
Broadband Callback Survey
January 2002

Topline

03.06.02

Princeton Survey Research Associates
for the Pew Internet in American Life Project

Sample: $n = 507$ Internet users who have high-speed Internet access at home (re-interview)
Interviewing dates: January 29, 2002 – February 20, 2002

Note: All results presented in this survey are based on Internet users who have high-speed Internet access at home.

Q5 What TYPE of high-speed connection do you have at home...DSL, cable modem or satellite?

%	27	DSL
	71	Cable
	2	Satellite
	1	Other
	*	Don't know/Refused

Q6 When did you get the high-speed connection at home...in the last month, two or three months ago, more than three months ago or more than a year ago?

%	1	Within the last month
	6	Two or three months ago
	34	More than three months ago
	59	More than a year ago
	*	Don't know/Refused

Q7 What is the **main** reason you decided to get a high-speed Internet connection in the home? (**PRE-CODED OPEN-END. ACCEPT UP TO TWO RESPONSES**) (**PROBE:** Can you think of anything else?)

%	50	Faster access
	5	To perform job-related tasks
	*	To find educational materials
	1	For entertainment, such as music or movies
	6	To download files faster
	3	Previous connection was too slow/frustrating
	41	Other
	1	Don't know/Refused

Q8 Did you happen to go online or check your e-mail **yesterday**?

%	82	Yes, went online yesterday
	18	No, did not go online yesterday
	0	Don't know/Refused

Q9 When you went online yesterday, did you go online from **home**?

Based on those who went online yesterday [N=417]

%	95	Yes, went online from home
	5	No, did not
	0	Don't know/Refused

Q10 Did you go online from **work** yesterday?

Q14 Do you ever go online from **work**?

%	58	Total go online from work
	33	Went online from work yesterday
	24	Go online from work (not yesterday)
	42	No, do not
	*	Don't know/Refused

Q11 Counting all of your online sessions, how much time did you spend online yesterday?

Based on those who went online yesterday [N=417]

%	7	Less than 15 minutes
	8	15 minutes to less than half an hour
	14	Half hour or more but less than 1 hour
	19	About an hour
	7	More than 1 hour but less than 2 hours
	15	2 hours or more but less than 3 hours
	6	3 hours or more but less than 4 hours
	22	4 hours or more
	*	Don't know/Refused

Q12 When did you **first** start going online, using any kind of Internet connection, was it within the last six months, a year ago, two or three years ago, or more than three years ago?

Q12.0 About how many years have you had Internet access?

%	1	Within last six months
	4	A year ago
	21	Two or three years ago
	73	More than three years ago
	12	Four years
	16	Five years
	42	Six or more years
	0	Don't know/Refused

Q13 In general, how often do you sit down and access the Internet from **home** – several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

%	43	Several times a day
	30	About once a day
	17	3-5 days a week
	9	1-2 days a week
	1	Once every few weeks
	*	Less often
	*	Don't know/Refused

Q15 In general, how often do you go online from **work** – several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

Based on those who go online from work [N=293]

%	65	Several times a day
	15	About once a day
	8	3-5 days a week
	8	1-2 days a week
	3	Once every few weeks
	1	Less often
	*	Don't know/Refused

Q16 Do you happen to know what kind of Internet connection do you have at **work**, a high-speed connection or dial-up connection through a modem?

Based on those who go online from work [N=293]

%	81	High speed
	11	Dial-up
	2	None/Does not apply
	6	Don't know/Refused

Q16.1 How much, if at all, did having a high-speed Internet connection at work influence your decision to get high-speed Internet access for your home?

Based on those with high-speed access at work [N=237]

%	41	A lot
	12	Some
	3	Only a little
	41	Not at all
	3	Don't know/Refused

Q17 (READ) Now I'd like to ask you some questions about your Internet activities at **home**.

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Please tell me if you ever do any of the following when you go online. Do you ever (INSERT). If YES, did you do this yesterday?

