



# Household Internet Use Survey November 1999

Confidential when completed

Collected under the authority of the Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.

Version française disponible



## INTRODUCTION

Hello, I'm ... from Statistics Canada. We are conducting a survey about the use of the Internet by members of your household. This information is being used by the government and Canadians in general to better understand how Canadian households use this communication tool.

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.

RO	Sample ID	Language
<input type="text"/>	<input type="text"/>	<input type="text"/>
Telephone	Assignment #	
<input type="text"/>	<input type="text"/>	
First Name	<input type="text"/>	
<input type="text"/>		
Last Name	<input type="text"/>	
<input type="text"/>		

## RECORD OF CALLS AND APPOINTMENTS

Date	Notes	Date	Notes

### Final Status of Interview

- 1  Fully completed      3  Partially completed      5  Refused  
 2  Unable to contact      4  Other non-response

### Comments

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**Q01A** Has anyone in this 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 Q15A**
- 7  Don't know ➤ **Go to Q15A**
- 8  Refused ➤ **Go to Q15A**

**Q01D** In the past, has any member of this household used the Internet in a typical month, from any location?

- 01  Yes
- 02  No ➤ **Go to Q15A**
- 07  Don't know ➤ **Go to Q15A**
- 08  Refused ➤ **Go to Q15A**

**Q01B** In a typical month, does anyone in the household use the Internet (from any location)?

- 01  Yes ➤ **Go to Q02A**
- 02  No
- 07  Don't know
- 08  Refused

**Q01E** 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
- 7  Don't know
- 8  Refused

**Q01C** When was the last time any member of this household used the Internet?

- 1  0-3 months ago
- 2  4-6 months ago
- 3  7-12 months ago
- 4  1-2 years ago
- 5  More than 2 years ago
- 7  Don't know
- 8  Refused

**Q01F** From what location(s) was the Internet typically used?  
(Read list. Mark all that apply)

- 01  **Home**
- 02  **Work**
- 03  **School**
- 04  **Public Library**
- 05  **Another location**
- 07  Don't know
- 08  Refused

**Q01G** What are the reasons members of your household no longer use the Internet from any location in a typical month?  
(Mark all that apply)

- 10  Too costly (connection or equipment?)
- 11  Used at work, no longer in that position
- 12  Used at school, no longer in school
- 13  Too difficult to use
- 14  No need
- 15  Concerned child(ren) in household will give out personal information
- 16  Concerned for exposure to objectionable material
- 17  Other security, confidentiality or privacy concerns
- 18  Other (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- 19  Don't know
- 20  Refused

Go to  
Q15A

**Q02B** Do any of the household members aged 18 and over use the Internet in a typical month?

- 1  Yes
- 2  No
- 7  Don't know
- 8  Refused

**Q02C** Do any of the household members aged under 18 use the Internet in a typical month?

- 01  Yes
- 02  No
- 07  Don't know
- 08  Refused

**Now I would like to ask you about the places from which members of your household use the Internet**

**Q03A** In a typical month, do any members of your household use the Internet at home?

- 1  Yes
- 2  No
- 7  Don't know
- 8  Refused

**Interviewer check item**

**Q02A** Determine age of household members from the LFS.

- 01  One or more household members under age 18 ➤ **Go to Q02B**
- 02  No household members under age 18 ➤ **Go to Q03A**

**Q03B** In a typical month, do any members of your household use the Internet at work?

- 01  Yes
- 02  No
- 07  Don't know
- 08  Refused

**Q03C** 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
- 7  Don't know
- 8  Refused

**Q03D** In a typical month, do any members of your household use the Internet at a public library?

- 01  Yes
- 02  No
- 07  Don't know
- 08  Refused

**Q03E** In a typical month, do any members of your household use the Internet at any other location?

- 1  Yes (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- 2  No
- 7  Don't know
- 8  Refused

