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Memorandum

1 February 2013

Subject: 2013 OxIS questionnaire

Thank you for your interest in the 2013 OxIS questionnaire.

In order to simplify the task of interviewers and improve the quality of data the 2013 OxIS questionnaire was divided into 4 parts.

- Part 1 was a general questionnaire, asked of all respondents
- Part 2 was administered only to Internet users
- Part 3 was administered only to non-users
- Part 4 was administered only to ex-users

For convenience, all four questionnaires have been combined into a single pdf file, which directly follows this page. The four parts are combined in the order above. Blank pages have been inserted so that if you print this document using 2-sided printing each questionnaire begins on a right-side page.

Although this organization has advantages in terms of improved data quality, a disadvantage is that some questions are repeated on the different parts (e.g. age, gender, marital status, ethnicity, religion, social grade, etc.). These are in different variables on different questionnaires. For many purposes the analyst will want to combine the variables into a single variable.

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ICM RESEARCH
BERKSHIRE HOUSE
168-173 HIGH HOLBORN
LONDON WC1V 7AA
TEL: 020 7845 8300

JOB NO (1-6)
SERIAL NO (7-10)
CARD NO (11) 1

OXFORD INTERNET SURVEY 2013 GENERAL QUESTIONNAIRE

SAMPLE POINT NUMBER (WRITE IN):

		(12-14)

RECORD ADDRESS ID NUMBER IN BOX BELOW. (THE ID NUMBER FOR THIS ADDRESS IS FOUND ON THE LEFT HAND SIDE OF THE "VISIT OUTCOME SLIP").

		(15-17)

INTRODUCTION:

Good morning/afternoon. I am conducting a survey in this area on behalf of Oxford University. It concerns how people live in Britain today and the role of the INTERNET and technologies in daily life. The views of someone in your household will be valuable to us **whether or not you/they use the Internet**. For every respondent who helps with this survey Oxford University will donate £1 to Oxfam as a thank you for your help with this research.

IF RESPONDENT ASKS WHETHER THIS IS MARKET RESEARCH:

The research is for Oxford University and the questions in it are designed for the purpose of academic research.

IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE, SAY:

For the purposes of our research project it is most important that we talk to a representative cross section of all people. Therefore, the views of someone in your household are extremely important to us and the interview will only take around 40 minutes to complete.

IF RESPONDENT SAYS THEY DON'T HAVE TIME:

The interview might not involve you personally.

For the purposes of this research I need to select, at random, one person in your household aged 14 OR OVER by choosing the person who will have their birthday next. (A member of your household is someone normally resident here who is related to you or living with you or a member of your family as a partner).

First of all can I ask you how many people including yourself NORMALLY RESIDENT in your household are aged 14 or older? CODE BELOW

											(18)
1	2	3	4	5	6	7	8	9	10+	DK	

And which person will have a birthday next? WRITE IN NAME OF RESPONDENT

--

IF RESPONDENT IS RELUCTANT FOR YOU TO SPEAK WITH YOUNGER MEMBERS OF THE FAMILY, IT IS ACCEPTABLE FOR A PARENT OR GUARDIAN TO SIT IN ON THE INTERVIEW, SHOULD THEY BE SELECTED.

IF RESPONDENT DOES NOT KNOW WHO HAS THE NEXT BIRTHDAY SAY:

If you don't know who has the next birthday could I ask whose first name starts with a letter closest to the beginning/end of the alphabet? INTERVIEWER: ASK TO SPEAK TO PERSON WITH NAME STARTING WITH A LETTER NEAREST THE END OF THE ALPHABET ON THE FIRST SUCH INTERVIEW, NEAREST TO THE BEGINNING OF THE ALPHABET ON SECOND INTERVIEW AND SO ON.

INTERVIEWER CODE

	(19)
Respondent selected by birthday	1
Respondent selected by first letter of first name	2

Now that is the person I need to ask my questions of. Is he/she available now?

	(20)	
Yes - me	1	GO TO QA1
Yes - another household member	2	CONTINUE
No	3	RECORD VISIT OUTCOME OF THIS VIST (AND EVERY VISIT TO THIS ADDRESS) ON "VISIT OUTCOME SLIP" MAKE AN APPOINTMENT TO CALL BACK AT A SUITABLE TIME. TRY AND MAKE A FIRM APPOINTMENT IF NECESSARY

RE-INTRODUCTION TO BE USED FOR SELECTED RESPONDENT (IF NOT PERSON ALREADY SPOKEN TO):

IF RESPONDENT IS NOT THE SAME AS PERSON WHO ANSWERED FIRST QUESTIONS:

Good morning/afternoon. I am conducting a survey in this area on behalf of Oxford University. It concerns how people live in Britain today and the role of the INTERNET and technologies in daily life. You have been selected as the person in this household that we really need to speak to - your opinions will be valuable to us **whether or not you use the Internet**. For every person who helps with this survey Oxford University will donate £1 to Oxfam as a thank you for your help with this research.

