

## GUIDE TO THE QUESTIONNAIRE

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# QUESTIONNAIRE

## #A: Social and Political Outlook

### ASK EVERYONE

I will be asking questions about the Internet in a moment, but first of all I would like to ask you some questions about life in general. There are no right or wrong answers to these questions, it is your own opinions we want.

- (Note: Questionnaire starts at QA3)

QA3. With regard to the following media, how would you rate each of them on a scale of 1 to 10, where 10 is totally reliable and 1 is totally unreliable. How reliable and accurate would you rate the information found in newspapers?

ENTER NUMBER \_\_\_\_\_

QA4. On a scale of 1 to 10, where 10 is totally reliable, how reliable and accurate would you rate the information found on television?

ENTER NUMBER \_\_\_\_\_

QA5. On the same scale of 1 to 10, where 10 is totally reliable, how reliable and accurate would you rate the information found on the INTERNET?

ENTER NUMBER \_\_\_\_\_

ASK QA6 AND QA7 OF PEOPLE AGED 17+. IF RESPONDENT IS AGED 14-16, GO TO QA8

QA6 Some people say there is too much sex on TV while others don't see any problem. How about you? Would you say that Television shows ..... READ OUT. CODE ONE ONLY

Far too much sex	1
Too much sex	2
Or is sex on TV not a problem	3
Don't know	4

QA7. Some people say there is too much sex available on the Internet while others don't see any problem. How about you? Would you say that there is ..... READ OUT. CODE ONE ONLY

Far too much sex available on the INTERNET	1
Too much sex available on the INTERNET	2
Or is it not a problem	3
Don't know	4

QA7. Some people think that access of children to content of the Internet should be restricted, others think it should not be restricted? What is your opinion .....  
 READ OUT. CODE ONE ONLY

Definitely no restrictions	1	GO TO QA8
Few restrictions	2	
Restricted in part	3	GO TO QA7A
Definitely restricted	4	
Don't know	5	GO TO QA8

QA7A. Which of the following do you think should be responsible for making these restrictions? READ OUT CODE ONE OR MORE

The government	1
Parents	2
Providers of INTERNET services	3
None of the above should restrict	4
Don't know	5

QA8. Today, there is often a need to fill out forms to get things done. Some people have problems doing so; others don't. How about you, do you find filling out forms ...READ OUT. CODE ONE ONLY

No problem	1
Occasionally a problem	2
Often confusing	3
Do you give up and get someone else to do it	4
Never fill out forms	5
Don't know	6

QA9. When getting cash from a bank, do you prefer to use the automatic cash machines or get the money from the cashier? READ OUT. CODE ONE ONLY

Cash machine	1
Cashier	2
No preference	3
Do not have cash machine card	4
Don't know	5

QA10. And when paying for things, do you prefer to use cash or a credit card or switch card? READ OUT. CODE ONE ONLY

Cash	1
Credit or Switch card	2
No preference	3
Do not have credit card or switch card	4
Don't know	5

QA11. When you telephone a business or public agency to get information there is sometimes a recording with instructions about keys to press on a touch-tone phone. Do you find these instructions... READ OUT. CODE ONE ONLY

Very helpful	1
Usually helpful	2
Often not very helpful	3
No use at all	4
DO NOT READ OUT. Don't get involved in such calls	5
Don't know	6

QA12. If you telephone a business or public agency and there is a person to talk to, do you find that person is usually...READ OUT. CODE ONE ONLY

Very helpful	1
Usually helpful	2
Often not very helpful	3
No use at all	4
DO NOT READ OUT. Don't get involved in such calls	5
Don't know	6

QA13. If you had a problem with a local government service and wanted something done, would you: READ OUT EACH STATEMENT IN TURN. ROTATE ORDER BETWEEN INTERVIEWS. CODE ALL THAT THEY WOULD DO.

a) Write a letter to it	1
b) Telephone its office	2
c) Send an email	3
d) Try to see an official involved	4
e) Contact local councillor	5
f) Ask a friend to help deal with local government	6
g) Do something else	7
None of the above	8

QA14. If you had a problem with a central government service and wanted something done, would you:  
 READ OUT EACH IN TURN. ROTATE ORDER BETWEEN INTERVIEWS.  
 CODE ALL THAT APPLY

a) Write a letter to it	1
b) Telephone a nearby office	2
c) Send an email	3
d) Try to see an official involved	4
e) Contact an MP	5
f) Ask a friend to help deal with central government	6
g) Do something else	7
None of the above	8

QA15. If you wanted the government to do something, which of the following if any would you do? READ OUT. ROTATE ORDER BETWEEN INTERVIEWS.  
 CODE ALL THAT APPLY

a) Ring up a phone-in radio programme	1
b) Write a letter to a newspaper	2
c) Contact an MP	3
d) Sign a petition	4
None of the above	5

QA16. In the past year, which of the following, if any, have you done .... READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ALL THAT APPLY

a) Rung up a phone-in radio programme	1
b) Written a letter to a newspaper	2
c) Contacted an MP	3
d) Signed a petition	4
e) Bought products for ethical or environmental reasons	5
None of the above	6

QA17A Now I'd like to ask you about some institutions. Please tell me how much confidence you have in the people running each. Use a 5 point scale where 1 means you have no confidence at all and 5 means you have total confidence. READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. RECORD SCORE 1-5 FOR EACH.

a) Major companies	
b) The Government	
c) Television news	
d) Newspapers	
e) The INTERNET	

QA17B. Now I'd like to ask you about DIFFERENT GROUPS OF PEOPLE. Please tell me how much confidence you have in the following groups of people. Use a 5 point scale where 1 means you have no confidence at all and 5 means you have total confidence. READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. RECORD SCORE 1-5 FOR EACH.

f) Scientists	
g) Doctors	
h) Most people I know	
g) Most people in this country	
h) Most people you can communicate with on the INTERNET	

QA18. How interested would you say you are in politics, would you say you are ..... READ OUT. CODE ONE ONLY.

Very interested	1
Somewhat interested	2
Not very interested	3
Not interested at all	4
Don't know	5

QA19. How often do you talk about the problems of this country with your friends? READ OUT. CODE ONE ONLY.

Often	1
From time to time	2
Seldom	3
Not at all	4
Don't know	5

IF INTERVIEWING A 14-17 YEAR OLD, GO TO A23.

