



# **HOUSEHOLD INTERNET USE SURVEY**

## **QUESTIONNAIRE**

**Reference Year 2003**

**Collection Year 2004**



Statistics  
Canada

Statistique  
Canada

**Canada**

**Household Internet Use Survey - Reference Year 2003**  
**Collection Year 2004**

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**HIUSNOTE**

Note: To improve readability, "condition checks" and "edits" superfluous to understanding the flow of the questionnaire have been deleted.

**Section: GENERAL USE OF INTERNET (GU)**

**GU\_Q01** We are conducting a survey about the use of technology. The purpose of the study is to better understand Internet use, how it affects your daily life and its influence on the economy. The questions will cover household Internet use and purchases made over the Internet in the last 12 months.

Even if you or members of your household are not Internet users, it is still important that we obtain your views.

Although this survey is voluntary, your assistance is essential if the results are to be accurate. Your answers will be kept confidential and only used for statistical purposes.

Coverage: All households

**GU\_Q02** Has anyone in your household ever used the Internet (E-mail or world wide web) from home, work, school or any other location?

- 1 Yes  
2 No ..... (Go to NU\_Q01)  
DK, RF ..... (Go to NU\_Q01)

Coverage: All households

**GU\_Q03** In a typical month, does anyone in this household use the Internet (from any location)?

- 1 Yes  
2 No ..... (Go to GU\_Q05)  
DK, RF ..... (Go to GU\_Q05)

Coverage: Households who have used Internet in the past

**GU\_Q04** In a typical month, do you personally use the Internet?

- 1 Yes  
2 No  
DK, RF

Default: (Go to UA\_Q01)

Coverage: Respondents who use the Internet in a typical month

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**GU\_Q05**      **When was the last time any member of this household used the Internet?**

1              0-3 months ago.....(Go to GU\_Q05B)  
2              4-6 months ago.....(Go to GU\_Q05B)  
3              7-12 months ago.....(Go to GU\_Q05B)  
4              More than 1 year but less than 2 years ..... (Go to GU\_Q06)  
5              2 years ago or more ..... (Go to GU\_Q06)  
                DK, RF ..... (Go to GU\_Q06)

*Coverage:*              *Households who have used the Internet in the past but not in a typical month*

**GU\_Q05B**      **During the last 12 months, has any member of your household, used the Internet to "Order" or "Purchase" products or services?**

1              Yes  
2              No  
                DK, RF

*Coverage:*              *Households who do not use the Internet in a typical month but have used the Internet during the last 12 months.*

**GU\_Q06**      **In the past, has any member of this household used the Internet in a typical month, from any location?**

1              Yes  
2              No ..... (Go to NU\_Q01)  
                DK, RF ..... (Go to NU\_Q01)

*Coverage:*              *Households who have used the Internet in the past*

**GU\_Q07**      **How often did they use the Internet in a typical month?**

1              **At least 7 times per week**  
2              **At least 4 times per month**  
3              **1 to 3 times per month**  
4              **Less than once per month**  
                DK, RF

*Coverage:*              *Households who have used the Internet in a typical month in the past*

**GU\_Q08**      **From what location(s) was the Internet typically used?**

INTERVIEWER: Read list. Mark all that apply.

1              **Home**  
2              **Work**  
3              **School**  
4              **Public library**  
5              **Another location** .....(Go to GU\_Q08S1)  
                DK, RF

Default:              (Go to GU\_Q09)

*Coverage:*              *Households who have used the Internet in a typical month in the past*

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**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            Relative's home
- 2            Internet Café
- 3            Community Access Program
- 4            Friends/neighbour's home
- 5            Other - Specify.....(Go to GU\_Q08S2)  
              DK, RF

Default:            (Go to GU\_Q09)

Coverage:            *Households who have used the Internet in a typical month in the past*

**GU\_Q08S2      From what other location(s) was the Internet typically used?**

\_\_\_\_(80 spaces)

Coverage:            *Households who have used the Internet in a typical month in the past*

