

Thank you for taking time to complete this survey. Your help in this effort is greatly appreciated. If you have any additional comments that you would like to make, please feel free to note them below.

Internet Connectivity and Use in Nebraska: A Household Survey



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Your Household's Use of Technology

Q1. Which of the following devices does your household use? Which of the following devices does your household use to connect to the Internet? Check all that apply for each column.

	Use ▼	Access Internet With ▼
a. Desktop computer	<input type="checkbox"/>	<input type="checkbox"/>
b. Laptop computer	<input type="checkbox"/>	<input type="checkbox"/>
c. Regular cell phone (not a smartphone)	<input type="checkbox"/>	<input type="checkbox"/>
d. Smartphone	<input type="checkbox"/>	<input type="checkbox"/>
e. Tablet computer (iPad, Samsung Galaxy, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
f. iPod or other MP3 player	<input type="checkbox"/>	<input type="checkbox"/>
g. Game consoles	<input type="checkbox"/>	<input type="checkbox"/>
h. e-book reader (Kindle, Nook, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
i. Smart TV	<input type="checkbox"/>	<input type="checkbox"/>
j. Blu-ray player	<input type="checkbox"/>	<input type="checkbox"/>
k. Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

Q2. Which type of Internet service, if any, do you have at your home? Circle the number of all that apply.

- 1 Do not have Internet at home (*Go on to Q3*)
- 2 Dial up telephone line (*Skip to Q5*)
- 3 DSL-enabled phone line (*Skip to Q7*)
- 4 Satellite connection (*Skip to Q7*)
- 5 Fixed wireless provider (*Skip to Q7*)
- 6 Cable modem (*Skip to Q7*)
- 7 Fiber to the home (*Skip to Q7*)
- 8 Wireless mobile card or cellular service (*Skip to Q7*)
- 9 Don't know (*Skip to Q7*)
- 10 Other: _____

Q38. Do you or your spouse/partner regularly telecommute (work from home for your employer) during the week? Circle a number for each if applicable.

	Yourself ▼	Your spouse/partner (if applicable) ▼
Yes, full-time	1	1
Yes, part-time.....	2	2
No	3	3
Not applicable	4	4

Q39. Listed below are several broad categories of occupations. Please circle the description that best describes your and your spouse/partner's (if applicable) primary occupation. Please circle only one number for each person.

	Yourself ▼	Your spouse/partner (if applicable) ▼
Management, professional or education	1	1
Sales or office support	2	2
Construction, installation or maintenance	3	3
Production, transportation or warehousing	4	4
Agriculture	5	5
Food service or personal care	6	6
Healthcare support or public safety	7	7
Other (please specify): _____	8	8

Q35. Were you or your spouse/partner employed either on a full-time, part-time, or seasonal basis (including self-employment) at any time during 2013? Circle the number of your answer for each if applicable.

	Yourself	Your spouse/partner (if applicable)
Yes	1	1
No	2	2

If neither you nor your spouse/partner were employed, you are now finished with the survey. Otherwise, please answer each of the next questions for yourself and your spouse or partner, if you have one.

Q36. Does anyone in your household currently own and operate a business, farm or ranch? Circle the number of your answer.

- 1 We own and operate a farm or ranch and another type of business (*Go to Q37*)
- 2 We own and operate only a business (*Go to Q37*)
- 3 We own and operate only a farm or ranch (*Skip to 38*)
- 4 No, we do not own and operate either (*Skip to Q38*)

Q37. Is this business based out of your home? Circle the number of your answer.

- 1 Yes
- 2 No

Q3. What is the main reason you don't use the Internet at home? Circle the number of all that apply.

- 1 Don't have a computer
- 2 My computer is too old
- 3 No interest in using the Internet/don't need it
- 4 Don't know how to use the Internet
- 5 Internet service is not available in my area
- 6 Too expensive
- 7 Worried about others getting access to my personal information
- 8 Other: _____

Q4. Which, if any, of the following items would motivate you to subscribe to Internet service? Circle all that apply.

- 1 To communicate with family and friends
- 2 For learning new information
- 3 For entertainment
- 4 For buying goods and services
- 5 To manage my health care or the health care of others
- 6 To be able to work from home
- 7 None of the above
- 8 Other: _____

Now skip to Q13.

