

Meaningful Adoption Evaluation Instruments

The following instruments are samples that can be adapted and customized to fit the evaluation questions and designs. They are designed to gather data as described in the section on Applying Meaningful Metrics.

These instruments are inspired and adapted from many sources, including OTI's BTOP evaluation and other broadband adoption work, ZeroDivide's BTOP evaluation work, the US Census Bureau's American Community Survey (ACS), the NTIA, and the Pew Research Center's Internet and American Life Project; state-level efforts such as the California Emerging Technologies Fund (CETF); and scholarly projects such as the Internet Use Survey at the University of Chicago.

Please refer to OTI's Meaningful Metrics Rubric for more information on how to apply the data gathered using the following instruments.

Focus Group Script

Intro (adapt as needed):

My name is _____. We're here to learn about what helps people feel comfortable using computers and the Internet in their daily lives, and what kinds of services, trainings, or offers would be helpful. Thank you for taking the time to be here and share your thoughts with us.

My role is to ask questions and listen. We'll go about 45 minutes or so. I'll ask questions of the group. I would like to hear from everyone so I may call on you if you haven't spoken very much, or may ask you to let others talk.

We will do our best to protect your privacy. We aren't interested in anyone's personal information, just your thoughts on these issues. Nothing personal leaves this room.

Let's get started.

- Do you have an Internet subscription at home?
 - Why or why not?
- *(For those who do not have service at home)* Would you be more likely to sign up for service if it cost less? (Probes: if so, by how much? Would you pay more for better service? What's more important - data or speed?)
- Have you tried to sign up for home Internet but had trouble? (Probes: not eligible, ran into technical problems, it was just too difficult)
- Where do you go online mostly? (Probes: home, work, school, anywhere with WiFi)
- Would you come to a computer lab or use the library to get online even if you can or could get online at home? Why or why not?
- Can you do things you need to do online using a mobile device, like a phone or a tablet? Do you have a computer at home?
- Do you feel comfortable using the Internet? What concerns do you have about going online?
- Who helps you with computers and the Internet if you run into problems?

- Have you taken a computer training?
 - If so, did it change how you feel about using the Internet?
- How will you/do you use the Internet? Did any training you took change the kinds of things you do online? (Probes: email, social media, job applications, online classes, looking for health information, connecting with friends or work contacts)
- How do you feel about the companies that sell Internet service? (Probes: what companies do you know about? Have you heard of EveryoneOn? If you have service at home, who sells it to you? how do you feel about them?)
- Are you more likely to sign up for service through an organization like *[training host org/enrollment partner/neighborhood organization]*, or directly with companies that sell Internet service? Why?

New Participant/Client Enrollment Survey (online/paper version)

**Note: Make a record of which surveys are conducted on paper, especially with assistance, versus online.*

***Note: Many new Internet users have difficulty with drop-down menus, so we recommend multiple choice or other format where all answer options are visible.*

1. Do you currently have an Internet subscription at home (or have you in the past), other than a cellphone?

- ☐ Yes, I had Internet before or have it now
- ☐ No, this is the first time

(skip to question #4)

2. If you had an Internet subscription before, who was your previous provider?

[Multiple Choice + one option for write-in response]

3. If you have Internet now (or had it before) why are you changing your service, or why did you end it?

- ☐ Cost (too expensive)
- ☐ Wasn't using it
- ☐ Other: _____

(skip to question #5)

4. What is the MAIN REASON you didn't have an Internet connection at home? (Choose ONE answer that applies best)

- ☐ Just didn't know how to use it
- ☐ Didn't have a computer or other device
- ☐ Cost of Internet plan (it was too expensive)
- ☐ A waste of time (not interested; too difficult/frustrating)
- ☐ Worried about privacy or security (computer viruses, spam)

☐ Wasn't eligible for special offers, or was rejected when applying

☐ Other: _____

5. Where do you typically access the Internet the most? (Please select all that apply)

- ☐ Home
- ☐ Workplace
- ☐ Family or friend's home
- ☐ Local library
- ☐ Mobile phone
- ☐ Free WiFi networks
- ☐ Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)
- ☐ Other: _____