**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            Too costly (service or equipment)
- 02            Used at work, no longer in that position
- 03            Used in school, no longer in school
- 04            Too difficult to use
- 05            No need
- 06            Concerned children in household will give out personal information
- 07            Concerned for exposure to objectionable material
- 08            Other security, confidentiality or privacy concerns
- 09            Equipment broken
- 10            No time, too busy
- 11            No computer access
- 12            Other - Specify.....(Go to GU\_Q09S)  
              DK, RF

Default:            (Go to NU\_Q01)

Coverage:            *Households who have used the Internet in a typical month in the past*

**GU\_Q09S        For what other reason(s) do members of your household no longer use the Internet in a typical month?**

\_\_\_\_(80 spaces)

Default:            (Go to NU\_Q01)

Coverage:            *Households who have used the Internet in a typical month in the past*

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**Section: USER AGE (UA)**

**UA\_Q01**      **Do any of the household members aged 18 years or over use the Internet in a typical month?**

- 1            Yes
- 2            No  
              DK, RF

*Coverage:*      *Households who use the Internet in a typical month*

**UA\_C02**      Condition Check

Note:            If AgeLT18 = Yes (i.e. at least one member of the household is less than 18) go to UA\_Q02, else go to LU\_Q01

**UA\_Q02**      **Do any of the household members under the age of 18 use the Internet in a typical month?**

- 1            Yes
- 2            No  
              DK, RF

*Coverage:*      *Households having member(s) < 18 years*

**Section: LOCATION OF USE (LU)**

**LU\_Q01**      **Now I would like to ask you about the place(s) from which members of your household use the Internet.**

*Coverage:*      *Households 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            Yes
- 2            No  
              DK, RF

*Coverage:*      *Households who use the Internet in a typical month*

**LU\_Q03**      **In a typical month, do any members of your household use the Internet: ...at work?**

- 1            Yes
- 2            No  
              DK, RF

*Coverage:*      *Households who use the Internet in a typical month*

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<b>LU_Q04</b>	In a typical month, do any members of your household use the Internet: <b>...at school, college or university where they are studying?</b>
1	Yes
2	No DK, RF
Coverage:	<i>Households who use the Internet in a typical month</i>
<b>LU_Q05</b>	In a typical month, do any members of your household use the Internet: <b>...at a public library?</b>
1	Yes
2	No DK, RF
Coverage:	<i>Households who use the Internet in a typical month</i>
<b>LU_Q07</b>	In a typical month, do any members of your household use the Internet: <b>...at another location?</b>
1	Yes.....(Go to LU_Q07S1)
2	No DK, RF
Default:	(Go to HU_C01)
Coverage:	<i>Households who use the Internet in a typical month</i>
<b>LU_Q07S1</b>	<b>From what other location(s) do members of your household use the Internet?</b>
	<u>INTERVIEWER</u> : Mark all that apply. Probe for what type of location(s), do not read list or give examples.
1	Relative's home
2	Internet Café
3	Community Access Program
4	Friend or neighbour's home
5	Other - Specify.....(Go to LU_Q07S2) DK, RF
Coverage:	<i>Households who use the Internet in a typical month</i>
<b>LU_Q07S2</b>	From what other location(s) do members of your household use the Internet?  ____(80 spaces)
Coverage:	<i>Households who use the Internet in a typical month</i>
<b>Section:</b>	<b>HOME USAGE (HU)</b>
<b>HU_C01</b>	Condition Check
Note:	If LU_Q02 = Yes, go to HU_Q01, else go to CM_Q01

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**HU\_Q01**      **Is your household connection to the Internet at home by:**

INTERVIEWER: Mark all that apply.

- 1      **Telephone line connected to a computer**
- 2      **Cable line connected to a computer**
- 3      **Connected through television**
- 4      **Wireless (e.g., cellular telephone, personal digital appliance)**
- 5      **Other connection .....** (Go to HU\_Q01S)  
DK, RF

Default:      (Go to HU\_Q01T)

Coverage:      *Households who use the Internet at home in a typical month*

**HU\_Q01S**      **What kind of other connection does your household have?**

\_\_\_\_ (80 spaces)

Coverage:      *Households who use the Internet at home in a typical month*

**HU\_Q01T**      **Is your household Internet connection service paid for...**

- 1      **By a member of this household**
- 2      **By a non-household member (e.g., employer...) .....** (Go to HU\_Q01W)  
DK, RF ..... (Go to HU\_Q01W)

