

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 1

2000
HOUSEHOLD INTERNET USE SURVEY
QUESTIONNAIRE



Statistics
Canada

Statistique
Canada

Canada

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 2

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 3

HI_NOTE

Respondent Eligibility.

Only 1 person in the household will be asked to complete the Household Internet Use Survey. Eligibility is as follows:

If at least one person in the household is > 18 then

Display names of all persons in the household that are 18 or over

Else (No one in household is 18 or over)

Display names of all persons in the household that are 15 and over

HI_START

TIME(REAL);START OF HIUS SECTION

HI_Import

Import Age from INFO (Age of household members)

CProv from Info (CProv is originally from Header)

Note: At this time CProv is not specified in the questionnaire, however it may be used for sharing questions in Québec. We are waiting for a decision.

HI_E1

Derive AgeLT18 (tYesNo) If Info.Age of any member of the household is LT 18 then AgeLT18 = Yes

Else AgeLT18 = No

GU_Q01

We are conducting a survey about the use of the Internet by members of your household. Its growing use may affect the economy, the way we learn and communicate with each other. You or members of your household may not use the Internet today, however it is important to obtain your views. @/@/While your participation is voluntary, your assistance is essential if the results of the survey are to be accurate. Your answers will be kept confidential and only used for statistical purposes.

Universe: All respondents

GU_Q02

Has anyone in your household @Uever@U used the Internet (E-mail or world wide web) from home, work, school or any other location?

<1> @SYes@S
<2> @SNo@S go to NU_Q01
<8> Refused go to NU_Q01
<9> Don't know go to NU_Q01

Universe: All respondents

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 4

GU_Q03

In a @Utypical month@U, does anyone in this household use the Internet (from any location)?

- <1> @SYes@S
- <2> @SNo@S go to GU_Q05
- <8> Refused go to GU_Q05
- <9> Don't know go to GU_Q05

Universe: Respondents who have used the Internet in the past

GU_Q04

In a typical month, do you personally use the Internet?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't Know

Universe: Respondents who use the Internet in a typical month

GU_C05

If GU_Q03= Yes goto UA_C01, else goto GU_Q05

GU_Q05

When was the last time any member of this household used the Internet?

- <1> @S0-3 months ago@S
- <2> @S4-6 months ago@S
- <3> @S7-11 months ago@S
- <4> @S1-2 years ago@S
- <5> @SMore than 2 years ago@S
- <8> Refused
- <9> Don't know

Universe: Respondents who have used the Internet in the past

GU_Q06

In the past, has any member of this household used the Internet in a typical month, from any location?

- <1> @SYes@S
- <2> @SNo@S go to NU_Q01
- <8> Refused go to NU_Q01
- <9> Don't know go to NU_Q01

Universe: Respondents who have used the Internet in the past

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 5

GU_Q07

How often did they use the Internet in a typical month?

- <1> @BAt least 7 times per week@B
- <2> @BAt least 4 times per month@B
- <3> @B1 to 3 times per month@B
- <4> @BLess than once per month@B
- <8> Refused
- <9> Don't know

Universe: Respondents who have used the Internet in the past

GU_Q08

From what location(s) was the Internet typically used?

INTERVIEWER: Read list. Mark all that apply.

- <1> @BHome@B
- <2> @BWork@B
- <3> @BSchool@B
- <4> @BPublic library@B
- <5> @BFriends/neighbour's home@B
- <6> @BAnother location@B go to GU_Q08S1

Default Next Question: GU_Q09

Universe: Respondents who have used the Internet in the past

GU_Q08S1

From what other location(s) was the Internet typically used?

INTERVIEWER: Mark all that apply. Probe for what type of location, do not read list or give examples.

- <1> @SRelative's home@S
- <2> @SInternet Café@S
- <3> @SCommunity Access Program@S
- <4> @SOther - Specify@S go to GU_Q08S2
- <8> Refused
- <9> Don't know

Default Next Question: GU_Q09

Universe: Respondents who have used the Internet in the past

GU_Q08S2

From what other location(s) was the Internet typically used?