IF RESPONDENT ASKS WHETHER THIS IS MARKET RESEARCH:

The research is for Oxford University and the questions in it are designed for the purpose of academic research.

IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE, SAY:

For the purposes of our research project it is most important that we talk to a representative cross section of all people. Therefore, the views of someone in your household are extremely important to us and the interview will only take 30 to 40 minutes to complete.

IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE, SAY:

If you cannot spare the time at the moment I would really appreciate it if we could call you back at your own convenience over the next few days. As I said your own views are very important to us.

IF RESPONDENT ASKS:

I work for ICM, an independent opinion research company, which Oxford University has employed to conduct the interviews for this study.

RECORD VISIT OUTCOME OF THIS VIST (AND EVERY VISIT TO THIS ADDRESS) ON "VISIT OUTCOME SLIP"

MAKE AN APPOINTMENT TO CALL BACK AT A SUITABLE TIME. TRY AND MAKE A FIRM APPOINTMENT IF NECESSARY.

INFORMATION AND TRUST

ASK ALL. SHOW CARD QA1

I would like to start by asking you some questions about the **media** more generally. There are no right or wrong answers to these questions; it is your opinions we want.

QA1. People vary in where they look for information. Where would you go first, if you were looking for information on:

[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

					(21-27)	
	Use the telephone	Personally visit a person or location	Go to a book or directory	Use the Internet on your desktop/laptop /tablet	Use the Internet on your smartphone	DK
a. The name of your local MP, if you didn't know it?	1	2	3	4	5	-3
b. Council taxes?	1	2	3	4	5	-3
c. Planning a journey or a holiday?	1	2	3	4	5	-3
d. A book that you heard about?	1	2	3	4	5	-3
e. Local schools	1	2	3	4	5	-3
f. A topic or issue for a professional, school or personal project	1	2	3	4	5	-3
g. A company or if you have a problem with a product or service	1	2	3	4	5	-3

SHOW CARD QA2

QA2. For you, personally, how important is each of the following as a source of information? Would you say they are essential, very important, important, not so important or not important at all?

[READ OUT. CIRCLE ONE PER ROW.]

[IF RESPONDENT SAYS 'DON'T KNOW', PROMPT: We are interested in your opinion whether you use these sources or not.

IF THE RESPONDENT STILL DOESN'T KNOW, CIRCLE FOR 'DON'T KNOW' / 'NO OPINION'. IF RESPONDENT INSISTS THEY DON'T USE, CIRCLE 1 'NOT IMPORTANT AT ALL']

					(28-31)	
	Essential	Very important	Important	Not so important	Not important at all	DK
a. Television	5	4	3	2	1	-3
b. Radio	5	4	3	2	1	-3
c. The Internet	5	4	3	2	1	-3
d. Newspapers	5	4	3	2	1	-3

SHOW CARD QA3

QA3. People use different media for **entertainment**. How important is each of the following for your **entertainment**? Would you say they are essential, very important, important, not so important or not important at all?

[READ OUT. CIRCLE ONE PER ROW.]

[IF RESPONDENT SAYS 'DON'T KNOW', PROMPT: We are interested in your opinion whether you use these sources or not...]

[IF THE RESPONDENT STILL DOESN'T KNOW, CIRCLE FOR 'DON'T KNOW' / 'NO OPINION'. IF RESPONDENT INSISTS THEY DON'T USE, CIRCLE 1 'NOT IMPORTANT AT ALL']

	(32-35)					
	Essential	Very important	Important	Not so important	Not important at all	DK
a. Television	5	4	3	2	1	-3
b. Radio	5	4	3	2	1	-3
c. Spending time with other people	5	4	3	2	1	-3
d. The Internet	5	4	3	2	1	-3

SHOW CARD QA4

QA4. On a scale of 1 to 5, where 5 is totally reliable and accurate and 1 is totally unreliable and inaccurate, how reliable and accurate would you rate the information found in...?

[CIRCLE ONE NUMBER PER ROW.]

