

Princeton Survey Research Associates International  
for  
Data & Society Research Institute

**Privacy and Security Experiences of Low-Socioeconomic Status Populations**

**Final Questionnaire  
11/18/2015**

Total n=3,000 U.S. adults age 18+ with oversample of low-SES adults  
n=1,050 landline  
n=1,950 cell phone  
Pretest: November 11, 2015  
Field Dates: November 18-December 22, 2015 (tentative)  
Job#: 35017

**START TIMING MODULE**

**LANDLINE INTRO:**

Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We are conducting a telephone opinion survey about some important issues today and would like to include your household. This is NOT a sales call.

May I please speak with the YOUNGEST **[RANDOMIZE: (MALE / FEMALE)]**, age 18 or older, who is now at home? **[IF NO MALE/FEMALE, ASK:** May I please speak with the YOUNGEST (FEMALE / MALE), age 18 or older, who is now at home?]

**GO TO MAIN INTERVIEW**

**CELL PHONE INTRO:**

Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We are conducting a telephone opinion survey about some important issues today and would like to include you. I know I am calling you on a cell phone. This is NOT a sales call.

**[IF R SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...]**

**VOICEMAIL MESSAGE [LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL:]** I am calling for Princeton Survey Research. We are conducting a national opinion survey of cell phone users. This is NOT a sales call. We will try to reach you again.

**CELL PHONE SCREENING INTERVIEW:**

S1 Are you under 18 years old, OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

**IF S1=2, CONTINUE WITH MAIN INTERVIEW**

**IF S1=1, THANK AND TERMINATE – RECORD AS AGE INELIGIBLE:** This survey is limited to adults age 18 and over. I won't take any more of your time...

**IF S1=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL:** This survey is limited to adults age 18 and over. I won't take any more of your time...

#### **READ TO ALL CELL PHONE RESPONDENTS**

**INTRODUCTION TO MAIN INTERVIEW:** If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

### **QUALITY OF LIFE**

#### **START TIMING MODULE**

##### **ASK ALL:**

SEX      **RECORD RESPONDENT SEX [DO NOT ASK] {SEX}**

- 1          Male
- 2          Female

##### **ASK ALL:**

Q1      Overall, how would you rate the economic situation in your community today... excellent, good, only fair or poor? {Trend/Networked Worker 2008}

- 1          Excellent
- 2          Good
- 3          Only Fair
- 4          Poor
- 8          **(VOL.)** Don't know
- 9          **(VOL.)** Refused

##### **ASK ALL:**

Q2      How would you describe your household's financial situation? Would you say you... **[READ IN ORDER]** {Pew Research Center trend November 2014}

- 1          Live comfortably
- 2          Meet your basic expenses with a little left over for extras
- 3          Just meet your basic expenses, OR
- 4          Don't even have enough to meet basic expenses?
- 8          **(VOL.)** Don't know
- 9          **(VOL.)** Refused

#### **END TIMING MODULE**

## START TIMING MODULE

### ASK ALL:

Q3 Now I would like to read you some different issues facing people in this country today. For each of the following, please tell me how concerned, if at all, you are about these issues on a typical day. (First,) what about... **[INSERT ITEM; RANDOMIZE]**? {Modified NCSA January 2014}

**[READ FOR FIRST ITEM, THEN AS NECESSARY:** Are you very, somewhat, not too or not at all concerned about this on a typical day?]

- a. Losing your primary source of income, such as your job
- b. Not being able to access or afford the healthcare you or your family needs
- c. Having your financial information lost or stolen
- d. Being unfairly targeted by law enforcement
- e. Being the victim of an Internet scam or fraud
- f. Becoming a victim of violent crime in the area where you live
- g. You or someone in your family being the target of online harassment
- h. Not knowing what personal information is being collected about you by companies or how it is being used

### CATEGORIES

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned
- 5 **(VOL.)** Doesn't apply
- 6 **(VOL.)** Already a problem
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

## END TIMING MODULE

## TECHNOLOGY USE AND DEVICE OWNERSHIP

### START TIMING MODULE

**[READ TO ALL:]** On a different subject...

### ASK ALL:

EMINUSE Do you use the internet or email, at least occasionally? {PIAL Teen Trend; PIAL May 2013, Library Typology July-Sept. 2013} {PIAL Libraries Survey March 2015}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally? {PIAL Libraries Survey March 2015}