Universe: Respondents who have used the Internet in the past

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 6

GU_Q09

What are the reasons members of your household no longer use the Internet from any location(s) in a typical month?

INTERVIEWER: Mark all that apply.

- <01> @SToo costly (service or equipment)@S
- <02> @SUsed at work, no longer in that position@S
- <03> @SUsed in school, no longer in school@S
- <04> @SToo difficult to use@S
- <05> @SNo need@S
- <06> @SConcerned children in household will give out personal information@S
- <07> @SConcerned for exposure to objectionable material@S
- <08> @SOther security, confidentiality or privacy concerns@S
- <09> @SEquipment broken@S
- <10> @SOther - Specify@S go to GU_Q09S
- <98> Refused
- <99> Don't know

Default Next Question: **NU_C01**

Universe: Respondents who have used the Internet in the past

GU_Q09S

For what other reason(s) do members of your household no longer use the Internet in a typical month?

Default Next Question: **NU_C01**

Universe: Respondents who have used the Internet in the past

UA_C01

If GU_Q03 = Yes goto UA_Q01,
else goto LU_Q01

UA_Q01

Do any of the household members aged 18 years or over use the Internet in a typical month?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet in a typical month

UA_C02

If (AgeLT18 = Yes) goto UA_Q02,
else goto LU_Q01

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 7

UA_Q02

Do any of the household members under the age of 18 use the Internet in a typical month?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q01

Now I would like to ask you about the place(s) from which members of your household use the Internet.

Universe: Respondents who use the Internet in a typical month

LU_Q02

In a typical month, do any members of your household use the Internet:
@/@@/...at home?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q03

@B@SIn a typical month, do any members of your household use the Internet:@S@B
@/@@/...at work?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q04

@B@SIn a typical month, do any members of your household use the Internet:@S@B
@/@@/...at school, college or university where they are studying?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 8

LU_Q05

@B@S In a typical month, do any members of your household use the Internet: @S@B @/ @/...at a public library?

- <1> @SYes@S
<2> @SNo@S
<8> Refused
<9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q06

@B@S In a typical month, do any members of your household use the Internet: @S@B @/ @/...at a friend or neighbour's home?

- <1> @SYes@S
<2> @SNo@S
<8> Refused
<9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q07

@B@S In a typical month, do any members of your household use the Internet: @S@B @/ @/...at another location?

- <1> @SYes@S go to LU_Q07S1
<2> @SNo@S
<8> Refused
<9> Don't know

Default Next Question: HU_C01

Universe: Respondents who use the Internet in a typical month

LU_Q07S1

From what other location(s) do members of your household use the Internet?

INTERVIEWER: Mark all that apply. Probe for what type of location(s), do not read list or give examples.

- <1> @SRelative's home@S
<2> @SInternet Café@S
<3> @SCommunity Access Program@S
<4> @SOther- Specify@S go to LU_Q07S2
<8> Refused
<9> Don't know

Universe: Respondents who use the Internet in a typical month

LU_Q07S2

From what other location(s) do members of your household use the Internet?

Universe: Respondents who use the Internet in a typical month

HU_C01

If LU_Q02 = Yes goto HU_Q01 else goto NU_C01

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 9

HU_Q01

Is your household connection to the Internet at home by:

INTERVIEWER: Mark all that apply.

- <1> @BTelephone line connected to a computer@B
- <2> @BCable line connected to a computer@B
- <3> @BTelephone line connected to a television@B
- <4> @BOther connection@B go to HU_Q01S
- <8> Refused
- <9> Don't know

Default Next Question: HU_Q02

Universe: Respondents who use the Internet at home in a typical month

HU_Q01S

What kind of other connection does your household have?

Universe: Respondents who use the Internet at home in a typical month

HU_Q02

My remaining questions are about using the Internet at @Uhome@U in a typical month.

Universe: Respondents who use the Internet at home in a typical month

HU_Q03

How often do members of your household use the Internet at home in a typical month?

