

**Canadian Internet Use Survey, 2010
Questionnaire**

TABLE OF CONTENTS

Introduction	1
Home Access	1
Income	6
Introduction	7
Current User	8
Specific Use	12
E-Commerce	16
Privacy and security	20

For Information Only

**Canadian Internet Use Survey, 2010
Questionnaire**

Section: Introduction (STH)

STH_BEG Beginning of Section External variable required:
HHLDSIZE from Labour Force Survey (in 1...20)

STH_R01 **Statistics Canada is conducting a survey on Internet use. The survey will help us better understand how the Internet is changing our lives and the economy.**

Even if no one in your household uses the Internet, it is important that we obtain your views.

Your answers to this voluntary survey will be kept confidential and only used for statistical purposes.

(Collection Registration Number - STC/SSD-040-75115)

INTERVIEWER: Press <1> to continue.

STH_END End of Section

Section: Home Access (HA)

HA_BEG Beginning of Section External variable required:
HHLDSIZE from the Labour Force Survey (in 1...20)

HA_Q01 **Does your household have access to the Internet at home?**

1 Yes

2 No(Go to HA_Q02)

DK, RF

Default: (Go to HA_C03)

Coverage: *All respondents*

Canadian Internet Use Survey, 2010
Questionnaire

HA_Q02 **What are the reasons your household does not have access to the Internet at home?**

INTERVIEWER: Mark all that apply.

- 01 No need or no interest
- 02 Cost (service or equipment)
- 03 Have access to the Internet elsewhere (e.g., at work, school)
- 04 The available service does not meet our needs
- 05 Security concerns (e.g., concerns about viruses)
- 06 Privacy concerns (e.g., concerns about use of personal information)
- 07 Lack of confidence, knowledge, or skills
- 08 No Internet-ready device (e.g. desktop computer) available in dwelling
- 09 Age
- 10 Disability or health reasons
- 11 Other - Specify..... (Go to HA_S02)
DK, RF

Default: (Go to HA_C03)

Note: The ninth and tenth categories "Age" and "Disability or health reasons" were created during Head Office processing based on answers found in the "Other Specify" category.

Coverage: HA_Q01 = 2

HA_S02 **What are the reasons your household does not have access to the Internet at home?**

INTERVIEWER: Specify.

____ (80 spaces)

Coverage: HA_Q01 = 2 and HA_Q02 = 11

HA_C03 If HA_Q01 = 1 (Yes) (Go to HA_Q03)
Otherwise..... (Go to HA_C09)

HA_Q03 **Do members of your household access the Internet at home using: ...?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 1 a desktop computer
- 2 a laptop computer (including Netbooks and Tablet computers)
- 3 a video games console (e.g. Xbox Live, PlayStation 3)
- 4 a BlackBerry, iPhone or other wireless handheld device (e.g. iPod Touch, Palm Pre)
- 5 any other device - Specify (Go to HA_S03)
DK, RF

Default: (Go to HA_Q04)

Coverage: HA_Q01 = 1

**Canadian Internet Use Survey, 2010
Questionnaire**

HA_S03 Do members of your household access the Internet at home using a:

INTERVIEWER: Specify.

____ (80 spaces)

Coverage: HA_Q01 = 1 and HA_Q03 = 5

HA_Q04 **Is your household currently connected to the Internet at home by: ...?**

INTERVIEWER: Read categories to respondent. Mark all that apply.
Exclude wireless routers, which are used to distribute the Internet signal within the home.

- 1 a telephone line
- 2 a cable line
- 3 a satellite dish
- 4 a wireless connection (including handheld devices, sticks or fixed wireless)
- 5 any other connection - Specify (Go to HA_S04)
DK, RF

Default: (Go to HA_C05)

Coverage: HA_Q01 = 1

HA_S04 Is your household currently connected to the Internet at home by:

INTERVIEWER: Specify.