Q5. If you do not have a broadband or high-speed connection, do you plan to acquire a broadband or high-speed Internet connection? If you already have a broadband or high-speed connection, skip to Q7.

- | | |
|-----------------------------------|----------------|
| 1 Yes, as soon as it is available | 5 No, not ever |
| 2 Yes, within a year | 6 Don't know |
| 3 Yes, within 2 to 3 years | 7 Other: _____ |
| 4 No definite plans | |

Q6. Why don't you currently use a broadband or high-speed connection? *Circle the number of all that apply.*

- 1 It is not available
- 2 It is too expensive
- 3 I don't know enough about it
- 4 I'm satisfied with my current connection
- 5 I don't like choice of service providers available
- 6 I can't see the benefit of a broadband connection
- 7 I don't know
- 8 Other: _____

Q7. Do you have a home wireless network? *Circle the number of your answer.*

- 1 Yes
- 2 No

Q8. How satisfied are you with the following aspects of your Internet service? *Circle a number for each.*

	Very Dissatisfied	Somewhat Dissatisfied	Neither	Somewhat Satisfied	Very Satisfied
a. Price	1	2	3	4	5
b. Reliability	1	2	3	4	5
c. Speed	1	2	3	4	5
d. Customer service	1	2	3	4	5
e. Overall satisfaction	1	2	3	4	5
f. Other (specify): _____	1	2	3	4	5

Q31. What was your approximate household income from all sources, before income taxes, for 2013? For those who are self-employed, please report your NET income after business expenses. *Circle the number of your answer.*

- 1 Less than \$10,000
- 2 \$10,000-\$19,999
- 3 \$20,000-\$29,999
- 4 \$30,000-\$39,999
- 5 \$40,000-\$49,999
- 6 \$50,000-\$59,999
- 7 \$60,000-\$74,999
- 8 \$75,000-\$99,999
- 9 \$100,000 or more

Q32. What is your gender? *Circle the number of your answer.*

- 1 Male
- 2 Female

Q33. Are you Spanish/Hispanic/Latino? *Circle the number of your answer.*

- 1 Yes
- 2 No

Q34. Which racial group do you most closely identify yourself with? *Circle the number of your answer.*

- 1 White
- 2 Black/African American
- 3 American Indian/Alaska Native
- 4 Asian or Pacific Islander
- 5 Other _____

Q25. Do you live within the city limits? *Circle the number of your answer.*

- 1 Yes
- 2 No

Q26. What is your age? _____

Q27. Including yourself, how many people live in your household? _____

Q28. Do you have children age 18 and under in your household? *Circle the number of your answer.*

- 1 Yes
- 2 No (*Skip to Q30*)

Q29. If yes, how many of your children are in each of the following categories? *Write your answer in each blank. If none, write in "0".*

- a. Younger than 5? _____
- b. Between 6 and 12? _____
- c. Between 13 and 18? _____

Q30. What is your highest level of formal education? *Circle the number of your answer.*

- 1 Less than 9th grade
- 2 9th to 12th grade (no diploma)
- 3 High school diploma (or equivalency)
- 4 Some college, no degree
- 5 Associate (two-year) degree
- 6 Bachelors (four-year) degree
- 7 Graduate or professional degree

Q9. How often does anyone in your household use your Internet connection at home for each of the following items? *Circle a number for each.*