- <1> @BAt least 7 times per week@B
- <2> @BAt least 4 times per month@B
- <3> @B1 to 3 times per month@B
- <4> @BLess than once per month@B
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q04

What is the total amount of time members of your household spend on the Internet at home in a typical month?

- <01> @SLess than 5 hours@S
- <02> @SBetween 5 and 9 hours@S
- <03> @SBetween 10 and 19 hours@S
- <04> @SBetween 20 and 29 hours@S
- <05> @SBetween 30 and 39 hours@S
- <06> @SBetween 40 and 49 hours@S
- <07> @S50 hours or more@S
- <98> Refused
- <99> Don't know

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 10

HU_Q05

In a typical month, does anyone in your household use the Internet at home for self-employed business use?

INTERVIEWER: Only applies if someone in the household is self-employed.

- <1> @SYes@S
<2> @SNo@S go to HU_Q07
<8> Refused go to HU_Q07
<9> Don't know go to HU_Q07

Universe: Respondents who use the Internet at home in a typical month

HU_Q06

In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for self-employed business use?

INTERVIEWER: Use the answer categories as a guide if the respondent needs prompting.

- <01> @SNone@S
<02> @SLess than 10% @S
<03> @SAt least 10% but less than 25% @S
<04> @SAt least 25% but less than 50% @S
<05> @SAt least 50% but less than 75% @S
<06> @SAt least 75% but less than 90% @S
<07> @SAt least 90% but less than 100% @S
<08> @S100% @S go to HU_Q11
<98> Refused
<99> Don't know

Universe: Respondents who use the Internet at home in a typical month for self-employment purposes

HU_Q07

In a typical month, does anyone in your household use the Internet at home for employer related business use?

INTERVIEWER: For respondents or another household member's employer.

- <1> @SYes@S
<2> @SNo@S go to HU_Q09
<8> Refused go to HU_Q09
<9> Don't know go to HU_Q09

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 11

HU_Q08

In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for employer related business use?

INTERVIEWER: Use the answer categories as a guide if the respondent needs prompting.

- <01> @SNone@S
<02> @SLess than 10% @S
<03> @SAt least 10% but less than 25% @S
<04> @SAt least 25% but less than 50% @S
<05> @SAt least 50% but less than 75% @S
<06> @SAt least 75% but less than 90% @S
<07> @SAt least 90% but less than 100% @S
<08> @S100% @S go to HU_Q11
<98> Refused
<99> Don't know

Universe: Respondents who use the Internet at home in a typical month for employer related business use

HU_Q09

In a typical month, does anyone in your household use the Internet at home for personal (non-business) use?

- <1> @SYes@S
<2> @SNo@S go to HU_Q11
<8> Refused go to HU_Q11
<9> Don't know go to HU_Q11

Universe: Respondents who use the Internet at home in a typical month

HU_Q10

In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for personal (non- business) use?

INTERVIEWER: Use the answer categories as a guide if the respondent needs prompting.

- <01> @SNone@S
<02> @SLess than 10% @S
<03> @SAt least 10% but less than 25% @S
<04> @SAt least 25% but less than 50% @S
<05> @SAt least 50% but less than 75% @S
<06> @SAt least 75% but less than 90% @S
<07> @SAt least 90% but less than 100% @S
<08> @S100% @S
<98> Refused
<99> Don't know

Universe: Respondents who use the Internet at home in a typical month for personal use

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 12

HU_Q11

In a typical month does any member of your household use the Internet at home:
@/@@/...for E-mail/Hotmail?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q12

@B@SIn a typical month does any member of your household use the Internet at home:@S@B
@/@@/...for electronic banking?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q13

@B@SIn a typical month does any member of your household use the Internet at home:@S@B
@/@@/...to purchase goods and services?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q14

@B@SIn a typical month does any member of your household use the Internet at home:@S@B
@/@@/...to search for medical or health related information?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q15

@B@SIn a typical month does any member of your household use the Internet at home:@S@B
@/@@/...for formal education, training or school work?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 13

HU_Q16

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to search for government related information?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q17

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to search for employment?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q18

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...for general browsing?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q19

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to play games on the Internet?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q20

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to participate in chat groups?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 14

HU_Q21

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to obtain and save music?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q22

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to listen to the radio?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q23

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to find sports related information?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q24

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...for financial information?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q25

@B@S In a typical month does any member of your household use the Internet at home: @S@B
@/@/...to view the news?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 15

HU_Q26

@B@S In a typical month does any member of your household use the Internet at home: @S@B @/ @/...for travel information/arrangements?