IF INTERVIEWING IN ENGLAND, EXCEPT LONDON, ASK QA20E.  
 IF INTERVIEWING IN LONDON, GO TO QA20GL  
 IF INTERVIEWING IN SCOTLAND GO TO QA20S  
 IF INTERVIEWING IN WALES, GO TO QA20W

QA20E. (ASK EVERYONE IN ENGLAND EXCEPT LONDON): There were local elections held in early May, Did you cast a vote? CODE ONE ONLY.

Yes	1	GO TO QA22
No, registered but decided not to vote	2	GO TO QA22
No, not registered to vote	3	GO TO QA22
No, not registered because too young	4	GO TO QA22
Refused	5	GO TO QA22

QA20GL (GREATER LONDON ONLY): When the last local elections were held in London, did you cast a vote? CODE ONE ONLY.

Yes	1	GO TO QA22
No registered but decided not to vote	2	GO TO QA22
No. Not registered to vote	3	GO TO QA22
No Not registered because too young	4	GO TO QA22
Refused	5	GO TO QA22

QA20S (SCOTLAND ONLY): There were elections to the Scottish Parliament in early May. Did you cast a vote? CODE ONE ONLY.

Yes	1	GO TO QA22
No registered but decided not to vote	2	GO TO QA22
No. Not registered to vote	3	GO TO QA22
No Not registered because too young	4	GO TO QA22
Refused to answer	5	GO TO QA22

QA20W. (WALES ONLY): There were elections to the Welsh Assembly in early May. Did you cast a vote? CODE ONE ONLY.

Yes	1	GO TO QA22
No registered but decided not to vote	2	GO TO QA22
No. Not registered to vote	3	GO TO QA22
No Not registered because too young	4	GO TO QA22
Refused to answer	5	GO TO QA22

QA22. Have you ever cast a postal vote in any election? IF YES PROMPT: How many times? CODE ONE ONLY

No	0
Yes, once	1
Yes, twice	2
Yes, a number of times	3
Refused to answer	4
Can't recall, don't know	5

QA23. If you were able to vote in elections through the INTERNET, which of the following would you most likely do? READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY.

Wouldn't bother to vote	1
Vote in person	2
Cast a postal vote	3
Likely to vote through the Internet	4
Refused	5
Don't know	6

ASK ALL RESPONDENTS

QA24. Some people think of themselves as being a supporter of a political party. Do you usually think of yourself as being a supporter of one particular party or not? CODE ONE ONLY

Yes	1	GO TO QA25
No	2	QA26
Refused	3	
Don't know	4	



QA25. IF YES: Which party is that? (DO NOT PROMPT) CODE ONE ONLY

Labour	1
Conservative	2
Liberal Democrat	3
SNP	4
Plaid Cymru	5
Green	6
Other	7
Refused	8
Don't know	9

QA26. In politics, people sometimes talk of being on the left or the right. Using this scale where would you place yourself on this scale from 1 to 7? CODE ONE ONLY

1. Strongly left	1
2. Left	2
3. A little left of centre	3
4. Centre	4
5. A little right of centre	5
6. Right	6
7. Strongly right	7
Don't know	8

QA27. If you were feeling a bit down or depressed and wanted to talk things over, are there several friends outside your household you could confide in, one or two, or is there no-one outside the household you could confide in? CODE ONE ONLY

Several people	1
Just one	2
No-one	3
Don't know	4

QA28. Do you have family and friends who live in this city but not within walking distance?

Yes	1	GO TO QA29
No	2	GO TO QA30

QA29. How often do you .....READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY PER ACTION.

	At least once a week	At least once a month	Less often than once a month	Not at all	Don't know
a) Meet them	1	2	3	4	5
b) Telephone them	1	2	3	4	5
c) Email them	1	2	3	4	5
d) Write a letter to them	1	2	3	4	5

QA30. Do you have family and friends who live in another city or country?

Yes	1	GO TO QA31
No	2	GO TO QA32

QA31. How do you keep in touch with them? READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. PROMPT: Is that often, sometimes or never? CODE ONE ONLY PER ACTION.

	Often	Sometimes	Rarely	Never	Don't know
a) Go and visit them OR they come here	1	2	3	4	5
b) Call them on the phone	1	2	3	4	5
c) By email	1	2	3	4	5
d) By letter	1	2	3	4	5

QA32. People identify themselves with different countries and regions. Which of the following do you most closely identify yourself with? CODE ONE ONLY

Europe	1
Britain	2
England	3
Scotland	4
Wales	5
A region or county for example, the North or Yorkshire	6
A city or town for example, Birmingham or Blackpool	7
Ireland	8
A new commonwealth country (such as India, Pakistan, West Indies)	9
Australia, New Zealand, or Canada	0
Another country or region	1

QA33. And what would your second choice be? CODE ONE ONLY

Europe	1
Britain	2
England	3
Scotland	4
Wales	5
A region or county for example, the North or Yorkshire	6
A city or town for example, Birmingham or Blackpool	7
Ireland	8
A new Commonwealth country, such as India, Pakistan, or West Indies	9
Australia, New Zealand, or Canada	0
Another country or region	1
No other country or region	2

QA34. Do you attend meetings in your community of any club or association which is concerned with sports, charity, your neighbourhood trade union, music or arts, or other community activity?

Yes	1	GO TO QA35
No	2	GO TO QA1

QA35. How often do you attend these meetings? READ OUT. CODE ONE ONLY

More than once a month	1
About once a month	2
Several times a year	3
Only very occasionally	4
Don't know	5

QA36. Do any of these clubs or associations use email or the INTERNET to keep in touch with you and other members? READ OUT. CODE ONE ONLY.

Often	1
Sometimes	2
Rarely	3
Not at all	4
Don't know	5

QA1. With respect to personal information about you, how concerned are you about threats to your personal privacy in Britain today. Are you...READ OUT. CODE ONE ONLY

Very concerned	1
Somewhat concerned	2
Only a little concerned	3
Not at all concerned	4
Don't know	5

QA2. Do you think that personal information about yourself is being kept in a file somewhere for purposes not known to you or would you say that is unlikely?  
 PROMPT: Is that definitely or probably? READ OUT. CODE ONE ONLY

A file is definitely kept	1
A file is probably kept	2
A file is probably not kept	3
A file is definitely not kept	4
Don't know	5

QA37. People have different views about life today. Please tell me how much you agree or disagree with each of the following statements: CODE ONE ONLY PER ROW.

