## Canadian Internet Use Survey, 2012



Statistics Statistique Canada Canada Canadä

### **Table of Contents**

erson providing information (PPI)	1
troduction (STI)	
urrent User (CU)	
pecific Use (SU)	
Commerce (EC)	
ivacy and security (PS)	
nd of Survey (SEI)	
opical Index	
ement Index	

#### Person providing information (PPI)

PPI\_BEG Content block

Import the following variable:

PPH\_N01 from the PPH block (01, 02, ...)

External variable required:

^RESPNAME = Respondent's name

Programmer: Screen display:

Display on header bar SELRESPNAME

PPI\_N01 <u>INTERVIEWER</u>: Select the person who is providing the information. (Only

the respondent selected on the component screen may answer this

portion of the CIUS. Proxy is not permitted.)

(DK, RF not allowed)

Programmer: Display all current household members (i.e., those with membership codes of 01, 02,

03, 05 or 06). Surveys may choose whether to include a "Non-household member" category in the list (and therefore whether the second sentence in the interviewer instructions should be included). Note that "Non-household member" will be

returned as code 88.

PPI\_END

2013-08-09 Page 1 - 20

#### Introduction (STI)

Core content

STI\_BEG Content block

**Import** 

PPI\_I.PPI\_N01 PPI\_H.PPI\_N01

 $STI_C01$  If If  $PPI_I = PPI_H$ , go to  $STI_R01$ .

Otherwise, go to STI\_R02.

STI\_R01 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.

INTERVIEWER: Press <1> to continue.

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 <u>your personal use</u> 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

<u>INTERVIEWER</u>: Press <1> to continue.

STI\_END

2013-08-09 Page 2 - 20

#### Current User (CU)

Core content

CU\_BEG Content block

CU\_Q01 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

Go to CU\_C12

CU\_Q02 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 to less than 2 years)

3 **2 to 5 years** (2 to less than 5 years)

4 **5 to 10 years** (5 to less than 10 years)

5 **10 or more years** 

DK, RF

CU\_Q03 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)

Less than once a month

DK, RF

CU\_Q04 CU Q04 <u>In a typical week</u>, on average, how many hours do you spend on the Internet for personal use?

**INTERVIEWER**: Read categories to respondent.

l Less than 5 hours

2 **5 to 9 hours** (5 to less than 10

hours)

3 **10 to 19 hours** (10 to less than

20 hours)

4 **20 to 29 hours** (20 to less

than 30 hours)

5 **30 to 39 hours** (30 to less

than 40 hours)

40 or more hours

DK, RF

2013-08-09 Page 3 - 20

CU_Q05 CU_Q05	During the past 12 months, did you use the Internet for personal use: from home?
	INTERVIEWER: Do not include use from home for tele-work or home based business.
	1 Yes 2 No DK, RF
CU_Q06 CU_Q06	(During the past 12 months, did you use the Internet for personal use:) from work?
	1 Yes 2 No DK, RF
CU_Q07 CU_Q07	(During the past 12 months, did you use the Internet for personal use:)
00_40/	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
CU_Q08 CU_Q08	(During the past 12 months, did you use the Internet for personal use:)
00_400	from a public library?
	1 Yes 2 No DK, RF
CU_Q09 CU_Q09	(During the past 12 months, did you use the Internet for personal use:)
30_ <b>3</b> 07	with a smart phone, tablet or other wireless handheld device? For example, a Blackberry or iPhone.
	1 Yes 2 No DK, RF

2013-08-09 Page 4 - 20

CU_Q10 CU_Q10	During the past 12 months, did you	use the Internet for personal use:
C0_Q10	from any other locations (such as hotel)?	s a friend's or relative's home or
	1 Yes 2 No DK, RF	(Go to CU_Q11)
	Go to CU_C12	
CU_Q11	From what other locations did you umonths?	use the Internet during the past 12
	INTERVIEWER: Mark all that apply.	
CU_Q11A CU_Q11B CU_Q11C	<ol> <li>Relative's home</li> <li>Friend's or neighbour's home</li> <li>Government office, department or kiosk (including Community</li> </ol>	
CU_Q11D	Access Program site)  4 Wifi hotspot (including Internet or cyber café, or similar)  5 Voluntary organization	
CU_Q11F	<ul> <li>During travel (including hotel, airport, other office)</li> </ul>	
CU_Q11G	7 Other - Specify DK, RF	(Go to CU_S11)
	Go to CU_C12	
CU_\$11	(From what other locations did you months?)	use the Internet during the past 12
	INTERVIEWER: Specify.	
	(80 spaces)	
	(DK, RF not allowed)	
Programmer:	Response must contain at least one non-b	lank character, and must be capitalized.
CU_C12	If CU_Q01 = 2 (No), go to CU_Q12. Otherwise, go to CU_END.	