**Q03F** Interviewer check item

- 01  If Q03A = "Yes" ➤ **Go to Q03G**
- 02  Otherwise ➤ **Go to Q15A**

**Q03G** Is your household connection to the Internet at home by: (Read list. Mark all that apply)

- 1  Telephone line connected to a computer
- 2  Cable line connected to a computer
- 3  Telephone line connected to a television
- 4  Other connection (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- 7  Don't know
- 8  Refused

**My remaining questions are only about using the Internet AT HOME in a typical month.**

**Q04** How often do members of your household use the Internet at home in a typical month?

- 01  At least 7 times per week
- 02  At least 4 times per month
- 03  1 to 3 times per month
- 04  Less than once per month
- 07  Don't know
- 08  Refused

**Q05** What is the total amount of time members of your household spend on the Internet at home in a typical month?

- 1  Less than 1 hour
- 2  At least 1 hour but less than 5
- 3  At least 5 hours but less than 10
- 4  At least 10 hours but less than 20
- 5  20 hours or more
- 7  Don't know
- 8  Refused

**Q06A** 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? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- 01  None
- 02  Less than 10%
- 03  At least 10% but less than 25%
- 04  At least 25% but less than 50%
- 05  At least 50% but less than 75%
- 06  At least 75% but less than 90%
- 07  At least 90% but less than 100%
- 08  100%
- 09  Don't know
- 10  Refused

**Q06AA** *Interviewer check item*

- 1  If Q06A = 100% ➤ **Go to Q07**
- 2  Otherwise ➤ **Go to Q06B**

**Q06B** 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? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- 11  None
- 12  Less than 10%
- 13  At least 10% but less than 25%
- 14  At least 25% but less than 50%
- 15  At least 50% but less than 75%
- 16  At least 75% but less than 90%
- 17  At least 90% but less than 100%
- 18  100%
- 19  Don't know
- 20  Refused

**Q06BB** *Interviewer check item*

- 1  If Q06B = 100% ➤ **Go to Q07**
- 2  Otherwise ➤ **Go to Q06C**

**Q06C** 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? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- 01  None
- 02  Less than 10%
- 03  At least 10% but less than 25%
- 04  At least 25% but less than 50%
- 05  At least 50% but less than 75%
- 06  At least 75% but less than 90%
- 07  At least 90% but less than 100%
- 08  100%
- 09  Don't know
- 10  Refused

**Q07** In a typical month does any member of your household use the Internet at home:

- |   | Yes                      | No                       | Don't Know               | Refusal                  |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a) for E-mail?  | 11 <input type="radio"/> | 12 <input type="radio"/> | 13 <input type="radio"/> | 14 <input type="radio"/> |
| b) for electronic banking?                              | 15 <input type="radio"/> | 16 <input type="radio"/> | 17 <input type="radio"/> | 18 <input type="radio"/> |
| c) to purchase goods and services?                      | 19 <input type="radio"/> | 20 <input type="radio"/> | 21 <input type="radio"/> | 22 <input type="radio"/> |
| d) to search for medical or health related information? | 23 <input type="radio"/> | 24 <input type="radio"/> | 25 <input type="radio"/> | 26 <input type="radio"/> |
| e) for formal education or training?                    | 27 <input type="radio"/> | 28 <input type="radio"/> | 29 <input type="radio"/> | 30 <input type="radio"/> |
| f) to search for government information?                | 31 <input type="radio"/> | 32 <input type="radio"/> | 33 <input type="radio"/> | 34 <input type="radio"/> |
| g) to search for other specific information?            | 35 <input type="radio"/> | 36 <input type="radio"/> | 37 <input type="radio"/> | 38 <input type="radio"/> |
| h) for general browsing?                                | 39 <input type="radio"/> | 40 <input type="radio"/> | 41 <input type="radio"/> | 42 <input type="radio"/> |
| i) to play games?                                       | 43 <input type="radio"/> | 44 <input type="radio"/> | 45 <input type="radio"/> | 46 <input type="radio"/> |
| j) to participate in chat groups?                       | 47 <input type="radio"/> | 48 <input type="radio"/> | 49 <input type="radio"/> | 50 <input type="radio"/> |
| k) to obtain and save music?                            | 51 <input type="radio"/> | 52 <input type="radio"/> | 53 <input type="radio"/> | 54 <input type="radio"/> |
| l) to listen to the radio?                              | 55 <input type="radio"/> | 56 <input type="radio"/> | 57 <input type="radio"/> | 58 <input type="radio"/> |
| m) to access any other Internet sites or services?      | 59 <input type="radio"/> | 60 <input type="radio"/> | 61 <input type="radio"/> | 62 <input type="radio"/> |