____ (80 spaces)

Coverage: HA_Q01 = 1 and HA_Q04 = 5

HA_C05 If one of responses in HA_Q04 = 4 (wireless) (Go to HA_Q05)
Otherwise..... (Go to HA_C06)

Canadian Internet Use Survey, 2010
Questionnaire

HA_Q05 **You mentioned a wireless connection. Excluding wireless routers, is your household currently connected to the Internet at home by: ...?**

INTERVIEWER: Read categories to respondent. Mark all that apply.
Exclude wireless routers, which are used to distribute the Internet signal within the home.

- 1 a mobile Internet service for a Blackberry, iPhone or other wireless handheld device (for example, iPod Touch, Palm Pre)
- 2 a wireless stick or card (for example, data or mobile access stick connected to a laptop USB port)
- 3 a fixed wireless or Point-to-Point connection (for example, requiring line of sight reception)
- 4 any other wireless connection - Specify (Go to HA_S05)
DK, RF

Default: (Go to HA_C06)

Coverage: HA_Q01 = 1 and HA_Q04 = 4

HA_S05 **You mentioned a wireless connection. Excluding wireless routers, is your household currently connected to the Internet at home by:**

INTERVIEWER: Specify.

____ (80 spaces)

Coverage: HA_Q01 = 1 and HA_Q04 = 4 and HA_Q05 = 4

HA_C06 If HA_Q04 = 1 only (telephone and no other responses).....(Go to HA_Q06)
Otherwise.....(Go to HA_Q07)

HA_Q06 **Does your household access the Internet at home using a high speed connection?**

- 1 Yes
- 2 No (Go to HA_C09)
DK, RF

Coverage: HA_Q01 = 1 and HA_Q04 = (1 and <> 2, 3, 4 or 5)

**Canadian Internet Use Survey, 2010
Questionnaire**

HA_Q07 What is the name of your Internet Service Provider (ISP)?

INTERVIEWER: Mark all that apply. This information will help in determining the level of service available in the respondent's area.

- 01 3 Web
- 02 AEI Internet
- 03 Aliant (Bell Aliant)
- 04 Bell (Sympatico)
- 05 Cogeco
- 06 Eastlink
- 07 Mountain Cable
- 08 MTS (Allstream)
- 09 Primus
- 10 Rogers
- 11 Sask Tel
- 12 Shaw
- 13 TekSavvy Solutions
- 14 Telus
- 15 Velcom
- 16 Videotron
- 17 Xplornet
- 18 Access
- 19 Telebec
- 20 Other - Specify..... (Go to HA_S07)
DK, RF

Default: (Go to HA_Q08)

Note: The 18th and 19th categories "Access" and "Telebec" were created during Head Office processing based on answers found in the "Other Specify" category.

Coverage: HA_Q01 = 1 and HA_Q06 <> 2

HA_S07 What is the name of your Internet Service Provider (ISP)?

INTERVIEWER: Specify. This information will help in determining the level of service available in the respondent's area.

____ (80 spaces)

Coverage: HA_Q01 = 1 and HA_Q06 <> 2 and HA_Q07 = 20

HA_Q08 What is the estimated monthly cost of your home Internet connections?

INTERVIEWER: Enter value to the nearest dollar. Exclude taxes.

____ (3 spaces) [Min: 0 Max: 995]
DK, RF

Coverage: HA_Q01 = 1 and HA_Q06 <> 2

HA_C09 If (HA_Q01 = 2 (No)) or (HA_Q06 = 2 (No)).....(Go to HA_Q09)
Otherwise.....(Go to HA_END)

**Canadian Internet Use Survey, 2010
Questionnaire**

HA_Q09 **Is there a high speed Internet service available in your area?**

- 1 Yes
- 2 No
 DK, RF

Coverage: HA_Q01 = 2 and HA_Q06 = 2

HA_END End of Section

Section: **Income (THI)**

THI_BEG Beginning of Section

THI_R01 **Now a question about your total household income. This information will be used to determine if Internet service is affordable to Canadians.**

INTERVIEWER: Press <1> to continue.

THI_Q01 **What is your best estimate of the total household income received by all household members, from all sources, before taxes and deductions, during the year ending December 31, 2009?**

INTERVIEWER: Income can come from various sources such as from work, investments, pensions or government. Examples include Employment Insurance, Social Assistance, Child Tax Benefit and other income such as child support, alimony and rental income.

