

## OXFORD INTERNET SURVEY 2005

[ASK EVERYONE]

[Information & Trust]

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

QA1. 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 OR CIRCLE FOR 'DON'T KNOW' / 'NO OPINION'] [SHOW CARD]  
(16-17)

ENTER NUMBER	
Don't know	88
No opinion	98

QA2. 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 OR CIRCLE FOR 'DON'T KNOW' / 'NO OPINION'] [SHOW CARD]  
(18-19)

ENTER NUMBER	
Don't know	88
No opinion	98

QA3. 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**? Whether or not you use the Internet we would be interested in your opinion. [ENTER NUMBER OR CIRCLE FOR 'DON'T KNOW' / 'NO OPINION'] [SHOW CARD]  
(20-21)

ENTER NUMBER	
Don't know	88
No opinion	98

QA4. 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 OR CIRCLE FOR 'DON'T KNOW'/ 'NO OPINION' ] [SHOW CARD]  
 (22-25)

	RECORD SCORE	Don't know	No opinion
a) Major companies		8	9
b) The Government		8	9
c) Television news		8	9
d) Newspapers		8	9

QA5. What about the **Internet**? How much confidence do you have in the people providing Internet services? [SHOW CARD. RECORD SCORE OR CIRCLE FOR 'DON'T KNOW'/ 'NO OPINION' ] (26)

RECORD SCORE	
Don't know	8
No opinion	9

QA6. 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] [SHOW CARD] (27-31)

	RECORD SCORE	Don't know	No opinion
a) Scientists		8	9
b) Doctors		8	9
c) Most people I know		8	9
d) Most people in this country		8	9
e) Most people you can communicate with on the Internet		8	9

QA7. People vary in where they look for information. Where would you go **first**, if you were looking for information on: [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (32-36)

	Use the telephone	Personally visit a person or location	Go to a book or directory	Use the Internet	Don't know
a) The name of your local MP, if you didn't know it?	1	2	3	4	8
b) Taxes?	1	2	3	4	8
c) Planning a journey or a holiday?	1	2	3	4	8
d) A book that you heard about?	1	2	3	4	8
e) Local schools	1	2	3	4	8

**CARD:**

- |   |
|---|
| <ol style="list-style-type: none"> <li>1. Use the telephone (telephone enquiry service or calling someone)</li> <li>2. Personally visit a person or location (a local office, a post office, a library or a shop)</li> <li>3. Go to a book or directory</li> <li>4. Use the Internet (using a search engine, a Website or email)</li> </ol> |
|---|

QA8. How important for you are each of the following for information about what is going on? Would you say they are very important, important, not so important or not at all important? [READ OUT. CODE ONE PER ROW] (37-41)

	Very Important	Important	Not so important	Not at all important	Don't know
a) Television	4	3	2	1	8
b) Radio	4	3	2	1	8
c) Talking to other people	4	3	2	1	8
d) The Internet	4	3	2	1	8
e) Newspapers	4	3	2	1	8

QA9. 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] <sup>(42)</sup>

No problem	4
Occasionally a problem	3
Often confusing	2
Do you give up and get someone else to do it	1
Never fill out forms	0
Don't know	8

QA10. 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] <sup>(43)</sup>

Very helpful	3
Usually helpful	2
Often not very helpful	1
No use at all	0
DO NOT READ OUT. Don't get involved in such calls	9
Don't know	8

QA11. Generally speaking, how interested would you say you are in the Internet? Would you say you are... [READ OUT. CODE ONE ONLY] <sup>(44)</sup>

Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	8

**[ASK EVERYONE]**

**[Internet Access and Technology in the Household]**

QH1. Does this household have access to the Internet? [If 'NO', PROMPT: have you had access in the past?] [READ OUT. CODE ONE ONLY. TRY TO OBTAIN CORRECT CODE VERSUS OPINION]. (45)

Yes, have access at present	1	GO TO QH3
Don't have access now but have had in the past	2	GO TO QH2
No, never had access	3	GO TO QH2
Don't know	8	GO TO QH10

QH2. Is this household planning to get access to the Internet at home in the next year or so? [READ OUT. CODE ONE ONLY] (46)

Definitely not	0	GO TO QH10
Probably not	1	GO TO QH10
Yes, probably will	2	GO TO QH10
Yes, definitely will	3	GO TO QH10
Don't know	8	GO TO QH10

QH3. How long has your household had an Internet connection? About how many years? [IF LESS THAN A YEAR, WRITE IN MONTHS] (47-50)

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

QH4. In which of the following ways can members of your household get access to the Internet at home? [READ OUT. CODE ONE PER ROW]. (51-55)

	No	Yes	Don't know
a) Computer connected to a telephone line via a wall socket	0	1	8
b) Computer connected to cable TV system	0	1	8
c) Computer that has a wireless connection, such as what is called "WiFi"	0	1	8
d) Via digital TV	0	1	8
e) Access to the Internet via a hand held device such as a mobile phone or a personal digital assistant (PDA)	0	1	8

QH5. Which Internet service provider are you currently using? [IF MORE THAN ONE MENTIONED: Which one do you use most often? PROBE: Here is a list of ISPs in alphabetical order, if that would help you remember yours] [SHOW CARD] (56-57)