- 1 Yes
- 2 No
- 8 (VOL.) Don't know
- 9 (VOL.) Refused

**ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

HOME3NW Do you ever use the internet at HOME? {Modified PIAL Libraries Survey March 2015}

- 1 Yes
- 2 No
- 8 (VOL.) Don't know
- 9 (VOL.) Refused

**ASK IF USE INTERNET AT HOME (HOME3NW=1):**

BBHOME1 Is your internet connection AT HOME through a slow-speed connection such as dial-up... OR do you have a high-speed, broadband connection such as DSL, cable, or FIOS [F-EYE-os]? {Modified PIAL Libraries Survey March 2015}

- 1 Slow-speed/Dial-up
- 2 High-speed/Broadband
- 3 (VOL.) Both Slow-speed/Dial-up and High-speed/Broadband
- 4 (VOL.) Access internet only using cell phone or tablet
- 5 (VOL.) No home internet access
- 8 (VOL.) Don't know
- 9 (VOL.) Refused

**ASK INTERNET USERS WHO DO NOT USE INTERNET AT HOME (HOME3NW=2):**

FREEINT In the past 12 months, have you accessed the internet or used a computer for FREE someplace other than home, work or school? {Modified PIAL Libraries Survey November 2012}

- 1 Yes
- 2 No
- 8 (VOL.) Don't know
- 9 (VOL.) Refused

**ASK IF LANDLINE SAMPLE (SAMPLE=1):**

DEVICE1a Next, do you have a cell phone, or not? {PIAL Libraries Survey March 2015}

- 1 Yes
- 2 No
- 8 (VOL.) Don't know
- 9 (VOL.) Refused

**ASK IF HAVE CELL PHONE (DEVICE1a=1 or SAMPLE=2):**

SMART1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure? {PIAL Trend}

- 1 Yes, smartphone
- 2 No, not a smartphone
- 8 Not sure/Don't know
- 9 **(VOL.)** Refused

**ASK SMARTPHONE OWNERS WHO USE THE INTERNET (SMART1=1 AND [EMINUSE=1 OR INTMOB=1]):**

Q4 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer? {PIAL Trend}

- 1 Mostly on cell phone
- 2 Mostly on something else
- 3 **(VOL.)** Both equally
- 4 **(VOL.)** Depends
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE****START TIMING MODULE**

**[READ TO ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):]** Moving on...

**ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q5 Please tell me if you ever use the internet to do any of the following things. **[INSERT FOR FIRST TWO RANDOMIZED ITEMS: Do you ever use the internet to... [INSERT ITEMS; RANDOMIZE]?]** How about to **[INSERT NEXT ITEM]? [READ AS NECESSARY: Do you ever use the internet to (ITEM)?]** {modified PIAL trend – added ‘mobile app’ to stem} {PIAL Libraries Survey March 2015}

- a. Use social media, such as Facebook, Twitter or Instagram (pronounced: insta-gram)
- b. Apply for a job
- c. Apply for government benefits or assistance
- d. Apply for a loan or cash advance
- e. Search for sensitive health information
- f. Buy a product, such as books, toys, music or clothing

**CATEGORIES**

- 1 Yes, do this
- 2 No, do not do this
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK SOCIAL MEDIA USERS (Q5a=1):**

Q6 Thinking about how you use social media, such as Facebook, Twitter or Instagram... Are any of your social media accounts currently set up so that they automatically include your LOCATION on your posts? {Modified PIAL Trend Spring 2013}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK SOCIAL MEDIA USERS (Q5a=1):**

Q7 Still thinking about how you use social media... Do you ever “like” or “follow” businesses or brands in order to receive coupons or discounts, or don't you do this?