Capital gains should not be included in the household income.

____(8 spaces) [Min: -9000000 Max: 90000000]
DK, RF

Coverage: All respondents

THI_C02 If THI_Q01 = (DK or RF).....(Go to THI_Q02)
Otherwise.....(Go to THI_END)

THI_Q02 **Can you estimate in which of the following groups your household income falls? Was the total household income during the year ending December 31, 2009: ...?**

INTERVIEWER: Read categories to respondent.

- 1 less than \$50,000 (including income loss)(Go to THI_Q03)
 - 2 \$50,000 and more(Go to THI_Q04)
- DK, RF

Default: (Go to THI_END)

Coverage: THI_Q01 = (DK or RF)

**Canadian Internet Use Survey, 2010
Questionnaire**

THI_Q03 **Please stop me when I have read the category which applies to your household. Was it: ...?**

INTERVIEWER: Read categories to respondent.

- 01 less than \$5,000
 - 02 \$5,000 to less than \$10,000
 - 03 \$10,000 to less than \$15,000
 - 04 \$15,000 to less than \$20,000
 - 05 \$20,000 to less than \$30,000
 - 06 \$30,000 to less than \$40,000
 - 07 \$40,000 to less than \$50,000
- DK, RF

Default: (Go to THI_END)

Coverage: *THI_Q01 = (DK or RF) and THI_Q02 = 1*

THI_Q04 **Please stop me when I have read the category which applies to your household. Was it: ...?**

INTERVIEWER: Read categories to respondent.

- 01 \$50,000 to less than \$60,000
 - 02 \$60,000 to less than \$70,000
 - 03 \$70,000 to less than \$80,000
 - 04 \$80,000 to less than \$90,000
 - 05 \$90,000 to less than \$100,000
 - 06 \$100,000 to less than \$150,000
 - 07 \$150,000 and over
- DK, RF

Coverage: *THI_Q01 = (DK or RF) and THI_Q02 = 2*

THI_END End of Section

If the household has been selected to receive only the household component (this applies to rural respondents in rotation groups 4 and 5), these respondents receive no other modules. These respondents proceed to the end of survey (SE_BEG).

All other households (rotations 1, 2, 3 and 6) will go to the individual component, starting with the Introduction, individual (STI), once an individual has been randomly selected from the household.

Section: **Introduction (STI)**

STI_BEG Beginning of Section

Import PPI_I.PPI_N01, PPI_H.PPI_N01

STI_C01 If PPI_I = PPI_H (Go to STI_R01)
Otherwise..... (Go to STI_R02)

**Canadian Internet Use Survey, 2010
Questionnaire**

STI_R01 **Now we are going to ask some questions about your personal use of the Internet during the past 12 months, from any location. Please exclude business-related use.**

(Collection Registration Number - STC/SSD-040-75115)

INTERVIEWER: Press <1> to continue.

Default: (Go to STI_END)

STI_R02 **Statistics Canada is conducting a survey on Internet use. The survey will help us better understand how the Internet is changing our lives and the economy.**

We are going to ask some questions about your personal use of the Internet during the past 12 months, from any location. Please exclude business-related use.

Even if you do not use the Internet, it is important that we obtain your views.

Your answers to this voluntary survey will be kept confidential and only used for statistical purposes.

(Collection Registration Number - STC/SSD-040-75115)

INTERVIEWER: Press <1> to continue.

STI_END End of Section

Section: **Current User (CU)**

CU_BEG Beginning of Section

CU_Q01 **Did you use the Internet during the past 12 months for personal use?**

1 Yes..... (Go to CU_Q02)

2 No
 DK, RF

Default: (Go to CU_C12)

Coverage: *All respondents*

**Canadian Internet Use Survey, 2010
Questionnaire**

CU_Q02 How many years have you used the Internet?

INTERVIEWER: Read categories to respondent.