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) Overall, I am satisfied with my life at this time	1	2	3	4	5	6
b) Nowadays society is getting harder and harder to understand	1	2	3	4	5	6
c) The INTERNET will make my life better	1	2	3	4	5	6
d) In general, I am a shy person	1	2	3	4	5	6
e) When new services are invented, it is a good idea to try them	1	2	3	4	5	6
f) Overall I feel helpless about many of the things that are happening to me	1	2	3	4	5	6
g) People should be able to express their opinions on the INTERNET even if they might be offensive to me	1	2	3	4	5	6
h) Technology is making things better for people like me	1	2	3	4	5	6
j) You should only trust what you can verify for yourself	1	2	3	4	5	6
k) Britain should adopt the Euro	1	2	3	4	5	6
l) I am interested in political news	1	2	3	4	5	6
m) Britain should re-introduce the death penalty for murder	1	2	3	4	5	6

THERE IS NO QA38

QA39 Now, I would like to ask you some questions about how you spend your time, in the course of a typical week. During a typical week, about how many hours do you usually spend.....

A. Meeting and socializing with friends from outside your household? WRITE IN BELOW. IF NONE CODE 0

PROBE: In general, about how many hours per week?

B. And how many hours per week would you spend talking and doing things with other members of your family? WRITE IN BELOW. IF NONE CODE 0

C. And in the course of a normal week, including weekdays and weekends how much time do you spend watching television? WRITE IN BELOW. IF NONE CODE 0

D. And in a normal week how many recorded movies do you watch on video tape, DVD or other recording device? WRITE IN BELOW. IF NONE CODE 0

QA40. In the course of a normal week, do you read any daily newspapers? IF YES:  
Which daily newspapers do you read? Any others? CODE ONE OR MORE

	()
No – do not read newspaper	1
YES	2
The Sun	3
The Mirror	4
Daily Mail	5
The Express	6
The Daily Telegraph	7
Daily Record (Scotland)	8
Daily Star	9
The Times	1
The Guardian	2
The Independent	3
Financial Times	4
Scotland –Herald	5
Scotland – Scotsman	6
Other Newspaper	7

QA41. How important are each of the following for information about what is going on? FOR EACH OF A)-D) CODE ONE ONLY.

	Very Important	Fairly important	Not very important	Not at all important	Don't know
a) Television	1	2	3	4	5
b) Radio	1	2	3	4	5
c) The INTERNET	1	2	3	4	5
d) Newspapers	1	2	3	4	5

QA42 Do you yourself have a mobile phone?

Yes	1	GO TO QA43
No	2	GO TO QA44

QA43A. Do you use your mobile phone for anything other than making and receiving calls?

Yes	No
1	2
GO TO A43B	GO TO A44

IF YES:

A43B. Do you use it for ... READ OUT. CODE ALL THAT APPLY

	Yes
a) Sending text messages	1
b) Getting information from a service provider. Like news, traffic alerts	2
c) Playing games	3
d) Anything else? RECORD USE.	4

QA44. Does your household have ..... READ OUT ROTATING ORDER BETWEEN INTERVIEWS. PROBE TO OBTAIN CORRECT ANSWERS, RATHER THAN OPINION OF RESPONDENT. MIGHT BE OBVIOUS ON INSPECTION.]

	Yes	No	Don't know
a) Cable TV	1	2	3
b) Satellite TV	1	2	3
c) Digital terrestrial TV (so you get BBC 3 etc without having a special aerial	1	2	3
d) None of these	1	2	3
e) Don't know	1	2	3

- QA45 HAS BEEN REMOVED

ASK EVERYONE

QA46. In this household, how many computers are available for people to use?  
PROBE: Including desktop and laptop computers?

None	0
1	1
2	2
3	3
4	4
5	5
6+	6
Don't know	7

**#H: Internet Use and Access**

QH1A. Does this household have access to the INTERNET? READ OUT. CODE ONE ONLY, TRY TO OBTAIN CORRECT CODE VERSUS OPINION.

Yes. Have access at present	1	GO TO QH2
Don't have access now but have had in the past	2	GO TO QH1B
No, never had access	3	GO TO QH1B
Don't know	4	GO TO QH7

QH1B. Is this household planning to get access to the Internet at home in the next year or so? READ OUT. CODE ONE ONLY

Definitely not	1	GO TO QH6
Probably not	2	GO TO QH6
Yes, probably will	3	GO TO QH6
Yes, definitely will	4	GO TO QH6
Don't know	5	GO TO QH6

QH2. In which of the following ways can members of your household get access to the INTERNET? READ OUT. CODE ONE OR MORE.

A	Computer connected to a telephone line via a socket in the wall	1
B	Computer connected to cable TV system	2
C	Computer that has a wireless connection, such as what is called "WiFi"	3
D	Mobile phone <b>IF RESPONDENT UNCLEAR SAY ...</b> Such as what is called WAP (Wireless Application Protocol), or some other mechanism.	4
E	Via digital TV	5
F	Access to the INTERNET via a hand held device such as a personal digital assistant (PDA)	6
G	None of these	7
H	Don't know	8



QH3. Which INTERNET provider are you currently using? IF MORE THAN ONE MENTIONED. Which one do you use most often? PROBE: Here is a list of ISP in alphabetical order, if that would help you remember yours.

ADSL Now	1	Line One	1
America Online /AOL	2	Madasafish (Mad as a fish)	2
Beeb.net	3	MSN/Microsoft/Freeweb	3
Blue Yonder	4	Netscape	4
Breathe	5	NTL	5
BT Openworld	6	One. Tel	6
BT/BT Click/BT Internet/Other BT	7	Pipex	7
Bush Internet	8	PlusNet	8
Cable and Wireless	9	Powergen	9
Claranet	0	Supanet	0
	()		()
Compuserve	1	Telewest	1
Current Bun	2	TescoNet	2
Demon	3	Tiny Online	3
Dial-Pipex	4	Tiscali	4
Easynet	5	Totalise	5
Eclipse	6	UK Online	6
Firenet	7	Virgin.net	7
Freenet	8	Waitrose	8
Freeserve	9	Wanadoo	9
FreeUK	0	WH Smith On-Line	0
	()		()
Global Internet	1	World On-line	1
IC24	2	Other write in	2
Liberty Surf	3	Don't know	3

QH4. A broadband connection offers access to the Internet at faster speeds than a standard modem. It enables users to make & receive phone calls on the same line while using the Internet. Do you have a standard Internet connection, a broadband Internet connection at home, or an ISDN line at home? CODE ONE ONLY

Standard Internet connection	1	GO TO QH6
ISDN (type of broadband)	2	GO TO QH5
Broadband internet connection	3	GO TO QH5
Don't know	4	GO TO QH6

QH5. If a friend were to ask you whether it is worth getting broadband would you say that it is ..... READ OUT. CODE ONE ONLY

Definitely worthwhile	1	GO TO QH7
Probably worthwhile	2	
Probably not worthwhile	3	
Definitely not worthwhile	4	
Don't know	5	GO TO QH6

QH6 Do you yourself know of anyone else who uses a broadband INTERNET connection?