- 1 Yes, do this
- 2 No, do not do this
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ONLINE JOB APPLICANTS (Q5b=1):**

Q8 Thinking about the times you applied online for a job... How confident do you feel that the personal information you provided as part of the application process will remain private and secure? **[READ]**

- 1 Very confident
- 2 Somewhat confident
- 3 Not too confident, OR
- 4 Not at all confident?
- 5 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ONLINE GOVERNMENT BENEFITS/ASSISTANCE APPLICANTS (Q5c=1):**

Q9 Thinking about the times when you have applied for government benefits or assistance online... How confident do you feel that the personal information you submitted as part of the application process will remain private and secure? **[READ]**

- 1 Very confident
- 2 Somewhat confident
- 3 Not too confident, OR
- 4 Not at all confident?
- 5 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE**

**START TIMING MODULE****ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q10 Next, thinking about how the internet affects you overall... Would you say that the internet has had a mostly POSITIVE or mostly NEGATIVE impact, or no impact at all on... **[INSERT ITEMS; RANDOMIZE]**? How about on... **[INSERT NEXT ITEM]**? **[READ AS NECESSARY: Has the internet had a mostly POSITIVE, mostly NEGATIVE, or no impact at all on...(ITEM)?]** [Modified PIAL Trend]

- a. Your ability to complete everyday tasks like shopping or paying bills
- b. Your ability to keep your personal information secure
- c. Your ability to find jobs or people who can help you get a job
- d. Your ability to share your ideas and opinions with many different people
- e. Your ability to meet others who share your interests
- f. Your ability to share private information with the people you trust

**CATEGORIES**

- 1 Mostly positive
- 2 Mostly negative
- 3 No impact at all
- 4 **(VOL.)** About equally positive and negative
- 5 **(VOL.)** Doesn't apply to me
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**NO QUESTION 11****ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q12 And now thinking about various online activities... **[INSERT FOR FIRST TWO RANDOMIZED ITEMS: Do you feel as though you already know enough about [INSERT ITEMS; RANDOMIZE], or would you like to learn more about this?]** Next, **[INSERT NEXT ITEM]**? **[READ AS NECESSARY: Do you feel as though you already know enough about how to do this, or would you like to learn more?]** [Modified PIAL Libraries Survey March 2015]

- a. Choosing strong passwords to protect your online accounts
- b. Managing the privacy settings for the information you share online
- c. Understanding the privacy policies of the websites and applications you use
- d. Protecting the security of your devices when using public WiFi networks
- e. Protecting your computer or mobile devices from viruses and malware
- f. Using the internet without having your online behavior tracked
- g. Avoiding online scams and fraudulent requests for your personal information

**CATEGORIES**

- 1 Already know enough
- 2 Would like to learn more
- 3 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE**

## **PRIVACY AND SECURITY ATTITUDES**

### **START TIMING MODULE**

**[READ TO ALL:]** On a different subject...

#### **ASK ALL:**

EMPLOY Are you now employed full-time, part-time, or not employed? {EMPLOY}

**[IF R SAYS THEY ARE SELF-EMPLOYED, PROBE: "Are you self-employed working full-time hours or part-time hours?" AND THEN RECORD AS CODE 1 OR 2]**

**[IF R SAYS THEY WORK IN THE HOME, I.E. CARING FOR THEIR KIDS OR BEING A HOMEMAKER, ASK: Are you now employed FOR PAY full-time, part-time, or not employed for pay?]**

- 1 Employed full-time
- 2 Employed part-time
- 3 Not employed
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

#### **ASK IF NOT EMPLOYED (EMPLOY=3):**

NOTW Which of the following best describes you? Are you... **[READ]** {NOTW}

**[INTERVIEWERS: IT IS NOT NECESSARY TO READ ALL CATEGORIES BEFORE RECORDING RESPONSE]**

- 1 Retired
- 2 A homemaker
- 3 A student
- 4 Unemployed and looking for work, OR
- 5 Unemployed and NOT looking for work?
- 6 **(VOL.)** Disabled/Unable to work
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

#### **ASK ALL:**

PAR Are you the parent or guardian of any children under age 18 now living in your household?  
{PAR}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

### **END TIMING MODULE**



## START TIMING MODULE

### ASK ALL:

Q13 Please tell me how much you trust each of the following to protect your personal information. (First,/Next,) how about... **[INSERT ITEMS; RANDOMIZE]? [READ FOR FIRST ITEM, THEN AS NECESSARY: Do you trust (ITEM) a lot, some, only a little, or not at all to protect your personal information?]** {Modified Reason-Rupe September 2013}

- a. Federal government agencies
- b. Your local law enforcement or police department
- c. Your health insurance provider

**ASK d IF CELL PHONE OWNER (DEVICE1A=1 OR SAMPLE=2):**

- d. Your cell phone service provider

**ASK e-g IF INTERNET USER (EMINUSE=1 OR INTMOB=1):**

- e. Search engine providers such as Google or Bing
- f. Your internet service provider
- g. Online shopping companies such as Amazon or eBay