	TOTAL DID THIS	YES, HAVE DONE THIS	YES, DID THIS YESTERDAY	NO, DO NOT DO THIS	DON'T KNOW/ REFUSED
a. Send or read e-mail	99	33	67	1	0
b. Get news online	81	35	46	19	0
c. Get information about travel, such as checking airline ticket prices or hotel rates	82	59	23	18	0
d. Do research for school or training	61	36	24	39	0
e. Look for health or medical information	72	51	21	28	0
g. Not including e-mail, do any type of work or research online for your job	65	29	36	34	*
h. Look for information about a hobby or interest	89	48	41	11	0
i. Go online for no particular reason, just for fun or to pass the time	71	32	39	29	*
k. Look for a product online, such as books, music, toys or clothing	88	56	32	12	0
l. Send "instant messages" to someone who's online at the same time	47	27	21	52	*
m. Take part in "chat rooms" or online discussions with other people	23	13	10	77	0
n. Buy a product online	84	63	21	16	0
o. Buy or make a reservation for a travel service	61	47	14	39	0

Q18 How much, if at all, has the Internet improved... (INSERT), a lot, some, only a little, or not at all?¹

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	DON'T KNOW/ REFUSED
a. Your ability to shop	36	29	18	16	*
March 2001 (n=862):	16	25	18	41	*
March 2000 (n=253):	18	23	19	38	1
b. The way you get information about health care	23	24	22	30	1
March 2001:	17	21	16	45	*
March 2000:	17	18	17	48	1
c. The way you manage your personal finances	24	18	17	41	*
March 2001:	10	13	12	64	*
March 2000:	14	12	11	62	*
d. Connections to members of your family	40	31	14	16	*
March 2001:	29	27	16	28	1
March 2000:	33	27	15	26	*
e. Connections to your friends	43	33	15	9	0
March 2001:	35	30	15	19	*
March 2000:	36	33	14	17	0
f. Your ability to learn about new things	56	30	10	4	0
March 2001:	39	34	14	12	*
March 2000:	50	26	13	11	0
g. The way you pursue your hobbies or interests	35	30	19	16	*
March 2001:	20	28	21	32	*
h. Your ability to meet new people	11	9	13	66	1
March 2001:	9	10	10	71	1
i. Your ability to find ways to deal with problems in your life	9	21	21	47	1
March 2001:	5	16	13	65	1
j. Your ability to do your job	35	20	13	32	1
March 2001:	24	15	10	50	1

¹ Trends for this question based on March 2001 Longitudinal Tracking Survey, conducted March 7-April 8, 2001, based on N=1,501 adults 18 and older, re-interviewed from the March 2000 Internet Tracking Survey, and on March 2000 Internet Tracking Survey, conducted March 1-31, 2000, based on N=3,533 adults 18 and older (these items asked March 20 to March 31, 2000 only)

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	DON'T KNOW/REFUSED
k. Your ability to become more involved with groups and organizations you already belong to	12	22	21	45	1
Feb 2001 [n=1,697] ² :	12	24	14	50	1
l. Your ability to connect with groups and organizations that are based in your local community	11	20	23	44	1
Feb 2001:	5	18	17	59	1
m. Your knowledge of politics and public affairs	19	30	23	26	1

Q19 Since getting a high-speed Internet connection at home, would you say you have spent more time online at home, less time online, or hasn't this changed?

%	61	More time online
	5	Less time online
	33	No change
	1	Don't know/Refused

² Trends in items k and l based on February 2001 Internet Communities Survey, conducted January 17-February 11, 2001, N=3,002 adults age 18 and older. Wording in trend items as follows: "Becoming more involved with groups and organizations you already belong to" and "Connecting with groups and organizations that are based in your local community"

Q19.1 What would you say you do more online since getting high-speed Internet access in the home? (ACCEPT UP TO THREE RESPONSES)

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Based on those who have spent more time online since high-speed connection [N=311]

%	19	Send or read e-mail
	14	Download/upload files including music and movies
	9	Play games
	13	Shop on-line
	31	Look up information
	5	Banking/financial/money
	4	Browsing/surfing
	3	Chat
	6	Reading news
	5	Travel/vacation/hobby/family/leisure
	4	Work
	5	Everything/all/faster
	4	Other
	5	Don't know/Refused

Q20 What would you say you have spent the **most** time doing online since getting high-speed Internet access in the home? (ACCEPT UP TO THREE RESPONSES)