- 1 Less than 1 year
 - 2 1 to 2 years (1 year or more but less than 2 years)
 - 3 2 to 5 years (2 years or more but less than 5 years)
 - 4 5 to 10 years (5 years or more but less than 10 years)
 - 5 10 or more years
- DK, RF

Coverage: CU_Q01 = 1

CU_Q03 How often do you use the Internet for personal use in a typical month?

INTERVIEWER: Read categories to respondent.

- 1 At least once a day
 - 2 At least once a week (but not every day)
 - 3 At least once a month (but not every week)
 - 4 Less than once a month
- DK, RF

Coverage: CU_Q01 = 1

CU_Q04 In a typical week, on average, how many hours do you spend on the Internet for personal use?

INTERVIEWER: Read categories to respondent.

- 01 Less than 5 hours
 - 02 Between 5 and 9 hours
 - 03 Between 10 and 19 hours
 - 04 Between 20 and 29 hours
 - 05 Between 30 and 39 hours
 - 06 40 hours or more per week
- DK, RF

Coverage: CU_Q01 = 1

CU_Q05 During the past 12 months, did you use the Internet for personal use: ... from home?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

**Canadian Internet Use Survey, 2010
Questionnaire**

CU_Q06 (During the past 12 months, did you use the Internet for personal use:) ... from work?

INTERVIEWER: Do not include use from home for tele-work or home based business.

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

CU_Q07 (During the past 12 months, did you use the Internet for personal use:) ... as a student from school?

INTERVIEWER: Do not include if the respondent is an instructor using the Internet in school for work.

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

CU_Q08 (During the past 12 months, did you use the Internet for personal use:) ... from a public library?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

CU_Q09 (During the past 12 months, did you use the Internet for personal use:) ... with a BlackBerry, iPhone or other wireless handheld device (e.g. iPod Touch, Palm Pre)?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

CU_Q10 (During the past 12 months, did you use the Internet for personal use:) ... from any other locations (such as a friend's or relative's home, or hotel)?

- 1 Yes..... (Go to CU_Q11)
 - 2 No
- DK, RF

Default: (Go to CU_C12)

Coverage: CU_Q01 = 1

Canadian Internet Use Survey, 2010
Questionnaire

CU_Q11 **From what other locations did you use the Internet during the past 12 months?**

INTERVIEWER: Mark all that apply.

01 Relative's home
02 Friend's or neighbour's home
03 Government office, department or kiosk (including Community Access Program site)
04 Wifi hotspot (including Internet or cyber café, or similar)
05 Voluntary organization
06 During travel (including hotel, airport, other office)
07 Other - Specify.....(Go to CU_S11)
 DK, RF

Default: (Go to CU_C12)
Coverage: CU_Q01 = 1 and CU_Q10 = 1

CU_S11 **From what other locations did you use the Internet during the past 12 months?**

INTERVIEWER: Specify.

____(80 spaces)

Coverage: CU_Q01 = 1 and CU_Q10 = 1 and CU_Q11 = 07

CU_C12 If CU_Q01 = 2 (No)..... (Go to CU_Q12)
 Otherwise.....(Go to CU_END)

CU_Q12 **What are the reasons you do not use the Internet?**

INTERVIEWER: Mark all that apply.

01 Cost (service or equipment)
02 Limited access to a computer
03 No need / no interest / not useful / not enough time
04 Lack of skills or training / Internet or computer too difficult to use
05 Too much objectionable material on Internet
06 Confidentiality, security or privacy concerns
07 Fear of technology
08 Age reasons/Seniors
09 Disability
10 Used at work, no longer at work
11 Used at school, no longer at school
12 Other - Specify.....(Go to CU_S12)
 DK, RF

Default: (Go to CU_END)
Coverage: CU_Q01 = 2

**Canadian Internet Use Survey, 2010
Questionnaire**

CU_S12 What are the reasons you do not use the Internet?

 INTERVIEWER: Specify.

 _____(80 spaces)

Coverage: CU_Q01 = 2 and CU_Q12 = 12

CU_END End of Section

Section: **Specific Use (SU)**

SU_BEG Beginning of Section

 Import the following variable:
 CU_Q01 from the Module CU (1,2, DK, RF)

SU_C01 If CU_Q01 = 1 (Yes) (Go to SU_R01)
 Otherwise..... (Go to SU_END)

SU_R01 **The next questions relate to personal Internet use from any location and device.**

INTERVIEWER: Press <1> to continue.