**Q07N** If Q07(m) is marked 'Yes', specify answer

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**Q07O** Interviewer check item

- 1  If Q07(e) is marked 'yes' ➤ **Go to Q07P**
- 2  Otherwise ➤ **Go to Q08**

**Q07P** For what specific educational purposes do members of your household use the Internet?  
(Mark all that apply)

- 01  Distance education, self-directed learning or correspondence courses
- 02  To research information for project assignments or for solving academic related problems
- 03  To communicate with teachers and peers
- 04  For other reasons not mentioned (specify)  

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- 07  Don't know
- 08  Refused

**Q08** 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
- 7  Don't know
- 8  Refused

**E – Commerce Introduction**

The purpose of this next section will be to try to understand the influence of the Internet on purchases of products and services from home. The first set of questions will refer to ordering products and services from home over the Internet but not paying for them on the Internet.

**Q09A** In the last 12 months, has anyone in your household ordered a product or service over the Internet from home, where payment was not made directly over the Internet using a credit card number?

- 01  Yes
- 02  No ➤ **Go to Q10A**
- 07  Don't know ➤ **Go to Q10A**
- 08  Refused ➤ **Go to Q10A**

**Q09B** In the last 12 months, what was the estimated total Canadian dollar value of the products and services your household ordered from home, but did not pay for over the Internet?

\$ 

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 Canadian dollar equivalent

- 1  Don't know (probe for estimate)
- 2  Refused

**Q09C** In the last 12 months, how many separate orders for products or services did your household place but did not pay for over the Internet? (Number of transactions, not articles purchased)

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 Number of Orders

- 3  Don't know
- 4  Refused

**Q09D** What types of products or services were ordered from home? (Mark all that apply)

- 01  Computer Software
- 02  Computer Hardware
- 03  Music (CDs, tapes, MP3)
- 04  Books, magazines, online newspapers
- 05  Videos, Digital Video Disc (DVD)
- 06  Other entertainment products (concert, theatre tickets)
- 07  Food, condiments, beverages
- 08  Clothing, jewellery and accessories
- 09  Housewares (e.g. large appliances, furniture)
- 10  Consumer electronics (e.g. camera, computer, stereo, TV, VCR )
- 11  Automotive products
- 12  Travel arrangements (hotel reservations, travel tickets, rental car)
- 13  Banking or financial services (Investment products, stocks, bonds)
- 14  Other (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- 17  Don't know
- 18  Refused

**Q09E** What percentage of these products or services that were ordered were from companies in Canada? (Ordered from home)

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 % in Canada

- 7  Don't know
- 8  Refused

**Q09F** In the last 12 months, how did your household pay for these products or services ordered from home? (Mark all that apply)

- 01 Credit card over telephone?
- 02 Payment on delivery (COD)?
- 03 Other
- 07 Don't know
- 08 Refused

**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**

**Q10A** In the last 12 months, has anyone in your household ordered products or services over the Internet from home, where the purchase was directly paid for by credit card over the Internet?

- 1 Yes
- 2 No ➤ **Go to Q11A**
- 7 Don't know ➤ **Go to Q11A**
- 8 Refused ➤ **Go to Q11A**

**Q10B** In the last 12 months, what was the estimated total Canadian dollar value of the products and services your household ordered and paid for over the Internet from home?