[IF RESPONDENT SAYS 'DON'T KNOW', EMPHASISE OUR INTEREST: We are interested in your opinion whether you use....or not. IF THE RESPONDENT STILL DOESN'T KNOW, CIRCLE 'DON'T KNOW']

	(36-39)						
	Totally reliable and accurate 5	4	3	2	Totally unreliable and inaccurate 1	Refused to answer	DK
a. Newspapers	5	4	3	2	1	-2	-3
b. Television	5	4	3	2	1	-2	-3
c. Radio	5	4	3	2	1	-2	-3
d. The Internet	5	4	3	2	1	-2	-3

TRUST

SHOW CARD QA5

QA5. Now I'd like to ask you about some organisations. Please tell me how much trust you have in the people running each. Use a 5 point scale where 1 means you have no trust at all and 5 means you have total trust.

[CIRCLE ONE NUMBER PER ROW.]

[IF RESPONDENT SAYS 'DON'T KNOW', EMPHASISE OUR INTEREST: We are interested in your opinion whether you use....or not. IF THE RESPONDENT STILL DOESN'T KNOW, CIRCLE 'DON'T KNOW']

						(40-43)	
	Total trust 5	4	3	2	No trust at all 1	Refused	Don't know
a. Major companies	5	4	3	2	1	-2	-3
b. The Government	5	4	3	2	1	-2	-3
c. Television news	5	4	3	2	1	-2	-3
d. Newspapers	5	4	3	2	1	-2	-3

SHOW CARD QA6

QA6. What about the Internet? How much trust do you have in the people providing Internet services? We would like to know your opinion even if you do not use the Internet

[CIRCLE ONE ONLY.]

[IF RESPONDENT SAYS 'DON'T KNOW' PROMPT: We would like to know your opinion whether you use the Internet or not. IF THE RESPONDENT STILL SAYS 'DON'T KNOW', CIRCLE 'DON'T KNOW']

						(44)	
	Total trust 5	4	3	2	No trust at all 1	Refused	Don't know
a. The Internet	5	4	3	2	1	-2	-3

SHOW CARD QA7

QA7. Now I'd like to ask you about different groups of people. Please tell me how much trust you have in the following groups of people whether or not you have ever been in contact with them. Use a 5 point scale where 1 means you have no trust at all and 5 means you have total trust.

[READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE NUMBER PER ROW.]

FOR D. IF RESPONDENT SAYS 'DON'T KNOW', PROMPT: We would like to know your opinion whether you use the Internet or not. IF THE RESPONDENT STILL DOESN'T KNOW, CIRCLE 'DON'T KNOW'

						(45-48)	
	Total trust 5	4	3	2	No trust at all 1	Refused	Don't know
a. Most scientists	5	4	3	2	1	-2	-3
b. Most doctors	5	4	3	2	1	-2	-3
c. Most people in this country	5	4	3	2	1	-2	-3
d. Most people you can communicate with on the Internet	5	4	3	2	1	-2	-3

SHOW CARD QA8

QA8. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people? Please use a 5 point scale where 1 means that you can't be too careful and 5 means that most people can be trusted.

[READ OUT. CIRCLE ONE ONLY]

					(49)	
Most people can be trusted 5	4	3	2	You can't be too careful 1	Refused	Don't know
5	4	3	2	1	-2	-3

QA9. Generally speaking, how interested would you say you are in the Internet? Would you say you are... [READ OUT. CIRCLE ONE ONLY]

	(50)
Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	-3

ATTITUDES TOWARDS LIFE, TECHNOLOGIES AND PRIVACY

SHOW CARD QB1

QB1. People have different views towards technology and the protection of personal information. Please tell me how much you agree or disagree with each of the following statements:

[READ OUT EACH STATEMENT. CIRCLE ONE ONLY PER ROW]

	(51-58)					
	Disagree strongly	Dis-agree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. When new technologies or gadgets are invented, it is a good idea to try them	1	2	3	4	5	-3
b. The use of public CCTV and security cameras are a threat to personal privacy in this country	1	2	3	4	5	-3
c. Technology is making things better for people like me	1	2	3	4	5	-3
d. People should be able to express their opinion anonymously online	1	2	3	4	5	-3
e. People should be concerned about protection of credit card details when they are using new technologies	1	2	3	4	5	-3
f. The present use of computers and the Internet is a threat to personal privacy in this country	1	2	3	4	5	-3
g. I find it difficult to keep up to date with new technology	1	2	3	4	5	-3
h. Jobs have been lost in my local area due to the Internet	1	2	3	4	5	-3

QB2. Do you participate in the activities of one or more of the following organisations? [READ OUT. CIRCLE ONE ONLY PER ORGANISATION]

[IF THE RESPONDENT DOESN'T KNOW, CIRCLE 0 'No']