ADSL Now	01	Madasafish (Mad as a fish)	22
America Online /AOL	02	MSN/Microsoft/Freeweb	23
Beeb.net	03	Netscape	24
Blue Yonder	04	Net Breeze	25
Breathe	05	NTL	26
BT Openworld	06	One. Tel	27
BT/BT Click/BT Internet/Other BT	07	Pipex	28
BT Yahoo	08	PlusNet	29
Cable and Wireless	09	Powergen	30
Claranet	10	Supanet	31
Compuserve	11	Telewest	32
Demon	12	TescoNet	33
Dial-Pipex	13	Tiny Online	34
Easynet	14	Tiscali	35
Eclipse	15	UK Online	36
Freenet	16	Virgin.net	37
Freeserve	17	Waitrose	38
FreeUK	18	Wanadoo	39
Global Internet	19	WH Smith On-Line	40
IC24	20	Yahoo Online	41
Line One	21	Other write in _____	42
		Don't know	88

QH6. Do you have a standard Internet connection or a broadband Internet connection at home ? [PROBE: A broadband connection offers access to the Internet at faster speeds than a standard modem. It enables users to have the Internet 'always on' and to make & receive phone calls on the same line] [READ OUT. CODE ONE PER ROW] (58-59)

	No	Yes	Don't know	
Standard Internet connection	0	1	8	GO TO QH7
Broadband Internet connection	0	1	8	GO TO QH8

QH7. Is your household considering getting broadband in the next year or so? [READ OUT. CODE ONE ONLY] (60)

Definitely won't	0	GO TO QH10
Probably won't	1	
Probably will	2	
Definitely will	3	
Don't know	8	

QH8. When did you start using broadband in your household? About how many years? [IF LESS THAN A YEAR, WRITE IN MONTHS] (61-64)

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

QH9. In your household is the Internet left on all or most of the time or connected only when you are actually using it? [READ OUT. CODE ONE ONLY] (65)

All the time	2
Most of the time	1
Only when I use it	0
Don't know	8

→ ASK ALL

QH10. How many working computers are available for people to use in this household? [PROBE: Including desktop and laptop computers?] [READ OUT. CODE ONE ONLY] (66)

None	0
One	1
Two	2
Three or more	3
Don't know	8

QH11. Do you yourself use a computer whether or not it is connected to the Internet? (67)

No	0	GO TO QH16
Yes	1	GO TO QH12

QH12. Leaving the Internet aside for a moment, how frequently do you use a computer? [READ OUT. CODE ONE ONLY] (68)

Several times a day	5
Daily	4
Weekly	3
Monthly	2
Less than once a month	1
Never	0
Don't know	8

QH13. How important is a computer to your current way of life? [READ OUT. CODE ONE ONLY] (69)

Very important	4
Important	3
Not so important	2
Not at all important	1
Don't know	8

QH14. Have you yourself ever written a computer programme? [READ OUT. CODE ONE ONLY] (70)

Yes, written a programme successfully	2
Yes, tried but was not successful	1
No, never	0
Don't know	8

QH15. How concerned are you about protecting your computer from viruses? [IF 'CONCERNED' PROBE: Have you done anything to prevent it, such as getting virus checkers or firewalls?] [READ OUT. CODE ONE ONLY] (71)

Not concerned	0
Concerned but have not done anything	1
Concerned and have done something	2
Don't know	8

→ ASK ALL

QH16. How many television sets are there in your household? [CODE 0 IF NONE] (72-73)



QH17. Let me read off a number of things that some households have, and others do not. Could you tell me if your household has: [READ OUT. CODE ONE PER ROW. PROBE TO OBTAIN CORRECT ANSWERS, RATHER THAN OPINION OF RESPONDENT. MIGHT BE OBVIOUS ON INSPECTION.] (74-80)

	No	Yes	Don't know
a) Cable TV	0	1	8
b) Satellite TV	0	1	8
c) Digital terrestrial TV (so you get BBC 3 or Freeview without having a special aerial)	0	1	8
d) Digital camera	0	1	8
e) Web-cam for a computer	0	1	8
f) i-Pod	0	1	8
g) A hand held personal digital assistant (PDA)	0	1	8

QH18. Do you use an electronic or paper diary? [READ OUT. CODE ONE ONLY] (CARD 2, Col 12)

No, don't use either	0
Yes, use a paper diary only	1
Yes, use both an electronic and a paper diary	2
Yes, use an electronic diary only	3

QH19. Do you yourself have a mobile phone? (13)

No	0	GO TO QH23
Yes	1	GO TO QH20

QH20. Does your mobile phone have a camera? (14)

No	0
Yes	1
Don't know	8

QH21. Besides making phone calls, do you use your mobile phone for ... [READ OUT. CODE ONE PER ROW] (15-18)

	No	Yes
a) Sending text messages	0	1
b) Playing games	0	1
c) Accessing email or the Internet	0	1
d) Taking pictures	0	1

QH22. How important is the use of a mobile phone to your everyday life? [READ OUT. CODE ONE ONLY] (19)

Very important	4
Important	3
Not so important	2
Not at all important	1
Don't know	8

→ ASK ALL

QH23. Moving back to the Internet, do you yourself personally 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] (20)

Yes. Current user	1	GO TO QC1
No, but used it in the past	2	GO TO QE1 ON PAGE 27
Never used the Internet	3	GO TO QN1 ON PAGE 29

