Survey Content: common questions
Beta Web Site Survey

Greetings,

Thank you for taking the time to give us feedback about the beta version of our website. We're looking for your honest opinions about what you like and dislike and any suggestions to make it better. This survey may take five to ten minutes to complete.

Thank you,
The Redesign Team
Hello,

I am a college student trying to collect data about music festivals. Please take a moment to answer 10-12 questions. It will take less than 2 min!! Thank you very much.

http://www.kwiksurveys.com/online-survey.php?surveyID=...
Respondent characteristics may include such factors as:

- Demographics:
  - age, sex, race...
  - Income
  - Family/living circumstances
- Living conditions
  - Where
  - Urban/suburban/rural
  - House, apartment...etc etc.
- Experience, expertise
- Occupation

Know how you’ll use the data. If you don’t need to know, *don’t ask*
Use standard categories OR
Match the user’s wording

**Pew**

What is your race?
• White
• Black or African-American
• Asian or Pacific Islander
• Mixed race
• Native American/American Indian
• Other *(SPECIFY)*
• Don't know/Refused

**Burning Man**

• Do you consider yourself to be a person of color?
• Do you consider yourself to be white?
Pew Typology Quiz

What is your gender?
M, F

UCB Survey of Undergrads

With which gender do you identify?
Female
Male
Transgender
Genderqueer [sic]
Decline to state
Other

• Burning Man Survey

What is your current gender?

- Male: 54%
- Female: 44%
- Other: 1%
- Intersex: 1%
Sensitive questions: Income from Pew

Last year, that is in 2009, what was your total family income from all sources, before taxes.

1. Less than $10,000
2. $10,000 to under $20,000
3. $20,000 to under $30,000
4. $30,000 to under $40,000
5. $40,000 to under $50,000
6. $50,000 to under $75,000
7. $75,000 to under $100,000
8. $100,000 or more
9. Don't know/Refused
Respondent characteristics: specific

Sign up to participate in future studies

Have you visited www.gatesfoundation.org before (for purposes other than taking this survey)?
- Yes
- No

Which of the following best describes your relationship with the foundation?
- Grant seeker
- Interested member of the public
- Researcher
- Job seeker
- Funding partner
- Media
- Current grantee
- Other (Please describe): [ ]

We're looking for volunteers to give us feedback on our web site and other foundation communication projects. Would you be interested in participating? All information is confidential. See our [privacy policy].
- Yes, take me to the sign-up page
- No, thanks

Next »
Sign up to participate in future studies

Have you visited www.gatesfoundation.org before (for purposes other than taking this survey)?
- Yes
- No

Which of the following best describes your relationship with the foundation?
- Grant seeker
- Interested member of the public
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- Other (Please describe):  

We're looking for volunteers to give us feedback on our web site and other foundation communication projects. Would you be interested in participating? All information is confidential. See our privacy policy.
- Yes, take me to the sign-up page
- No, thanks

Next →
20. Are you male or female?
   ○ Male
   ○ Female

21. What is the highest level of schooling that you have completed?
   ○ Some high school or less
   ○ High school graduate
   ○ Some college
   ○ College graduate or more
   ○ Prefer not to answer

22. Please estimate your total yearly household income (from all sources) before taxes.
   ○ Under $30,000
   ○ $30,000 to just under $50,000
   ○ $50,000 to just under $75,000
   ○ $75,000 to just under $100,000
   ○ $100,000 or over
   ○ Prefer not to answer

23. If you would be willing to participate in follow-up research about NBCOlympics.com, please enter your email address and someone from NBC may email you to get more feedback on your experience:

Thanks for your participation! We hope you enjoyed it!

Return to Your Originating Web Page

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Respondent Privacy Statement
Internet Experience

On which devices do you access the Internet? (Please check all that apply.)

☐ Desktop
☐ Laptop
☐ Mobile device (phone, PDA)
☐ Other (Please describe):

How would you describe your level of Internet experience?