SU_Q01 **During the past 12 months, have you used the Internet: ... for e-mail?**

 1 Yes
 2 No
 DK, RF

Coverage: CU_Q01 = 1

SU_Q02 **(During the past 12 months, have you used the Internet:) ... to use an instant messenger (e.g., Windows Live Messenger, Yahoo Messenger)?**

INTERVIEWER: Exclude text messaging over cellular networks.

 1 Yes
 2 No
 DK, RF

Coverage: CU_Q01 = 1

SU_Q03 **(During the past 12 months, have you used the Internet:) ... to visit or interact with government websites?**

 1 Yes
 2 No
 DK, RF

Coverage: CU_Q01 = 1

**Canadian Internet Use Survey, 2010
Questionnaire**

SU_Q04 (During the past 12 months, have you used the Internet:) ... to search for medical or health-related information?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q05 (During the past 12 months, have you used the Internet:) ... for formal education, training or school work?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q06 (During the past 12 months, have you used the Internet:) ... for travel information or making travel arrangements?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q07 (During the past 12 months, have you used the Internet:) ... to search for employment?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q08 (During the past 12 months, have you used the Internet:) ... for electronic banking (e.g., paying bills, viewing statements, transferring funds between accounts)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

Canadian Internet Use Survey, 2010
Questionnaire

SU_Q09 (During the past 12 months, have you used the Internet:) ... to research investments?

INTERVIEWER: 'Research investments' includes gathering information about existing investments, or to learn about stock prices, interest rates, etc. for future personal investment.

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

SU_Q10 (During the past 12 months, have you used the Internet:) ... to read or watch the news?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

SU_Q11 (During the past 12 months, have you used the Internet:) ... to research community events?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

SU_Q12 (During the past 12 months, have you used the Internet:) ... to window shop or browse for information on goods or services?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

SU_Q13 (During the past 12 months, have you used the Internet:) ... to sell goods or services (e.g. through auction sites)?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

Canadian Internet Use Survey, 2010
Questionnaire

SU_Q14 (During the past 12 months, have you used the Internet:) ... to use social networking sites (e.g., Facebook, MySpace)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q15 (During the past 12 months, have you used the Internet:) ... to contribute content or participate in discussion groups (e.g., blogging, message boards, posting images)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q16 (During the past 12 months, have you used the Internet:) ... to play online games?

INTERVIEWER: Include any games played over the Internet, including those using a video game console or social networking sites.

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q17 (During the past 12 months, have you used the Internet:) ... to obtain or save music (free or paid downloads)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q18 (During the past 12 months, have you used the Internet:) ... to obtain or save software (free or paid downloads)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

**Canadian Internet Use Survey, 2010
Questionnaire**

SU_Q19 (During the past 12 months, have you used the Internet:) ... to listen to the radio online?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q20 (During the past 12 months, have you used the Internet:) ... to download or watch TV online?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q21 (During the past 12 months, have you used the Internet:) ... to download or watch movies or video clips online?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_Q22 (During the past 12 months, have you used the Internet:) ... to make telephone calls online (e.g. Skype)?

- 1 Yes
- 2 No
DK, RF

Coverage: CU_Q01 = 1

SU_END End of Section

Section: E-Commerce (EC)

EC_BEG Beginning of Section

Import the following variable:
CU_Q01 from the Module CU (1,2,DK, RF)

EC_C01 If CU_Q01 = 1 (Yes)(Go to EC_R01)
Otherwise.....(Go to EC_END)

EC_R01 The next few questions are about using the Internet to order goods and services for personal or household use. You may or may not have paid for these goods or services over the Internet. Please exclude any orders for a business.

INTERVIEWER: Press <1> to continue.

Canadian Internet Use Survey, 2010
Questionnaire

EC_Q01 **During the past 12 months, did you order any goods or services over the Internet?**

INTERVIEWER: Include free orders and those based on points or redemption programs.