%	28	E-mailing
	8	Downloading files including music and movies
	7	Playing games
	6	Shopping on-line
	32	Looking up information
	4	Banking/financial/money
	2	Browsing/surfing
	4	Chat
	6	Reading news
	6	Travel/vacation/hobby/family/leisure
	7	Work
	1	Everything/all/faster
	3	Other
	4	Don't know/Refused

Q21 Thinking about what you used to do before you got high-speed access at home... Is there anything you now do online **because** of your high-speed Internet connection that you did not do before? If YES, And what would that be? (ACCEPT UP TO THREE RESPONSES)

%	52	Yes
	15	Download or upload files w/graphics and music
	10	Look up more info/research
	7	Shop more
	7	Watch movies/radio
	5	All of it-more access
	4	Reading news
	3	Spend time differently
	3	E-mail files
	3	Games
	2	Work more
	2	Leisure/hobby/travel
	2	Bills/financial/taxes
	2	Browse/surf
	1	Chat/instant messaging
	1	Use internet instead of phone
	*	Burn CDs
	*	Take classes online/education
	*	Multiple users
	*	Delete ads
	*	Hosting web sites
	*	Other type of connection
	45	No
	3	Don't know/Refused

Q22 Since getting high-speed Internet access, have you been doing more information searches online at home related to everyday things, such as looking up people's addresses, or getting recipes, or looking up facts?

%	68	Yes
	32	No
	*	Don't know/Refused

Q23 Have you been doing more **work-related** tasks at home since getting high-speed Internet access, fewer such tasks, or hasn't there been any change?

%	33	More work-related tasks
	1	Fewer work-related tasks
	65	No change
	1	Don't know/Refused

Q24 Do you ever **telecommute** – that is, work at home using your computer rather than going to a place of work?

%	33	Yes
	66	No
	1	Don't know/Refused

Q24.1 How often would you say that you **telecommute** since getting a high-speed Internet connection at home... several times a week, once a week, several times a month, or less than once a month?

Based on those who telecommute [N=167]

%	40	Several times a week
	16	Once a week
	19	Several times a month
	22	Less than once a month
	2	Never
	2	Don't know/Refused

Q24.2 Do you telecommute more often now that you have high-speed Internet access at home?

Based on those who telecommute [N=167]

%	59	Yes
	40	No
	1	Don't know/Refused

Q25 On another topic, did you **change** the location of your computer in your home after getting high-speed Internet access?

%	11	Yes
	89	No
	*	Don't know/Refused

Q25.1 Where was your computer **before** you got high-speed Internet access in your home?

Based on those who have changed location of computer after high-speed connection [N=56]

%	0	Kitchen
	14	Recreation Room
	21	Living/Family Room
	25	Bedroom
	5	Study
	2	Basement
	11	Office
	5	Dining Room
	4	Same room/Different area
	5	Different house/location
	5	Other
	2	Don't know/Refused

Q25.2 To where did you **move** your computer after you got high-speed Internet access in your home?

10

Based on those who have changed location of computer after high-speed connection [N=56]

%	0	Kitchen
	5	Recreation Room
	13	Living/Family Room
	16	Bedroom
	18	Study
	7	Basement
	14	Office
	9	Dining Room
	2	Same room/Different area
	0	Different house/location
	9	Computer Room
	5	Other
	2	Don't know/Refused

COMPUTERS How many computers are in your household, including desktop computers as well as laptops?

%	60	1 to 2
	27	3 to 4
	9	5 to 6
	4	7 or more
	0	Don't know/Refused

NETWORK Do you happen to have a computer network that links your computers at home together, whether through network cable or a wireless network?

Based on those who have more than one computer at home [N=350]

%	55	Yes
	45	No
	1	Don't know/Refused

NETWORK.B Did you install the computer network at home before you got the high-speed Internet connection, at the same time, or after you got the high-speed connection?

Based on those who have computer network linking computers at home [N=191]

%	28	Before
	28	At the same time
	43	After
	2	Don't know/Refused

Q26 After getting a high-speed Internet connection at home, has it been easier for family members to share access to the **computer**, harder for them to share access, or has it made no difference?

%	43	Easier
	4	Harder
	49	Made no difference
	4	Only user/Does not apply
	1	Don't know/Refused

Q27 After getting a high-speed Internet connection at home, has it been easier for family members to share access to the **Internet**, harder for them to share access, or has it made no difference?

