

2002

HOUSEHOLD INTERNET USE SURVEY

QUESTIONNAIRE

(Reference Year - 2001)

For information only



Statistique  
Canada

Statistics  
Canada

Canada

For information only

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**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** (Release Name : HIIMP)

**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 households

**GU\_Q02** (Release Name : GUQ02)

**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> Yes
- <2> No ..... go to NU\_Q01
- <8> Refused ..... go to NU\_Q01
- <9> Don't know ..... go to NU\_Q01

*Universe:* All households

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GU\_Q03 (Release Name : GUQ03)

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

- <1> Yes
<2> No go to GU\_Q05
<8> Refused go to GU\_Q05
<9> Don't know go to GU\_Q05

Universe: Households who have used Internet in the past

GU\_Q04 (Release Name : GUQ04)

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

- <1> Yes
<2> No
<8> Refused
<9> Don't Know

Default Next Question: UA\_Q01

Universe: Respondents who use the Internet in a typical month

GU\_Q05 (Release Name : GUQ05)

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
<8> Refused go to GU\_Q06
<9> Don't know go to GU\_Q06

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

GU\_Q05B (Release Name : GUQ05B)

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
<8> Refused
<9> Don't Know

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

GU\_Q06 (Release Name : GUQ06)

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
<8> Refused go to NU\_Q01
<9> Don't know go to NU\_Q01

Universe: Households who have used the Internet in the past

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GU\_Q07 (Release Name : GUQ07)

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
- <8> Refused
- <9> Don't know

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

GU\_Q08 (Release Name : GUQ08)

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
- <8> Refused
- <9> Don't know

Default Next Question: GU\_Q09

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

GU\_Q08S1 (Release Name : GUQ08S1)

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
- <8> Refused
- <9> Don't know

Default Next Question: GU\_Q09

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

GU\_Q08S2 (Release Name : GUQ08S2)

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

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

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**GU\_Q09** (Release Name : GUQ09)

**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
- <98> Refused
- <99> Don't know

*Default Next Question:* **NU\_Q01**

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

**GU\_Q09S** (Release Name : GUQ09S)

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

*Default Next Question:* **NU\_Q01**

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

**UA\_Q01** (Release Name : UAQ01)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**UA\_C02**

If (AgeLT18 = Yes) goto UA\_Q02,  
else goto LU\_Q01

**UA\_Q02** (Release Name : UAQ02)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

*Universe:* Households (having member(s) < 18 years) who use the Internet in a typical month

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**LU\_Q01**

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

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

**LU\_Q02** (Release Name : LUQ02)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**LU\_Q03** (Release Name : LUQ03)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**LU\_Q04** (Release Name : LUQ04)

**In a typical month, do any members of your household use the Internet:  
...at school, college or university where they are studying?**

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**LU\_Q05** (Release Name : LUQ05)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

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**LU\_Q07** (Release Name : LUQ07)

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

- <1> Yes ..... go to LU\_Q07S1
- <2> No
- <8> Refused
- <9> Don't know

*Default Next Question:* **HU\_C01**

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

**LU\_E07**

If GU\_Q03 = Yes, then at least one of LU\_Q02, LU\_Q03, LU\_Q04, LU\_Q05, LU\_Q07 must equal Yes.  
Please return and correct.

*Note:* Trigger hard edit if LU\_Q02 and LU\_Q03 and LU\_Q04 and LU\_Q05 and LU\_Q07 are NOT EQUAL to Yes

**LU\_Q07S1** (Release Name : LUQ07S1)

**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> Relative's home
- <2> Internet Café
- <3> Community Access Program
- <4> Friend or neighbour's home
- <5> Other- Specify ..... go to LU\_Q07S2
- <8> Refused
- <9> Don't know

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

**LU\_Q07S2** (Release Name : LUQ07S2)

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

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

**HU\_C01**

If LU\_Q02 = Yes goto HU\_Q01  
Else goto CM\_Q01



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HU\_Q01 (Release Name : HUQ01)

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
- <8> Refused
- <9> Don't know

Default Next Question: HU\_Q01T

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

HU\_Q01S (Release Name : HUQ01S)

What kind of other connection does your household have?