Yes	1
No	2
Don't know	3

QH6A. Is your household considering getting broadband in the next year or so? READ OUT. CODE ONE ONLY

Definitely won't	1
Probably won't	2
Probably will	3
Definitely will	4
Don't know	5

QH7. Do you yourself use the Internet at home, work, school, college or elsewhere or have you used the Internet anywhere in the past? READ OUT. CODE ONE ONLY

Yes. Current user	1	GO TO QH8
No, but used it in the past	2	GO TO QL1
Never used the Internet	3	GO TO QN2

QH8. About how long have you been using the INTERNET? PROBE: About how many months or years?

Interviewer write in months	_____
Or write in numbers of years	_____

QH9. Where did you start using the INTERNET? Was it ..... READ OUT. CAN CODE MORE THAN ONE

At home	1
At another persons home	2
At work	3
At School	4
INTERNET Café	5
Public library	6
Somewhere else. Write in where	7
_____	
Don't know/Can't remember	8

QH10. Using one of the phrases on this card, can you tell me how important each of the following was to you in first deciding to go on the INTERNET? CIRCLE ONE CODE PER ROW

	Very important	Important	Not very important	Not at all important	Don't Know
a) To get information and news off the Web	1	2	3	4	5
b) Communicate with friends by e-mail	1	2	3	4	5
c) Use it for work	1	2	3	4	5
d) Use it for school/to get information for projects etc	1	2	3	4	5
e) Shopping, buying and looking for products and services on-line	1	2	3	4	5
f) To learn about the INTERNET and Web	1	2	3	4	5

QH11. We are interested in the kinds of help people need to get started on the INTERNET. Did you .... READ OUT ACTIONS BELOW, ROTATING ORDER BETWEEN INTERVIEWS. CODE ALL KINDS OF HELP MENTIONED.

a)Teach yourself without any help	1
b)Get help from another family member	2
c)Friends helped you	3
d) Learnt from studies at school /college	4
e)People at work showed you	5
f)Paid someone to show you	6
g)Took a training course	7
Can't recall	8
None of the above	9

QH13. How would you rate your ability to use the INTERNET: READ OUT. CODE ONE ONLY

Excellent	1
Good	2
Fair	3
Poor	4
Very Bad	5
Don't know/can't say	6

QH14. Have you yourself ever set up a Web page? READ OUT. CODE ONE ONLY

Yes	1	GO TO QH15
Yes, tried but was not successful	2	GO TO QH16
No, never	3	GO TO QH16
Don't know	4	

QH15. And who was that for ..... READ OUT. CODE ALL THAT APPLY

Myself, just for fun	1
Work	2
School	3
Civic group	4
Charity	5
Society/Club	6
Other write in	7

QH16. In the past year, have you asked anyone to help with problems you have had on the INTERNET? IF YES who helped you? READ OUT. CODE ALL THAT APPLY

No		1
Yes	Member of family	2
	Friend	3
	People at work	4
	People at school college	5
	On-line help	6
	Telephone help line	7
	Someone paid to help	8
	Someone else ENTER WHO _____	9

QH17A. Do you have an email address? PROBE: Can you get and send e-mail?

Yes	1	GO TO QH17b
No	2	GO TO
Don't know	3	QW1

QH17B. How many email addresses do you have?

QH18A. Altogether, at all your addresses, about how many e-mails do you receive in an average week, not counting unsolicited junk e-mails? PROBE: We don't want you to count mail that you don't read, but all the messages you read and might reply to that you have received at any e-mail addresses you have.

QH18B. And how many emails do you send in an average week? INTERVIEWER WRITE IN BELOW. CODE 0 FOR NONE, X FOR DON'T KNOW

a. Received each week	_____
b. Sent each week	_____

QH19. On average, how often do you check your email? READ OUT. CODE ONE ONLY

Every hour or more often	1
Several times a day	2
About once a day	3
A few times each week but not every day	4
About once a week	5
Less than once a week	6
Don't know	8

QH20. Which of the following most closely describes your attitude to receiving unsolicited e-mail from people trying to sell you something, sometimes called SPAM? READ OUT. CODE ONE ONLY

I don't receive any SPAM messages	1	GO TO QH22
I receive SPAM but the number I receive doesn't bother me	2	GO TO QH21
I receive a few too many	3	
I receive far too many SPAM messages	4	
Don't know	8	

QH21. About how many of these SPAM messages do you receive in the course of an average day or week? INTERVIEWER WRITE IN NUMBER. CODE 0 FOR NONE AND X FOR DON'T KNOW

Write in number per <b>day</b> _____ OR <b>week</b> _____
--

QH22. In the past year have you .....? READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ALL THAT APPLY

	Yes
a) Received obscene or abusive e-mails	1
b) Received a virus onto your computer which caused a problem or had to be removed or fixed	2
c) Bought something which has been misrepresented on a Web site	3
d) Had credit card details stolen via use on the INTERNET	4
e) Received e-mails not intended for you	5
f) Received very high bills for INTERNET access	6
g) Had e-mails opened by someone else and private messages read	7
h) Been contacted by someone from some foreign country, suggesting an arrangement to make money	8
None of the above	9

QH23. How concerned are you about unpleasant experiences when using email? For example being sent obscene or otherwise unwanted e-mails? READ OUT. CODE ONE ONLY

Not at all concerned	1
A little concerned	2
Fairly concerned	3
Very concerned	4
Don't know	8

QH24. Do you use 'instant messaging' over the INTERNET when you and other people can communicate with each other simultaneously instead of waiting for e-mails to be sent and received? READ OUT. CODE ONE ONLY

No, do not use	1
Rarely use	2
Sometimes	3
Often	4
Don't know	5

**#W: Internet Use at Work**

QW1. Do you work? And do you use the Internet at work CODE ONE ONLY

Yes work and use the Internet	1	GO TO QW2
Yes, work, but do not use the Internet at work	2	GO TO QNW1
No, do not work	3	GO TO QB1

QW2. At work do you use the INTERNET for ..... READ OUT. ROTATE BETWEEN INTERVIEWS. Is that: A lot, some, a little or not at all? CODE ONE ONLY PER STATEMENT