- 1 Yes.....(Go to EC_Q02)
- 2 No
 DK, RF

Default: (Go to EC_C11)

Coverage: CU_Q01 = 1

EC_Q02 **During the past 12 months, which of the following types of goods or services did you order?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01 Software
- 02 Music (e.g., CDs, MP3)
- 03 Books, magazines, online newspapers
- 04 Videos or DVDs
- 05 Memberships or registration fees (e.g., health clubs, tuition, online television subscriptions)
- 06 Gift certificates or gift cards
- 07 None of the above
 DK, RF

Coverage: CU_Q01 = 1 and EC_Q01 = 1

EC_C03 If at least 1 of the items (1 through 6) in EC_Q02 is selected.....(Go to EC_Q03)
Otherwise.....(Go to EC_Q04)

EC_Q03 **Were any of these products delivered directly to your computer over the Internet rather than physically delivered to your home?**

INTERVIEWER: If respondent does not have a computer, include products delivered directly to wireless handheld devices (such as a BlackBerry or iPhone).

- 1 Yes
- 2 No
 DK, RF

Coverage: CU_Q01 = 1 and EC_Q01 = 1 and EC_Q02 = (01:06)

**Canadian Internet Use Survey, 2010
Questionnaire**

EC_Q04 During the past 12 months, did you order: ...?

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01 tickets for entertainment events (e.g., concerts, movies, sports)
- 02 computer hardware
- 03 food or beverages (e.g. specialty foods or wine, pizza delivery)
- 04 prescription drugs or products (e.g., glasses)
- 05 other health or beauty products (e.g., vitamins, cosmetics)
- 06 clothing, jewellery or accessories
- 07 house wares (e.g., large appliances, furniture)
- 08 consumer electronics (e.g., cameras, stereos, TVs, DVD players)
- 09 travel arrangements (e.g., hotel reservations, travel tickets, rental cars)
- 10 sports equipment
- 11 toys and games
- 12 home improvement or gardening supplies (including tools)
- 13 photographic services
- 14 automotive products
- 15 real estate
- 16 flowers
- 17 other goods or services - Specify (Go to EC_S04)
- 18 No other goods or services
DK, RF

Default: (Go to EC_Q05)

Note: The 14th, 15th and 16th categories "automotive products", "real estate" and "flowers" were created during Head Office processing based on answers found in the "Other Specify" category.

Coverage: CU_Q01 = 1 and EC_Q01 = 1

EC_S04 During the past 12 months, did you order:

INTERVIEWER: Specify.

____ (80 spaces)

Coverage: CU_Q01 = 1 and EC_Q01 = 1 and EC_Q04 = 17

EC_Q05 Did you order goods and services from: ...?

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 1 vendors in Canada
- 2 vendors in the United States
- 3 vendors in other countries
- DK, RF

Coverage: CU_Q01 = 1 and EC_Q01 = 1

Canadian Internet Use Survey, 2010
Questionnaire

EC_Q06 **During the past 12 months, how many separate orders did you place over the Internet?**

INTERVIEWER: Number of transactions, not articles purchased.

____(3 spaces) [Min: 1 Max: 995]
DK, RF

Coverage: *CU_Q01 = 1 and EC_Q01 = 1*

EC_C07 If EC_Q06 = DK.....(Go to EC_Q07)
Otherwise.....(Go to EC_Q08)

EC_Q07 **Would you estimate the number of orders you placed on the Internet was: ...?**

INTERVIEWER: Read categories to respondent.

- 1 1 or 2 orders
 - 2 3 to 10 orders
 - 3 11 to 20 orders
 - 4 more than 20 orders
- DK, RF

Coverage: *CU_Q01 = 1 and EC_Q01 = 1 and EC_Q06 = DK*

EC_Q08 **During the past 12 months, what was the estimated total cost, in Canadian dollars, of the goods and services you ordered over the Internet?**

INTERVIEWER: Probe for estimate, round to nearest dollar.