2013-08-09 Page 5 - 20

CU_Q12	What are the reasons <u>you</u> do not use	the Internet?
	INTERVIEWER: Mark all that apply.	
CU_Q12A CU_Q12B	01 Cost (service or equipment) 02 Limited access to a computer	
CU_Q12C	03 No need / no interest / not useful / not enough time	
CU_Q12D	04 Lack of skills or training / Internet or computer too difficult to use	
CU_Q12E	05 Too much objectionable material on Internet	
CU_Q12F	06 Confidentiality, security or	
CU_Q12G CU_Q12H CU_Q12I CU_Q12J CU_Q12K CU_Q12L	privacy concerns  7 Fear of technology  8 Age reasons/Seniors  9 Disability  10 Used at work, no longer at work  11 Used at school, no longer at school  12 Other - Specify  DK, RF	(Go to CU_S12)
	Go to CU_END	
CU_\$12	(What are the reasons <u>you</u> do not us	e the Internet?)
	INTERVIEWER: Specify.	
	(80 spaces)	
	(DK, RF not allowed)	
Programmer:	Response must contain at least one non-blo	ank character, and must be capitalized.
CU_END		

2013-08-09 Page 6 - 20

Specific Use (SU) Core content	
SU_BEG	Content block
	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 <u>any location</u> <u>and device</u> .
	INTERVIEWER: Press <1> to continue.
SU_Q01 SU_Q01	During the past 12 months, have you used the Internet:
30_001	for e-mail?
	1 Yes 2 No DK, RF
SU_Q02	(During the past 12 months, have you used the Internet:)
<u>SU_Q02</u>	to use an instant messenger? For example, Windows Live Messenger, Yahoo Messenger.
	INTERVIEWER: Exclude text messaging over cellular networks.
	1 Yes 2 No DK, RF
SU_Q03	(During the past 12 months, have you used the Internet:)
<u>SU_Q03</u>	to visit or interact with government websites?
	1 Yes 2 No DK, RF
SU_Q04	(During the past 12 months, have you used the Internet:)
<u>SU_Q04</u>	to search for medical or health-related information?
	1 Yes 2 No DK, RF

2013-08-09 Page 7 - 20

SU_Q05 SU_Q05	(During the past 12 months, have you used the Internet:) for formal education, training or school work?  1 Yes 2 No
SU_Q06 SU_Q06	DK, RF  During the past 12 months, have you used the Internet: for travel information or making travel arrangements?  1 Yes
SU_Q07 SU_Q07	2 No DK, RF  (During the past 12 months, have you used the Internet:) to search for employment?
SU_Q08 SU_Q08	Yes     No     DK, RF  (During the past 12 months, have you used the Internet:)  for electronic banking? For example, paying bills, viewing statements, transferring funds between accounts.
SU_Q09 SU_Q09	1 Yes 2 No DK, RF  (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
SU_Q10 SU_Q10	rates, etc. for future personal investment.  1 Yes 2 No DK, RF  (During the past 12 months, have you used the Internet:) to read or watch the news?  1 Yes 2 No DK, RF

2013-08-09 Page 8 - 20

SU_Q11 SU_Q11	During the past 12 months, have you used the Internet: to research community events?  1 Yes 2 No DK, RF
SU_Q12 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
SU_Q13 SU_Q13	(During the past 12 months, have you used the Internet:) to sell goods or services? For example, through auction sites.  1 Yes 2 No DK, RF
SU_Q14 SU_Q14	(During the past 12 months, have you used the Internet:) to use social networking sites? For example, Facebook, Twitter.  1 Yes 2 No DK, RF
SU_Q15 SU_Q15	(During the past 12 months, have you used the Internet:) to contribute content or participate in discussion groups? For example, blogging, message boards, posting images or videos.  1 Yes 2 No DK, RF
SU_Q16 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