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

HU\_Q01T (Release Name : HUQ01T)

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
- <8> Refused ..... go to HU\_Q01W
- <9> Don't know ..... go to HU\_Q01W

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

HU\_Q01U (Release Name : HUQ01U)

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
- <8> Refused ..... go to HU\_Q01W
- <9> Don't know ..... go to HU\_Q01W

Universe: Households whose Internet connection is paid by a household member

HU\_Q01V (Release Name : HUQ01V)

What is the monthly amount paid for this household Internet connection? [Min: 1 Max: 95]

- <98> Refused
- <99> Don't know

Universe: Households whose Internet connection is paid monthly

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**HU\_Q01W** (Release Name : HUQ01W)

**Is this household Internet connection a "High Speed" connection?**

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q03** (Release Name : HUQ03)

**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**
- <8> Refused
- <9> Don't know

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

**HU\_Q04** (Release Name : HUQ04)

**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
- <98> Refused
- <99> Don't know

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

**HU\_Q05** (Release Name : HUQ05)

**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> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

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HU\_Q07 (Release Name : HUQ07)

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
<8> Refused go to HU\_Q09
<9> Don't know go to HU\_Q09

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

HU\_Q07A (Release Name : HUQ07A)

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
<8> Refused go to HU\_Q09
<9> Don't know go to HU\_Q09

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

HU\_Q07B (Release Name : HUQ07B)

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
<8> Refused
<9> Don't know

Universe: Households who use the Internet at home in a typical month and also work scheduled hours at home

HU\_Q09 (Release Name : HUQ09)

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

- <1> Yes
<2> No
<8> Refused
<9> Don't know

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

HU\_Q11 (Release Name : HUQ11)

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

- <1> Yes
<2> No
<8> Refused
<9> Don't know

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

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**HU\_Q12** (Release Name : HUQ12)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q13** (Release Name : HUQ13)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q14** (Release Name : HUQ14)

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
- <8> Refused
- <9> Don't know

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

**HU\_Q15** (Release Name : HUQ15)

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
- <8> Refused
- <9> Don't know

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

**HU\_Q16** (Release Name : HUQ16)

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
- <8> Refused
- <9> Don't know

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

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**HU\_Q17** (Release Name : HUQ17)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q18** (Release Name : HUQ18)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q19** (Release Name : HUQ19)

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
- <8> Refused
- <9> Don't know

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

**HU\_Q20** (Release Name : HUQ20)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q21** (Release Name : HUQ21)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

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**HU\_Q22** (Release Name : HUQ22)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q23** (Release Name : HUQ23)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q24** (Release Name : HUQ24)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q25** (Release Name : HUQ25)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**HU\_Q26** (Release Name : HUQ26)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

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**HU\_Q27** (Release Name : HUQ27)

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
- <8> Refused
- <9> Don't know

*Default Next Question:* **HU\_C28**

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

**HU\_Q27S** (Release Name : HUQ27S)

**What other information is searched on the Internet?**

*Universe:* Households 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** (Release Name : HUQ28)

**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
- <8> Refused
- <9> Don't know

*Default Next Question:* **HU\_Q29**

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

**HU\_Q28S** (Release Name : HUQ28S)

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

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

**HU\_Q29** (Release Name : HUQ29)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

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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.

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

CM\_Q02 (Release Name : CMQ02)

In the last 12 months, has anyone in your household @Uordered@U a product or service over the Internet, 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> Yes
<2> No go to CM\_Q09
<8> Refused go to CM\_Q09
<9> Don't know go to CM\_Q09

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

CM\_Q03 (Release Name : CMQ03)

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

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, vitamins
<09> Clothing, jewelry 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 reservations, travel tickets, rental car)
<14> Flowers - Gift
<15> Sports equipment
<16> Toys and games
<17> Real Estate
<18> Other - Specify go to CM\_Q03S
<98> Refused
<99> Don't know

Default Next Question: CM\_Q04

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

CM\_Q03S (Release Name : CMQ03S)

What other type of products or services were ordered?