6. If you have children in school, where do they typically access the Internet for school purposes? (Please select all that apply)

- ☐ Home
- ☐ School
- ☐ Workplace
- ☐ Family or friend's home
- ☐ Local library
- ☐ Mobile phone
- ☐ Free WiFi networks
- ☐ Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)
- ☐ Other: _____
- ☐ N/A (I don't have a child/children in school)

7. How did you learn about EveryoneOn? (Choose ONE response):

- ☐ From a friend or relative
- ☐ At a library, school, or other organization
- ☐ From an advertisement
- ☐ Other: _____
- ☐ I haven't heard of EveryoneOn

8. How did you hear about this Internet service offer? (Choose ONE response):

- ☐ From a friend or relative
- ☐ At a library, school, or other organization
- ☐ From EveryoneOn's website or from calling EveryoneOn

- ☐ From an advertisement
- ☐ Other: _____

9. What is the MAIN REASON you signed up for a new Internet connection? (Choose ONE response):

- ☐ To save money
- ☐ For kids to do homework
- ☐ Entertainment
- ☐ Finding a job
- ☐ Healthcare
- ☐ Accessing government services
- ☐ Connecting with friends/family
- ☐ Other: _____

10. What kind of device do you use most to connect to the Internet? (Check all that apply)

- ☐ Computer/laptop
- ☐ iPad/tablet
- ☐ Smartphone
- ☐ Game console
- ☐ Other: _____
- ☐ I don't own a device for connecting to the Internet

11. Who helps you with the Internet and computers?

- ☐ Spouse or friend
- ☐ Librarian, teacher, or tech support
- ☐ Your children
- ☐ No one - I don't need help
- ☐ I don't know where to go for help

12. Are you interested in taking a computer class or training?

- ☐ Yes
- ☐ No, because I've already taken one
- ☐ No, I'm just not interested or don't need it
- ☐ Don't know

13. When it comes to your Internet connection, rate the following in order of importance for you, with 1 as most important and 4 as least important:

- ☐ Fast speed
- ☐ Unlimited or plentiful data
- ☐ Security and privacy
- ☐ Cost



Optional Demographic Questionnaire:

Age Range:

- ☐ 0-18
- ☐ 18-29
- ☐ 30-49
- ☐ 50-64
- ☐ 64+

Are you Hispanic/Latino?

- ☐ Yes
- ☐ No

Race: *(Please select all that apply)*

- ☐ Black/African American
- ☐ American Indian/Alaskan Native
- ☐ Caucasian/White
- ☐ Asian
- ☐ Native Hawaiian/Other Pacific Islander

Gender Identity *(optional):*

- ☐ Female
- ☐ Male
- ☐ Other

Highest Level of Education Completed:

- ☐ Some High School
- ☐ High School Diploma
- ☐ College
- ☐ Graduate School

Household Income Level (per year):

- ☐ Under \$20,000
- ☐ \$20,000-29,999
- ☐ \$30,000-39,999
- ☐ \$40,000-49,999
- ☐ Above \$50,000



Number of People in Household:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+



New Participant/Client Enrollment Survey (IVR version)

**Note: When you pilot this survey, take note of if and where respondents drop off during the course of filling in answers. This will indicate that it needs to be shortened.*

Do you currently have an Internet subscription at home (or have you in the past), other than a cellphone?

Press 1 - Yes, I had Internet before or have it now

Press 2 - No, this is the first time

(skip to question #4)

If you had an Internet subscription before, who was your previous provider?

(Please say the name of your previous Internet Service Provider, then press the # key)

If you have Internet now (or had it before) why are you changing your service, or why did you end it?