	(59-65)	
	No	Yes
a. Any social or sport club (e.g. gym, music or arts associations)	0	1
b. A residents, neighbourhood, school or other local group	0	1
c. A trade union	0	1
d. An environmental or animal welfare organisation	0	1
e. Any other political or campaigning organisation	0	1
f. A charity organization or social aid organisation	0	1
g. Religious or church organisation	0	1

SHOW CARD QB3

QB3. To what extent has the Internet affected communities where you live in each of the following ways? [READ OUT. CIRCLE ONE ONLY]

	(66-67)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
It has undermined them by isolating people in their own homes	1	2	3	4	5	-3
It has strengthened them by giving them the ability to organise community groups and enhance social interaction.	1	2	3	4	5	-3

H. ACCESS TO THE INTERNET IN YOUR HOME.

QH1. Does your household have access to the Internet?
 [IF 'NO', PROMPT: So there is no Internet access in your home at all? IF STILL NO: Have you had access in the past?] [READ OUT. CIRCLE ONE ONLY.]

		(68)
Yes, have access at present	1	GO TO QH3
Don't have access now but have had in the past	2	GO TO QH2
No, never had access	3	GO TO QH2
Don't know	-3	GO TO QH7

QH2. Is your household planning to get access to the Internet at home in the next year? [READ OUT. CIRCLE ONE ONLY]

	(69)	
Definitely not	1	GO TO QH7
Probably not	2	
Yes, probably will	3	
Yes, definitely will	4	
Don't know	-3	

FOR THOSE WITH HOUSEHOLD INTERNET ACCESS

QH3. How long has your household had an Internet connection? About how many years? [IF LESS THAN A YEAR, WRITE IN MONTHS]

	(70-74)
Interviewer write in months if has had connection for less than a year	_____
OR write in number of years	_____
Don't know	-3

QH4. Do members of your household get access to the Internet at home through a telephone company, or through a cable television company, or both?
[CIRCLE ONE PER ROW.]

	No	Yes	(75-76) Don't know
a. A telephone company	0	1	-3
b. Cable television	0	1	-3

QH5. Do you have wireless access in your household such as through wifi?
[CIRCLE ONE ONLY.]

No	Yes	(77) Don't know
0	1	-3

QH6: Is your Internet connection fast enough to do what you want online or too slow to do some things you would like to do?
[CIRCLE MIDDLE CATEGORY IF RESPONDENT INDICATES SOMETIMES TOO FAST AND SOMETIMES TOO SLOW.] [CIRCLE ONE ONLY]

	(78)
Too slow	0
It depends on what I am doing	1
Fast enough	2
Don't know	-3

ASK ALL

QH7. Let me read off a number of things that some households have, and others do not. Could you tell me if your household has: [READ OUT. CIRCLE ONE PER ROW.]
[PROBE TO OBTAIN CORRECT ANSWERS, RATHER THAN OPINION OF RESPONDENT. MIGHT BE OBVIOUS ON INSPECTION.]

	No	Yes	Card 2. Rpt 1-11 (12-20) Don't know
a. Cable TV	0	1	-3
b. Satellite TV	0	1	-3
c. Digital camera(s)	0	1	-3
d. Web-cam for a computer	0	1	-3
e. Portable Mp3 player (e.g. iPod)	0	1	-3
f. A hand held tablet with a touch screen (eg iPad, Galaxy Tab or Nexus 7)	0	1	-3
g. A hand held reader for books & magazines (e.g. Kindle, Nook)	0	1	-3
h. Games machine (Xbox, Wii, Playstation)	0	1	-3
i. A TV with a built-in connection to the Internet	0	1	-3

QH8. And how many television sets are there in your household? [CIRCLE ONE ONLY]

	(21)
None	0
One	1
Two	2
Three or more	3
Don't know	-3

QH9. Whether or not they are connected to the Internet, how many working computers are available for people to use in this household? [PROBE: Including desktop and laptop computers?] [CIRCLE ONE ONLY]

	(22)
None	0
One	1
Two	2
Three or more	3
Don't know	-3

QH10. Do you yourself use a computer anywhere, whether or not it is connected to the Internet? [IF NO PROMPT: So you do not use a computer at home, school, work or somewhere else?] [CIRCLE ONE ONLY]

	(23)
No	0
Yes	1
Don't know	-3

MOBILE PHONES

QH11. Do you yourself have a mobile phone? [CIRCLE ONE ONLY]