☐ Beginner
☐ Intermediate
☐ Advanced
☐ Expert

How many years have you been using the Internet?

☐ 15 years or more
☐ 10+ years
☐ 7-9 years
☐ 4-6 years
☐ 1-3 years
☐ Less than one year

How many hours per week do you spend using the Internet, excluding email?

☐ More than 10 hours per week
☐ 5-10 hours per week
☐ 2-4 hours per week
☐ Less than 2 hours per week
Please select all the Internet activities that you have done.

- Purchased a product online
- Completed a questionnaire online
- Created a Web page or Web site
- Customized a Web page (e.g. My MSN, My Yahoo, etc)
- Changed the browser's "start-up" or "home" page
- Changed cookie preferences
- Participated in instant messaging, online chat or other online discussion (excluding email)
- Listened to an online radio broadcast or streaming media (video) presentation
- Made a phone call online
- Used a Web site to find an address or telephone number
- Took a class or bought a book to learn more about the Internet
- Downloaded or exchanged music or video files
- Posted digital photos or other image files to a Web site
### Survey on Using the Internet

**Using the Internet & Technology**

To begin we would like to understand how you currently use the Internet and related technology.

**Please rate how frequently you use each of the following Internet resources for any purpose.**

<table>
<thead>
<tr>
<th>Internet Resources</th>
<th>Never</th>
<th>Less than a few times a month</th>
<th>A few times a month</th>
<th>Every week</th>
<th>A few times a week</th>
<th>Every day</th>
<th>A few times a day</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engines (such as Google, Bing, Yahoo)</td>
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<td>Social Networking sites (such as Facebook, LinkedIn, MySpace)</td>
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<td>Video sites (such as Hulu, YouTube)</td>
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<td>Audio &amp; Music (such as Pandora, podcasts)</td>
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<td>Photo sites (such as Flickr, Photobucket)</td>
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<td>Microblogging sites (such as Twitter, Blippy)</td>
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<tr>
<td>Shopping sites (such as Amazon.com, Walmart.com)</td>
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# Internet Experience

<table>
<thead>
<tr>
<th>Internet Resource</th>
<th>Never</th>
<th>Less than a few times a month</th>
<th>A few times a month</th>
<th>Every week</th>
<th>A few times a week</th>
<th>Every day</th>
<th>A few times a day</th>
<th>Unsure</th>
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</thead>
<tbody>
<tr>
<td>Review &amp; Recommendation sites (such as C/Net, Yelp)</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
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<td>Private sale sites (such as RueLaLa, Gilt Groupe)</td>
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<tr>
<td>Deals sites (such as Groupon, Living Social)</td>
<td>☐</td>
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<td>Coupon sites (such as Coupons.com, Coupon Cabin)</td>
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<td>Classified ad sites (such as Craigslist.org)</td>
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<td>Mapping sites (such as MapQuest, Yahoo! Maps)</td>
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<tr>
<td>Location services (such as Foursquare, Gowalla)</td>
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<tr>
<td>Travel-planning sites (such as Yahoo! Travel, Kayak, Travelecity, TripAdvisor)</td>
<td>☐</td>
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<tr>
<td>Auto buying &amp; maintenance sites (such as Yahoo! Autos, Edmunds, Kelley Blue Book)</td>
<td>☐</td>
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</tbody>
</table>

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**Internet and Mobile Phone**

*Please indicate how often you access the Internet via:*

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Less than a few times a month</th>
<th>A few times a month</th>
<th>Every week</th>
<th>A few times a week</th>
<th>Every day</th>
<th>A few times a day</th>
<th>Unsure</th>
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</thead>
<tbody>
<tr>
<td><strong>Desktop computer</strong></td>
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<td><strong>Laptop computer</strong></td>
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<tr>
<td><strong>Tablet computer (such as an Apple iPad)</strong></td>
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<tr>
<td><strong>Mobile phone</strong></td>
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</table>

*What type of mobile phone do you use most frequently?*

Choose one of the following answers

- Apple iPhone
- Blackberry smartphone
- Android smartphone
- Nokia smartphone
- Windows Mobile smartphone
- Another type of smartphone
- Another type of mobile phone
- I don't have a mobile phone
Behavior

• Tasks (e.g., what did you do today?)