	A lot	Some	A little	Not at all	Don't know
a) Information about things within your organisation, where you work	1	2	3	4	5
b) Looking for Web sites for personal, household things	1	2	3	4	5
c) Exchange of e-mails with customers, suppliers	1	2	3	4	5
d) Exchange of e-mail with my fellow employees, those I work with	1	2	3	4	5
e) Sending or receiving personal e-mails	1	2	3	4	5
f) Getting news, current affairs	1	2	3	4	5

QW3. In your work do you feel that using the INTERNET affects how productive you are? Would you say it makes you: READ OUT. CODE ONE ONLY

Much less productive	1
Somewhat less productive	2
Does it make you somewhat more productive	3
A lot more productive	4
Does it make no difference one way or the other	5
Don't know	6

QW4. Does the Internet enable you to work from home more than before you had access to the Internet at home? READ OUT. CODE ONE ONLY

Yes a lot more	1
Yes a little more	2
No difference	3
No need to work from home	4
Do not have internet at home	5
Don't know	6

QW5. For the work you do, would you say that the INTERNET is: READ OUT. CODE ONE ONLY

Essential	1	GO TO QNW3
Often Useful	2	
Occasionally useful	3	
Not useful	4	
Don't know	5	

QNW1. Are there other people you work with who use the INTERNET? READ OUT. CODE ONE ONLY

No, none	2	GO TO QNW2
Yes, a few	3	
Yes, some	4	
Yes, most	5	
Don't know	6	

QNW2. If you were to use the INTERNET at work, do you think you could do your job... READ OUT. CODE ONE ONLY

Much less well	1
Somewhat less well	2
Would it make no difference	3
Would you be able to do your job somewhat better	4
Or a lot better	5
Don't know	6



QNW3. Do you use a computer at work for word-processing, budgeting or other activities that do not require you to be on the INTERNET? READ OUT. CODE ONE ONLY

Yes, often	1
Yes, from time to time	2
Seldom	3
Not at all	4

ASK THESE QUESTIONS OF ALL PEOPLE WHO CURRENTLY USE THE INTERNET

**#B: Shopping on the Internet**

QB1. At which of the following places do you currently access the Internet? READ OUT. CODE ALL THAT APPLY

a) At home	1
b) Another person's home	2
c) at work	3
c) College/School	4
d) Internet cafe	5
e) Public Library	6
f) Other	7

QB2. During a typical week, about how many minutes or hours altogether, at home, work and elsewhere, do you use the INTERNET for...READ OUT

	WRITE IN MINUTES	OR WRITE IN HOURS	OR RECORD NONE	DON'T KNOW
a) Email	-----	-----	0	9
b) Instant messaging	-----	-----	0	9
c) Looking for or buying goods and services	-----	-----	0	9
d) Getting information from the web	-----	-----	0	9
e) General browsing or surfing	-----	-----	0	9
f) Listening to music	-----	-----	0	9
g) Being entertained	-----	-----	0	9
h) Education, studies	-----	-----	0	9
i) Looking for work	-----	-----	0	9
j) Getting on-line news	-----	-----	0	9
k) Finding out about public services	-----	-----	0	9
l) Banking, paying bills, household accounts	-----	-----	0	9
m) Participating in INTERNET chat rooms	-----	-----	0	9

QB3. In a typical month, how many purchases do you make over the INTERNET?  
(Note to Interviewer: This question is not about paying bills or banking through the INTERNET)

WRITE IN. CODE 0 FOR NONE AND X FOR DON'T KNOW and skip to B5

QB4. In a typical month, what is the total value the purchases you make over the INTERNET?

WRITE IN. CODE 0 FOR NONE AND X FOR DON'T KNOW

QB5. What is the most you have ever spent on a purchase through the INTERNET, for example, to buy travel tickets or a car?

WRITE IN. CODE 0 FOR NONE AND X FOR DON'T KNOW

QB7. Here are some comments that people make about buying products or services through the INTERNET. Using the scale on this card please say how much you agree or disagree with each of these statements: **CODE ONE ONLY PER STATEMENT**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) You get a much wider choice of goods on the INTERNET than in local stores	1	2	3	4	5	6
b) People who go on line put their privacy at risk	1	2	3	4	5	6
c) The prices of things on the INTERNET are lower than in local shops	1	2	3	4	5	6
d) It's difficult to return or exchange goods ordered on the internet	1	2	3	4	5	6
e) I can easily find web sites with products and services I am interested in buying	1	2	3	4	5	6
f) I am uncomfortable with the lack of face-to-face contact when ordering on the INTERNET	1	2	3	4	5	6
g) I can easily order products from web-sites	1	2	3	4	5	6
h) When I shop on the INTERNET, I usually spend more money than I intend	1	2	3	4	5	6
i) It's difficult to assess product quality or accuracy of product descriptions when shopping on the INTERNET	1	2	3	4	5	6
j) Eventually I will probably make more purchases online	1	2	3	4	5	6

QB8. How frequently do you...READ OUT ROTATING ORDER BETWEEN INTERVIEWS.

IF RESPONDENT SAYS THEY GO TO WEB SITES IN OTHER COUNTRIES ASK. Which countries are those web sites in?

	Often	Sometimes	Seldom	Not at all	Don't know
a) Go to bookmarked sites	1	2	3	4	5
b) Use a search engine	1	2	3	4	5
c) Go to websites in other countries – IF CODE 1, 2 OR 3 WHERE?	1	2	3	4	5
	Circle code				
1. USA	1				
2. Hong Kong	2				
3. Other Asian country	3				
4. Australia	4				
5. New Zealand	5				
6. Canada	6				
7. Ireland	7				
8. Europe	8				
9. India	9				
10. Pakistan	0				
11. Bangladesh	1				
12. West Indies	2				
13. Other:	3				
<u>RECORD</u>					

QB9. In the past twelve months have you *personally* used the INTERNET to...READ OUT.

	Yes	No
a) Renew your television licence	1	2
b) Contact a doctor, hospital or health service	1	2
c) Get information about schools	1	2
d) Contact an MP, a councillor or a political party	1	2
e) Get tax information, pay taxes	1	2
f) Get information about other public services	1	2
g) Get information about a political debate, issue or politician	1	2
h) Follow news or developments in another country	1	2

QB10. Here are things people sometimes say about using the INTERNET. Using the scale on this card, please can you tell me to what extent do you agree or disagree with each statement? CODE ONE ONLY PER STATEMENT

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) Helps keep you in touch with people you normally couldn't talk to so often	1	2	3	4	5	6
b) Dealing with email takes up too much time	1	2	3	4	5	6
c) The Internet saves time and money	1	2	3	4	5	6
d) The INTERNET permits people to get personal information about me without my permission	1	2	3	4	5	6
e) Lots of information you want is on the INTERNET	1	2	3	4	5	6
f) Too many people can contact me over the internet	1	2	3	4	5	6
g) Using the Internet causes problems with others in your household	1	2	3	4	5	6

GO TO D1 (CLASSIFICATION QUESTIONS) .