Press 1 - Cost (it was too expensive)

Press 2 - Wasn't using it

Press 3 - Other: *(Please briefly state the reason, then press the # key)*

(skip to question #5)

What is the MAIN REASON you didn't have an Internet connection at home? (Choose ONE answer that applies best)

Press 1 - Just didn't know how to use it

Press 2 - Didn't have a computer or other device

Press 3 - Cost of Internet plan (it was too expensive)

Press 4 - A waste of time (not interested; too difficult/frustrating)

Press 5 - Worried about privacy or security such as computer viruses or spam

Press 6 - Wasn't eligible, or was rejected when applying

Press 7 - Other



Where do you typically access the Internet the most? *(Please select all that apply)*

Press 1 - Home

Press 2 - Workplace

Press 3 - Family or friend's home

Press 4 - Local library

Press 5 - Mobile phone

Press 6 - Free WiFi networks

Press 7 - Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)

Press 8 - None of these

How did you hear about this Internet service offer? *(Choose ONE response):*

Press 1 - From a friend or relative

Press 2 - At a library, school, or other organization

Press 3 - From EveryoneOn's website or from calling EveryoneOn

Press 4 - From an advertisement

Press 5 - None of these

What is the MAIN REASON you signed up for a new Internet connection? *(Choose ONE response):*

Press 1 - To save money

Press 2- For kids to do homework

Press 3 - Entertainment

Press 4- Finding a job

Press 5 - Healthcare

Press 6 - Accessing government services

Press 7 - Connecting with friends/family

Press 8 - Other: *(Please briefly state the reason, then press the # key)*

What kind of device do you use most to connect to the Internet? *(Check all that apply)*

Press 1 - Computer/laptop

Press 2- iPad/tablet

Press 3 - Smartphone

Press 4 - Game console

Press 5 - I don't own a device for connecting to the Internet

Press 8 - Other: *(Please briefly describe the device, then press the # key)*

Are you interested in taking a computer class or training?

Press 1 - Yes

Press 2 - No, because I've already taken one

Press 3 - No, I'm just not interested or don't need it

Press 4 - Don't know



When it comes to your Internet connection, use the keys to rate the following in order of importance for you, with 1 as most important and 4 as least important:

Fast speed

Unlimited or plentiful data

Security and privacy

Cost

Optional Demographic Questionnaire:

Age Range:

Press 1 - 0-18

Press 2 - 18-29

Press 3 - 30-49

Press 4 - 50-64

Press 5 - 64+

Gender Identity (*optional*):

Press 1 - Female

Press 2 - Male

Press 3 - Other

Highest Level of Education Completed:

Press 1- Some High School

Press 2 - High School Diploma

Press 3 - College

Press 4 - Graduate School

Household Income Level (per year):

Press 1- Under \$20,000

Press 2 - \$20,000-29,999

Press 3 - \$30,000-39,999

Press 4 - \$40,000-49,999

Press 5 - Above \$50,000

Number of People in Your Household:

Press 1- 1 person

Press 2 - 2 people

Press 3 - 3 people

Press 4 - 4 people

Press 5 - 5 or more people

Current Participant/Client Survey (online/paper version)

1. How long have you had your current Internet subscription?

- ☐ 3 months or less
- ☐ 3-6 months
- ☐ 6 months to a year
- ☐ 1 year or more

2. Have you ever had trouble paying your Internet bills?

- ☐ Yes, it's always a struggle
- ☐ Yes, I've had trouble a few times
- ☐ No, it's not difficult to pay my Internet bill

3. Where do you typically access the Internet the most? *(Please select all that apply)*

- ☐ Home
- ☐ Workplace
- ☐ Family or friend's home
- ☐ Local library
- ☐ Mobile phone
- ☐ Free WiFi networks
- ☐ Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)
- ☐ Other: _____

4. If you have children in school, where do they typically access the Internet for school purposes?

(Please select all that apply)

- ☐ Home
- ☐ School
- ☐ Workplace
- ☐ Family or friend's home
- ☐ Local library
- ☐ Mobile phone
- ☐ Free WiFi networks
- ☐ Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)
- ☐ Other: _____
- ☐ N/A (I don't have a child/children in school)

