this household?

|            |            | Feb<br><u>1994</u> |
|------------|------------|--------------------|
| 83         | Yes        | 83                 |
| 17         | No         | 17                 |
| *          | DK/Refused | *                  |
| <u>100</u> |            | <u>100</u>         |
| (N=3603)   |            |                    |

**IF ANSWERED YES IN Q.106, ASK:**

(BANK2)

Q.107 Do you ever do "electronic banking" from home--that is use a computer or the telephone to pay bills or move money from one account to another?

**BASED ON TOTAL RESPONDENTS:**

|                 |                           | <u>Feb<br/>1994</u> |
|-----------------|---------------------------|---------------------|
| 13              | Yes                       | 9                   |
| 70              | No                        | 74                  |
| 17              | Not responsible for bills | 17                  |
| <u>*</u><br>100 | DK/Refused                | <u>*</u><br>100     |

(N=3603)

**SECTION VII - WORK**

**BASED ON RESPONDENTS WHOSE BUSINESS IS ELSEWHERE, WORKS FOR SOMEONE ELSE, OR BOTH:**

(WORK1)

Q.108 How often, if ever, do you do work for your job at home? Would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

|                 |                            |
|-----------------|----------------------------|
| 8               | Everyday                   |
| 10              | 3-5 days per week          |
| 12              | 1-2 days per week          |
| 10              | Once every few weeks       |
| 11              | Less often                 |
| 49              | No/never <b>GO TO Q.D2</b> |
| <u>*</u><br>100 | <b>DK GO TO Q.D2</b>       |

(N=2277)

**BASED ON RESPONDENTS WHOSE BUSINESS IS AT HOME OR EVER WORKS AT HOME:  
(WORK2)**

Q.109 How many days in the past week did you work at home?

|          |              |
|----------|--------------|
| 36       | None         |
| 14       | One          |
| 13       | Two          |
| 11       | Three        |
| 5        | Four         |
| 9        | Five         |
| 2        | Six          |
| 9        | Seven        |
| <u>1</u> | DK/No answer |
| 100      |              |
| (N=1372) |              |

**BASED ON RESPONDENTS WHO DID NOT WORK AT HOME LAST WEEK:  
(WORK2a)**

Q.109a Do you ever use a computer or fax machine to help you work at home?

|          |                        |
|----------|------------------------|
| 27       | Yes, use a computer    |
| 1        | Yes, use a fax machine |
| 8        | Yes, use both          |
| 64       | No                     |
| <u>0</u> | DK/Refused             |
| 100      |                        |
| (N=482)  |                        |



**BASED ON RESPONDENTS WHO WORKED AT HOME 1 DAY LAST WEEK:**

(WORK3)

Q.110 Was that a regular workday on which you worked at home INSTEAD of going to your workplace?

|          |            |
|----------|------------|
| 22       | Yes        |
| 78       | No         |
| <u>0</u> | DK/Refused |

100  
(N=196)

(WORK3a)

Q.110a Did you use a personal computer or fax machine to help you work at home that day?

|          |                        |
|----------|------------------------|
| 22       | Yes, use a computer    |
| 2        | Yes, use a fax machine |
| 4        | Yes, use both          |
| 72       | No                     |
| <u>0</u> | DK/Refused             |

100  
(N=196)

**BASED ON RESPONDENTS WHO WORKED AT HOME MORE THAN 1 DAY LAST WEEK:**

(WORK4)

Q.111 How many of those [# from Q.109] days were regular workdays on which you worked at home INSTEAD of going to your workplace?

|          |                   |
|----------|-------------------|
| 48       | Zero days         |
| 5        | One day           |
| 12       | Two days          |
| 6        | Three days        |
| 22       | Four or more days |
| <u>7</u> | DK/Refused        |

100  
(N=694)

(WORK4a)

Q.111a Did you use a personal computer or fax machine to help you work at home on any of those days?

28 Yes, use a computer

3 Yes, use a fax machine

13 Yes, use both

55 No

1 DK/Refused

100

(N=694)