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



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CM\_Q04 (Release Name : CMQ04)

During the last 12 months, how many @U separate orders@U for products or services did your household place @U but did not pay for directly@U over the Internet? [Min: 1 Max: 995]
INTERVIEWER: Number of transactions, not articles purchased.

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

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

CM\_Q05 (Release Name : CMQ05)

During the last 12 months, what was the estimated total cost, in Canadian dollars, of the products and services your household ordered, @U but did not pay for directly@U over the Internet? [Min: 0 Max: 999995]
INTERVIEWER: Probe for estimate, round to the nearest dollar value.

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

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

CM\_E05

If CM\_Q05 = 0 and CM\_Q04 > 0, trigger SOFT EDIT pop-up with the following text: "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

CM\_C06

If CM\_Q04= DK or RF goto CM\_Q07 else goto CM\_Q06

CM\_Q06 (Release Name : CMQ06)

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? [Min: 0 Max: 995]

- <998> Refused go to CM\_Q07
<999> Don't know go to CM\_Q07

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

CM\_C06A

IF CM\_Q06 = 0 goto CM\_Q08 else goto CM\_E06

CM\_E06

IF CM\_Q06 > CM\_Q04, trigger HARD EDIT pop-up with the following text: "Canadian Orders (CM\_Q06) must be < or = to the value reported for Total Orders (CM\_Q04). Please correct."

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

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CM\_Q07 (Release Name : CMQ07)

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? [Min: 0 Max: 99995] INTERVIEWER:Probe for estimate, round to the nearest dollar.

- <999998> Refused go to CM\_Q08
<999999> Don't know go to CM\_Q08

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

CM\_E07

IF CM\_Q05 is NOT EQUAL to RF or DK and CM\_Q07 > CM\_Q05, trigger HARD EDIT pop-up with the following text: "Canadian Orders (CM\_Q07) must be < or = to the value reported for Total Orders (CM\_Q05). Please correct."

Note: Trigger hard edit if CM\_Q05 is NOT EQUAL to RF or DK and CM\_Q07 > CM\_Q05

CM\_E07A

If CM\_Q06 is NOT EQUAL to DK OR RF and CM\_Q06 > 0 and CM\_Q07 = 0 trigger SOFT EDIT pop-up with the following text: "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 DK OR RF and CM\_Q06 > 0 and CM\_Q07 = 0

CM\_Q08 (Release Name : CMQ08)

During the last 12 months, how did your household pay for these products or services ordered (but not paid for over the Internet)? INTERVIEWER:Mark all that apply.

- <1> Credit card over the telephone
<2> Payment on delivery (COD)
<3> By Cheque
<4> Other
<8> Refused
<9> Don't know

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

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.

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

CM\_Q10 (Release Name : CMQ10)

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

- <1> Yes
<2> No go to CM\_C16
<8> Refused go to CM\_C16
<9> Don't know go to CM\_C16

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

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CM\_Q11 (Release Name : CMQ11)

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, vitamins
- <09> Clothing, jewelry 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 reservations, travel tickets, rental car)
- <14> Flowers - Gifts
- <15> Sports equipment
- <16> Toys and games
- <17> Real Estate
- <18> Other - Specify ..... go to CM\_Q11S
- <98> Refused
- <99> Don't know

Default Next Question: CM\_Q12

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

CM\_Q11S (Release Name : CMQ11S)

What other type of products or services were purchased?

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

CM\_Q12 (Release Name : CMQ12)

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: 1 Max: 995]

INTERVIEWER: Number of transactions, not articles purchased.