	Daily	Weekly	Every few weeks	Less often	Never
	▼	▼	▼	▼	▼
a. Send or receive e-mail	1.....	2.....	3.....	4.....	5.....
b. Use a social networking site like Twitter, LinkedIn, Facebook, Pinterest or blog	1.....	2.....	3.....	4.....	5.....
c. VoIP, Skype, magicJack	1.....	2.....	3.....	4.....	5.....
d. Two-way audio/video meetings	1.....	2.....	3.....	4.....	5.....
e. Get news/weather information	1.....	2.....	3.....	4.....	5.....
f. Do research or search for information	1.....	2.....	3.....	4.....	5.....
g. Look for health information	1.....	2.....	3.....	4.....	5.....
h. Monitor and manage health care	1.....	2.....	3.....	4.....	5.....
i. Visit a government website	1.....	2.....	3.....	4.....	5.....
j. Student homework & grade monitoring	1.....	2.....	3.....	4.....	5.....
k. Taking online course	1.....	2.....	3.....	4.....	5.....
l. Look online for job information	1.....	2.....	3.....	4.....	5.....
m. Apply for a job online	1.....	2.....	3.....	4.....	5.....
n. Telework from home	1.....	2.....	3.....	4.....	5.....
o. Use for home-based business	1.....	2.....	3.....	4.....	5.....
p. Buy a product online	1.....	2.....	3.....	4.....	5.....
q. Sell a product online	1.....	2.....	3.....	4.....	5.....
r. Make travel arrangements	1.....	2.....	3.....	4.....	5.....
s. Make a donation to charity	1.....	2.....	3.....	4.....	5.....
t. Online banking or bill pay	1.....	2.....	3.....	4.....	5.....
u. Buy or sell stocks, mutual funds, bonds	1.....	2.....	3.....	4.....	5.....
v. Watch a video on videosharing site like YouTube or GoogleVideo	1.....	2.....	3.....	4.....	5.....
w. Watch a television show or movie	1.....	2.....	3.....	4.....	5.....
x. Listening to music	1.....	2.....	3.....	4.....	5.....
y. Play games online	1.....	2.....	3.....	4.....	5.....
z. Other (specify): _____	1.....	2.....	3.....	4.....	5.....

Q10. Has anyone in your household used the Internet to do any of the following items in the past month? Circle the number of all that apply.

- 1 Find/research information on local businesses
- 2 Find online or non-local businesses
- 3 Research/browse products
- 4 Compare prices
- 5 Find coupons or special deals
- 6 Purchase a product
- 7 Rate a product or service using an online rating system

Q11. To what extent do the following factors influence your household's online purchasing? Circle a number for each.

	No Influence	Little Influence	Some Influence	Strongly Influence
	▼	▼	▼	▼
a. Cost	1.....	2.....	3.....	4.....
b. Online customer reviews	1.....	2.....	3.....	4.....
c. Ease of navigating store's website	1.....	2.....	3.....	4.....
d. Recommendations from family/friends	1.....	2.....	3.....	4.....
e. Online promotions	1.....	2.....	3.....	4.....
f. Security	1.....	2.....	3.....	4.....
g. Other: _____	1.....	2.....	3.....	4.....

Q12. How satisfied are you with the following aspects of your cellular phone data service? Circle a number for each. If you don't have cellular data service, skip to Q13.

	Very Dissatisfied	Somewhat Dissatisfied	Neither	Somewhat Satisfied	Very Satisfied
	▼	▼	▼	▼	▼
a. Price	1.....	2.....	3.....	4.....	5.....
b. Coverage area	1.....	2.....	3.....	4.....	5.....
c. Speed	1.....	2.....	3.....	4.....	5.....
d. Customer service	1.....	2.....	3.....	4.....	5.....
e. Overall satisfaction	1.....	2.....	3.....	4.....	5.....
f. Other (specify): _____	1.....	2.....	3.....	4.....	5.....

Q23. Broadband enables many applications. Please indicate how important you think each of the following applications are. Circle a number for each.

	Not at all Important	Not too Important	Somewhat Important	Very Important
	▼	▼	▼	▼
a. Exchanging health information so that providers have a complete health record when treating you	1.....	2.....	3.....	4.....
b. Using telemedicine to consult with health care providers	1.....	2.....	3.....	4.....
c. Using telehomecare to monitor chronic health conditions	1.....	2.....	3.....	4.....
d. Taking advantage of distance learning opportunities	1.....	2.....	3.....	4.....
e. Using videoconferencing for visiting with distant friends and relatives	1.....	2.....	3.....	4.....
f. Using broadband applications to work from home (i.e., file sharing, video conferencing)	1.....	2.....	3.....	4.....
g. Monitoring and adjusting energy use through smart grid applications	1.....	2.....	3.....	4.....
h. Using GIS/GPS services	1.....	2.....	3.....	4.....
i. Using government services online (paying for taxes or applying for licenses online)	1.....	2.....	3.....	4.....
j. Online banking	1.....	2.....	3.....	4.....
k. Purchasing goods online	1.....	2.....	3.....	4.....
l. Watching movies/TV shows online	1.....	2.....	3.....	4.....
m. Online gaming	1.....	2.....	3.....	4.....
n. Other: _____	1.....	2.....	3.....	4.....

Demographics

Q24. What is your zip code? _____

Q21. How interested would anyone in your household be in taking the following information technology courses? Circle a number for each.