IF USED IN PAST, BUT STOPPED AND NOT CURRENTLY USING, CONTINUE WITH QL1

**#L: Past Users of the Internet**

QL1. For how long did you use the INTERNET? PROBE: About how many months (years)?

Interviewer write in months	_____
Or write in numbers of years	_____

QL2. You say that you stopped using the INTERNET. How long ago was it that you stopped using the INTERNET?

Interviewer write in months	_____
Or write in numbers of years	_____
Don't know/can't remember	_____

QL3. Which of the following describes your major reason for stopping using the INTERNET? We'd like the most important reason. CODE ONE MAJOR REASON

It was too difficult to use	1
Not interested, did not find it useful	2
Moved house and have not had new connection installed	3
Moved job/left school where it was available	4
No longer have computer available	5
Too expensive, did not get the value out of having it	6
Worried about privacy, did not want to give personal details over the INTERNET	7
Or was there some other reason: INDICATE REASON: _____	8
Don't know	9
Can't recall	0

QL4. In the past year, have you had any of the following experiences because you are not using the INTERNET? READ OUT. CODE ALL THAT APPLY

a) Others have had trouble contacting you	1
b) Disadvantaged in seeking work or changing jobs	2
c) Have been encouraged to get on the INTERNET	3
None of the above	4

QL5. In the past year have you asked someone to:...READ OUT, ROTATING BETWEEN INTERVIEWS, & FOR EACH ASK: Is that a number of times, or once or twice?

	Yes, number of times	Yes, once or twice	No	Don't know
a) Send an email for you	1	2	3	4
b) Make a purchase for you from the INTERNET	1	2	3	4
c) Get information from the INTERNET for you	1	2	3	4

IF NO TO ALL THREE RESPONSES TO QL5, GO TO QL6, OTHERWISE GO TO QL7

QL6. If you needed to use the Internet to send an e-mail or something, do you know someone who could do this for you? PROBE: Is that definitely or probably? CODE ONE ONLY

Yes, definitely	1
Yes, probably	2
Probably not	3
Definitely not	4
Don't know	5

QL7. Here are some comments that people make about buying products or services through the INTERNET. Using the scale on this card please say how much you agree or disagree with each of these statements: CODE ONE ONLY PER STATEMENT

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) You get a much wider choice of goods on the INTERNET than in local stores	1	2	3	4	5	6
b) People who go on line put their privacy at risk	1	2	3	4	5	6
c) The prices of things on the INTERNET are lower than in local shops	1	2	3	4	5	6
d) It's difficult to return or exchange goods ordered on the internet	1	2	3	4	5	6
e) A person can easily find web sites with products and services they are interested in buying	1	2	3	4	5	6
f) I would be uncomfortable with the lack of face-to-face contact when ordering on the INTERNET	1	2	3	4	5	6
g) A person can easily order products from web-sites	1	2	3	4	5	6
h) People who shop on the INTERNET usually spend more money than they intend	1	2	3	4	5	6
i) It's difficult to assess product quality or accuracy of product descriptions when shopping on the INTERNET	1	2	3	4	5	6
j) Eventually I will probably make purchases online	1	2	3	4	5	6



QL8. Here are things people sometimes say about using the INTERNET. Using the scale on this card, please can you tell me to what extent do you agree or disagree with each statement? CODE ONE ONLY PER STATEMENT

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) Helps keep you in touch with people you normally couldn't talk to so often	1	2	3	4	5	6
b) Dealing with email takes up too much time	1	2	3	4	5	6
c) The Internet saves time and money	1	2	3	4	5	6
d) The INTERNET permits people to get personal information about me without my permission	1	2	3	4	5	6
e) Lots of information you want is on the INTERNET	1	2	3	4	5	6
f) Too many people can contact me over the internet	1	2	3	4	5	6
g) Using the Internet causes problems with others in your household	1	2	3	4	5	6

QL9. Are you planning to get access to the Internet at home, at work, at school, or college or somewhere else in the next year or so? READ OUT: CODE ONE ANSWER

Definitely won't	1
Probably won't	2
Probably will	3
Definitely will	4
Don't know	5

QL10. Do you work and are there other people you work with who use the INTERNET? READ OUT. CODE ONE ONLY

Don't work	1	GO TO D1 GO TO QL11
No, none	2	
Yes, a few	3	
Yes, some	4	
Yes, most	5	
Don't know	6	

QL11. If you were to use the INTERNET at work, do you think you could do your job... READ OUT. CODE ONE ONLY

Much less well	1
Somewhat less well	2
Would it make no difference	3
Would you be able to do your job somewhat better	4
Or a lot better	5
Don't know	6

QL12. Do you use a computer at work for word-processing, budgeting or other activities that do not require you to be on the INTERNET? READ OUT. CODE ONE ONLY

Yes, often	1
Yes, from time to time	2
Seldom	3
Not at all	4

NOW GO TO D1 (CLASSIFICATION QUESTIONS)

ASK THIS SECTION OF ALL WHO HAVE NEVER USED THE INTERNET - OTHERS GO TO CLASSIFICATION SECTION

**#N: Never Used the Internet**

QN2. I will read a number of reasons that some people give to explain why they don't use the INTERNET. Tell me if any apply to you. CODE ALL THAT APPLY. MORE THAN ONE ANSWER ALLOWED

Some people say .... They (PROMPT: Does that apply to you?)

	Yes
a) Don't know how to use a computer	1
b) Have no computer available	2
c) It's too expensive	3
d) There's nothing of interest on the INTERNET	4
e) It's not useful	5
f) Concerned about privacy like protection of credit card details	6
g) It's too difficult to use	7
h) It's for younger people, not for people of my age	8
None of these	9

QN3. In the past year, have you had any of the following experiences because you are not using the INTERNET? READ OUT. CODE ALL THAT APPLY

	Yes
a) Others have had trouble contacting you	1
b) Disadvantaged in seeking work or changing jobs	2
c) Have been encouraged to get on the INTERNET	3
d) None of the above	4

QN4. In the past year have you asked someone to:...READ OUT, ROTATING BETWEEN INTERVIEWS, & FOR EACH ASK: Is that a number of times, or once or twice?