- <1> @SYes@S
<2> @SNo@S
<8> Refused
<9> Don't know

Universe: Respondents who use the Internet at home in a typical month

HU_Q27

@B@S In a typical month does any member of your household use the Internet at home: @S@B @/ @/...to search for other information?

- <1> @SYes@S go to HU_Q27S
<2> @SNo@S
<8> Refused
<9> Don't know

Default Next Question: HU_C28

Universe: Respondents who use the Internet at home in a typical month

HU_Q27S

What other information is searched on the Internet?

Universe: Respondents who use the Internet at home in a typical month

HU_C28

If HU_Q15= Yes goto HU_Q28 else goto HU_Q29

HU_Q28

For what specific educational purposes do members of your household use the Internet?

INTERVIEWER: Mark all that apply

- <1> @SDistance education, self-directed learning or correspondence courses@S
<2> @STo research information for project assignments or for solving academic problems@S
<3> @STo communicate with teachers and peers (includes submission of projects or assignments)@S
<4> @SOther - Specify@S go to HU_Q28S
<8> Refused
<9> Don't know

Default Next Question: HU_Q29

Universe: Respondents who use the Internet at home for formal education purposes

HU_Q28S

For what of other education purpose do members of your household use the Internet?

Universe: Respondents who use the Internet at home for formal education purposes

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 16

HU_Q29

Does anyone in your household @Uplan@U in the next 12 months to use the Internet from home to purchase products or services?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

CM_C01

If LU_Q02= Yes goto CM_Q01 else goto NU_C01

CM_Q01

The next few questions are about the Internet and its influence on purchases of products and services from home.

@//@/The first set of questions will refer to ordering products and services over the Internet but not paying for them on the Internet.

Universe: Respondents who use the Internet at home in a typical month

CM_Q02

In the last 12 months, has anyone in your household @Uordered@U a product or service over the Internet from home, where payment @Uwas made, but not@U made directly over the Internet using a credit card? (For personal or household use @Unot@U business use.)

- <1> @SYes@S
- <2> @SNo@S go to CM_Q09
- <8> Refused go to CM_Q09
- <9> Don't know go to CM_Q09

Universe: Respondents who use the Internet at home in a typical month

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 17

CM_Q03

What types of products or services were @Uordered@U from home?

INTERVIEWER: Mark all that apply.

- <01> @SComputer software@S
- <02> @SComputer hardware@S
- <03> @SMusic (CDs, tapes, MP3)@S
- <04> @SBooks, magazines, on-line newspapers@S
- <05> @SVideos, digital video disc (DVD)@S
- <06> @SOther entertainment products (concert, theatre tickets)@S
- <07> @SFood, condiments, beverages@S
- <08> @SClothing, jewelry and accessories@S
- <09> @SHousewares (e.g. large appliances, furniture)@S
- <10> @SConsumer electronics (e.g. camera, computer, stereo, TV, VCR)@S
- <11> @SAutomotive (cars, trucks, recreational vehicles or products)@S
- <12> @STravel arrangements (hotel reservations, travel tickets, rental car)@S
- <13> @SBanking or financial services (investment products, stocks, bonds)@S
- <14> @SToys and games@S
- <15> @SReal Estate@S
- <16> @SOther - Specify@S go to CM_Q03S
- <98> Refused
- <99> Don't know

Default Next Question: CM_Q04

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_Q03S

What other type of products or services were ordered from home?