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet Use and Access at the Individual level]**

QC1. Now, could I ask about all of the places where you access the Internet? Do you currently access the Internet....? [READ OUT. CODE ONE PER ROW. INTERVIEWER CODE 'DON'T KNOW' AS 'NO'] (21-26)

	Yes	No
a) At home	1	0
b) Another person's home	1	0
c) At work	1	0
d) At school/At university	1	0
e) Internet Café	1	0
f) Public library	1	0

QC2. About how long have you been using the Internet? [PROBE: About how many months or years?] [IF LESS THAN A YEAR, WRITE IN MONTHS] (27-30)

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

QC3. Where did you start using the Internet? [PROMPT: Was it ..... CODE ONE ONLY.] (31)

a) At home	1
b) At another person's home	2
c) At work	3
d) At School/At university	4
e) Internet Café	5
f) Public library	6
Don't know/Can't remember	8

QC4. We are interested in the kinds of help people need to use the Internet. Do you .... [READ OUT ACTIONS BELOW. CODE ONE PER ROW]. (32-37)

	No	Yes	Don't know	Not applicable
a) Work things out yourself without any help	0	1	8	9
b) Get help from another family member	0	1	8	9
c) Ask friends to help you	0	1	8	9
d) Get people at work/school to help you	0	1	8	9
e) Pay someone to help you	0	1	8	9
f) Take training courses	0	1	8	9

QC5. How would you rate your ability to use the Internet: [READ OUT. CODE ONE ONLY] (38)

Excellent	5
Good	4
Fair	3
Poor	2
Bad	1
Don't know/can't say	8

QC6. Have you yourself ever tried to set up a Web page? [READ OUT. CODE ONE ONLY] (39)

Yes, set up a Web page successfully	2
Yes, tried but was not successful	1
No, never	0
Don't know	8

QC7. During a typical week, on average about how many hours do you use the Internet? [PROBE: We are not interested in how much time the Internet is switched on but the time you are actually using it.] [INTERVIEWER ENTER NUMBER] (40-42)

--	--	--

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet Use and Communication]**

QC8. Can you get and send e-mail? Do you have any email address? [IF 'NO' PROMPT: You never send or receive e-mail?] (43)

Yes	1	GO TO QC9
No	0	GO TO QC12
Don't know	8	

QC9. Which of the following most closely describes your attitude to receiving unsolicited e-mail, sometimes called SPAM? [READ OUT. CODE ONE ONLY] (44)

I don't receive any SPAM messages	0
I receive SPAM but the number I receive doesn't bother me	1
I receive a few too many	2
I receive far too many SPAM messages	3
Don't know	8

QC10. How concerned are you about unpleasant experiences when using email? For example being sent obscene or otherwise unwanted e-mails? [IF 'CONCERNED' PROBE: Have you done anything to prevent it such as installing a SPAM filter?] [READ OUT. CODE ONE ONLY]<sup>(45)</sup>

Not concerned	0
Concerned but have not done anything	1
Concerned and have done something	2
Don't know	8

QC11. In the past year have you .....? [READ OUT EACH STATEMENT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE PER ROW] <sup>(46-51)</sup>

	No	Yes	Don't know
a) Received obscene or abusive e-mails	0	1	8
b) Received a virus onto your computer	0	1	8
c) Bought something which has been misrepresented on a Web site	0	1	8
d) Had credit card details stolen via use on the Internet	0	1	8
e) Been contacted by someone over the Internet from some foreign country, suggesting an arrangement to make money	0	1	8
f) Been contacted by someone online asking you to provide bank details	0	1	8

QC12. Now I'd like you to think about the different ways people interact and communicate with each other in their everyday lives, like keeping in touch with people. How often do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] <sup>(52-56)</sup>

On average how often do you....?	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a) Check your email	6	5	4	3	2	1	8
b) Do instant messaging	6	5	4	3	2	1	8
c) Participate in chat rooms	6	5	4	3	2	1	8
d) Send attachments with your email	6	5	4	3	2	1	8
e) Make or receive phone calls over the Internet	6	5	4	3	2	1	8

QC13. Some people meet new people and make friends while they are online, others don't. Have you ever met new people or made friends online? (57)

No	0	GO TO QC16
Yes	1	GO TO QC14

QC14. How many friends, whom you originally met online, have you since met in person? [ENTER NUMBER, 0 IF NONE] (58-61)

Interviewer write in number _____
or tick here for 'Don't know' _____

QC15. How many online friends do you have whom you have never met in person? [ENTER NUMBER, 0 IF NONE] (62-65)

Interviewer write in number _____
or tick here for 'Don't know' _____

QC16. Please tell me how much you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (66-71)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) It is easier for me to meet people online than in person	1	2	3	4	5	8
b) The Internet allows me to keep in touch with people	1	2	3	4	5	8
c) The Internet helps me save time	1	2	3	4	5	8
d) The Internet permits people to get personal information about me	1	2	3	4	5	8
e) Too many people can contact me over the Internet	1	2	3	4	5	8
f) Dealing with email takes up too much time	1	2	3	4	5	8

QC17. Has the use of the Internet increased or decreased your contact with the following groups of people or has your contact remained the same? [READ OUT EACH STATEMENT. CODE ONE PER ROW] (72-74)