	Yes, number of times	Yes, once or twice	No	Don't know
a) Send an email for you	1	2	3	8
b) Make a purchase for you from the INTERNET	1	2	3	8
c) Get information from the INTERNET for you	1	2	3	8

ASK QN5 IF NO TO ALL OF THREE RESPONSES TO QN4; OTHERWISE GO TO QN6

QN5. If you needed to use the Internet to send an e-mail or something, do you know someone who could do this for you? PROBE: Is that definitely or probably? CODE ONE ONLY

Yes, definitely	1
Yes, probably	2
Probably not	3
Definitely not	4
Don't know	5

QN6 Here are some comments that people make about buying products or services through the INTERNET. Using the scale on this card please say how much you agree or disagree with each of these statements:

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) You get a much wider choice of goods on the INTERNET than in local stores	1	2	3	4	5	6
b) People who go on line put their privacy at risk	1	2	3	4	5	6
c) The prices of things on the INTERNET are lower than in local shops	1	2	3	4	5	6
d) It's difficult to return or exchange goods ordered on the internet	1	2	3	4	5	6
e) A person can easily find web sites with products and services they are interested in buying	1	2	3	4	5	6
f) I would be uncomfortable with the lack of face-to-face contact when ordering on the INTERNET	1	2	3	4	5	6
g) A person can easily order products from web-sites	1	2	3	4	5	6
h) People who shop on the INTERNET usually spend more money than they intend	1	2	3	4	5	6
i) It's difficult to assess product quality or accuracy of product descriptions when shopping on the INTERNET	1	2	3	4	5	6
j) Eventually I will probably make purchases online	1	2	3	4	5	6

QN7. Here are things people sometimes say about using the INTERNET. Using the scale on this card, please can you tell me to what extent do you agree or disagree with each statement? CODE ONE ONLY PER STATEMENT

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) Helps keep you in touch with people you normally couldn't talk to so often	1	2	3	4	5	6
b) Dealing with email takes up too much time	1	2	3	4	5	6
c) The Internet saves time and money	1	2	3	4	5	6
d) The INTERNET permits people to get personal information about me without my permission	1	2	3	4	5	6
e) Lots of information you want is on the INTERNET	1	2	3	4	5	6
f) Too many people can contact me over the internet	1	2	3	4	5	6
g) Using the Internet causes problems with others in your household	1	2	3	4	5	6

QN8. Are you planning to get access to the INTERNET at home, at work, at school or college or somewhere else in the next year or so? READ OUT. CODE ONE ONLY.

No, Definitely not	1
No, Probably not	2
Yes, probably will	3
Yes, definitely will	4
Don't know	5

QN9. Do you work and are there other people you work with who use the INTERNET? READ OUT. CODE ONE ONLY

Don't work	1	GO TO D1
No, none	2	GO TO QN10
Yes, a few	3	
Yes, some	4	
Yes, most	5	
Don't know	6	

QN10. If you were to use the INTERNET at work, do you think you could do your job... READ OUT. CODE ONE ONLY

Much less well	1
Somewhat less well	2
Would it make no difference	3
Would you be able to do your job somewhat better	4
Or a lot better	5
Don't know	6

QN11. Do you use a computer at work for word-processing, budgeting or other activities that do not require you to be on the INTERNET? READ OUT. CODE ONE ONLY

Yes, often	1
Yes, from time to time	2
Seldom	3
Not at all	4

## CLASSIFICATION QUESTIONS

### #D: Demographic Measures

D1. Age: In what year were you born?  
WRITE IN YEAR

D2. Sex

Male	1
Female	2

D3. Marital Status Are you...?

Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5

D4. Number of adults in household (age 18 or over)

WRITE IN

D5. Number of children - WRITE IN NUMBER OF CHILDREN IN HOUSEHOLD IN EACH AGE GROUP

No children	
Under 10	
10-13	
14-17	

D6 Excluding yourself, how many members of your household have any access to the Internet?

IF NO ADDITIONAL MEMBERS GO TO D8  
FOR EACH ADDITIONAL PERSON NAMED, RECORD APPROXIMATE AGE  
AND THEIR SEX

Additional member	Approximate Age	Sex: Male	Sex: Female
1			
2			
3			
4			
5			
6			
7			
8			

D8. Employment status: Are you currently working...?

Full time (30 hours a week or more)	1
Part time (8-29 hours a week)	2
Unemployed and wanting to work	3
Undergraduate Student	4
Post graduate student	5
At School	6
Retired	7
Not working or seeking work (eg. housewife)	8

NOTE. IF RESPONDENT IS A STUDENT AND IS WORKING ASK WHAT IS YOUR PRINCIPAL ACTIVITY? FULL TIME STUDENT WHO WORKS PART TIME IS A STUDENT. FULL TIME EMPLOYEE WHO IS A PART-TIME STUDENT = FULL TIME WORKING

D9. What is the highest educational or vocational qualification that you have?

IF STUDENT/AT SCHOOL. Or that you will receive if you complete your next set of exams

GCSE/O-level/CSE	1
Vocational (NVQ 1+2 or time-served apprentice or ONC	2
A level or equivalent	3
University BA or its equivalent	4
Higher degree as well as BA	5
None of the above	6



D10. INTERVIEWER CODE SOCIAL CLASS

Occupation of Chief Income Earner

---

Qualifications of CIE

---

Number of people who report to CIE

---

CODE

A	1
B	2
C1	3
C2	4
D	5
E	6

D11. Have you been abroad on a holiday in the past three years...? READ OUT.  
CODE ONE ONLY.

Less than once a year	1
Once a year	2
More than once a year	3
No	4

D12. Do you know a foreign language well enough to read a newspaper in that language?

Yes	1
No	2

D13. In which country were you born?

United Kingdom	
England	1
Scotland	2
Wales	3
Northern Ireland	4
Ireland	5
India	6
Pakistan	7
Bangladesh	8
Another European Union Country	9
West Indies	1
Canada, Australia, NZ, S. Africa	2
USA	3
Hong Kong	4
Other Asian Country	5
Africa	6
Other	7

D14. Have you ever lived outside the United Kingdom for as long as three months?