\$       Canadian Dollar Equivalent

- 07 Don't know (probe for estimate)
- 08 Refused

**Q10C** In the last 12 months, how many separate orders of these products or services (ordered and paid for over the Internet) did your household make over the Internet? (Number of transactions, not articles purchased)

Number of Orders

- 7 Don't know
- 8 Refused

**Q10D** What types of products or services were purchased (ordered and paid for over the Internet)? (Mark all that apply)

- 01 Computer Software
- 02 Computer Hardware
- 03 Music (CDs, tapes, MP3)
- 04 Books, magazines, online newspapers
- 05 Videos, Digital Video Disc (DVD)
- 06 Other entertainment products (concert, theatre tickets)
- 07 Food, condiments, beverages
- 08 Clothing, jewellery and accessories
- 09 Housewares (e.g. large appliances, furniture)
- 10 Consumer electronics (e.g. camera, computer, stereo, TV, VCR )
- 11 Automotive products
- 12 Travel arrangements (hotel reservations, travel tickets, rental car)
- 13 Banking or financial services (Investment products, stocks, bonds)
- 14 Other (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- 17 Don't know
- 18 Refused



**Q10E** What percentage of these products or services were purchased and paid for from companies in Canada?

% in Canada

<sup>7</sup>  Don't know

<sup>8</sup>  Refused

**Future Purchases**

**Q11A** Interviewer Check Item

<sup>01</sup>  If Q09A or Q10A are equal to 'yes' ➤ **Go to Q11B**

<sup>02</sup>  Otherwise ➤ **Go to Q12A**

**Q11B** 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?

<sup>1</sup>  Increase

<sup>2</sup>  Decrease

<sup>3</sup>  Stay the same

<sup>7</sup>  Don't know

<sup>8</sup>  Refused

**Purchases Influenced by the internet, "Window Shopping"**

**Q12A** 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?

<sup>01</sup>  Yes

<sup>02</sup>  No ➤ **Go to Q13A**

<sup>07</sup>  Don't know ➤ **Go to Q13A**

<sup>08</sup>  Refused ➤ **Go to Q13A**

**Q12B** What types of products or services were these? (Mark all that apply)

<sup>11</sup>  Computer Software

<sup>12</sup>  Computer Hardware

<sup>13</sup>  Music (CDs, tapes, MP3)

<sup>14</sup>  Books, magazines, online newspapers

<sup>15</sup>  Videos, Digital Video Disc (DVD)

<sup>16</sup>  Other entertainment products (concert, theatre tickets)

<sup>17</sup>  Food, condiments, beverages

<sup>18</sup>  Clothing, jewellery and accessories

<sup>19</sup>  Housewares (e.g. large appliances, furniture)

<sup>20</sup>  Consumer electronics (e.g. camera, computer, stereo, TV, VCR )

<sup>24</sup>  Automotive products

<sup>22</sup>  Travel arrangements (hotel reservations, travel tickets, rental car)

<sup>23</sup>  Banking or financial services (Investment products, stocks, bonds)

<sup>24</sup>  Other (*specify*)

\_\_\_\_\_  
\_\_\_\_\_

<sup>25</sup>  Don't know

<sup>26</sup>  Refused

**Security, Privacy and Online Use of Credit Cards**

**Q13A** Interviewer Check Item

<sup>01</sup>  If Q10A = 'yes' ➤ **Go to Q14A**

<sup>02</sup>  Otherwise ➤ **Go to Q13B**

**Q13B** Are any members of your household willing to use a credit card on the Internet to pay for products or services?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>7</sup> Don't know
- <sup>8</sup> Refused

**Q14A** In general, how concerned is your household about privacy on the Internet? (e.g., people finding out what websites you have visited, others reading your e-mail, etc.)