2013-08-09 Page 9 - 20

SU_Q17 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
SU_Q18 SU Q18	(During the past 12 months, have you used the Internet:)
30_&10	to obtain or save software (free or paid downloads)?
	1 Yes 2 No DK, RF
SU_Q19	(During the past 12 months, have you used the Internet:)
SU_Q19	to listen to the radio <u>online</u> ?
	1 Yes 2 No DK, RF
SU_Q20 SU_Q20	(During the past 12 months, have you used the Internet:)
30_Q20	to download or watch TV <u>online</u> ?
	1 Yes 2 No DK, RF
SU_Q21 SU_Q21	During the past 12 months, have you used the Internet:
30_Q21	to download or watch movies or video clips online?
	1 Yes 2 No DK, RF
SU_Q22 SU_Q22	(During the past 12 months, have you used the Internet:)
30_Q22	$\dots$ to make telephone or video calls $\underline{\text{online}}?$ For example, Skype, FaceTime.
	1 Yes 2 No DK, RF
SU_END	

2013-08-09 Page 10 - 20

#### E-Commerce (EC) Core content EC\_BEG Content block 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. <u>INTERVIEWER</u>: Press <1> to continue. EC\_Q01 During the past 12 months, did you order any goods or services over EC\_Q01 the Internet? INTERVIEWER: Include free orders and those based on points or redemption programs. Yes (Go to EC\_Q02) 2 No DK, RF Go to EC\_C11 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. EC\_Q02A Software (for example, video games, PC applications) EC\_Q02B 02 Music (for example, CDs, MP3) EC Q02C Books, magazines, online newspapers EC\_Q02D Videos or DVDs 04

events (for example, concerts, movies, sports)

EC\_Q02H

08 None of the above

DK, RF

EC\_Q02E

EC Q02F

EC\_Q02G

2013-08-09 Page 11 - 20

05 Memberships or registration fees (for example, health clubs, tuition, online television subscriptions)

06 Gift certificates or gift cards

07 Tickets for entertainment

EC_E02	You cannot select 'None of the above' and another category. Please return and correct.
Rule:	Trigger hard edit if item 8 selected with any other item in EC_Q02.
EC_C03	If at least 1 item in EC_Q02 is selected, go to EC_Q03. Otherwise, go to EC_Q04.
EC_Q03 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 and game consoles (such as a BlackBerry or iPhone).
	1 Yes 2 No DK, RF

2013-08-09 Page 12 - 20

EC_Q04	During the <u>past 12 months</u> , did you order:
	INTERVIEWER: Read categories to respondent.
	Mark all that apply.
EC_Q04A	01 computer hardware?
EC_Q04B	02 food or beverages? For
	example, specialty foods or wine.
	pizza delivery.
EC_Q04C	03 prescription drugs or
	products? For example,
EC_Q04D	glasses. 04 other health or beauty
	products? For example,
FO 0045	vitamins, cosmetics.
EC_Q04E	05 clothing, jewellery or accessories?
EC_Q04F	06 house wares? For
	example, large appliances,
EC_Q04G	furniture. 07 consumer electronics? For
20_4010	example, cameras, stereos,
FQ 0041	TVs, DVD players.
EC_Q04H	08 travel arrangements? For example, hotel reservations,
	travel tickets, rental cars.
EC_Q04I	09 sports equipment?
EC_Q04J EC_Q04K	10 toys and games? 11 home improvement or
LC_QUAN	gardening supplies
	(including tools)?
EC_Q04L EC_Q04M	<ul><li>12 photographic services?</li><li>13 automotive products?</li></ul>
EC_Q04N	14 flowers?
EC_Q04O	15 other goods or services? -
EC Q04P	Specify (Go to EC_S04)  16 No other goods or services
LC_Q041	DK, RF
EC_E04	You cannot select 'No other goods or services' and another category.
LC_LU4	Please return and correct.
Rule:	Trigger hard edit if item 16 selected with any other item in EC_Q04.
EC_\$04	(During the past 12 months, did you order:)
	, and person,
	INTERVIEWER: Specify.
	_ ,
	(80 spaces)
	(DK, RF not allowed)