%	52	Easier
	2	Harder
	41	Made no difference
	4	Only user/Does not apply
	1	Don't know/Refused

Q28 Overall, would you say other members of your family spend more time online at home since getting high-speed Internet access?

Based on those with more than one high-speed Internet user at home [N=488]

%	65	Yes
	34	No
	1	Don't know/Refused

Q29 What do you enjoy the **most** about having high-speed Internet access at home?

%	50	The speed of connecting to the Internet
	19	The convenience of being able to look up something quickly
	8	Downloading music and movies more easily
	7	My ability to use the phone while I'm online
	3	Always on/connected
	2	Access/availability
	2	E-mail/contacts
	1	Reliability
	1	Work issues
	1	Multi-users
	1	Gaming issues
	1	Everything
	1	Multi-tasking
	2	Other
	2	Don't know/Refused

Q30 Are there any specific online activities you have **enjoyed** more since getting high-speed Internet access at home? (ACCEPT UP TO TWO RESPONSES)

12

%	15	Downloading audio/video/music
	11	No/none
	10	Everything
	8	Gaming
	4	Shopping
	4	Research
	4	Browsing/surfing web
	3	Chat/instant messaging
	2	E-mail
	2	Hobbies/interests
	2	Banking/financial
	2	Getting news
	1	Work
	1	Other
	32	Don't know/Refused

Q31 Now thinking about the impact of high-speed access in another way... Can you tell me about any **negative** impacts of having high-speed access... Any specific problems or just important home activities that have been cut back?

%	13	No/none
	10	Cable down/cable issues
	7	Cost
	3	Spam/porn/negative websites
	3	Firewall/security issues
	2	Spend less time with family/friends
	2	Waste more time/Goof off more online
	2	User/technical difficulties
	1	Less TV time
	1	Disputes over use of Internet/computers
	1	Neglect other tasks
	1	E-mail issues/hassles
	1	Get less exercise
	1	Read less
	*	Work more
	8	Other negative impacts/general
	48	Don't know/Refused

Q32 Now... Please tell me if you ever do any of the following when you go online. Do you ever (INSERT). If YES, did you do this yesterday?

	TOTAL DID THIS	YES, HAVE DONE THIS	YES, DID THIS YESTERDAY	NO, DO NOT DO THIS	DON'T KNOW/ REFUSED
a. Play a lottery or gamble online	5	3	2	95	0
b. Buy or sell stocks, mutual funds, or bonds	25	20	5	75	0
c. Play a game online	49	27	22	51	0
d. Participate in an online auction	36	26	10	64	0
e. Do online banking or bill paying	53	31	22	47	0
f. Listen to music online at a web site for a radio station, music store, recording artist or music service	58	39	19	42	0
g. Download music files onto your computer so you can play them at any time you want	50	33	17	50	0
h. Visit an adult web site	21	16	6	78	*
i. Share files from your own computer such as music, video, or picture files, or computer games with others online	43	26	17	57	0
j. Download other kinds of files such as games, video files, or picture files	63	40	22	37	0
k. Get photos developed or store or display photos online	43	29	14	57	*
l. Watch a video clip	65	44	21	35	*
m. Watch a movie online	12	8	4	88	0
n. Download a movie	15	10	5	85	0
o. Buy groceries or other household items	25	19	6	75	0
p. Create content for the Internet such as helping build a web site, creating an online diary, or posting to an online bulletin board or other online community	39	23	16	61	*
q. Store files at a remote Internet site	19	11	8	79	2

Q33 Thinking about the leisure activities you do online, are you spending more time online doing leisure activities now that you have high-speed access, less time, or the same amount of time?

%	41	More leisure time online
	5	Less leisure time online
	51	Same amount of leisure time online
	2	Do not do leisure activities online
	1	Don't know/Refused

GAME01 You mentioned that you have played games online. How often would you say you play games online?

Based on those who play games online [N=248]

%	16	Every day
	25	Several times a week
	21	Several times a month
	37	Just a few rimes a year
	*	Don't know/Refused

GAME02 How satisfied are you with the overall experience of the games you play online?