	Increased	Remained the same	Decreased	Don't know
a) People who share your personal interests and hobbies	3	2	1	8
c) People who share your religion	3	2	1	8
b) People who share your political interests	3	2	2	8

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet Use and Information]**

QC18. When you use the Web, do you mainly look at specific pages, mainly use a search engine or do you rely on both about the same? [READ OUT. CODE ONE ONLY] (75)

Mainly go to specific pages	1
Both about the same	2
Mainly go to a search engine	3
Don't know	8

QC19. Some people often look up information on the Internet as they go about their daily lives – things like news, sports scores and movie times – others don't. How frequently do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (CARD 3, Col 12-20)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a) Looking for news - local, national, international	6	5	4	3	2	1	8
b) Getting information about local events	6	5	4	3	2	1	8
c) Checking weather forecasts	6	5	4	3	2	1	8
d) Looking for sports information	6	5	4	3	2	1	8
e) Making travel plans	6	5	4	3	2	1	8
f) Looking for jobs, work	6	5	4	3	2	1	8
g) Looking for information about your family tree (genealogy search)	6	5	4	3	2	1	8
h) Reading web-logs (Blogs)	6	5	4	3	2	1	8
i) To find jokes, cartoons or other humorous content	6	5	4	3	2	1	8

QC20. Do you read any newspapers or news service online that you do not read in print? (21)

No	0
Yes	1

QC21. Do you subscribe to any online news service? [IF 'YES' PROBE: is it free or a paid subscription?] [READ OUT. CODE ONE ONLY] (22)

No	0
Yes, free service	1
Yes, paid subscription	2
Yes, both free and paid subscription	3



QC22. How much of the information found on the World Wide Web overall do you think is reliable and accurate? [PROMPT: Would you say...?][READ OUT RESPONSES. CODE ONE ONLY] (23)

None of it	0
A small portion of it	1
About half of it	2
Most of it	3
All of it	4
Don't know	8

QC23. Do you....? [READ OUT EACH STATEMENT. CODE ONE PER ROW] (24-28)

	No	Yes
a) Post messages on discussion or message boards	0	1
b) Post pictures or photos on the Internet	0	1
c) Have a website	0	1
d) Keep a web-log (or what is called a Blog)	0	1
e) Ever use a distribution list for email	0	1

QC24. Have you accessed health care information online within the last twelve months? [READ OUT. CODE ONE ONLY] (29)

No	0
Yes once	1
Several times	2
Don't know	8

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet Use and Entertainment]**

QC25. Now I'd like you to think about the routine things you do for personal entertainment like playing games or listening to music. How frequently do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (30-37)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a) Playing games	6	5	4	3	2	1	8
b) Downloading or listening to music	6	5	4	3	2	1	8
c) Downloading or watching videos	6	5	4	3	2	1	8
d) Looking at religious or spiritual sites	6	5	4	3	2	1	8
e) Listening to a radio station online	6	5	4	3	2	1	8
f) Betting, gambling or entering sweepstakes	6	5	4	3	2	1	8
g) Surfing or browsing the Web	6	5	4	3	2	1	8
h) Looking at sites with sexual content	6	5	4	3	2	1	8

QC26. How has the use of the Internet changed the amount of time you spend with the following activities? Do you engage in the following activities less than, about the same or more than you did before you started using the Internet? [READ OUT EACH STATEMENT. CODE ONE PER ROW] (38-43)

	Less than before	About the same	More than before	Don't know
a) Spending time with friends face to face	1	2	3	8
b) Spending time with your family face to face	1	2	3	8
c) Exercising or participating in sports	1	2	3	8
d) Watching TV	1	2	3	8
e) Reading books	1	2	3	8
f) Reading newspapers and magazines	1	2	3	8

QC27. Do you do more than one activity while you are online such as listening to music, watching TV or using the telephone? [READ OUT. CODE ONE ONLY] (44)

No	0
Yes, sometimes	1
Yes, most of the time	2

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet & E-Commerce]**

QC28. Now I'd like you to think about different transactions people do in their everyday lives like banking or shopping. How frequently do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (45-50)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a) Getting information about a product	6	5	4	3	2	1	8
b) Buying things online	6	5	4	3	2	1	8
c) Making travel reservations/bookings	6	5	4	3	2	1	8
d) Paying bills	6	5	4	3	2	1	8
e) Using your bank's online services	6	5	4	3	2	1	8
f) Investing in stocks/funds/bonds	6	5	4	3	2	1	8

QC29. Here are some comments that people make about buying products or services through the Internet. Whether you shop on the Internet or not, do you agree with the following statements: [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (51-56)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) People get a much wider choice of goods on the Internet	1	2	3	4	5	8
b) The prices of things on the Internet are lower	1	2	3	4	5	8
c) It's difficult to return or exchange goods ordered on the Internet	1	2	3	4	5	8
d) People are uncomfortable with the lack of face-to-face contact when ordering on the Internet	1	2	3	4	5	8
e) It is easy to order products from web-sites	1	2	3	4	5	8
g) It's difficult to assess product quality when shopping on the Internet	1	2	3	4	5	8

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet & E-Government]**

QC30. Talking now about government information and services, have you used the Internet in the past year for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] (57-64)