**ASK h IF SOCIAL MEDIA USER (Q5a=1):**

- h. Social media companies such as Facebook or Twitter

**ASK i IF EMPLOYED (EMPLOY=1,2):**

- i. Your employer

**ASK j IF PARENTS (PAR=1):**

- j. Your local public schools

### CATEGORIES

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 **(VOL.)** Doesn't apply to me
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

### ASK ALL:

Q14 Let's think about a typical day in your life as you spend time at home, outside your home, and getting from place to place. As you go through a typical day, how much control do you feel you have over how much personal information is collected about you and how it is being used? **[READ]** {Modified PIAL Privacy Survey January 2015}

- 1 A lot of control
- 2 Some control
- 3 Only a little control, OR
- 4 No control at all?
- 5 **(VOL.)** Doesn't apply to me
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q15 While using the internet, have you ever done any of the following things? First, have you ever **[INSERT ITEMS; RANDOMIZE]** while you used the internet? How about **[INSERT NEXT ITEM]**? **[READ AS NECESSARY: Have you ever done that while you used the internet?]** {Modified PIAL July 11-14, 2013}

- a. Given inaccurate or misleading information about yourself
- b. Used a search engine or web browser that doesn't keep track of your search history
- c. Used a fake profile photo or one that doesn't reveal who you are
- d. Set your browser to turn off cookies or notify you before you receive a cookie
- e. Used a service that allows you to browse the web anonymously, such as a proxy server, Tor software, or a virtual personal network
- f. Used an ad blocking service like Adblock Plus or Ghostery
- g. Decided not to use a website because they asked for your real name or email address
- h. Avoided communicating online when you had sensitive information to share
- i. Used privacy settings to limit who can see what you post online
- j. Used an app that automatically deletes the messages you send like Snapchat or Wickr

**CATEGORIES**

- 1 Yes
- 2 No
- 3 **(VOL.)** Doesn't apply to me
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q15X If you wanted to learn more about protecting your personal information online, how easy do you think it would be for you to find tools and strategies that would help you? **[READ]** {Modified PIAL Privacy Survey January 2015}

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult, OR
- 4 Very difficult?
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE**

**START TIMING MODULE**

**[READ TO ALL:]** Now on a different subject...

**ASK ALL:**

Q16 As far as you know, have you ever had any of these experiences? **[INSERT ITEMS; RANDOMIZE]**. Have you ever had this experience, or not, or are you not sure? How about **[INSERT NEXT ITEM]**? **[READ FOR FIRST ITEM, THEN AS NECESSARY: Have you ever had this experience, or not, or are you not sure?]** {PIAL July 11-14, 2013}

- a. Had important personal information stolen such as your Social Security Number, your credit card, or bank account information
- b. Had medical or health information stolen
- c. Had inaccurate information show up in your credit report

**ASK ITEMS d-j OF ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

- d. Had an email or social networking account of yours compromised or taken over without your permission by someone else
- e. Had difficulty paying off a loan or cash advance that you signed up for online
- f. Been the victim of an online scam and lost money
- g. Experienced persistent and unwanted contact from someone online
- h. Lost a job opportunity or educational opportunity because of something that was posted online
- i. Experienced trouble in a relationship or friendship because of something that was posted online
- j. Had someone post something about you online that you didn't want shared

**CATEGORIES**

- 1 Yes
- 2 No
- 8 Not sure/Don't know
- 9 **(VOL.)** Refused

**ASK ALL INTERNET USERS (EMINUSE=1 OR INTMOB=1):**

Q17 Next... Have you ever turned to any of the following people or places for advice about how to protect your personal information online? (First,/Next,) **[INSERT ITEM; RANDOMIZE; ITEM 'SOMEONE OR SOMETHING ELSE' ALWAYS LAST]? [READ IF NECESSARY: Have you ever turned there for advice about how to protect your personal information online?]** PIAL Modified Teens and Privacy Management Survey July 2012

- a. A friend or peer
- b. A family member
- c. A co-worker
- d. A librarian or resources at your library
- e. A government website
- f. A website run by a private organization
- g. A teacher
- h. Someone or something else? **(SPECIFY)**

**CATEGORIES**

- 1 Yes
- 2 No
- 3 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF SMARTPHONE OWNER (SMART1=1):**