Coverage:      *Households who use the Internet at home in a typical month*

**HU\_Q01U**      **Is your household Internet connection service purchased...**

- 1      **On a monthly rate .....** (Go to HU\_Q01V)
- 2      **By block of hours .....** (Go to HU\_Q01W)  
DK, RF ..... (Go to HU\_Q01W)

Coverage:      *Households having an Internet connection paid for by a household member*

**HU\_Q01V**      **What is the monthly amount paid for this household Internet connection?**

\_\_\_\_ (2 spaces)      [Min: 1 Max: 95]  
DK, RF

Coverage:      *Households whose Internet connection is paid monthly*

**HU\_Q01W**      **Is this household Internet connection a "High Speed" connection?**

- 1      Yes
- 2      No  
DK, RF

Coverage:      *Households who use the Internet at home in a typical month*

**HU\_Q02**      **My remaining questions are about using the Internet at home in a typical month.**

Coverage:      *Households who use the Internet at home in a typical month*



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**HU\_Q03**      **How often do members of your household use the Internet at home in a typical month?**

- 1      **At least 7 times per week**
- 2      **At least 4 times per month**
- 3      **1 to 3 times per month**
- 4      **Less than once per month**
- DK, RF

*Coverage:*      *Households 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      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      Between 40 and 49 hours
- 07      50 hours or more
- DK, RF

*Coverage:*      *Households who use the Internet at home in a typical month*

**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. If no one is self-employed, enter 'No'.

- 1      Yes
- 2      No
- DK, RF

*Coverage:*      *Households who use the Internet at home in a typical month*

**HU\_Q07**      **In a typical month, does anyone in your household use the Internet at home for employer-related business use?**

INTERVIEWER: Only applies if a respondent or household member uses the Internet at home for employer-related business.

- 1      Yes
- 2      No
- DK, RF ..... (Go to HU\_Q09)

*Coverage:*      *Households who use the Internet at home in a typical month*

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**HU\_Q07A**      **Some people work all or some of their regular scheduled hours at home. Excluding overtime, does any member of your household work any of their scheduled hours at home?**

- 1            Yes  
2            No ..... (Go to HU\_Q09)  
              DK, RF ..... (Go to HU\_Q09)

*Coverage:*            *Households who use the Internet at home in a typical month*

**HU\_Q07B**      **Do any of these members use the Internet for this scheduled work at home?**

INTERVIEWER: Only applies if a respondent or household member uses the Internet at home for employer-related business

- 1            Yes  
2            No  
              DK, RF

*Coverage:*            *Households who use the Internet at home in a typical month*

**HU\_Q09**      **In a typical month, does anyone in your household use the Internet at home for personal (non-business) use?**

- 1            Yes  
2            No  
              DK, RF

*Coverage:*            *Households who use the Internet at home in a typical month*

**HU\_Q11**      **In a typical month does any member of your household use the Internet at home: ...for E-mail/Hotmail?**

- 1            Yes  
2            No  
              DK, RF

*Coverage:*            *Households who use the Internet at home in a typical month*

**HU\_Q12**      **In a typical month does any member of your household use the Internet at home: ...for electronic banking?**

- 1            Yes  
2            No  
              DK, RF

*Coverage:*            *Households who use the Internet at home in a typical month*

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**HU\_Q13** In a typical month does any member of your household use the Internet at home:  
**...to purchase goods and services?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**HU\_Q14** In a typical month does any member of your household use the Internet at home:  
**...to search for medical or health related information?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**HU\_Q15** In a typical month does any member of your household use the Internet at home:  
**...for formal education, training or school work?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**HU\_Q16** In a typical month does any member of your household use the Internet at home:  
**...to search for government related information?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**HU\_Q17** In a typical month does any member of your household use the Internet at home:  
**...to search for employment?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**HU\_Q18** In a typical month does any member of your household use the Internet at home:  
**...for general browsing?**

- 1 Yes
- 2 No  
DK, RF

*Coverage: Households who use the Internet at home in a typical month*

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**HU\_Q19** In a typical month does any member of your household use the Internet at home:  
**...to play games on the Internet?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