- <sup>01</sup> Not at all concerned
- <sup>02</sup> Concerned
- <sup>03</sup> Very concerned
- <sup>07</sup> Don't know
- <sup>08</sup> Refused

**Q14B** How concerned is your household 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)?

- <sup>1</sup> Not at all concerned
- <sup>2</sup> Concerned
- <sup>3</sup> Very concerned
- <sup>4</sup> Don't know
- <sup>5</sup> Refused

**Go to Q18**

**Ever Users and Non Users**

**Q15A** Does any member of your household plan to regularly use the Internet from any location in the next 12 months?

- <sup>6</sup> Yes
- <sup>7</sup> No ➤ **Go to Q16**
- <sup>8</sup> Don't know ➤ **Go to Q16**
- <sup>9</sup> Refused ➤ **Go to Q16**

**Q15B** Would this regular use be from:  
(Mark all that apply)

- <sup>01</sup> home?
- <sup>02</sup> work?
- <sup>03</sup> school, college or university?
- <sup>04</sup> a public library?
- <sup>05</sup> a location that we have not yet mentioned?
- <sup>07</sup> Don't know
- <sup>08</sup> Refused

**Q16** Do you have a computer at home?

- <sup>1</sup> Yes
- <sup>2</sup> No ➤ **Go to Q18**
- <sup>7</sup> Don't know ➤ **Go to Q18**
- <sup>8</sup> Refused ➤ **Go to Q18**

**Q17** What are the reasons why your household does not use your home computer for accessing the Internet?  
(Do not read list, mark all that apply)

- <sup>01</sup> Costs too much, (service and equipment)
- <sup>02</sup> Internet or computers too difficult to use
- <sup>03</sup> Use at work instead
- <sup>04</sup> Use at another location instead
- <sup>05</sup> No need/ not useful
- <sup>06</sup> Not enough time
- <sup>07</sup> Concerned child(ren) in household will give out personal information
- <sup>08</sup> Concerned for exposure to objectionable material
- <sup>09</sup> Cannot obtain access due to remote location of the dwelling
- <sup>10</sup> Other confidentiality, security or privacy concerns
- <sup>11</sup> Other (specify)  
\_\_\_\_\_  
\_\_\_\_\_
- <sup>12</sup> Don't know
- <sup>13</sup> Refused

**Q18** 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?  
(Mark all that apply)

- <sup>14</sup> Wages and salaries
- <sup>15</sup> Income from self-employment
- <sup>16</sup> Dividends and interest on bonds, savings, stocks, etc
- <sup>17</sup> Employment Insurance
- <sup>18</sup> Workers Compensation
- <sup>19</sup> Benefits from Canada or Quebec Pension Plan
- <sup>20</sup> Retirement pensions, superannuation and annuities
- <sup>21</sup> Old Age Security and Guaranteed Income Supplement
- <sup>22</sup> Child Tax Benefit
- <sup>23</sup> Provincial or municipal social assistance or welfare
- <sup>24</sup> Child Support
- <sup>25</sup> Alimony
- <sup>26</sup> Other income (e.g., rental, scholarships, other govt. income, etc)
- <sup>27</sup> None ➤ **END Interview**
- <sup>28</sup> Don't know
- <sup>29</sup> Refused

**Q19** 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?

\$ 

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**END  
Interview**

1 No income or loss

7 Don't know

8 Refused

**Go to  
Q20**

**Q20** 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 and \$9,999?

03 Between \$10,000 and \$14,999?

04 Between \$15,000 and \$19,999?

05 Between \$20,000 and \$29,999?

06 Between \$30,000 and \$39,999?

07 Between \$40,000 and \$49,999?

08 Between \$50,000 and \$59,999?

09 Between \$60,000 and \$79,999?

10 Between \$80,000 and \$99,999?

11 \$100,000 or more?

12 Don't know

13 Refused

For information only

**Thank you for your cooperation**