5. Since you got this Internet subscription, have you used it to: *(Please check all that apply)*

- ☐ Find and applied to job opportunities
- ☐ Get a new job

- ☐ Learn new skills
- ☐ Shop and save money
- ☐ Find valuable information I needed
- ☐ Connect more easily with loved ones
- ☐ Apply for government services or benefits online
- ☐ Find opportunities to engage in my community or with public officials
- ☐ None of these

6. What kind of device do you use most to connect to the Internet? (Please check all that apply)

- ☐ Computer/laptop
- ☐ iPad/tablet
- ☐ Smartphone
- ☐ Game console
- ☐ Other: _____
- ☐ I don't own a device for connecting to the Internet

7. Who helps you with the Internet and computers?

- ☐ Spouse or friend
- ☐ Librarian, teacher, or tech support
- ☐ Your children
- ☐ No one - I don't need help
- ☐ I don't know where to go for help

12. Are you interested in taking a computer class or training?

- ☐ Yes
- ☐ No, because I've already taken one
- ☐ No, I'm just not interested or don't need it
- ☐ Don't know

8. When it comes to your Internet connection, please rate the following in order of importance for you, with 1 as most important and 4 as least important:

- ☐ Fast speed
- ☐ Unlimited or plentiful data
- ☐ Security and privacy
- ☐ Cost

Optional Demographic Questionnaire:

Age Range:

- ☐ 0-18



- ☐ 18-29
- ☐ 30-49
- ☐ 50-64
- ☐ 64+

Are you Hispanic/Latino?

- ☐ Yes
- ☐ No

Race: *(Please select all that apply)*

- ☐ Black/African American
- ☐ American Indian/Alaskan Native
- ☐ Caucasian/White
- ☐ Asian
- ☐ Native Hawaiian/Other Pacific Islander

Gender Identity *(optional):*

- ☐ Female
- ☐ Male
- ☐ Other

Highest Level of Education Completed:

- ☐ Some High School
- ☐ High School Diploma
- ☐ College
- ☐ Graduate School

Household Income Level (per year):

- ☐ Under \$20,000
- ☐ \$20,000-29,999
- ☐ \$30,000-39,999
- ☐ \$40,000-49,999
- ☐ Above \$50,000

Number of People in Household:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

Current Participant/Client Survey (IVR version)

How long have you had your current Internet subscription?

Press 1 - 3 months or less

Press 2 - 3-6 months

Press 3 - 6 months to a year

Press 4 - 1 year or more

Have you ever had trouble paying your Internet bills?

Press 1 - Yes, it's always a struggle

Press 2 - Yes, I've had trouble a few times

Press 3 - No, it's not difficult to pay my Internet bill

Where do you typically access the Internet the most? *(Please select all that apply)*

Press 1 - Home

Press 2 - Workplace

Press 3 - Family or friend's home

Press 4 - Local library

Press 5 - Mobile phone

Press 6 - Free WiFi networks

Press 7 - Cafe, restaurant, or other business (McDonalds, Starbucks, etc.)

Press 8 - None of these

Since you got this Internet subscription, have you used it to: *(Press 1 for "Yes" and 2 for "No")*

Find and applied to job opportunities: 1 or 2

Get a new job: 1 or 2

Learn new skills: 1 or 2

Shop and save money: 1 or 2

Find valuable information I needed: 1 or 2

Connect more easily with loved ones: 1 or 2

Apply for government services or benefits online: 1 or 2

Find opportunities to engage in my community or with public officials: 1 or 2

What kind of device do you use most to connect to the Internet? *(Please check all that apply)*

Press 1 - Computer/laptop

Press 2 - iPad/tablet

Press 3 - Smartphone

Press 4 - Game console

Press 5 - Other: *(Please briefly describe the device, then press the # key)*



Who helps you with the Internet and computers?

- Press 1 - Spouse or friend
- Press 2 - Librarian, teacher, or tech support
- Press 3 - Your children
- Press 4 - No one - I don't need help
- Press 5 - I don't know where to go for help

Are you interested in taking a computer class or training?