____(6 spaces) [Min: 0 Max: 999995]
DK, RF(Go to EC_Q09)

Default: (Go to EC_Q10)

Coverage: *CU_Q01 = 1 and EC_Q01 = 1*

EC_Q09 **Would you estimate the total cost of goods and services you ordered over the Internet was: ...?**

INTERVIEWER: Read categories to respondent.

- 1 less than \$100
 - 2 \$100 to \$499
 - 3 \$500 to \$999
 - 4 \$1000 or more
- DK, RF

Coverage: *CU_Q01 = 1 and EC_Q01 = 1 and EC_Q08 = (DK, RF)*

**Canadian Internet Use Survey, 2010
Questionnaire**

EC_Q10 **During the past 12 months, how did you pay for these goods or services ordered over the Internet?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01 A credit card online
- 02 Debit card or electronic bank transfer online
- 03 Paypal, Google Checkout or another online payment service
- 04 Prepaid gift card or online voucher
- 05 Points from rewards or redemption program (e.g., Air Miles)
- 06 Payment not made on the Internet (e.g., telephone, mail, COD)
DK, RF

Coverage: *CU_Q01 = 1 and EC_Q01 = 1*

EC_C11 If EC_Q01 = 2 (No)(Go to EC_Q11)
Otherwise.....(Go to EC_END)

EC_Q11 **What was the main reason for not ordering any goods or services online during the last 12 months?**

- 01 No interest
- 02 Prefer to shop in person
- 03 Security concerns (about giving credit card details)
- 04 Privacy concerns (about providing personal information)
- 05 Delivery concerns (shipping costs or concerns about returning goods)
- 06 Availability (products not always available to a Canadian address)
- 07 Do not have a credit card for online transactions
- 08 Speed of Internet connection is too slow
- 09 Other
DK, RF

Coverage: *CU_Q01 = 1 and EC_Q01 = 2*

EC_END End of Section

Section: **Privacy and security (PS)**

PS_BEG Beginning of Section

Import the following variable:
CU_Q01 from the Module CU (1,2,DK, RF)

PS_C01 If CU_Q01 = 1 (Yes)(Go to PS_R01)
Otherwise.....(Go to PS_END)

PS_R01 **The next questions are about the security and privacy of your personal use of the Internet.**

INTERVIEWER: Press <1> to continue.

**Canadian Internet Use Survey, 2010
Questionnaire**

PS_Q01 **Do you currently use any security software to protect your computer or other devices you use to access the Internet?**

INTERVIEWER: Other devices may include a BlackBerry, iPhone, or any other wireless handheld device (e.g., iPod Touch, Palm Pre) with Internet access.

- 1 Yes.....(Go to PS_Q02)
- 2 No
 DK, RF

Default: (Go to PS_Q06)

Coverage: *CU_Q01 = 1*

PS_Q02 **Aside from any Internet security software that may have come with your operating system or is provided by your Internet Service Provider, have you purchased any security software you currently use?**

- 1 Yes
- 2 No
 DK, RF

Coverage: *CU_Q01 = 1 and PS_Q01 = 1*

PS_Q03 **Do you currently use any free versions of Internet security software?**

INTERVIEWER: Exclude software that came with an operating system or is provided by an Internet Service Provider.

- 1 Yes
- 2 No
 DK, RF

Coverage: *CU_Q01 = 1 and PS_Q01 = 1*

PS_Q04 **Do you update the security software manually or is it done automatically?**

INTERVIEWER: Update refers to security updates, not subscription renewals.

- 1 Manually(Go to PS_Q05)
- 2 Automatically
 DK, RF

Default: (Go to PS_Q06)

Coverage: *CU_Q01 = 1 and PS_Q01 = 1*

**Canadian Internet Use Survey, 2010
Questionnaire**

PS_Q05 How often do you update your Internet security software?

INTERVIEWER: Read categories to respondent. Update refers to security updates, not subscription renewals.

- 1 Every time a new update is available
 - 2 Occasionally
 - 3 Never
- DK, RF

Coverage: CU_Q01 = 1 and PS_Q01 = 1 and PS_Q04 = 1

PS_Q06 How often do you back up files (such as documents, spreadsheets or pictures) electronically?