**HU\_Q20** In a typical month does any member of your household use the Internet at home:  
**...to participate in chat groups?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

**HU\_Q21** In a typical month does any member of your household use the Internet at home:  
**...to obtain and save music?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

**HU\_Q22** In a typical month does any member of your household use the Internet at home:  
**...to listen to the radio?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

**HU\_Q23** In a typical month does any member of your household use the Internet at home:  
**...to find sports related information?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

**HU\_Q24** In a typical month does any member of your household use the Internet at home:  
**...for financial information?**

- 1 Yes
- 2 No  
DK, RF

Coverage: *Households who use the Internet at home in a typical month*

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**HU\_Q25** In a typical month does any member of your household use the Internet at home:  
**...to view the news?**

- 1 Yes
- 2 No  
DK, RF

Coverage: Households who use the Internet at home in a typical month

**HU\_Q26** In a typical month does any member of your household use the Internet at home:  
**...for travel information/arrangements?**

- 1 Yes
- 2 No  
DK, RF

Coverage: Households who use the Internet at home in a typical month

**HU\_Q27** In a typical month does any member of your household use the Internet at home:  
**...to search for other information?**

- 1 Yes..... (Go to HU\_Q27S)
- 2 No  
DK, RF

Default: (Go to HU\_C28)

Coverage: Households who use the Internet at home in a typical month

**HU\_Q27S** What other information is searched on the Internet?

\_\_\_\_(80 spaces)

Coverage: Households who use the Internet at home in a typical month

**HU\_C28** Condition Check

Note: If HU\_Q15 = Yes, go to HU\_Q28, else go to HU\_Q29

**HU\_Q28** **For what specific educational purposes do members of your household use the Internet?**

INTERVIEWER: Mark all that apply

- 1 Distance education, self-directed learning or correspondence courses
- 2 To research information for project assignments or for solving academic problems
- 3 To communicate with teachers and peers (includes submission of projects or assignments)
- 4 Communicate with administration, register, or obtain marks
- 5 Other - Specify..... (Go to HU\_Q28S)  
DK, RF

Default: (Go to HU\_Q29)

Coverage: Households who use the Internet at home in a typical month and for educational purposes

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**HU\_Q28S** For what other education purpose(s) do members of your household use the Internet?

\_\_\_\_ (80 spaces)

*Coverage: Households who use the Internet at home in a typical month and for educational purposes*

**HU\_Q29** Does anyone in your household plan in the next 12 months to use the Internet from home to purchase products or services?

1 Yes

2 No

DK, RF

*Coverage: Households who use the Internet at home in a typical month*

**Section: COMMERCE (CM)**

**CM\_Q01** The next few questions are about the Internet and its influence on purchases of products and services.  
The first set of questions will refer to ordering products and services over the Internet from any location but not paying for them on the Internet.  
These orders are for personal or household consumption only.

*Coverage: Households who use the Internet from any location in a typical month*

**CM\_Q02** In the last 12 months, has anyone in your household ordered a product or service over the Internet, where payment was made, but not made directly over the Internet using a credit card? (For personal or household use not business use.)

1 Yes

2 No ..... (Go to CM\_Q09)

DK, RF ..... (Go to CM\_Q09)

*Coverage: Households who use the Internet from any location in a typical month*

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**CM\_Q03      What types of products or services were ordered?**

INTERVIEWER: Mark all that apply.

- 01      Computer software
- 02      Computer hardware
- 03      Music (CDs, tapes, MP3)
- 04      Books, magazines, on-line newspapers
- 05      Videos, digital video disc (DVD)
- 06      Other entertainment products (concert, theatre tickets)
- 07      Food, condiments, beverages
- 08      Health, beauty, medical, vitamins
- 09      Clothing, jewellery and accessories
- 10      Housewares (e.g. large appliances, furniture)
- 11      Consumer electronics (e.g. camera, computer, stereo, TV, VCR)
- 12      Automotive (cars, trucks, recreational vehicles or products)
- 13      Travel arrangements (hotel reservation, travel tickets, rental car)
- 14      Flowers - Gifts
- 15      Sports equipment
- 16      Toys and games
- 17      Real Estate
- 18      Other - Specify.....(Go to CM\_Q03S)  
DK, RF

Default:      (Go to CM\_Q04)

Coverage:      *Households who ordered products and services without paying directly on the Internet*

**CM\_Q03S      What other type(s) of products or services were ordered?**

\_\_\_\_(80 spaces)

Coverage:      *Households who ordered products and services without paying directly on the Internet*

**CM\_Q04      During the last 12 months, how many separate orders for products or services did your household place but did not pay for directly over the Internet?**

INTERVIEWER: Number of transactions, not articles purchased.