- Press 1 - Yes
- Press 2 - No, because I've already taken one
- Press 3 - No, I'm just not interested or don't need it
- Press 4 - Don't know

When it comes to your Internet connection, use the keys to rate the following in order of importance for you, with 1 as most important and 4 as least important:

- Fast speed
- Unlimited or plentiful data
- Security and privacy
- Cost

Optional Demographic Questionnaire:

Age Range:

- Press 1 - 0-18
- Press 2 - 18-29
- Press 3 - 30-49
- Press 4 - 50-64
- Press 5 - 64+

Gender Identity (*optional*):

- Press 1 - Female
- Press 2 - Male
- Press 3 - Other

Highest Level of Education Completed:

- Press 1- Some High School
- Press 2 - High School Diploma
- Press 3 - College
- Press 4 - Graduate School

Household Income Level (per year):



Press 1- Under \$20,000

Press 2 - \$20,000-29,999

Press 3 - \$30,000-39,999

Press 4 - \$40,000-49,999

Press 5 - Above \$50,000

Number of People in Your Household:

Press 1- 1 person

Press 2 - 2 people

Press 3 - 3 people

Press 4 - 4 people

Press 5 - 5 or more people



Participant/Client De-Enrollment Survey (IVR)

Please tell us why you have decided to end your service:

Press 1 - You just don't use it

Press 2 - It's too expensive

Press 3 - It's too slow or doesn't work well for you

Press 4 - You don't like the customer service

Press 5 - Other: *(Please briefly describe the reason, then press the # key)*

Training Exit Survey for Participants/Clients

Instructions: Thank you for filling out this brief survey! Your feedback will help us provide better trainings in the future. All of the information is anonymous. It is okay to skip any questions you don't want to answer.

1. What kind of training did you take? Please choose one.
 - a. Basic computer/Internet skills
 - b. Job search/readiness
 - c. Multimedia class
 - d. GED
 - e. Microsoft Office skills
 - g. Other (please describe: _____)
2. How did you learn about this training? Please choose one.
 - a. Friend or family member
 - b. From someone at an organization, church, or community center in your community
 - c. Ad (bus, train, TV, radio, etc.)
 - d. Flyer
 - g. An event
 - h. Other way (please describe: _____)
3. Have you completed a computer training or class before this one?
 - a. Yes
 - b. No
4. Did you learn what you wanted from this training?
 - a. Yes
 - b. No
 - c. Not sure
5. Did this training help you learn job skills?
 - a. Yes
 - b. No
 - c. Not sure
6. Did this training help you find a job?
 - a. Yes
 - b. No

- c. I'm not looking for a job.
7. Did this training help you connect to educational opportunities (like finding online classes, applying to college, or learning about financial aid)?
- a. Yes
 - b. No
 - c. I'm not looking for those opportunities.
8. Where do you use the Internet? Check all that apply.
- a. At a coffeeshop or restaurant
 - b. At home
 - c. At this or another public computer center, or library
 - d. At work or school
 - e. Anywhere, using a smartphone
 - f. I do not access the Internet
9. Did this training make you want an Internet connection at home?
- a. Yes
 - b. No
 - c. I already have Internet at home.
10. If you do not have an Internet connection at home, how likely are you to sign up for one in the next six months?
- a. Very likely
 - b. Somewhat likely
 - c. Not likely at all
 - d. I already have Internet at home.
11. What kind of device do you generally use to get on the Internet?
- a. Computer
 - b. Tablet
 - c. Smartphone
 - d. Gaming console
 - e. Other (please describe: _____)
12. Now that you have finished this training, will you come back to this center in the next six months?
- a. Yes
 - b. No
 - c. Not sure

13. Who helps you when you need help with computers or the Internet?
- a. Family or friends
 - b. Someone at a computer center or library
 - c. Nobody
 - d. Other (please describe: _____)
14. Do you find using computers and the Internet more useful now than you did before the training?
- a. Yes
 - b. No
 - c. Don't know
15. What is your age? _____