SM1 Thinking now about your smartphone... Have you ever **[INSERT ITEMS; RANDOMIZE]? {PIAL April 2012 Q38}**

- a. Decided to not install a cell phone app when you found out how much personal information you would need to share in order to use it {PIAL April 2012 base 'those who download apps'}
- b. Uninstalled an app on your cell phone because you found out it was collecting personal information that you didn't want to share {PIAL April 2012 base 'those who download apps'}
- c. Turned off the location tracking feature on your cell phone because you were worried about other people or companies being able to access that information
- d. Cleared the browsing history or search history on your cell phone

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE**

**PROGRAMMER: ASSIGN RESPONDENTS TO MODULE**

Group	Logic	Module Assignment	Module
Unemployed parent	(PAR=1 AND EMPLOY=3-9)	Parents	1
Employed non-parent	(EMPLOY=1,2 AND PAR=2-9)	Employed	2
Employed Parents	(PAR=1 AND EMPLOY=1,2)	Random half to Parents; Remaining half to Employed	1 or 2
Not parents and not employed	(PAR=2-9 AND EMPLOY=3-9)	No module	9

**WORKPLACE MONITORING****START TIMING MODULE**

**[READ IF EMPLOYED MODULE:]** For these next few questions, please think about your MAIN job – that is, the one where you spend the most time.

**ASK IF EMPLOYED MODULE:**

occUP1 Which one of the following BEST describes the kind of work you do? **[READ]**

- 1 Professional worker
- 2 Manager, executive, or official
- 3 Business owner with two or more employees
- 4 Clerical or office worker
- 5 Sales worker
- 6 Sales representative
- 7 Service worker
- 8 Skilled trade or craft worker
- 9 Semi-skilled worker
- 10 Laborer, OR
- 11 Something else? **(SPECIFY)**
- 98 **(VOL.)** Don't know
- 99 **(VOL.)** Refused

**[DO NOT PROGRAM]****DETAILED LIST (please make available on paper for interviewers)**

- 1 **PROFESSIONAL WORKER** -- lawyer, doctor, scientist, teacher, engineer, registered nurse, accountant, consultant, programmer, artist
- 2 **MANAGER, EXECUTIVE, OR OFFICIAL** -- store manager, sales manager, office manager, business executive, association executive, government official
- 3 **BUSINESS OWNER (with two or more employees)** -- such as a store, restaurant or factory owner, building or plumbing contractor
- 4 **CLERICAL OR OFFICE WORKER** -- typist, word processing, secretary, administrative assistant, receptionist, data entry, postal clerk, bank teller, etc.
- 5 **SALES WORKER** -- store clerk, telemarketing person
- 6 **SALES REPRESENTATIVE** -- outside salesperson, sales representative
- 7 **SERVICE WORKER** -- who performs services, such as waiter/waitress, hairstylist, police or fireman, housekeeper, janitor, day care worker, teachers' or nurses' aide, parking attendant, etc.
- 8 **SKILLED TRADE OR CRAFT** -- electrician, machinist, plumber, carpenter, mechanic, printer, baker, tailor, etc.
- 9 **SEMI-SKILLED WORKER** -- operates machine in a factory, assembly line worker, truck driver, taxi or bus driver, etc.
- 10 **LABORER** -- construction worker, plumber's helper, warehouse or dock worker, garbage man, or other physical work

**ASK IF EMPLOYED MODULE:**

Q18 As far as you know, does your workplace do any of the following? (First,/Next,) **[INSERT ITEMS; RANDOMIZE]**. **[READ AS NECESSARY: As far as you know, does your workplace do this, or not?]**

- a. Monitor your internet, email or social media use at work
- b. Track your performance using technologies such as surveillance cameras, badges or GPS monitoring
- c. Use software or computer monitoring to evaluate your performance

**CATEGORIES**

- 1 Yes
- 2 No
- 3 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF EMPLOYED MODULE AND MONITORED (Q18A=1 OR Q18B=1 OR Q18C=1):**

Q19 Which of the following statements comes closest to describing how you feel about the way your employer uses technology to monitor your performance at work, even if neither is exactly right?  
**[READ AND RANDOMIZE]** {new}

- 1 The way my employer uses technology to monitor my performance at work sometimes feels intrusive, OR
- 2 The way my employer uses technology to monitor my performance at work does not usually bother me?
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE****PARENT VIEWS****START TIMING MODULE**

**[READ IF PARENTS MODULE:]** For these next few questions, we would like to get the views of parents in this country.

**ASK IF PARENT MODULE:**

Q20 Thinking about your children's use of technology... How important is it to you that your children know how to do the following? (First,/Next,) **[INSERT ITEM; RANDOMIZE]**. **[READ FOR FIRST ITEM, THEN AS NECESSARY:]** Is it very, somewhat, not too or not at all important to you that your children know how to do this?]