• Site usage, activity
  – Frequency; common functions – hard to answer accurately
  – Self-reports vs observations

• Time:
  – This event
  – Today
  – The last time you...
  – The last week
  – The last month
  – Generally...
4. How often do you visit NBCOlympics.com?
   - This was my first visit
   - More than once a day
   - Once a day
   - 4-6 times per week
   - 2-3 times per week
   - Once a week
   - Less often than once a week
8. Which of the following activities have you ever done on NBCOlympics.com?

☐ Watch video clips/highlights
☐ Get information about the athletes
☐ Read blogs
☐ Read articles
☐ Get information about the sports
☐ Get local coverage about the Olympics
☐ Get the TV schedule
☐ Get the competition schedule
☐ Get results/medal counts from past Olympics
☐ Watch full-length events (live or archived video)
☐ Get results
☐ Look at photos
☐ Get the medal count
☐ Get information about Vancouver
☐ Other, please specify: __________________________

☐ None of the above
10. Why haven’t you watched any full-length events (live or archived video) on NBCOlympics.com?
- I don’t like watching any videos online
- I didn’t have my cable subscription number
- I don’t have broadband/high speed Internet
- I didn’t want to download the Silverlight video player required to watch
- I prefer to watch full-length events on TV
- I didn’t want to give information about my cable company or myself
- It was too complicated to register to watch video
- I don’t like watching long videos online
- I’m not interested enough in the Olympics
- Other, please specify: __________________________
- None of the above

11. Which of the following other sites have you visited for Olympics information or used to talk about the Olympics?
- Yahoo! Sports
- SportsIllustrated.com
- Twitter
- UniversalSports.com
- MSNBC Sports
- Official site (e.g. Athens2004.com, Torino2006.com, Beijing2008.com)
- Local NBC TV station website
- CBSSportsLine.com
- Olympics.org
- FOXSports.com
- ESPN.com
- Facebook
- Other, please specify: __________________________
- I have only visited NBCOlympics.com
3. How involved are you in the following Winter Olympic sports?

<table>
<thead>
<tr>
<th>Sport</th>
<th>Watch on TV</th>
<th>Watch online</th>
<th>Get information online</th>
<th>Get information/watch on mobile</th>
<th>No involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpine Skiing</td>
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<td>Biathlon</td>
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<td>Bobsled</td>
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<td>Cross-Country</td>
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<td>Curling</td>
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<td>Figure Skating</td>
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<td>Freestyle Skiing</td>
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<td>Hockey</td>
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<td>Luge</td>
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<td>Nordic Combined</td>
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<td>Short Track</td>
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<td>Skeleton</td>
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<td>Ski Jumping</td>
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<td>Snowboarding</td>
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<tr>
<td>Speed Skating</td>
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</tbody>
</table>

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7. Here's another short list of activities people sometimes do online. Please tell me whether you ever do each one, or not.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Create or work on your own online journal or weblog</td>
<td></td>
<td></td>
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<tr>
<td>B. Create or work on your own webpage</td>
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<tr>
<td>C. Create or work on webpages or blogs for others, including friends, groups you belong to, or for work</td>
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<tr>
<td>D. Share something online that you created yourself, such as your own artwork, photos, stories or videos</td>
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<tr>
<td>E. Post comments to an online news group or website</td>
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<tr>
<td>F. Take material you find online - like songs, text or images - and remix it into your own artistic creation</td>
<td></td>
<td></td>
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</tbody>
</table>

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Pew: Activity (open-ended)

We'd be interested in hearing about the most amazing thing that has ever happened while you were online.

It could be a story about how something on the Web changed your life, something interesting you discovered on the Web, or something really important or even really amusing that happened during an exchange of email.