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

Coverage:      *Households who ordered products and services without paying directly on the Internet*

**CM\_Q05      During the last 12 months, what was the estimated total cost, in Canadian dollars, of the products and services your household ordered, but did not pay for directly over the Internet?**

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

\_\_\_\_(6 spaces)      [Min: 0 Max: 999995]  
DK, RF

Coverage:      *Households who ordered products and services without paying directly on the Internet*

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<b>CM_E05</b>	The number of Total Orders (CM_Q04) is > 0, yet the dollar value reported for Total Purchases (CM_Q05) is 0. Please confirm.
Note:	Trigger SOFT EDIT IF CM_Q05 = 0 and CM_Q04 > 0
<b>CM_C06</b>	Condition Check
Note:	If CM_Q04 = Do Not Know or Refused, go to CM_Q07, else go to CM_Q06
<b>CM_Q06</b>	<b>Of the total number of <u>separate orders</u> placed but not paid for directly over the Internet, how many of these orders were from companies in Canada?</b>  ____(3 spaces) [Min: 0 Max: 995]  DK, RF .....(Go to CM_Q07)
Coverage:	<i>Households who ordered products and services without paying directly on the Internet</i>
<b>CM_C06A</b>	Condition Check
Note:	IF CM_Q06 = 0, go to CM_Q08, else go to CM_E06
<b>CM_C07</b>	Condition Check
Note:	If CM_Q04 and CM_Q06 = Response and CM_Q04 = CM_Q06, go to CM_Q08, else go to CM_Q07
<b>CM_Q07</b>	<b>Of the total amount spent on products or services ordered but not paid for over the Internet, how much was spent on products and services from companies in Canada?</b>  <u>INTERVIEWER</u> : Probe for estimate, round to the nearest dollar.  ____(6 spaces) [Min: 0 Max: 999995]  DK, RF .....(Go to CM_Q08)
Coverage:	<i>Households who ordered products and services without paying directly on the Internet</i>
<b>CM_E07A</b>	The number of Canadian Orders (CM_Q06) is > 0, yet the reported dollar value for Canadian Orders (CM_Q07) is 0. Please confirm.
Note:	Trigger SOFT EDIT if CM_Q06 is NOT EQUAL to Do Not Know OR Refuse and CM_Q06 > 0 and CM_Q07 = 0
<b>CM_Q08</b>	<b>During the last 12 months, how did your household pay for these products or services ordered (but not paid for over the Internet)?</b>  <u>INTERVIEWER</u> : Mark all that apply.  1 Credit card over the telephone 2 Payment on delivery (COD) 3 By cheque 4 Other DK, RF
Coverage:	<i>Households who ordered products and services without paying directly on the Internet</i>



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**CM\_Q09**      **This next set of questions will refer to ordering products and services over the Internet from any location, for personal or household consumption, and paying by credit card over the Internet.**

*Coverage:*      *Households who use the Internet from any location in a typical month*

**CM\_Q10**      **During the last 12 months, has anyone in your household ordered a product or service over the Internet where the purchase was directly paid for by credit card over the Internet?**

1              Yes

2              No ..... (Go to CM\_C16)

DK, RF ..... (Go to CM\_C16)

*Coverage:*      *Households who use the Internet from any location 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              Computer software

02              Computer hardware

03              Music (CDs, tapes, MP3)

04              Books, magazines, on-line newspapers

05              Videos, digital video disc (DVD)

06              Other entertainment products (concert, theatre tickets)

07              Food, condiments, beverages

08              Health, beauty, medical, vitamins

09              Clothing, jewelleryry and accessories

10              Housewares (e.g. large appliances, furniture)

11              Consumer electronics (e.g. camera, computer, stereo, TV, VCR)

12              Automotive (cars, trucks, recreational vehicles or products)

13              Travel arrangements (hotel reservation, travel tickets, rental car)

14              Flowers - gifts

15              Sports equipment

16              Toys and games

17              Real Estate

18              Other - Specify ..... (Go to CM\_Q11S)

DK, RF

**Default:**      (Go to CM\_Q12)

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

**CM\_Q11S**      **What other type(s) of products or services were purchased (ordered and paid for over the Internet)?**