2013-08-09 Page 13 - 20

EC_Q05	Did you order goods and services from:
	INTERVIEWER: Read categories to respondent.  Mark all that apply.
EC_Q05A EC_Q05B EC_Q05C	<ol> <li> vendors in Canada?</li> <li> vendors in the United         States?</li> <li> vendors in other         countries?</li> </ol> DK, RF
EC_Q06 EC_Q06	During the <u>past 12 months</u> , how many separate orders did you place over the Internet?
	INTERVIEWER: Number of transactions, not articles purchased.
	_ _ _  (MIN: 1) (MAX: 995)
	DK, RF
EC_C07	If EC_Q06 = DK, go to EC_Q07. Otherwise, go to EC_Q08.
EC_Q07 EC_Q07	Would you estimate the number of orders you placed on the Internet was:
	INTERVIEWER: Read categories to respondent.
	<ol> <li> 1 or 2 orders?</li> <li> 3 to 10 orders?</li> <li> 11 to 20 orders?</li> <li> more than 20 orders?</li> </ol> DK, RF
EC_Q08 EC_Q08	During the <u>past 12 months</u> , 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.
	_ _ _ _ _  (MIN: 0) (MAX: 999,995)
	DK, RF (Go to EC_Q09)
	Go to EC_Q10
EC_E08	An unusual value has been entered. Please confirm.
Rule:	Trigger soft edit if EC_Q08 > 50000

2013-08-09 Page 14 - 20

EC_Q09 EC_Q09	Would you estimate the total cost of goods and services you ordered over the Internet was:
	INTERVIEWER: Read categories to respondent.
	<ol> <li> less than \$200?</li> <li> \$200 to \$499?</li> <li> \$500 to \$999?</li> <li> \$1000 to \$4999?</li> <li> \$5000 or more?</li> </ol>
EC_Q10	During the <u>past 12 months</u> , how did you pay for these goods or services ordered over the Internet?
	INTERVIEWER: Read categories to respondent.  Mark all that apply.
EC_Q10A EC_Q10B	1 A credit card online 2 Debit card or electronic
EC_Q10C	bank transfer <u>online</u> 3 <u>Online</u> payment service such as Paypal or Google Checkout
EC_Q10D	4 Prepaid gift card or online voucher
EC_Q10E	5 Points from rewards or redemption programs (for example, Air Miles)
EC_Q10F	6 Payment not made on the Internet (for example, telephone, mail, COD)  DK, RF
EC_C11	If EC_Q01 = 2 (No), go to EC_Q11. Otherwise, go to EC_END.

2013-08-09 Page 15 - 20

#### EC\_Q11 EC\_Q11

### What was the $\underline{\text{main}}$ reason for not ordering any goods or services online during the <u>last 12 months</u>?

- 01 No interest
- 02 Prefer to shop in person
- 03 Security concerns (about giving credit card details)
- 04 Privacy concerns (about providing personal information)
- 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

EC\_END

2013-08-09 Page 16 - 20

#### Privacy and security (PS)

Core content

PS\_Q01

PS\_BEG Content block

Import the following variables:

CU\_Q01 from the Module CU (1,2,DK, RF) SU\_Q08 from the Module SU (1,2,DK, RF)

EC\_Q10 from the Module EC (1, 2, 3, 4, 5, 6, DK, RF)

 $PS_C01$  If  $CU_Q01 = 1$  (Yes), go to  $PS_R01$ .

Otherwise, go to PS\_END.

PS\_R01 The next set of questions relates to privacy and security concerns on

the Internet.

INTERVIEWER: Press <1> to continue.

PS\_D01 If SU\_Q08 = 1, DT\_AREYOU01 = "are you".

Otherwise, DT\_AREYOU01 = "would you be".

PS\_Q01 How concerned ^AREYOU01 about conducting banking transactions

over the Internet?

**INTERVIEWER**: Read categories to respondent.

Not at all concerned

2 Concerned

3 Very concerned

DK, RF

Go to PS\_Q02

PS D02 If EC Q10 = 1, DT\_AREYOU02 = "are you".

Otherwise, DT\_AREYOU02 = "would you be".

PS\_Q02 How concerned ^AREYOU02 about using your credit card over the

PS\_Q02 Internet?

INTERVIEWER: Read categories to respondent.