Based on those who play games online [N=248]

%	38	Very satisfied
	52	Fairly satisfied
	6	Not too satisfied
	1	Not at all satisfied
	3	Don't know/Refused

GAME03 Since getting high-speed Internet access at home, would you say you play games online more often, play less often, or has there been no change?

Based on those who play games online [N=248]

%	46	More often
	4	Less often
	50	No change
	0	Don't know/Refused

GAME04 Since getting high-speed Internet access, have you been playing online games that are different from the ones you used to play?

Based on those who play games online [N=248]

%	45	Yes
	52	No
	3	Don't know/Refused

DOWN01 On another topic, how often would you say you download files, including music files, onto your computer from the Internet?

Based on those who download files [N=378]

%	32	Frequently
	32	Sometimes
	27	Not very often
	8	Never
	1	Don't know/Refused

DOWN02 Would you say you download files onto your computer, including music files, more often now that you have high-speed Internet access, less often, or has there been no change?

Based on those who download files [N=378]

%	69	More often
	2	Less often
	29	No change
	*	Don't know/Refused

STREAM01 Have you ever listened to or watched streaming audio or streaming video casts on your computer?

%	57	Yes
	39	No
	4	Don't know/Refused

STREAM02 How often do you listen to/watch streaming audio or video casts?

Based on those who listen to/watch audio or video casts [N=290]

%	5	Every day
	16	Several times a week
	40	Several times a month
	39	Just a few rimes a year
	*	Don't know/Refused

STREAM03 Would you say you listen to or watch streaming audio or video more often now that you have high-speed Internet access at home, less often, or has there been no change?

Based on those who listen to/watch audio or video casts [N=290]

%	72	More often
	*	Less often
	27	No change
	*	Don't know/Refused

MOVIE01 How often would you say you watch movies online or download movies?

Based on those who watch movies online [N=92]

%	3	Every day
	13	Several times a week
	28	Several times a month
	50	Just a few rimes a year
	5	Don't know/Refused

MOVIE02 How satisfied are you with the visual and audio quality of the movies you watch online or download?

Based on those who watch movies online [N=92]

%	22	Very satisfied
	59	Fairly satisfied
	12	Not too satisfied
	2	Not at all satisfied
	5	Don't know/Refused

Q34 Now I'd like to ask you some questions about the quality of your high-speed Internet connection...
In general, how would you rate the overall quality of your Internet access at home – excellent, good, just fair, or poor?

%	40	Excellent
	50	Good
	9	Just fair
	1	Poor
	*	Don't know/Refused

Q35 When you go online at home, how often have you been frustrated (INSERT), frequently, some of the time, not very often, or never?

	FREQUENTLY	SOME OF THE TIME	NOT VERY OFTEN	NEVER	DON'T KNOW/ REFUSED
a. Trying to find something on the Internet	10	30	44	16	0
b. With 'pop-up' advertisements	66	19	8	7	0
c. Getting unwanted junk e-mail	58	15	18	8	*
d. With the speed of your Internet connection	5	19	40	36	*

Q36 Has your high-speed Internet access at home been reliable, that is, has it worked every day without interruption?

%	50	Yes
	50	No
	*	Don't know/Refused

Q36.1 Has your high-speed Internet access failed frequently, occasionally, or only once or twice?

Based on those whose high-speed access has not been reliable [N=252]

%	7	Frequently
	48	Occasionally
	45	Only once or twice
	0	Don't know/Refused

Q37 Since getting high-speed access, have you taken additional computer security precautions, such as installing a firewall?

%	56	Yes
	42	No
	2	Don't know/Refused

Q38 Since getting high-speed access, has your computer been infected with a virus because of the "always on" nature of the high-speed connection?

%	14	Yes
	83	No
	3	Don't know/Refused

Q38.1 Would you say that the virus did substantial damage to your computer and files, some damage, only a little damage, or no damage at all?

Based on those with computer virus since high-speed access [N=70]

%	16	Substantial damage
	21	Some damage
	20	Only a little damage
	43	No damage at all
	0	Don't know/Refused

Q39 Generally speaking, would you say your experience with high-speed Internet access at home has completely lived up to your expectations, mostly lived up to your expectations, sometimes lived up to your expectations, or not lived up to your expectations at all?