	No	Yes	Don't know
a) To get information about local council services	0	1	8
b) To pay for a local council tax, fine, rent or service online	0	1	8
c) To get information about Central Government services, such as benefits, taxes, driving licence or passport	0	1	8
d) To pay for a central government tax, fine, license or service online	0	1	8
e) To get information about schools or education	0	1	8
f) To look for information about an MP, local councillor, political party or candidate	0	1	8
g) To email a councillor	0	1	8
h) To email an MP	0	1	8

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Internet Use and E-Learning]**

QC31. Some people use the Internet for classes or to support their learning, many others do not. How frequently, if ever, do you use the Internet or Web for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW]  
[SHOW CARD] (65-68)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a) Looking up a definition of a word	6	5	4	3	2	1	8
b) Finding or checking a fact	6	5	4	3	2	1	8
c) Getting information for school related work	6	5	4	3	2	1	8
d) Distance learning for an academic degree or job training	6	5	4	3	2	1	8

QC32. Overall, how important is the Internet to your everyday life? [READ OUT. CODE ONE ONLY] (69)

Very important	4
Important	3
Not so important	2
Not at all important	1
Don't know	8

**[ASK CURRENT USERS OF THE INTERNET ONLY]**

**[Attitudes about the Internet]**

QC33. 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? [READ OUT EACH STATEMENT. CODE ONE PER ROW]  
[SHOW CARD] (70-74)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) The Internet is making life better	1	2	3	4	5	8
b) People should be able to express their opinion on the Internet	1	2	3	4	5	8
c) People who go online put their privacy at risk	1	2	3	4	5	8
d) I am concerned about the amount of immoral material on the Internet	1	2	3	4	5	8
e) The Internet helps people express their concerns to government	1	2	3	4	5	8

QC34. Some people think governments should regulate the Internet, others think governments should not regulate the Internet. What do you think? [READ OUT. CODE ONE ONLY] (75)

a) Governments should regulate the Internet	0
c) Undecided	1
b) Governments should not regulate the Internet	2
Don't know	8

QC35. 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] (76)

Definitely no restrictions	0	GO TO QC37
There should be very few restrictions	1	GO TO QC36
There should be some restrictions	2	
Don't know	8	GO TO QC37

QC36. If children's content was restricted, which of the following do you think should be responsible for making these restrictions? [READ OUT. CODE ONE ONLY PER ROW] (77-79)

	No	Yes	Don't know
a) Parents	0	1	8
b) Providers of Internet services	0	1	8
c) The Government	0	1	8

QC37. People disagree over what is appropriate and inappropriate for people to do with various communication technologies like mobile phones and the Internet. Do you think it is appropriate or not appropriate to...? [CODE ONE PER ROW]

(CARD 4, Col 12-15)

	Not appropriate	It depends	Appropriate	Don't know
a) Send an electronic greeting card	1	2	3	8
b) Send SPAM, junk- email	1	2	3	8
c) Copy music over the Internet without paying for it	1	2	3	8
d) Send jokes on the Internet	1	2	3	8

**NOW GO TO QB1 ON PAGE 30**

**[ASK EX-USERS OF THE INTERNET ONLY]**

QE1. For how long did you use the Internet? [PROBE: About how many months (years)?] [IF LESS THAN A YEAR, WRITE IN MONTHS] (16-19)

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

QE2. How long ago was it that you stopped using the Internet? [IF LESS THAN A YEAR, WRITE IN MONTHS] (20-24)

Interviewer write in months	_____
OR write in numbers of years	_____
OR tick for 'Don't know/can't remember'	_____

QE3. People have given a number of reasons for stopping use of the Internet. We would like to know if any of these reasons were important to your decision? [READ OUT EACH REASON. CODE ONE PER ROW] (25-31)

	No	Yes
a) It was too difficult to use	0	1
b) Not interested	0	1
c) Moved house and have not had new connection installed or moved job/left school where it was available	0	1
d) No longer have computer available	0	1
e) Too expensive	0	1
f) Worried about your privacy	0	1
g) Had bad experiences with SPAM or viruses	0	1



QE4. In the past year have you asked someone to send an email for you, get information from the World Wide Web or make a purchase from the Internet? [READ OUT. CODE ONE ONLY] <sup>(32)</sup>

Yes, a number of times	2
Yes, once or twice	1
No	0
Don't know	8

QE5. If you needed to use the Internet to send an e-mail or something, do you know someone who could do this for you? [READ OUT. CODE ONE ONLY] <sup>(33)</sup>

Yes, definitely	3
Yes, probably	2
Probably not	1
Definitely not	0
Don't know	8

QE6. Are you planning to get access to the Internet in the next year or so? [READ OUT. CODE ONE ONLY] <sup>(34)</sup>

Definitely won't	0
Probably won't	1
Probably will	2
Definitely will	3
Don't know	8

**NOW GO TO QB1 ON PAGE 30**

**[ASK NEVER USED THE INTERNET ONLY]**

QN1. 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. [READ OUT. CODE ONE PER ROW]

(35-42)

Some people say .... They (PROMPT: Does that apply to you?)	No	Yes
a) Don't know how to use a computer	0	1
b) Have no computer available	0	1
c) It's too expensive	0	1
d) There's nothing of interest on the Internet	0	1
e) It's not useful	0	1
f) Concerned about privacy like protection of credit card details	0	1
g) It's too difficult to use	0	1
h) It's not for people of my age	0	1