Not at all concerned

2 Concerned

3 Very concerned

4 I do not have a credit card

DK, RF

Go to PS\_Q03

2013-08-09 Page 17 - 20

PS_Q03 PS_Q03	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 or any other wireless handheld device smartphone) with Internet access.		
	1 Yes 2 No DK, RF	(Go to PS_Q04)	
	Go to PS_Q05		
PS_Q04 PS_Q04	Do you currently use any free versions of Internet security software?		
13_004	INTERVIEWER: Exclude software that c is provided by an Internet Service Pro		
	1 Yes 2 No DK, RF		
PS_Q05 PS_Q05	How often do you back up files electr documents, spreadsheets or pictures		
	INTERVIEWER: Read categories to resp Include electronic copies of files only memory stick or external hard drive, of include printed copies of documents.	(e.g., files placed on a CD, DVD, or stored on websites). Do not	
	<ul> <li>1 Always or almost always</li> <li>2 Occasionally</li> <li>3 Never</li> <li>DK, RF</li> </ul>		
PS_Q06 PS_Q06	How frequently do you delete your br	owser history?	
13_000	INTERVIEWER: Read categories to resp	oondent.	
	<ul> <li>1 After each use</li> <li>2 Occasionally</li> <li>3 Never</li> <li>DK, RF</li> </ul>		
PS_Q07 PS_Q07	Have you ever:		
1 3_W0/	received emails requesting person bank account numbers or passwords		
	1 Yes 2 No DK, RF		

2013-08-09 Page 18 - 20

PS_Q08 PS_Q08	Have you ever:	
F3_Q00	experienced misuse of personal information on the Internet (for example, misuse of pictures, videos or personal data uploaded on public websites)?	
	1 Yes 2 No DK, RF	
PS_Q09 PS_Q09	Have you ever:	
	had a computer virus?	
	1 Yes 2 No DK, RF	(Go to PS_Q10)
	Go to PS_END	
PS_Q10 PS_Q10	Did the virus (or viruses) result in the loss of information or dama software?	
	1 Yes 2 No DK, RF	
PS_END		

2013-08-09 Page 19 - 20

## End of Survey (SEI) Core content

SEI\_BEG Content block

SEI\_R01 Thank you for your participation.

<u>INTERVIEWER</u>: Press <1> to continue.

SEI\_END

2013-08-09 Page 20 - 20

### **Topical Index**

Current User (CU)	. :
-Commerce (EĆ)	
ind of Survey (SEI)	
ntroduction (STI)	
Person providing information (PPI)	
Privacy and security (PS)	
pecific Use (SU)	

### **Element Index**

	PS_D01	17
C	PS_D02	
CU_BEG3	PS_END	
CU_C125	PS_Q01	
CU_END6	PS_Q02	
CU_Q013	PS_Q03	
<del>-</del>	PS_Q04	
CU_Q023	PS_Q05	
CU_Q033	PS_Q06	
CU_Q043	PS_Q07	
CU_Q054	PS_Q08	
CU_Q064	PS_Q09	
CU_Q074	PS_Q10	
CU_Q084	PS_R01	
CU_Q094	1 3_K01	1 /
CU_Q105	•	
CU_Q115	S	
CU_Q126	SEI_BEG	
CU_\$115	SEI_END	
CU_\$126	SEI_R01	
	STI_BEG	
E	STI_C01	
EC_BEG11	STI_END	
EC_C0111	STI_R01	
EC_C0312	STI_R02	2
EC_C0714	SU_BEG	7
EC_C1115	SU_C01	7
EC_E0212	SU_END	10
EC_E04	SU_Q01	7
EC_E08	SU_Q02	7
EC_END16	SU_Q03	7
EC_Q0111	SU_Q04	7
EC_Q0211	SU_Q05	8
EC_Q0312	SU_Q06	
EC_Q04	SU_Q07	
EC_Q0514	SU_Q08	
EC_Q0614	SU_Q09	
EC_Q0714	SU_Q10	
EC_Q0814	SU_Q11	
EC_Q0915	SU_Q12	
EC_Q1015	SU_Q13	
EC_Q1116	SU_Q14	
EC_R0111	SU_Q15	
EC_S0413	SU_Q16	
LO_30413	SU_Q17	
D.	SU_Q18	
P	SU_Q19	
PPI_BEG1	SU_Q20	
PPI_END1	SU_Q21	
PPI_N011	SU_Q22	
PS_BEG17	SU_R01	
PS_C0117	30_KUT	/