\_\_\_\_ (80 spaces)

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

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**CM\_Q12**      **During the last 12 months, how many separate orders for products or services (ordered and paid for over the Internet) did your household make over the Internet?**

INTERVIEWER: Number of transactions, not articles purchased.

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

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

**CM\_Q13**      **During the last 12 months, what was the estimated total cost, in Canadian dollars, of the products and services your household ordered and paid for directly over the Internet?**

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

\_\_\_\_(6 spaces)      [Min: 1 Max: 999995]  
DK, RF

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

**CM\_C14**      Condition Check

Note:      If CM\_Q12 = Do Not Know or Refused, go to CM\_Q15, else go to CM\_Q14

**CM\_Q14**      **Of the total number of separate orders placed and purchased directly over the Internet, how many of these orders were from companies in Canada?**

\_\_\_\_(3 spaces)      [Min: 0 Max: 995]

DK, RF ..... (Go to CM\_Q15)

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

**CM\_C14A**      Condition Check

Note:      If CM\_Q14 = 0, go to CM\_C16, else go to CM\_E14

**CM\_C15**      Condition Check

Note:      If CM\_Q12 and CM\_Q14 = Response and CM\_Q12 = CM\_Q14, go to CM\_C16, else go to CM\_Q15

**CM\_Q15**      **Of the total amount spent on products or services ordered and paid for over the Internet in the last 12 months, how much was spent on products and services from companies in Canada?**

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

\_\_\_\_(6 spaces)      [Min: 0 Max: 999995]

DK, RF ..... (Go to CM\_Q16)

*Coverage:*      *Households who ordered products and services and paid directly on the Internet*

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**CM\_E15A**      The number of Canadian Orders (CM\_Q14) is > 0, yet the reported dollar value for Canadian Orders (CM\_Q15) is 0. Please confirm.

Note:              Trigger SOFT EDIT if CM\_Q15 = 0 and CM\_Q14 > 0

**CM\_C16**              Condition Check

Note:              If (CM\_Q02 = Yes or CM\_Q10 = Yes) go to CM\_Q16, else go to 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              Increase
- 2              Decrease
- 3              Stay the same
- DK, RF

Coverage:              *Households 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.**

Coverage:              *Households who ordered products and services on the Internet*

**CM\_Q18**              **During the last 12 months, has anyone in your household purchased a digital product, delivered directly to your computer, over the Internet? (For personal or household use not business use).**

- 1              Yes
- 2              No .....(Go to CM\_Q21)
- DK, RF .....(Go to CM\_Q21)

Coverage:              *Households who ordered products and services on the Internet*

**CM\_Q19**              **During the last 12 months, what was the estimated total cost of products that your household ordered that were received in a digital format directly over the Internet? (Please include all such products regardless of the method of payment.)**

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

\_\_\_\_(6 spaces)              [Min:    1 Max: 999995]

DK, RF .....(Go to CM\_Q20)

Coverage:              *Households who purchased digital products on the Internet*

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**CM\_Q20**      **During the last 12 months, how much of what was spent on these digital products ordered was from companies in Canada?**

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

\_\_\_\_(6 spaces)      [Min:    0 Max: 999995]

DK, RF ..... (Go to CM\_Q21)

*Coverage:*      *Households who purchased digital products on the Internet*

**CM\_Q20A**      **What types of digital products were purchased?**

INTERVIEWER: Mark all that apply

01      Computer software  
02      Music (CDs, tapes, MP3)  
03      Books, magazines, on-line newspapers  
04      Videos, digital video disc (DVD)  
05      Other entertainment products (concert, theatre tickets)  
06      Other - Specify ..... (Go to CM\_Q20S)  
DK, RF

Default:      (Go to CM\_Q21)