- a. Choose strong passwords to protect their online accounts
- b. Manage the privacy settings for the information they share online
- c. Understand the privacy policies of the websites and applications they use
- d. Protect the security of their devices when using public WiFi networks
- e. Protect their computers or mobile devices from viruses and malware
- f. Use the internet without having their online behavior tracked
- g. Avoid online scams and fraudulent requests for their personal information

**CATEGORIES**

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 5 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF PARENT MODULE:**

Q21 Please tell me whether you are satisfied or dissatisfied, on the whole, with the following aspects of your children's lives. (First,/Next,) **[INSERT ITEMS; RANDOMIZE]**. **[READ FOR FIRST ITEM, THEN AS NECESSARY: Overall, are you satisfied or dissatisfied with this?]**

- a. Your children's access to technology resources at your local schools and libraries
- b. Your children's access to teachers who can help them learn more about managing their privacy settings and information sharing online
- c. How well your children's school protects the personal information of students who are using technology at school

**CATEGORIES**

- 1 Satisfied
- 2 Dissatisfied
- 3 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF PARENT MODULE:**

Q22 Still thinking about your children's use of technology... Have you ever **[INSERT ITEMS; RANDOMIZE]**? PIAL Modified Teens and Privacy Management Survey July 2012

- a. Searched for your children's name online to see what information is available about them
- b. Used parental controls or other means of blocking, filtering or monitoring your children's online activities
- c. Monitored your children's location using an app or internet-connected device
- d. Helped your children set up privacy settings for a social media site
- e. Talked with your children because you were concerned about something they posted online

**CATEGORIES**

- 1 Yes
- 2 No
- 3 **(VOL.)** Doesn't apply
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**END TIMING MODULE**



## **TELEPHONE USE**

### **START TIMING MODULE**

**[READ TO LANDLINE SAMPLE AND NO CELL PHONE, OR CELL SAMPLE (DEVICE1A=2-9 OR SAMPLE=2):]**

Now thinking about your telephone use...

**ASK IF LANDLINE SAMPLE AND NO CELL PHONE (DEVICE1A=2,8,9):**

QL1a Does anyone in your household have a working cell phone? {QL1a}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL CELL PHONE SAMPLE (SAMPLE=2):**

QC1 Is there at least one telephone INSIDE your home that is currently working and is not a cell phone? {QC1}

- 1 Yes, home telephone
- 2 No, no home telephone
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

### **END TIMING MODULE**

## **DEMOGRAPHICS**

### **START TIMING MODULE**

**[READ TO ALL:]** A few last questions for statistical purposes only...

**ASK ALL:**

AGE What is your age? {AGE}

- \_\_\_\_\_ years **[RECORD EXACT AGE 18-96]**
- 97 97 or older
- 98 Don't know
- 99 Refused

**ASK ALL:**

MARITAL Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married? **[IF R SAYS "SINGLE" PROBE TO DETERMINE APPROPRIATE CATEGORY]**  
{MARITAL}

- 1 Married
- 2 Living with a partner
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Never been married
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

HH1 How many adults age 18 and over currently live in your household, INCLUDING YOURSELF?  
{HH1}

- \_\_\_\_\_ **[RECORD EXACT NUMBER 1-5]**
- 6 6 or more
  - 8 **(VOL.)** Don't know
  - 9 **(VOL.)** Refused

**ASK ALL:**

EDUC2 What is the highest level of school you have completed or the highest degree you have received? **[DO NOT READ] [INTERVIEWER NOTE: Enter code 3-HS grad if R completed training that did NOT count toward a degree]** {EDUC2}