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_Q04

During the last 12 months, how many @Useparate orders@U for products or services did your household place @Ubut did not pay for@U over the Internet? [Min: 0 Max: 997]

INTERVIEWER: Number of transactions, not articles purchased.

- <998> Refused
- <999> Don't know

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_Q05

During the last 12 months, what is the estimated total value, in Canadian dollars, of the products and services your household ordered from home, @Ubut did not pay for@U over the Internet? [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar value.

- <999998> Refused
- <999999> Don't know

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_C06

If CM_Q04= DK or RF goto CM_Q07 else goto CM_Q06

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 18

CM_Q06

Of the total number of @Useparate orders@U placed from home but not paid for over the Internet, how many of these orders were from companies in Canada? [Min: 0 Max: 997]

- <998> Refused
<999> Don't know

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_E06

CM_Q06 must be less than or equal to the value reported in CM_Q04.

Note: Trigger hard edit if CM_Q06 > CM_Q04

CM_C07

If CM_Q04 and CM_Q06=Response and CM_Q04=CM_Q06 goto CM_Q08 else goto CM_Q07

- <1> If CM_Q04 and CM_Q06=Response and CM_Q04=CM_Q06 go to CM_Q08
<2> else go to CM_Q07

CM_Q07

Of the total amount spent on products or services ordered but not paid for over the Internet from home, how much was spent on products and services from companies in Canada? [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar.

- <999998> Refused
<999999> Don't know

Universe: Respondents who ordered products and services without paying directly on the Internet

CM_E07

CM_Q07 must be less than or equal to the value reported in CM_Q05.

Note: Trigger hard edit if CM_Q07 > CM_Q05

CM_Q08

During the last 12 months, how did your household pay for these products or services ordered from home?

INTERVIEWER: Mark all that apply.

- <1> @SCredit card over the telephone@S
<2> @SPayment on delivery (COD)@S
<3> @SBy Cheque@S
<4> @SOther@S
<8> Refused
<9> Don't know

Universe: Respondents who ordered products and services without paying directly on the Internet

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 19

CM_Q09

This next set of questions will refer to ordering products and services over the Internet, from home, and paying by credit card over the Internet.

Universe: Respondents who use the Internet at home in a typical month.

CM_Q10

During the last 12 months, has anyone in your household ordered a product or service over the Internet from home, where the purchase @Uwas directly paid for@U by credit card over the Internet?

- <1> @SYes@S
<2> @SNo@S go to CM_C16
<8> Refused go to CM_C16
<9> Don't know go to CM_C16

Universe: Respondents who use the Internet at home in a typical month

CM_Q11

What types of products or services were purchased (ordered and paid for over the Internet)?

INTERVIEWER: Mark all that apply.

- <01> @SComputer software@S
<02> @SComputer hardware@S
<03> @SMusic (CDs, tapes, MP3)@S
<04> @SBooks, magazines, on-line newspapers@S
<05> @SVideos, digital video disc (DVD)@S
<06> @SOther entertainment products (concert, theatre tickets)@S
<07> @S Food, condiments, beverages@S
<08> @SClothing, jewelry and accessories@S
<09> @SHousewares (e.g. large appliances, furniture)@S
<10> @SConsumer electronics (e.g.camera, computer, stereo, TV, VCR)@S
<11> @SAutomotive (cars, trucks, recreational vehicles or products)@S
<12> @STravel arrangements (hotel reservations, travel tickets, rental car)@S
<13> @SBanking or financial services (investment products, stocks, bonds)@S
<14> @SToys and games@S
<15> @SReal Estate@S
<16> @SOther - Specify@S go to CM_Q11S
<98> Refused
<99> Don't know

Default Next Question: CM_Q12

Universe: Respondents who ordered products and services and paid directly on the Internet

CM_Q11S

What other type of products or services were purchased from home?

Universe: Respondents who ordered products and services and paid directly on the Internet

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 20

CM_Q12

During the last 12 months, how many @Useparate orders@U for products or services (ordered and paid for over the Internet) did your household make over the Internet? [Min: 0 Max: 997]

INTERVIEWER: Number of transactions, not articles purchased.