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

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

CM\_Q13 (Release Name : CMQ13)

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? [Min: 1 Max: 999995]

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

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

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

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CM\_C14

If CM\_Q12= DK or RF goto CM\_Q15 else goto CM\_Q14

CM\_Q14 (Release Name : CMQ14)

Of the total number of separate orders placed and purchased directly over the Internet, how many of these orders were from companies in Canada? [Min: 0 Max: 995]

- <998> Refused go to CM\_Q15
<999> Don't know go to CM\_Q15

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

CM\_C14A

If CM\_Q14 = 0 goto CM\_C16 else goto CM\_E14

CM\_E14

If CM\_Q14 > CM\_Q12 trigger HARD EDIT pop-up with the following text: "Canadian Orders (CM\_Q14) must be < or = the value reported in Total Orders (CM\_Q12). Please correct"

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 (Release Name : CMQ15)

Of the total amount spent on products or services ordered @Uand paid for@U over the Internet in the last 12 months, how much was spent on products and services from companies in Canada?

[Min: 0 Max: 999995]

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

- <999998> Refused go to CM\_Q16
<999999> Don't Know go to CM\_Q16

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

CM\_E15

If CM\_Q13 is NOT EQUAL to DK OR RF and CM\_Q15 > CM\_Q13 trigger HARD EDIT pop-up with the following text: "Canadian Orders (CM\_Q15) must be < or = the value reported for Total Orders (CM\_Q13). Please correct."

Note: Trigger HARD EDIT if CM\_Q13 is NOT EQUAL to DK OR RF and CM\_Q15 > CM\_Q13

CM\_E15A

If CM\_Q15 = 0 and CM\_Q14 > 0 trigger SOFT EDIT pop-up with the following text: "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 HARD EDIT if CM\_Q15 = 0 and CM\_Q14 > 0

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CM\_C16

If (CM\_Q02 = Yes or CM\_Q10 = Yes) goto CM\_Q16 else goto CM\_Q21

CM\_Q16 (Release Name : CMQ16)

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
<8> Refused
<9> Don't know

Universe: 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.

Universe: Households who ordered products and services on the Internet

CM\_Q18 (Release Name : CMQ18)

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

- <1> Yes
<2> No ..... go to CM\_Q21
<8> Refused ..... go to CM\_Q21
<9> Don't know ..... go to CM\_Q21

Universe: Households who ordered products and services on the Internet

CM\_Q19 (Release Name : CMQ19)

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.) [Min: 1 Max: 999995]

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

- <999998> Refused ..... go to CM\_Q20
<999999> Don't Know ..... go to CM\_Q20

Universe: Households who purchased digital products on the Internet

CM\_E19

If CM\_Q05 or CM\_Q13 is NOT EQUAL to RF or DK and CM\_Q19 > (CM\_Q05 + CM\_Q13) trigger HARD EDIT pop-up with the following text: "The dollar value reported for Digital Products (CM\_Q19) is > the combined dollar value of Estimated Total Purchases (CM\_Q05 + CM\_Q13). Please correct."

Note: Trigger HARD EDIT if CM\_Q05 or CM\_Q13 is NOT EQUAL to RF or DK and CM\_Q19 > (CM\_Q05 + CM\_Q13)

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CM\_Q20 (Release Name : CMQ20)

During the last 12 months, how much of what was spent on these digital products ordered was from companies in Canada? [Min: 0 Max: 999995]

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

- <999998> Refused go to CM\_Q21
<999999> Don't Know go to CM\_Q21

Universe: Households who purchased digital products on the Internet

CM\_E20

If CM\_Q19 is NOT EQUAL to DK OR RF and CM\_Q20 > CM\_Q19 trigger HARD EDIT pop-up with the following text: "The dollar value reported for Canadian Orders (CM\_Q20) must be < or = the dollar value reported for Total Orders (CM\_Q19). Please correct."