%	35	Completely
	56	Mostly
	7	Sometimes
	1	Not at all
	1	Don't know/Refused

Q39.1 What is it about high-speed Internet access that has not lived up to your expectations?

Based on those whose high-speed access not lived up to expectations [N=42]

%	12	Too expensive/Not worth the cost
	31	Couldn't get high-speed Internet access
	38	Not reliable
	12	Other
	14	Don't know/Refused

Q40 Generally speaking, how would you rate your experience on the Internet since you switched to high-speed access at home from a slower dial-up connection?

%	75	Improved a lot
	18	Improved somewhat
	5	About the same
	*	Not a s good
	2	Don't know/Refused

Q41 Has using the Internet changed the amount of time you spend... (INSERT), or not? If YES, has the Internet increased or decreased the amount of time you spend doing this?³

	YES, INCREASED	YES, DECREASED	NO, HAS NOT CHANGED	DON'T KNOW/ REFUSED
a. Working at the office	3	10	84	2
March 2001:	10	6	84	1
b. Working at home	25	3	71	1
March 2001:	14	5	81	1
c. Shopping in stores	3	31	67	0
March 2001:	4	18	78	0
d. Commuting in traffic	1	13	86	1
March 2001:	1	6	92	*
e. Reading newspapers	5	18	77	0
March 2001:	5	14	81	*
f. Watching television	1	37	62	*
March 2001:	3	25	72	*
g. Spending time with your family	5	8	87	*
March 2001:	6	6	88	1
h. Spending time with your friends	5	3	92	*
March 2001:	8	2	90	*
i. Attending social events and activities	3	3	94	0
March 2001:	5	2	93	*

³ Trends for this question based on March 2001 Longitudinal Tracking Survey, conducted March 7-April 8, 2001, based on N=1,501 adults 18 and older, re-interviewed from the March 2000 Internet Tracking Survey.

PROV Who is your **primary** Internet Service Provider at home?

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%	6	AOL
	4	Earthlink/Mindspring
	3	MSN
	12	AT&T Worldnet
	*	CompuServe
	0	Juno Web
	0	WorldCom
	*	Ameritech
	*	Prodigy
	5	Verizon (East and West)
	1	Adelphia
	6	Bell South/Pacific Bell
	1	Cablevision
	6	Charter
	9	Comcast
	6	Cox
	2	Media One
	10	Road Runner
	7	AOL Time Warner
	18	Other
	4	Don't know/Refused

PROV2 Which company provides the high-speed Internet connection at your home? Usually it is the phone company, cable company, or a satellite provider. This is often usually a different company from your actual Internet Service Provider

%	5	Verizon
	1	SBC
	1	Qwest
	9	Comcast
	2	Cablevision
	2	Adelphia
	16	AOL Time Warner
	7	Cox
	1	Earthlink
	*	DirecTV DSL
	1	DSL.com
	31	Same as ISP Provider
	3	Bell South/Pacific Bell
	2	Media One
	*	Road Runner
	3	Charter
	5	AT&T Worldnet
	8	Other
	4	Don't know/Refused

COST To the nearest dollar, about how much do you pay each month for Internet access in your home, counting both what you pay to the Internet Service Provider and for high-speed access?

%	3	\$0 to \$20
	40	\$21 to \$40
	39	\$41 to \$60
	6	\$61 to \$80
	1	\$81 to \$97
	1	\$98 or more
	11	Don't know/Refused

COST2 Since you first got high-speed access, has the charge for that access been increased from what you originally paid?

%	36	Yes
	56	No
	8	Don't know/Refused

COST3 By how much would you say the price has increased?

Based on those whose high-speed access charge increased [N=184]

%	84	\$0 to \$20
	6	\$21 to \$40
	2	\$41 to \$60
	0	\$61 to \$80
	0	\$81 to \$97
	1	\$98 or more
	8	Don't know/Refused

Q42 And overall, how much do you think the extra money you spend on having high-speed Internet access in your home is worth it?

%	58	A lot
	27	Some
	7	Only a little
	5	Not at all
	4	Don't know/Refused

Q43 In addition to other ways you go online, do you access the Internet using a wireless device, such as a Blackberry, cellphone, or other handheld device?

%	12	Yes
	87	No
	1	Don't know/Refused