QN2. In the past year have you asked someone to send an email for you, get information from the World Wide Web or make a purchase from the Internet? [READ OUT. CODE ONE ONLY] (43)

Yes, a number of times	2
Yes, once or twice	1
No	0
Don't know	8

QN3. 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?] [READ OUT. CODE ONE ONLY] (44)

Yes, definitely	3
Yes, probably	2
Probably not	1
Definitely not	0
Don't know	8

QN4. Are you planning to get access to the Internet in the next year or so? [READ OUT. CODE ONE ONLY] <sup>(45)</sup>

Definitely won't	0
Probably won't	1
Probably will	2
Definitely will	3
Don't know	8

**NOW GO TO QB1**

**[ASK EVERYONE]**

**[Attitudes about Life, ICTs & Privacy]**

**→ ASK ALL**

QB1. People have different views about life today. Please tell me how much you agree or disagree with each of the following statements: [READ OUT EACH STATEMENT. CODE ONE ONLY PER ROW] [SHOW CARD] <sup>(46-51)</sup>

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a) Nowadays society is getting harder and harder to understand	1	2	3	4	5	8
b) In general, I am a shy person	1	2	3	4	5	8
c) When new services are invented, it is a good idea to try them	1	2	3	4	5	8
d) Overall I feel helpless about many of the things that are happening to me	1	2	3	4	5	8
e) Technology is making things better for people like me	1	2	3	4	5	8
f) Everyone in Britain should be required to carry an identification card	1	2	3	4	5	8

QB2. If people in Britain were required to carry an identification card, what information should be included on the card? [READ OUT. CODE ONE PER STATEMENT] (52-54)

	No	Yes	Don't know
a) The person's signature	0	1	8
b) A photograph, picture of the person's face	0	1	8
c) The person's fingerprints	0	1	8

QB3. 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] (55)

Very concerned	4
Somewhat concerned	3
Only a little concerned	2
Not at all concerned	1
Don't know	8

QB4. 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] (56)

A file is definitely kept	4
A file is probably kept	3
A file is probably not kept	2
A file is definitely not kept	1
Don't know	8

QB5. Do you think that the present use of computers is an actual threat to personal privacy in this country? [READ OUT. CODE ONE ONLY] (57)

No	0
Yes	1
Don't know	8

**[ASK EVERYONE]**

**[Social relations]**

QS1. How often do you contact family or friends who live nearby by.. ? [PROMPT: Is that often, sometimes, rarely or never?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY PER ACTION.] (58-61)

	Often	Sometimes	Rarely	Never	Don't know	Not applicable
a) Going and visit them or they come here	4	3	2	1	8	9
b) Calling them on the phone	4	3	2	1	8	9
c) Emailing them	4	3	2	1	8	9
d) Writing a card or a letter to them	4	3	2	1	8	9

QS2. How often do you contact family or friends who live faraway by...? [PROMPT: Is that often, sometimes, rarely or never?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY PER ACTION] (62-65)

	Often	Sometimes	Rarely	Never	Don't know	Not applicable
a) Going and visit them or they come here	4	3	2	1	8	9
b) Calling them on the phone	4	3	2	1	8	9
c) Emailing them	4	3	2	1	8	9
d) Writing a card or a letter to them	4	3	2	1	8	9

QS3. Do you attend meetings in your community of any club or association which is concerned with sports, charity, schools or hospitals, your neighbourhood, trade union, music or arts, or other community activity? (66)

No	0	GO TO QS5
Yes	1	GO TO QS4

QS4. Do any of the clubs or associations you belong to use email or the Internet to keep in touch with you and other members? [READ OUT. CODE ONE ONLY] (67)

Most of them	3
Almost all of them	2
Some of them	1
None of them	0
Don't know	8

[ASK EVERYONE]

[Time Spent on Offline Activities]

QS5. 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?] (68-71)

Interviewer write in number _____
Or tick for 'Don't know' _____

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] (72-75)

Interviewer write in number _____
Or tick for 'Don't know' _____

C) And in the course of a normal week, including weekdays and weekends, how many hours do you spend watching television? [WRITE IN BELOW. IF NONE CODE 0] (76-79)

Interviewer write in number _____
Or tick for 'Don't know' _____

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] (CARD 5, 12-15)

Interviewer write in number _____
Or tick for 'Don't know' _____

E) And in the course of a normal week, including weekdays and weekends, how many hours do you spend exercising or participating in sports? [WRITE IN BELOW. IF NONE CODE 0] (16-19)

Interviewer write in number _____
Or tick for 'Don't know' _____

F) And in the course of a normal week, including weekdays and weekends, how many hours do you spend reading books? [WRITE IN BELOW. IF NONE CODE 0] (20-23)

Interviewer write in number _____
Or tick for 'Don't know' _____

QS6. In the course of a normal week, do you read any daily newspapers either in print or online? (24)

No	0	GO TO QP1
Yes	1	GO TO QS7

QS7. Which daily newspapers do you read? Any others? [PROMPT: is that the print edition only, the online edition only or both?] [SHOW CARD] [CODE ONE PER ROW] (25-38)

