

Topline questionnaire

**PEW RESEARCH CENTER
2015 EDUCATIONAL ECOSYSTEM SURVEY
FINAL TOPLINE
OCT. 13 – NOV. 13, 2015
TOTAL N=2,752
CELLPHONE RESPONDENTS N=1,789**

BBHOME1 Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?⁷

BBHOME2 [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on those who use the internet at home

	Dial-up	Higher speed	(VOL.) BOTH dial-up and higher speed	(vol.) Access net on cellnet or tablet	(vol.) No home access	(vol.) None of the above	(VOL.) dk	(VOL.) ref.
Current [N=2,217]	3	84	1	4	3	n/a	5	1

SUMMARY OF HOME BROADBAND

Based on those who use the internet at home

current			July 2015
% 85	Home broadband users		92
15	No home broadband/DK		8
[N=2,217]			[N=1,509]
Based on Total			July 2015
current			
% 67	Home broadband users		67
33	No home broadband/DK		33

DEVICE1a Next, do you have a cell phone, or not?

Yes	No	(VOL.) Don't know	(VOL.) Refused
91	9	0	0

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?

⁷ In July 2015, question was asked of home internet subscribers. In April 2015, question wording was: "Is your internet connection AT HOME through a slow-speed link such as dial-up... OR do you have a high-speed, broadband link" Prior to April 2015, trends asked about specific types of home broadband connections such as DSL, cable modem, wireless broadband/satellite, fiber optic, T-1 or other high-speed access.

⁸ May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

Based on cell phone owners

Yes, 76	No, not a smartphone 17	Not sure/ don't know 7	(vol.) Refused *
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[READ TO ALL:] Now I'd like to ask you some questions about how you approach different situations when you want to learn something new.

Q3 How well do each of the following statements describe you? How about this statement: [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Does this describe you very well, somewhat well, not too well, or not well at all?] Next: [INSERT NEXT ITEM].

	VERY WELL	SOME-WHAT WELL	NOT TOO WELL	NOT WELL AT ALL	(VOL.) STILL IN SCHOOL	(VOL.) DK	(VOL.) REFUSED
a. I often find myself looking for new opportunities to grow as a person.	58	31	6	4	n/a	*	*
b. I am not the type of person who feels the need to probe deeply into new situations or things.	13	30	22	33	n/a	1	1
c. I like to gather as much information as I can when I come across something that I am not familiar with.	61	31	5	3	n/a	*	*
d. I am easily distracted when I try to concentrate.	16	28	23	33	n/a	*	*
e. I am really glad I am no longer in school and don't have to go to classes anymore.	31	20	16	25	7	1	1
f. I think of myself as a lifelong learner.	73	20	4	3	n/a	*	*

[READ TO ALL:] Next I have a few questions related to your PERSONAL INTERESTS, outside of a job or work. This might include interests related to a hobby, your home, health, religion, your community or other areas of personal interest to you.

Q13 [FOR FIRST TWO RANDOMIZED ITEMS: In the past 12 months, have you [INSERT ITEMS; RANDOMIZE]?]

[FOR REMAINING ITEMS: Have you [INSERT NEXT ITEM]? [IF NECESSARY: Have you done this in the past 12 months, or not?]]

YES	NO	(VOL.) DK	(VOL.) REFUSED
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a. Taken a course related to your personal interest or hobbies	25	75	*	*
b. Read how-to magazines, consumer magazines, or other publications related to some area of personal interest	58	41	*	*
c. Attended a meeting where you learned new information such as a book club, a sports club, arts club or a health-related support group	35	65	*	*

NO ITEM D

e. Attended a convention or conference where you learned about something of personal interest, like a garden show, a car show, a science fiction convention, or a music conference	30	70	0	*
f. Taken an online course	16	83	*	0

Q15 Thinking about the learning activities or the courses you have taken for a personal interest, where did these learning activities take place? Did you do this [INSERT ITEMS; RANDOMIZE; ‘SOME OTHER PLACE’ ALWAYS LAST]? How about [INSERT NEXT ITEM]? [IF NECESSARY: Did any of these learning activities or courses for a personal interest take place (ITEM)?]

Based on personal learners [N=2,121]⁹

	YES	NO	(VOL.) DK	(VOL.) REF.
a. At a library	23	76	*	0
b. At a high school, community college, or university	35	65	*	*
c. At a community center or museum	29	71	*	0
d. At a church, temple, or synagogue	26	74	*	0
e. On the internet	52	48	*	*
f. At some other place I haven't mentioned (SPECIFY)	31	67	2	*

Q16 Again, thinking about these learning activities or courses you took in the past 12 months related to a personal interest, how much of this took place online using a computer, tablet or smartphone? Please include any material you got from instructional or how-to videos. Did you do all of the learning online, most of it, only some of it, or none of it online?

Based on personal learners [N=2,121]

current

⁹ Personal learners are defined as respondents who have done any learning activities for a personal interest in the past 12 months outside of a job or work (“yes” to any Q13 item).

%	10	All of it online
	21	Most of it online
	39	Only some of it online
	30	None of it online
	*	(VOL.) Don't know
	*	(VOL.) Refused

[READ TO ALL:] Now I would like to ask you a few questions about how you deal with modern information and communications technology.

Q19 Please tell me how well each of the following statements describes you. First: [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Does this describe you very well, somewhat well, not too well, or not well at all?] Next: [INSERT NEXT ITEM].

	VERY WELL	SOMEWHAT WELL	NOT TOO WELL	NOT WELL AT ALL	(VOL.) DK	(VOL.) REFUSED
a. When I get a new electronic device, I usually need someone else to set it up or show me how to use it.	26	20	11	42	1	1
b. I am more productive because of all of my electronic information devices.	32	35	14	18	*	*
c. I find it difficult to know whether the information I find online is trustworthy.	22	38	16	23	1	1
d. Between phone calls, texts, emails, social media, or other messages, I deal with too much information in my daily life.	20	32	21	26	1	1

Q20 Overall, how confident do you feel using computers, smartphones, or other electronic devices to do the things you need to do online? Do you feel very confident, somewhat confident, only a little confident, or not at all confident?

Based on all internet users or smartphone owners [N=2,458]

	Current	
%	54	Very confident
	32	Somewhat confident
	10	Only a little confident
	4	Not at all confident
	*	(VOL.) Don't know
	*	(VOL.) Refused

Q21 Please tell me how familiar, if at all, you are with the following educational resources or concepts. (First, how familiar are you with / Next,) [INSERT ITEMS; RANDOMIZE]? [READ FOR FIRST ITEM, THEN AS NECESSARY: Are you very familiar, somewhat familiar, not too familiar, or not at all familiar?]

	VERY	SOME- WHAT	NOT TOO	NOT AT ALL	(VOL.) DK	(VOL.) REF.
a. Distance learning	14	24	12	49	1	*
b. Digital badges	4	12	13	69	1	*
c. Khan Academy	9	10	10	69	1	*
d. Common core standards	14	28	15	42	1	*
e. Massively open online courses, or MOOCs – such as Coursera, edX, or Udacity	5	13	13	67	1	*