- <998> Refused
- <999> Don't know

Universe: Respondents who ordered products and services and paid directly on the Internet

CM_Q13

During the last 12 months, what was the estimated total value, in Canadian dollars, of the products and services your household ordered and paid for directly over the Internet? [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar.

- <999998> Refused
- <999999> Don't know

Universe: Respondents who ordered products and services and paid directly on the Internet

CM_C14

If CM_Q12= DK or RF goto CM_Q15 else goto CM_Q14

CM_Q14

Of the total number of separate orders placed from home and purchased directly over the Internet, how many of these orders were from companies in Canada? [Min: 0 Max: 997]

- <998> Refused
- <999> Don't know

Universe: Respondents who ordered products and services and paid directly on the Internet

CM_E14

CM_Q14 must be less than or equal to the value reported in CM_Q12.

Note: Trigger hard edit if CM_Q14 > CM_Q12

CM_C15

If CM_Q12 and CM_Q14=Response and CM_Q12=CM_Q14 goto CM_C16 else goto CM_Q15

CM_Q15

Of the total amount spent on products or services ordered @Uand paid for@U over the Internet from home, in the last 12 months, how much was spent on products and services from companies in Canada? [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar value

- <999998> Refused
- <999999> Don't Know

Note: The value must be equal to or less than the value in CM_Q13.

Universe: Respondents who ordered products and services and paid directly on the Internet

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 21

CM_C16

If (CM_Q02 = Yes or CM_Q10 = Yes) goto CM_Q16 else goto CM_Q21

CM_Q16

In the next 12 months, do you expect the value of orders made by your household over the Internet, whether paid for over the Internet or not, to increase, decrease or stay the same?

- <1> @SIncrease@S
<2> @SDecrease@S
<3> @SSay the same@S
<8> Refused
<9> Don't know

Universe: Respondents who ordered products and services on the Internet

CM_Q17

The Internet offers a variety of products and services. Some of these products and services are called "Digital Products" which are delivered directly to your computer.
@/@/Examples of products are music, gameware, computer software or services such as courses taken over the Internet.

Universe: Respondents who ordered products and services on the Internet

CM_Q18

During the last 12 months, has anyone in your household @Upurchased@U a digital product, delivered directly to your computer, over the Internet from home? (For personal or household use @Unot@U business use).

- <1> @SYes@S
<2> @SNo@S go to CM_Q21
<8> Refused go to CM_Q21
<9> Don't know go to CM_Q21

Universe: Respondents who ordered products and services on the Internet

CM_Q19

During the last 12 months, what is the estimated total dollar value of products that your household ordered from home that was received in a digital format directly over the Internet? (Please include all such products regardless of the method of payment.) [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar.

- <999998> Refused
<999999> Don't Know

Universe: Respondents who purchased digital products on the Internet

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 22

CM_Q20

During the last 12 months, how much of what was spent on these digital products ordered from home was from companies in Canada? [Min: 0 Max: 999997]

INTERVIEWER: Probe for estimate, round to the nearest dollar.

- <999998> Refused
<999999> Don't Know

Note: The value must be equal to or less than value in CM_Q19.
Universe: Respondents who purchased digital products on the Internet

CM_E20

CM_Q20 must be less than or equal to the value reported in CM_Q19.

Note: Trigger hard edit if CM_Q20 > CM_Q19

CM_Q21

In the last 12 months, have you, or anyone in your household, ever used the Internet to ""Window Shop""? That is, has the Internet ever been used to narrow down the search for products or services without placing an order directly over the Internet?

- <1> @SYes@S
<2> @SNo@S go to CM_C23
<8> Refused go to CM_C23
<9> Don't know go to CM_C23

Universe: Respondents who use the Internet at home in a typical month

CM_Q22

What types of products or services were these?

INTERVIEWER: Mark all that apply.