INTERVIEWER: Read categories to respondent. Include electronic copies of files only (e.g., files placed on a CD, DVD, memory stick or external hard drive, or stored on websites). Do not include printed copies of documents.

- 1 Always or almost always
 - 2 Occasionally
 - 3 Never
- DK, RF

Coverage: CU_Q01 = 1

PS_Q07 How frequently do you delete your browser history?

INTERVIEWER: Read categories to respondent.

- 1 After each use
 - 2 Occasionally
 - 3 Never
- DK, RF

Coverage: CU_Q01 = 1

PS_Q08 Have you ever: ... received e-mails requesting personal financial information (such as bank account numbers or passwords) from a fraudulent source?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

PS_Q09 Have you ever: ... experienced misuse of personal information on the Internet (e.g. misuse of pictures, videos or personal data uploaded on public websites)?

- 1 Yes
 - 2 No
- DK, RF

Coverage: CU_Q01 = 1

**Canadian Internet Use Survey, 2010
Questionnaire**

- PS_Q10** **Have you ever: ... experienced a computer virus?**
- 1 Yes.....(Go to PS_Q11)
2 No
 DK, RF
- Default: (Go to PS_END)
- Coverage: *CU_Q01 = 1*
- PS_Q11** **Did the virus (or viruses) result in the loss of information or damage to software?**
- 1 Yes
2 No
 DK, RF
- Coverage: *CU_Q01 = 1 and PS_Q10 = 1*
- PS_END** End of Section

For Information Only

Canadian Internet Use Survey, 2010
Questionnaire

INDEX

C

CU_BEG	8
CU_C12	11
CU_END	12
CU_Q01	8
CU_Q02	9
CU_Q03	9
CU_Q04	9
CU_Q05	9
CU_Q06	10
CU_Q07	10
CU_Q08	10
CU_Q09	10
CU_Q10	10
CU_Q11	11
CU_Q12	11
CU_S11	11
CU_S12	12

E

EC_BEG	16
EC_C01	16
EC_C03	17
EC_C07	19
EC_C11	20
EC_END	20
EC_Q01	17
EC_Q02	17
EC_Q03	17
EC_Q04	18
EC_Q05	18
EC_Q06	19
EC_Q07	19
EC_Q08	19
EC_Q09	19
EC_Q10	20
EC_Q11	20
EC_R01	16
EC_S04	18

H

HA_BEG	1
HA_C03	2
HA_C05	3
HA_C06	4
HA_C09	5
HA_END	6
HA_Q01	1
HA_Q02	2
HA_Q03	2
HA_Q04	3
HA_Q05	4
HA_Q06	4
HA_Q07	5
HA_Q08	5
HA_Q09	6
HA_S02	2
HA_S03	3
HA_S04	3
HA_S05	4
HA_S07	5

P

PS_BEG	20
PS_C01	20
PS_END	23
PS_Q01	21
PS_Q02	21
PS_Q03	21
PS_Q04	21
PS_Q05	22
PS_Q06	22
PS_Q07	22
PS_Q08	22
PS_Q09	22
PS_Q10	23
PS_Q11	23
PS_R01	20

S

STH_BEG	1
---------------	---

**Canadian Internet Use Survey, 2010
Questionnaire**

STH_END	1	SU_Q13	14
STH_R01	1	SU_Q14	15
STI_BEG	7	SU_Q15	15
STI_C01	7	SU_Q16	15
STI_END	8	SU_Q17	15
STI_R01	8	SU_Q18	15
STI_R02	8	SU_Q19	16
SU_BEG	12	SU_Q20	16
SU_C01	12	SU_Q21	16
SU_END	16	SU_Q22	16
SU_Q01	12	SU_R01	12
SU_Q02	12		
SU_Q03	12	T	
SU_Q04	13	THI_BEG	6
SU_Q05	13	THI_C02	6
SU_Q06	13	THI_END	7
SU_Q07	13	THI_Q01	6
SU_Q08	13	THI_Q02	6
SU_Q09	14	THI_Q03	7
SU_Q10	14	THI_Q04	7
SU_Q11	14	THI_R01	6
SU_Q12	14		