Note: Trigger HARD EDIT if CM\_Q19 is NOT EQUAL to DK OR RF and CM\_Q20 > CM\_Q19

CM\_Q20A (Release Name : CMQ20A)

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
<98> Refused
<99> Don't know

Default Next Question: CM\_Q21

Universe: Households who purchased digital products on the Internet

CM\_Q20S (Release Name : CMQ20S)

What other types of digital products were purchased?

Universe: Households who purchased digital products on the Internet

CM\_Q21 (Release Name : CMQ21)

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
<8> Refused go to CM\_C23
<9> Don't know go to CM\_C23

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

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CM\_Q22 (Release Name : CMQ22)

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, vitamins
- <09> Clothing, jewelry 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 reservations, travel tickets, rental car)
- <14> Flowers - Gifts
- <15> Sports equipment
- <16> Toys and games
- <17> Real Estate
- <18> Other - Specify ..... go to CM\_Q22S
- <98> Refused
- <99> Don't know

Default Next Question: CM\_Q22Z

Universe: Households who have window shopped on the Internet during the last 12 months

CM\_Q22S (Release Name : CMQ22S)

What other type of products and services?

Universe: Households who have window shopped on the Internet during the last 12 months

CM\_Q22Z (Release Name : CMQ22Z)

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
- <8> Refused
- <9> Don't know

Universe: Households who have window shopped on the Internet during the last 12 months

CM\_C23

If CM\_Q10 = Yes goto CM\_Q24 else goto CM\_Q23

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**CM\_Q23** (Release Name : CMQ23)

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

- <1> Yes
- <2> No
- <8> Refused
- <9> Don't know

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

**CM\_Q24** (Release Name : CMQ24)

**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**
- <8> Refused
- <9> Don't know

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

**CM\_Q25** (Release Name : CMQ25)

**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**
- <8> Refused
- <9> Don't know

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

**CM\_C26**

If AgeLt18 = Yes, goto CM\_Q26 else goto NU\_C01

**CM\_Q26** (Release Name : CMQ26)

**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**
- <8> Refused
- <9> Don't know

*Universe:* Households who have household members < 18

**CM\_C27**

If CM\_Q26 = Concerned (2) or CM\_Q26 = VeryConcern (3) goto CM\_Q27 else goto NU\_C01



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CM\_Q27 (Release Name : CMQ27)

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
<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 (Release Name : CMQ27S)

What other type of Internet content concerns you?

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

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 (Release Name : NUQ01)

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

- <1> Yes
<2> No ... go to NU\_Q03
<8> Refused ... go to NU\_Q03
<9> Don't know ... go to NU\_Q03

Universe: Households who don't use the Internet at home in a typical month

NU\_Q02 (Release Name : NUQ02)

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
<8> Refused
<9> Don't know

Default Next Question: NU\_Q03

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

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NU\_Q02S (Release Name : NUQ02S)

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

Universe: Households who plan on using the Internet in the next 12 months

NU\_Q03 (Release Name : NUQ03)

Do you have a computer at home?

- <1> Yes
<2> No go to INC\_Q01
<8> Refused go to INC\_Q01
<9> Don't know go to INC\_Q01

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

NU\_Q04 (Release Name : NUQ04)

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
<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

NU\_Q04S (Release Name : NUQ04S)

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

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

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INC\_Q01 (Release Name : INCQ01)

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, scholarships, other government income, etc.)
<14> No income go to INC\_END
<98> Refused
<99> Don't Know

Universe: All households

INC\_Q02 (Release Name : INCQ02)

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: Households with Income

INC\_Q03 (Release Name : INCQ03)

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> 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
<98> Refused
<99> Don't know

Universe: Households who answered Don't know or Refused to an estimate of total Household income from all sources before deductions during the past 12 months

**INC\_END**

If INC\_End, set End Time  
INTERVIEWER:Press 1 to continue

<1> Continue

**HI\_STOP**

TIME(REAL);END OF HIUS SECTION

For information only