- <01> @SComputer software@S
<02> @SComputer hardware@S
<03> @SMusic (CDs, tapes, MP3)@S
<04> @SBooks, magazines, on-line newspapers@S
<05> @SVideos, digital video disc (DVD)@S
<06> @SOther entertainment products (concert, theatre tickets)@S
<07> @SFood, condiments, beverages@S
<08> @SClothing, jewelry and accessories@S
<09> @SHousewares (e.g. large appliances, furniture)@S
<10> @SConsumer electronics (e.g. camera, computer, stereo, TV, VCR)@S
<11> @SAutomotive (cars, trucks, recreational vehicles or products)@S
<12> @STravel arrangements (hotel reservations, travel tickets, rental car)@S
<13> @SBanking or financial services (investment products, stocks, bonds)@S
<14> @SToys and games@S
<15> @SReal Estate@S
<16> @SOther - Specify@S go to CM_Q22S
<98> Refused
<99> Don't know

Default Next Question: CM_C23

Universe: Respondents who window shop on the Internet

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 23

CM_Q22S

What other type of products and services?

Universe: Respondents who window shop on the Internet

CM_C23

If CM_Q10 = Yes goto CM_Q24 else goto CM_Q23

CM_Q23

Are you willing to use a credit card on the Internet to pay for products or services?

- <1> @SYes@S
- <2> @SNo@S
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home and never paid by credit card on the Internet

CM_Q24

In general, how concerned are you about privacy on the Internet? (E.g. people finding out what websites you have visited, others reading your e-mail.)

- <1> @BNot at all concerned@B
- <2> @BConcerned@B
- <3> @BVery concerned@B
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

CM_Q25

How concerned are you about security in relation to your household financial transactions conducted over the Internet? (By transactions we mean purchasing products over the Internet using a credit card or banking over the Internet)

- <1> @BNot at all concerned@B
- <2> @BConcerned@B
- <3> @BVery concerned@B
- <8> Refused
- <9> Don't know

Universe: Respondents who use the Internet at home in a typical month

CM_C26

If AgeLt18 = Yes, goto CM_Q26 else goto NU_C01

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 24

CM_Q26

How concerned are you about Internet content that might be viewed by members of your household under the age of 18?

- <1> @BNot at all concerned@B
<2> @BConcerned@B
<3> @BVery concerned@B
<8> Refused
<9> Don't know

Universe: Respondents who have household members <18

CM_C27

If CM_Q26 = Concerned (2) or CM_Q26 = VeryConcern (3) goto CM_Q27 else goto NU_C01

CM_Q27

What type of Internet content concerns you the most for members under the age of 18?

- <01> @SPornography - sexually explicit material@S
<02> @SHate literature - based on sexual preference, ethnic origin or racial background@S
<03> @SChat groups - developing relationships with strangers@S
<04> @SViolence (including bomb making and fire arms material)@S
<05> @SGambling@S
<06> @SGame - use or excessive use@S
<07> @SAdvertising directed to children (Including unsolicited E-mail)@S
<08> @SOther - Specify@S go to CM_Q27S
<98> Refused
<99> Don't Know

Default Next Question: NU_C01

Universe: Respondents who are concerned by Internet content viewed by household members <18

CM_Q27S

What other type of Internet content concerns you?

Universe: Respondents who are concerned by Internet content viewed by <18

NU_C01

If LU_Q02 = Yes goto INC_Q01 else goto NU_Q01

NU_Q01

During the next 12 months, does any member of your household @Uplan@U to regularly use the Internet from any location?

- <1> @SYes@S
<2> @SNo@S go to NU_Q03
<8> Refused go to NU_Q03
<9> Don't know go to NU_Q03

Universe: Respondents who presently don't use the Internet at home

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 25

NU_Q02

Would this regular use be from ...

INTERVIEWER: Mark all that apply.

- <1> @BHome?@B
<2> @BWork?@B
<3> @BSchool, college or university?@B
<4> @BA public library?@B
<5> @BOther - Specify@B go to NU_Q02S
<8> Refused
<9> Don't know

Default Next Question: NU_Q03

Universe: Respondents who plan on using the Internet during the next 12 months

NU_Q02S

From what other location(s) would Internet be used regularly?