CBO/Partner Agency Enrollment/Training Partner Sign-up Form

1. Basic Information

- Your Name *
- Email Address *
- Phone Number *
- What Best Describes Your Program?
 - ☐ At least 70% of clients come from low-income families
 - ☐ We are a program primarily serving persons with disabilities
 - ☐ I am a teacher, school employee, or representative of a Title I or Title I eligible school
 - ☐ We are a program primarily serving military families
 - ☐ We are a program primarily serving new immigrants
 - ☐ We are a program primarily serving senior citizens
 - ☐ Other (open-ended)

2. Organization Information

- Organization Name *
- EIN Number *
- Your Title
- Organization Mission
- What Best Describes Your Organization?
 - ☐ Nonprofit or volunteer organization
 - ☐ School district or educational institution
 - ☐ Device refurbisher
 - ☐ Housing authority
 - ☐ Other

3. Contact Information

- Program Website
- Address *

4. Other Information

- What is the size of your organization's constituency or how many people does your organization serve?
- Approximately what percentage of the people you serve are without Internet access in the home?
- What services does your organization provide? (Please select all that apply)
 - ☐ Job training
 - ☐ Job placement
 - ☐ Educational programming

- ☐ Computer trainings
- ☐ Computer support or help
- ☐ None of these
- What kinds of resources or support in the area of broadband adoption do you think are most needed help your clients achieve their goals? (Please one or two that apply MOST)
 - ☐ Training
 - ☐ Access to devices and equipment
 - ☐ Financial help with subscription
 - ☐ IT support/computer help
- Additional notes or comments?



CBO/Partner Agency Enrollment/Training Survey Form (for evaluation)

1. Your Name *
2. Organization Name *
3. Your Title
4. Your Email Address *
5. Your Phone Number *
6. How long has your organization been an enrollment partner with EveryoneOn?
7. Approximately what percentage of the people you serve are without Internet access in the home?
8. Has this percentage changed since you began the partnership with EveryoneOn?
 - ☐ Yes, by a lot
 - ☐ Yes, a little
 - ☐ No, not at all
 - ☐ Not sure
9. What services does your organization provide? (Please select all that apply)
 - ☐ Job training
 - ☐ Job placement
 - ☐ Educational programming
 - ☐ Computer trainings
 - ☐ Computer support or help
 - ☐ None of these
10. What kinds of resources or support in the area of broadband adoption do you think are most needed help your clients achieve their goals? (Please one or two that apply MOST)
 - ☐ Training
 - ☐ Access to devices and equipment
 - ☐ Financial help with subscription
 - ☐ IT support/computer help
11. Do your clients often seek computer or Internet help from program staff?
 - ☐ Yes
 - ☐ No
 - ☐ Don't know
12. How and where do you introduce your clients to EveryoneOn's offers?
 - ☐ As part of computer trainings

- ☐ At an event or events
- ☐ As need, or as part of everyday services you provide
- ☐ Other (please describe)_____

13. Do you feel your clients have benefited from your participation or partnership? How or why? Please give examples. (Open-ended question)

14. Does your partnership with EveryoneOn help your organization meet its goals? How or why? Please give examples. (Open-ended question)

15. Any additional notes or comments?



CBO/Partner Agency Interview Script (for deeper assessment)

1. Please describe your organization's mission and tell me how broadband adoption fits with it.
2. What is your role at the organization?
3. Does your organization offer job training and placement? Educational programming?
4. Who are your clients? Does your organization work with kids and families, or primarily with individuals?
5. Does your organization offer computer trainings or resources? If so, please describe them.
6. Do clients often seek computer or Internet help from program staff? Does your organization have sufficient capacity to provide that support?
7. How and where do you introduce your clients to EveryoneOn's offers?
8. What benefits have you experienced as a result of partnering with EveryoneOn? (Probes: shared resources, shared knowledge)
9. What challenges have come from partnering? (Probes: capacity, communication)
10. Does your partnership help your organization meet its goals?
11. Do you feel your clients have benefited from your participation or partnership? How or why? Please give examples.
12. What kinds of resources or support in the area of broadband adoption and training do you think would most help your clients achieve their goals? (Probes: financial support for subscription, training, device access)