	Print only	Online only	Both	Don't read
a) The Sun	1	2	3	0
b) The Mirror	1	2	3	0
c) Daily Mail	1	2	3	0
d) The Express	1	2	3	0
e) The Daily Telegraph	1	2	3	0
f) Daily Record (Scotland)	1	2	3	0
g) Daily Star	1	2	3	0
h) The Times	1	2	3	0
i) The Guardian	1	2	3	0
j) The Independent	1	2	3	0
k) Financial Times	1	2	3	0
l) Scotland – Herald	1	2	3	0
m) Scotland – Scotsman	1	2	3	0
n) Other Newspaper	1	2	3	0

**[ASK EVERYONE]**

**[Political Outlook and Political Involvement]**

QP1. How interested would you say you are in politics? Would you say you are .....  
[READ OUT. CODE ONE ONLY] (39)

Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	8

QP2. In politics, people sometimes talk of being on the left or the right or in the centre. Using this scale where would you place yourself on this scale from 1 to 7?  
[READ OUT. CODE ONE ONLY] (40)

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

QP3. In the past year, have you done any of the following things? [READ OUT.  
CODE ONE PER ROW] (41-45)

	No, have not done	Yes, have done	Don't know
a) Contacted your MP	0	1	8
b) Signed a petition	0	1	8
c) Gone on a protest or demonstration	0	1	8
d) Donated money to a political cause or organisation	0	1	8
e) Boycotted products or a company	0	1	8

**[IF INTERVIEWING A 14-17 YEAR OLD, GO TO QP6]**



QP4. If there were to be a General Election for the national government and Parliament tomorrow, which party would you vote for, or would you not go and vote? [CODE ONE ONLY] [SHOW CARD] (46-47)

Would not vote	0
Conservative (Tories)	1
Labour	2
Liberal Democrat	3
Green Party	4
British National Party	5
UK Independence Party (Ukip)	6
Plaid Cymru	7
Scottish National Party	8
Respect	9
Other Party (write in).....	7
Not applicable	97
Don't know	98
Refused	99

QP5. Have you ever cast a postal vote in any election? [PROMPT: That is voting by mail] (48)

No	0
Yes	1

QP6. Whether or not you have ever cast a postal vote, do you think postal voting should be: [READ OUT. CODE ONE ONLY] (49)

Compulsory	3
An option voters could choose	2
Limited to people who cannot go to the polls	1
Not be permitted	0
Don't know	8
No opinion	9

QP7. What about Internet voting? Do you think that some day it should be: [READ OUT. CODE ONE ONLY] (50)

Compulsory	3
An option voters could choose	2
Limited to people who cannot go to the polls	1
Not be permitted	0
Don't know	8
No opinion	9

QP8. Please tell me how much you agree or disagree with each of the following statements: [READ OUT EACH STATEMENT. CODE ONE PER ROW] [SHOW CARD] (51-56)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree Strongly	Don't know
a) Censorship has no place in a free society	1	2	3	4	5	8
b) Homosexual relations are wrong	1	2	3	4	5	8
c) Government should redistribute income from the better off to those who are less well off	1	2	3	4	5	8
d) The less governments intervene in the economy the better	1	2	3	4	5	8
e) Government does not care much about what people like me think	1	2	3	4	5	8
f) Sometimes politics and government seem so complicated that a person like me cannot really understand what is going on	1	2	3	4	5	8

**NOW GO TO D1**

## CLASSIFICATION QUESTIONS

[ASK EVERYONE]

### D: Demographic Measures

→ ASK ALL

D1. Age: In what year were you born?

[WRITE IN YEAR] (57-60)

QD2. Did you play video games when you were younger? [READ OUT. CODE ONE ONLY] (61)

Not at all	0
A little	1
A lot	2
A great deal	3

D3. Gender [BY OBSERVATION] (62)

Male	0
Female	1

D4. Marital Status: Are you...? (63)

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

D5. How many adults are living in your household (people over the age of 18)?

[WRITE IN] (64)

D6. How many children? [TICK FOR NO CHILDREN OR WRITE IN NUMBER OF CHILDREN IN HOUSEHOLD IN EACH AGE GROUP] (65-73)

No children		GO TO D10
Under 10		GO TO D7
10-13		GO TO D7
14-17		

D7. Have you set rules for your children concerning Internet use? [ASK ONLY OF PEOPLE AGED 18+ WITH CHILDREN IN THE HOUSEHOLD] (74)

Yes	1	GO TO D8
No	0	GO TO D10
Not applicable	9	

D8. What rules have you set regarding use of the Internet? Are children told: [READ OUT. CODE ONE PER STATEMENT] (75-80)

	No	Yes	Don't know
a) Not to visit some sites	0	1	8
b) How much time to spend online	0	1	8
c) Not to give out personal information	0	1	8
d) Not to meet someone only met online	0	1	8
e) To use the PC under parent's control, for example in the same room	0	1	8
f) Not to talk to strangers online	0	1	8

D9. And does your household use parental control filters, such as 'Net Nanny' or other filters provided by your ISP to prevent children from accessing certain websites? (CARD 6, Col 12)

No, never heard of them	0
No, do not use them	1
Yes	2
Don't know	8

→ ASK ALL

D10. Excluding yourself, how many other members of your household have any access to the Internet? (13-14)

D11. 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? (15)

No qualifications	0
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
Other	9

D12. Employment status: Are you currently working...?  
 [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] (16)

Full time (30 hours a week or more)	1	GO TO D13
Part time (8-29 hours a week)	2	
Retired	3	GO TO D14
Unemployed and wanting to work	4	GO TO D14A
Undergraduate Student	5	GO TO D14B
Post graduate student	6	
At School	7	
Taking care of the house	8	

D13. Do you use the Internet at home for work related activities? [READ OUT. CODE ONE ONLY] (17)

Yes I work from home, do all my work at home	4
I often use the Internet for work at home	3
Seldom	2
I never use the Internet at home for work	1
Don't have Internet at home	0

D14. In order that we interview a cross-section of people from all walks of life, could you tell me your occupation?