- 1 Less than high school (Grades 1-8 or no formal schooling)
- 2 High school incomplete (Grades 9-11 or Grade 12 with NO diploma)
- 3 High school graduate (Grade 12 with diploma or GED certificate)
- 4 Some college, no degree (includes some community college)
- 5 Two year associate degree from a college or university
- 6 Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB)
- 7 Some postgraduate or professional schooling, no postgraduate degree
- 8 Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)
- 98 Don't know
- 99 Refused

**[MAKE FULL NOTE AVAILABLE FOR INTERVIEWERS: Enter code 3-HS graduate if R completed vocational, business, technical, or training courses after high school that did NOT count toward an associate degree from a college, community college or university (e.g., training for a certificate or an apprenticeship)]**

**ASK ALL:**

VET1 Are you currently serving or have you ever served in the U.S. military or the military reserves? {Participant Media Young Veterans 2014}

- 1 Yes, currently serving or have served on active duty in the past
- 2 No, have never served in the U.S. military or the military reserves
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

DISA Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities, or not? {DISA}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

PUBLIC Have you, or any member of your immediate family, ever received government benefits such as food stamps, free or reduced price school lunches, welfare, Medicaid or CHIP, or housing assistance?

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent? {PARTY}

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 **(VOL.)** No preference
- 5 **(VOL.)** Other party
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,8,9):**

PARTYLN As of today, do you lean more to the Republican Party or more to the Democratic Party? {PARTYLN}

- 1 Republican
- 2 Democrat
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

HISP Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban? {HISP}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

RACE Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race. **[RECORD UP TO FOUR IN ORDER MENTIONED BUT DO NOT PROBE FOR ADDITIONAL] [IF R VOLS MIXED BIRACIAL, PROBE ONCE: What race or races is that?]** {RACE3}

- 1 White (e.g., Caucasian, European, Irish, Italian, Arab, Middle Eastern)
- 2 Black or African-American (e.g., Negro, Kenyan, Nigerian, Haitian)
- 3 Asian or Asian-American (e.g., Asian Indian, Chinese, Filipino, Vietnamese or other Asian origin groups)
- 4 Some other race **(SPECIFY) [IF NEEDED: What race or races is that?]**
- 5 **(VOL.)** Native American/American Indian/Alaska Native
- 6 **(VOL.)** Pacific Islander/Native Hawaiian
- 7 **(VOL.)** Hispanic/Latino (e.g., Mexican, Puerto Rican, Cuban)
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused (e.g., non-race answers like American, Human, purple)

**ASK IF HISPANIC (HISP=1 OR RACE=7):**

BIRTH\_HISP Were you born in the United States, on the island of Puerto Rico, or in another country?  
{BIRTH\_HISP}

- 1 U.S.
- 2 Puerto Rico
- 3 Another country
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

INC Last year -- that is in **[IF INTERVIEWED IN 2015: 2014 / IF INTERVIEWED IN 2016: 2015]** -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category... **[READ]** {INC}

- 1 Less than \$10,000
- 2 10 to under \$20,000
- 3 20 to under \$30,000
- 4 30 to under \$40,000
- 5 40 to under \$50,000
- 6 50 to under \$75,000
- 7 75 to under \$100,000
- 8 100 to under \$150,000, OR
- 9 \$150,000 or more?
- 98 **(VOL.)** Don't know
- 99 **(VOL.)** Refused

**ASK IF DK OR REFUSED INCOME (INC=98,99):**

INC1. It's important for us to have some information about household finances to make sure our survey is accurate. Keeping in mind that this is a completely confidential survey, can you please tell me if your total family income BEFORE taxes last year was **[READ]** {INC1}

- 1 Under \$40,000, OR
- 2 \$40,000 or more?
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

RZIPCODE What is your zip code? **[INTERVIEWER NOTE: Must VERIFY the zip code given before moving on]** {RZIPCODE}

**[IF DK/REFUSED, PROBE ONCE:** This question helps us to accurately determine what part of the country people who complete the survey live in and is used only for classification purposes. You cannot be contacted based on this information. Can you please tell me your ZIP code?]

\_\_\_\_\_ **[ENTER 5-DIGIT ZIPCODE – VERIFY] [PROGRAMMER: HIGHLIGHT THE WORD “VERIFY”]**  
 99999 Don't know/Refused

**END TIMING MODULE**

**START TIMING MODULE**

**THANK RESPONDENT:** That completes the interview. Thank you very much for your time and cooperation. Have a nice day/evening.

**END TIMING MODULE**

**INTERVIEWER: I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.**