*Coverage:*      *Households who purchased digital products on the Internet*

**CM\_Q20S**      **What other types of digital products were purchased?**

\_\_\_\_(80 spaces)

*Coverage:*      *Households who purchased digital products on the Internet*

**CM\_Q21**      **In the last 12 months, have you, or anyone in your household, ever used the Internet to "Window-shop" for personal or household use? 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      Yes  
2      No ..... (Go to CM\_C23)  
DK, RF ..... (Go to CM\_C23)

*Coverage:*      *Households who use the Internet from any location in a typical month*

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**CM\_Q22      What types of products or services were these?**

INTERVIEWER: Mark all that apply.

- 01      Computer software
- 02      Computer hardware
- 03      Music (CDs, tapes, MP3)
- 04      Books, magazines, on-line newspapers
- 05      Videos, digital video disc (DVD)
- 06      Other entertainment products (concert, theatre tickets)
- 07      Food, condiments, beverages
- 08      Health, beauty, medical, vitamins
- 09      Clothing, jewellery and accessories
- 10      Housewares (e.g. large appliances, furniture)
- 11      Consumer electronics (e.g. camera, computer, stereo, TV, VCR)
- 12      Automotive (cars, trucks, recreational vehicles or products)
- 13      Travel arrangements (hotel reservation, travel tickets, rental car)
- 14      Flowers - gifts
- 15      Sports equipment
- 16      Toys and games
- 17      Real Estate
- 18      Other - Specify.....(Go to CM\_Q22S)  
DK, RF

Default:      (Go to CM\_Q22Z)

Coverage:      *Households who have window-shopped on the Internet during the last 12 months*

**CM\_Q22S      What other type(s) of products and services?**

\_\_\_\_(80 spaces)

Coverage:      *Households who have window-shopped on the Internet during the last 12 months*

**CM\_Q22Z      Did the search for products and services using the Internet, "Window-shopping", later result in a direct purchase from a retailer? That is, a purchase that did not involve the ordering or payment of a product or service over the Internet.**

- 1      Yes
- 2      No
- DK, RF

Coverage:      *Households who have window-shopped on the Internet during the last 12 months*

**CM\_C23      Condition Check**

Note:      If CM\_Q10 = Yes, go to CM\_Q24, else go to CM\_Q23

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**CM\_Q23**      **Are you willing to use a credit card on the Internet to pay for products or services?**

- 1            Yes
- 2            No
- DK, RF

*Coverage:*            *Households who use the Internet at home and did not pay by credit card on the Internet during the last 12 months*

**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            **Not at all concerned**
- 2            **Concerned**
- 3            **Very concerned**
- DK, RF

*Coverage:*            *Households who use the Internet from any location 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            **Not at all concerned**
- 2            **Concerned**
- 3            **Very concerned**
- DK, RF

*Coverage:*            *Households who use the Internet from any location in a typical month*

**CM\_C26**      Condition Check

*Note:*                If AgeLt18 = Yes (i.e. at least one member of the household is less than 18), go to CM\_Q26, else go to NU\_C01

**CM\_Q26**      **How concerned are you about Internet content that might be viewed by members of your household under the age of 18?**

- 1            **Not at all concerned**
- 2            **Concerned**
- 3            **Very concerned**
- DK, RF

*Coverage:*            *Households who have household members < 18*

**CM\_C27**      Condition Check

*Note:*                If CM\_Q26 = Concerned (2) or CM\_Q26 = Very Concerned (3), go to CM\_Q27 else go to NU\_C01

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**CM\_Q27**      **What type of Internet content concerns you the most for members under the age of 18?**

INTERVIEWER: Please probe for overall main concern. (One response only.)

01      Pornography - sexually explicit material  
02      Hate literature - based on sexual preference, ethnic origin or racial background  
03      Chat groups - developing relationships with strangers  
04      Violence (including bomb making and fire arms material)  
05      Gambling  
06      Game - use or excessive use  
07      Advertising directed to children (including unsolicited E-mail)  
08      Other - Specify.....(Go to CM\_Q27S)  
DK, RF

Default:      (Go to NU\_C01)

Coverage:      *Respondents who are concerned by Internet content viewed by household members < 18.*

**CM\_Q27S**      **What other type of Internet content concerns you?**

INTERVIEWER: Please probe for overall main concern. (One response only.)