[INTERVIEWER CODE SOCIAL CLASS AND WRITE DOWN OCCUPATION. TO GET A MORE ACCURATE REFLECTION, INTERVIEWER PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO RESPONDENT AND SENIORITY. IF RESPONDENT IS RETIRED WRITE 'RETIRED' AND CODE ACCORDING TO PREVIOUSLY HELD OCCUPATION] (18)

Occupation of Respondent

---

	A	1
	B	2
	C1	3
	C2	4
	D	5

D14A. Are you the Chief Wage Earner in your household? (19)

No	0	GO TO D14B
Yes	1	GO TO D15

D14B. Could you tell me what is the occupation of the Chief Wage Earner in your household?

Occupation of Chief Income Earner

\_\_\_\_\_  
[WRITE DOWN OCCUPATION. TO GET A MORE ACCURATE REFLECTION, INTERVIEWER PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO CIE AND SENIORITY. IF CHIEF WAGE EARNER IS RETIRED WRITE 'RETIRED' AND CODE ACCORDING TO PREVIOUSLY HELD OCCUPATION]

Qualifications of CIE

\_\_\_\_\_

Number of people who report to CIE

\_\_\_\_\_

CODE <sup>(20)</sup>

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

→ ASK ALL

D15. Do you know a foreign language well enough to read a newspaper in that language? <sup>(21)</sup>

No	0
Yes	1

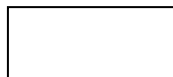
D16. In which country were you born? <sup>(22-23)</sup>

[INTERVIEWER WRITE:] \_\_\_\_\_

D17. Have you ever lived outside the United Kingdom for as long as three months? <sup>(24)</sup>

No	0
Yes	1

D18. The incomes of **households** differ a lot in Britain today. Here is a card showing the range of incomes that people have. Which of the letters on this card best represents the total income of your household before tax? **Please just tell me the letter.** (25)



[SHOW CARD. CODE ONE ONLY. IT IS CRITICAL TO OBTAIN THE BEST ESTIMATE: IF RESPONDENT NOT SURE, IT IS OK TO CHECK WITH SOMEONE ELSE IN THE HOUSEHOLD]

Q	Up to £12,500 per year
T	£12,500 to £25,000 per year
K	£25,000 to £37,500 per year
B	£37,500 to £50,000 per year
F	Over £50,000 per year

D19. To which of these groups do you consider you belong? Please just tell me the letter you see on this showcard. [SHOW CARD] (26-27)

<u>Q</u>	ASIAN: of Indian origin	<u>1</u>
<u>H</u>	ASIAN: of Pakistani origin	<u>2</u>
<u>S</u>	ASIAN: of Bangladeshi origin	<u>3</u>
<u>L</u>	ASIAN: of Chinese origin	<u>4</u>
<u>X</u>	ASIAN: of other origin (WRITE IN)	<u>5</u>
Q	BLACK: of African origin	<u>6</u>
<u>I</u>	BLACK: of Caribbean origin	<u>7</u>
<u>Y</u>	BLACK: of other origin (WRITE IN)	<u>8</u>
<u>B</u>	WHITE: of British origin	<u>9</u>
<u>N</u>	WHITE: of other origin	<u>10</u>
<u>K</u>	<u>OTHER (WRITE IN)</u> _____	<u>11</u>
	<u>Don't know</u>	<u>98</u>
	<u>Not answered</u>	<u>99</u>

D20. Do you regard yourself as belonging to any particular religion? (28)

No	0	GO TO D22
Yes	1	GO TO D21



D21. Which? (29-30)

Christian – no denomination	1
Roman Catholic	2
Church of England/Anglican	3
Baptist	4
Methodist	5
Presbyterian/Church of Scotland	6
Other Christian	7
Hindu	8
Jewish	9
Islam/Muslim	10
Sikh	11
Buddhist	12
Other non-Christian	13
Free Presbyterian	14
Brethren	15
United Reform Church (URC)/Congregational	16
Other Protestant	17
Refused	99
Don't know	98

D22. Apart from such special occasions as weddings, funerals and baptisms, how often nowadays do you attend services or meetings connected to your religion? [READ OUT. CODE ONE ONLY] (31)

Weekly	4
Monthly	3
Two or three times a year	2
Once a year	1
Never or practically never	0
Don't know	8
Not answered	9

D23. What about your health? Overall, would you say your health is: [READ OUT. CODE ONE ONLY] (32)

Very good	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	8

D24. Finally, can I just check, would you describe the place where you live as a big city, the suburbs or outskirts of a big city, a small city or town, a country village, or, a farm or home in the country? [READ OUT. CODE ONE ONLY] <sup>(33)</sup>

a) A big city	1
b) The suburbs or outskirts of a big city	2
c) A small city or town	3
d) A country village	4
e) A farm or home in the country	5
f) Other	6
g) Don't know	8
h) Not answered	9