Universe: Respondents who plan on using the Internet during the next 12 months

NU_Q03

Do you have a computer at home?

- <1> @SYes@S
<2> @SNo@S go to INC_Q01
<8> Refused go to INC_Q01
<9> Don't know go to INC_Q01

Universe: Respondents who presently don't use the Internet at home

NU_Q04

What are the reasons why your household does not use your home computer for accessing the Internet?

INTERVIEWER: Mark all that apply. @/@@/

- <01> @SToo costly (service or equipment)@S
<02> @S Internet or computers too difficult to use@S
<03> @SUse at work instead@S
<04> @SUse at another location instead@S
<05> @SNo need / not useful@S
<06> @SNot enough time@S
<07> @SConcerned child(ren) in household will give out personal information@S
<08> @SConcerned for exposure to objectionable material@S
<09> @SCannot obtain access due to remote location of the dwelling@S
<10> @SOther confidentiality, security or privacy concerns@S
<11> @SComputer too old@S
<12> @SWaiting for installation@S
<13> @SNo interest@S
<14> @SOther - Specify@S go to NU_Q04S
<98> Refused
<99> Don't know

Default Next Question: INC_Q01

Universe: Respondents who presently don't use the Internet at home but have a computer

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 26

NU_Q04S

For what other reason(s) your household does not use your home computer to access the Internet?

Universe: Respondents who presently don't use the Internet at home but have a computer

INC_Q01

Various measures of income are needed to study the relationship between the household's overall economic situation and their use of technology.

@/@/From which of the following sources did your household receive any income in the past 12 months?

INTERVIEWER: Mark all that apply.

- <01> @BWages and salaries@B
<02> @BIncome from self-employment@B
<03> @BDividends and interest on bonds, savings, stocks, etc.@B
<04> @BEmployment Insurance@B
<05> @BWorkers Compensation@B
<06> @BBenefits from Canada or Quebec pension plan@B
<07> @BRetirement pensions, superannuation and annuities@B
<08> @BOld Age Security and Guaranteed Income Supplement@B
<09> @BChild Tax Benefit@B
<10> @BProvincial or municipal social assistance or welfare@B
<11> @BChild Support@B
<12> @BAlimony@B
<13> @BOther income (e.g. rental, scholarships, other government income, etc.)@B
<14> @SNo income@S go to INC_END
<98> Refused
<99> Don't Know

Universe: All respondents

INC_Q02

What is your best estimate of the total income before taxes and deductions of all household members from all sources in the past 12 months? [Min: 0 Max: 999995]

INTERVIEWER: Enter ""0"" if none.

- <999998> Refused go to INC_Q03
<999999> Don't know go to INC_Q03

Default Next Question: INC_END

Universe: All respondents

HOUSEHOLD INTERNET USE SURVEY

October 5, 2000

November 2000

Page 27

INC_Q03

What is your best estimate of the total income before deductions, of all household members from all sources during the past 12 months? Was the total household income:

- <01> @BLess than \$5,000@B
- <02> @BBetween \$5,000 - \$9,999@B
- <03> @BBetween \$10,000 - \$14,999@B
- <04> @BBetween \$15,000 - \$19,999@B
- <05> @BBetween \$20,000 - \$29,999@B
- <06> @BBetween \$30,000 - \$39,999@B
- <07> @BBetween \$40,000 - \$49,999@B
- <08> @BBetween \$50,000 - \$59,999@B
- <09> @BBetween \$60,000 - \$79,999@B
- <10> @BBetween \$80,000 - \$99,999@B
- <11> @B\$100,000 or more @B
- <98> Refused
- <99> Don't know

Universe: Respondents who answered Don't know or Refused in INC_Q02

INC_END

If INC_End, set End Time

INTERVIEWER: Press 1 to continue

- <1> @SContinue@S

HIUS_STOP

TIME(REAL);END OF HIUS SECTION