\_\_\_\_(80 spaces)

Coverage:      *Respondents who are concerned by Internet content viewed by household members < 18.*

**Section:      EVER USERS AND NON USERS (NU)**

**NU\_C01**      Condition Check

Note:      If LU\_Q02 = Yes, go to INC\_Q01, else go to NU\_Q01

**NU\_Q01**      **During the next 12 months, does any member of your household plan to regularly use the Internet from any location?**

1      Yes  
2      No ..... (Go to NU\_Q03)  
DK, RF ..... (Go to NU\_Q03)

Coverage:      *Households who presently don't use the Internet at home*

**NU\_Q02**      **Would this regular use be from ...**

INTERVIEWER: Mark all that apply.

1      **home?**  
2      **work?**  
3      **school, college or university?**  
4      **a public library?**  
5      **Other - Specify** ..... (Go to NU\_Q02S)  
DK, RF

Default:      (Go to NU\_Q03)

Coverage:      *Households who plan on using the Internet during the next 12 months*

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**NU\_Q02S** From what other location(s) would Internet be used regularly?

\_\_\_\_(80 spaces)

Coverage: *Households who plan on using the Internet during the next 12 months*

**NU\_Q03** **Do you have a computer at home?**

1 Yes

2 No ..... (Go to INC\_Q01)

DK, RF ..... (Go to INC\_Q01)

Coverage: *Households 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 Too costly (service or equipment)

02 Internet or computers too difficult to use

03 Use at work instead

04 Use at another location instead

05 No need / not useful

06 Not enough time

07 Concerned child(ren) in household will give out personal information

08 Concerned for exposure to objectionable material

09 Cannot obtain access due to remote location of the dwelling

10 Other confidentiality, security or privacy concerns

11 Computer too old

12 Waiting for installation

13 No interest

14 Other - Specify..... (Go to NU\_Q04S)

DK, RF

Default: (Go to INC\_Q01)

Coverage: *Households who presently don't use the Internet at home but have a computer*

**NU\_Q04S** What are the other reasons why your household does not use your home computer to access the Internet?

\_\_\_\_(80 spaces)

Coverage: *Households who presently don't use the Internet at home but have a computer*



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**Section:** HOUSEHOLD INCOME (INC)

**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 **Wages and salaries**
- 02 **Income from self-employment**
- 03 **Dividends and interest on bonds, savings, stocks, etc.**
- 04 **Employment Insurance**
- 05 **Workers' Compensation**
- 06 **Benefits from Canada or Quebec pension plan**
- 07 **Retirement pensions, superannuation and annuities**
- 08 **Old Age Security and Guaranteed Income Supplement**
- 09 **Child Tax Benefit**
- 10 **Provincial or municipal social assistance or welfare**
- 11 **Child Support**
- 12 **Alimony**
- 13 **Other income (e.g. rental, scholarship, other government income, etc.)**
- 14 No income ..... (Go to INC\_END)  
DK, RF

*Coverage:* All households

**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?

INTERVIEWER: Enter "0" if none.

\_\_\_\_(6 spaces) [Min: 0 Max: 999995]

DK, RF ..... (Go to INC\_Q03)

**Default:** (Go to INC\_END)

*Coverage:* Households with income

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**INC\_Q03**      **What is your best estimate of the total income before taxes and deductions, of all household members from all sources during the past 12 months? Was the total household income:**

- 01      **Less than \$5,000**
- 02      **Between \$5,000 - \$9,999**
- 03      **Between \$10,000 - \$14,999**
- 04      **Between \$15,000 - \$19,999**
- 05      **Between \$20,000 - \$29,999**
- 06      **Between \$30,000 - \$39,999**
- 07      **Between \$40,000 - \$49,999**
- 08      **Between \$50,000 - \$59,999**
- 09      **Between \$60,000 - \$79,999**
- 10      **Between \$80,000 - \$99,999**
- 11      **\$100,000 or more**
- DK, RF**

*Coverage:*      *Households who answered "Don't know" or "Refused" to an estimate of total household income from all sources before taxes and deductions during the past 12 months*

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