Yes	1	GO TO D15
No	2	GO TO D16

D15. If YES, where?  
CODE ALL THAT APPLY

Ireland	1
India	2
Pakistan	3
Bangladesh	4
Another European Union Country	5
West Indies	6
Canada, Australia, NZ, S. Africa	7
USA	3
Hong Kong	4
Other Asian Country	5
Africa	6
Other	0

D16. The incomes of households differ a lot in Britain today. Here is a card showing the range of incomes that people have. Where would you put your own household?  
CODE ONE ONLY

N	Less than £5,000	1
B	£5,000 to £9,999	2
J	£10,000 to £14,999	3
L	£15,000 to £19,999	4
K	£20,000 to £24,999	5
U	£25,000 to £29,999	6
P	£30,000 to £34,999	7
F	£35,000 to £39,999	8
R	£40,000 to £49,999	9
S	£45,000 to £49,999	0
D	£50,000 or more	1
	Refused	2
	Don't know	8

**CLOSE INTERVIEW WITH**

*That is all the questions I have. Thank you very much for cooperating with this Oxford University survey. It will help in understanding the ways in which people are responding to the introduction of the INTERNET in society. As I said at the beginning Oxford University will make a donation to the Red Cross in appreciation of the time you have given us for this interview. Could you tell me your phone number in case we need to double check any of your responses to the questions?*

PHONE NO. OF RESPONDENT:

**CODE REGION  
(24)**

1. Scotland
2. North West
3. South West
4. Wales
5. South
6. South East
7. London
8. Anglia
9. East Midlands
10. West Midlands
11. Yorkshire
12. North East

CLASSIFY LOCATION OF HOUSE

Rural area, no immediate neighbours	1
Small Village.	2
Large Village	3
Town.	4
City	5
Part of conurbation, e.g., Birmingham, London	6

POSTCODE OF HOUSE (TAKE FROM SAMPLE SHEET)  
(26-32)

--	--	--	--	--	--	--

PTO

INTERVIEWER DECLARATION:

**I declare that this interview has been carried out by me in accordance with your instructions.**

SIGNED:

DATE OF INTERVIEW:

**#I: INSTRUCTIONS TO INTERVIEWER**

Please complete this form for each address given to you.

**WRITE IN SERIAL NUMBER OF ADDRESS ALLOCATED TO YOU**

Address occupied		1	Go to Introduction
Property vacant	Boarded up, no longer used as a dwelling/derelect	2	See instruction below
	New building –not yet occupied	3	See instruction below
	Older building- not occupied	4	See instruction below
Commercial property		5	See instruction below
Dwelling has been demolished		6	See instruction below
Unable to locate address		7	See instruction below

**IF ADDRESS ALLOCATED TO YOU IS ANY OF THOSE ABOVE CODED 2-7, GO TO THE CLOSEST INHABITED DWELLING**

**TICK THIS BOX IF SUBSTITUTE ADDRESS HAS BEEN USED**

**INTRODUCTION:**

Good morning/afternoon. I am conducting a survey in this area on behalf of Oxford University. It concerns how people live in Britain today and whether the INTERNET may be changing things. Whether or not you use the Internet yourself, I would be very grateful for your time to answer a few questions. For every respondent who helps with this survey Oxford University will donate £1 to the Red Cross as a thank you for your help with this research

**IF RESPONDENT ASKS WHETHER THIS IS MARKET RESEARCH:**

The research is for Oxford University, so the answers you give are solely for the purpose of academic research.

**IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY.....**

For the purposes of our research project it is most important that we talk to a representative cross section of all people. Therefore, the views of someone in your household are extremely important to us and the interview will only take 20 TO 25 minutes to complete.

**IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE SAY....**

If you cannot spare the time at the moment I would really appreciate it if we could call you back at your own convenience over the next few days. As I say your own views are very important to us.

**IF RESPONDENT ASKS.** I work for ICM, an independent opinion research company, which Oxford has employed for this study.

First of all can I ask you how many people **NORMALLY RESIDENT** in your household there are who are aged 14 or older? **WRITE IN BELOW**

--

For the purposes of this research I need to select, at random, one person in your household aged 14 **OR OVER** by choosing the person who will have their birthday next. (A member of your household is someone normally resident here who related to you or living with you or a member of your family as a partner

**IF RESPONDENT IS RELUCTANT FOR YOU TO SPEAK WITH YOUNGER MEMBERS OF THE FAMILY, IT IS ACCEPTABLE FOR A PARENT OR GUARDIAN TO SIT IN ON THE INTERVIEW, SHOULD THEY BE SELECTED.**

And which person will have a birthday next?

**WRITE IN NAME OF RESPONDENT**

---

**IF RESPONDENT DOES NOT KNOW WHO HAS THE NEXT BIRTHDAY SAY ..... If you don't know who has the next birthday could I ask whose first name starts with a letter closest to the beginning/end of the alphabet? INTERVIEWER ASK TO SPEAK TO PERSON WITH NAME STARTING WITH A LETTER NEAREST THE END OF THE ALPHABET ON THE FIRST SUCH INTERVIEW, NEAREST THE BEGINNING OF THE ALPHABET ON SECOND INTERVIEW AND SO ON.**

**INTERVIEWER CODE**

Respondent selected by birthday	1
Respondent selected by first letter of first name	2

Now that is the person I need to ask my questions of. Is he/she available now?

IF NO. Make an appointment to call back at a suitable time. TRY AND MAKE A FIRM APPOINTMENT

	OUTCOME OF EACH VISIT.
Callback 1	
Callback 2	
Callback 3	
Callback 4	
Callback 5	
Callback 6	

## **INTRODUCTION TO BE USED FOR SELECTED RESPONDENT**

Good morning/afternoon/evening. I am conducting a survey in this area on behalf of Oxford University. It concerns how people live in Britain today and whether the INTERNET may be changing things. I would be very grateful for your time to answer a few questions, whether or not you use the INTERNET yourself. For every respondent who helps with this survey Oxford University will donate £1 to the Red Cross as a thank you for your help with this research.

### **IF RESPONDENT ASKS WHETHER THIS IS MARKET RESEARCH:**

The research is for Oxford University, so the answers you give are solely for the purpose of academic research.

### **IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY.....**

For the purposes of our research project it is most important that we talk to a representative cross section of all people. Therefore, your views are extremely important to us and the interview will only take a few minutes of your time.

### **IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE SAY....**

If you cannot spare the time at the moment I would really appreciate it if we could call you back at your own convenience over the next few days. As I say your own views are very important to us.

IF RESPONDENT ASKS. I work for ICM, an independent opinion research company, which Oxford has employed for this study.

**INTERVIEWER CODE OUTCOME OF VISIT AT THIS ADDRESS**

Productive interview obtained	1
Refusal by person answering the door	2
Refusal by selected respondent	3
Partially completed then terminated	4
Unable to contact selected respondent after X callbacks. Write in number	5

**INTERVIEWER CODE REASON FOR REFUSAL**

Not interested. No wish to participate	1
Too busy	2
Ill/not well	3
Away for duration of fieldwork period	4
Inadequate English	5
Other reason. Write in	6