	Not at All Interested	Somewhat Interested	Very Interested
a. Basic computer use	1.....	2.....	3.....
b. E-mail use	1.....	2.....	3.....
c. Using the Internet	1.....	2.....	3.....
d. Website development	1.....	2.....	3.....
e. Basic computer networking	1.....	2.....	3.....
f. Audio/video production	1.....	2.....	3.....
g. Social media (Facebook, Twitter, etc.)	1.....	2.....	3.....
h. Writing for the Web	1.....	2.....	3.....
i. Other: _____	1.....	2.....	3.....

Q22. How useful do you find each of the following delivery options for training? Circle a number for each.

	Not at all Useful	Somewhat Useful	Very Useful
a. CD or DVD	1.....	2.....	3.....
b. Delivery of information via a newsletter	1.....	2.....	3.....
c. Delivery of information via a blog, wiki, social network	1.....	2.....	3.....
d. Online courses	1.....	2.....	3.....
e. Webinar format (online seminar)	1.....	2.....	3.....
f. Face to face all day workshops with hands-on computer work	1.....	2.....	3.....
g. Face to face half-day (3 - 4 hours) workshops with hands-on computer work	1.....	2.....	3.....
h. Videos (YouTube)	1.....	2.....	3.....
i. Other: _____	1.....	2.....	3.....

Community Technology Resources

Q13. Which of the following types of Internet services are available in your neighborhood, community or area? Circle all that apply.

- 1 Dial up service using a phone modem
- 2 DSL-enabled phone line
- 3 Satellite connection
- 4 Fixed wireless connection
- 5 Cable modem
- 6 Fiber to the home
- 7 Wireless mobile card or cellular service
- 8 Don't know
- 9 Other: _____

Q14. How satisfied are you with the types of Internet services available in your community or area? Circle the number of your answer.

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Neither dissatisfied nor satisfied
- 4 Somewhat satisfied
- 5 Very satisfied
- 6 Don't know

Q15. How adequate do you feel the Internet service available in your community or area is for each of the following? Circle a number for each.

	Not at all adequate	Somewhat adequate	Very adequate
a. Your household	1.....	2.....	3.....
b. Current businesses	1.....	2.....	3.....
c. Attracting new businesses	1.....	2.....	3.....
d. Attracting new residents	1.....	2.....	3.....
e. Future generations	1.....	2.....	3.....

Q16. Do you have access to a public facility in your neighborhood or community, such as a library or school, where you can use an Internet-accessible computer for free? Circle the number of your answer.

- 1 Yes
- 2 No (*Skip to Q19*)
- 3 Don't know (*Skip to Q19*)

Q17. If yes, how often do you use the computer resources at this public facility? Circle the number of your answer.

- 1 More than once a week
- 2 About once every week
- 3 About twice a month
- 4 About once a month
- 5 About once every few months
- 6 Less often
- 7 Never

Q18. How satisfied are you with the following items at this public facility? Circle a number for each.

Very Dissatisfied	Somewhat Dissatisfied	Neither	Somewhat Satisfied	Very Satisfied
▼	▼	▼	▼	▼

- a. Hours computers are available 12.....3.....4.....5
- b. Number of available computers 12.....3.....4.....5
- c. Location of facility 12.....3.....4.....5
- d. Building accessibility 12.....3.....4.....5
- e. Availability of technical training 12.....3.....4.....5
- f. Other: _____ 12.....3.....4.....5

Q19. How strongly do you agree or disagree with the following statements about public Internet 'hotspots' (Wi-Fi access points or areas for connecting to the Internet such as at airports, coffee shops, restaurants, etc.)? Circle a number for each.

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
▼	▼	▼	▼	▼

- a. It is important to have free public Internet 'hotspots' available in the community. 123.....45
- b. I am more likely to frequent businesses that offer free Internet 'hotspots'. 123.....45

Technology Training Needs

Q20. Which of the following do you use to stay up to date on technology? Circle the number of all that apply.

- 1 Searching on the Internet
- 2 Reading technology related publications and popular magazines
- 3 Attending seminars and workshops
- 4 Reading newspapers
- 5 Online courses
- 6 Talk to family and friends
- 7 Videos (YouTube)
- 8 Podcasts (downloadable videos)
- 9 Webinars (online seminar)
- 10 Other: _____