		(24)
No	0	GO TO QH13
Yes	1	GO TO QH12
Don't know	-3	GO TO QH13

FOR THOSE WITH MOBILE PHONES. SHOW CARD QH12

QH12. Do you use your mobile phone for ... [READ OUT. CIRCLE ONE PER ROW]

	Yes	No	Don't know	(25-35) Not possible on my phone
a. Making phone calls/Talking to others	1	0	-3	9
b. Sending or reading email	1	0	-3	9
c. Sending text messages	1	0	-3	9
d. Playing games	1	0	-3	9
e. Post a photo or video online	1	0	-3	9
f. Sending photos	1	0	-3	9
g. Listening to music (Mp3s)	1	0	-3	9
h. Finding directions or location	1	0	-3	9
i. Browse or update a social network site	1	0	-3	9
j. Use a software application or "app"	1	0	-3	9
k. Browse the Internet	1	0	-3	9

ASK ALL

QH13. Do you, yourself, personally use the Internet on whatever device at home, work, school, college or elsewhere or have you used the Internet anywhere in the past? [READ OUT. CIRCLE ONE ONLY. IF NEVER USE PROMPT: So you have never used the Internet at home, school or work?]

		(36)
Yes. Current user	1	GO TO USER QUESTIONNAIRE
No, but used it in the past	2	GO TO EX-USER QUESTIONNAIRE
Never used the Internet	3	GO TO NON-USER QUESTIONNAIRE

USERS QUESTIONNAIRE:

ASK CURRENT USERS OF THE INTERNET ONLY

SAMPLE POINT NUMBER (WRITE IN):

This must match the sample point number on the associated General Questionnaire AND the Interview Outcome Slip.

		(Card 3. Rpt 1-11, 12-14)

RECORD INTERVIEW ID NUMBER IN BOX BELOW. ID NUMBER FOR THIS ADDRESS FOUND ON THE LEFT HAND SIDE OF THE “VISIT OUTCOME SLIP”.

This must match the Interview ID number from the Interview Outcome Slip AND the associated General Questionnaire.

		(15-17)

QC SECTION. USING THE INTERNET

QC1. Now, could I ask about **all of the places** where you access the Internet? Do you currently go online....? [READ OUT. CODE ONE PER ROW. INTERVIEWER CODE 'DON'T KNOW' AND NOT APPLICABLE AS 'NO']

		(18-24)
	No	Yes
a. At home	0	1
b. On the move/while travelling (eg through a mobile phone, tablet or wireless dongle)	0	1
c. Another person's home	0	1
d. At work	0	1
e. At school/At university	0	1
f. Internet Café	0	1
g. Public library	0	1

QC2. Overall, when you go online, do you mostly use your mobile phone or mostly use some other device like a desktop, laptop or tablet computer? [READ OUT. CODE ONE ONLY]

	(25)
a. Mostly use my mobile phone	1
b. Mostly use something else	2
c. Both equally	3
d. I don't use mobile Internet	4
e. Don't know	-3
f. Refused	-2

QC3. About how long have you been going online? [PROBE: About how many months or years?] [IF LESS THAN A YEAR, WRITE IN MONTHS]

	(26-30)
Interviewer write in months if has used Internet for less than a year	_____
OR write in number of years	_____
Don't know	-3

QC4. We are interested in the kinds of help people get to use the Internet. In the past year, have you... [READ OUT ALL ACTIONS BELOW. CODE ONE PER ROW].

			(31-38)
	No	Yes	Not applicable
a. Received help from family or friends	0	1	-4
b. Received help from people at work/school	0	1	-4
c. Received help from people at the Library	0	1	-4
d. Received help from people at Internet cafés	0	1	-4
e. Paid someone to help you	0	1	-4
f. Taken training courses	0	1	-4
g. Worked things out yourself without any help	0	1	-4
h. Helped someone else use the Internet.	0	1	-4

QC5. If you needed help, how easily could you find someone to help you use the Internet?

[READ OUT. CODE ONE ONLY]

	(39)
Very easy	4
Easy	3
Difficult	2
Very difficult	1
Don't know/can't say	-3

QC6. How would you rate your ability to use the Internet:

[READ OUT. CODE ONE ONLY]

	(40)
Excellent	5
Good	4
Fair	3
Poor	2
Bad	1
Don't know/can't say	-3

• **SHOW CARD QC8**

QC8. Now I'd like you to think about the different things people do online. How often do you go online for the following purposes?
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(42-51)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. Check your email	5	4	3	2	1	0	-3
b. Do instant messaging (eg Yahoo! Messenger, Google Talk, or Facebook Chat)	5	4	3	2	1	0	-3
c. Participate in chat rooms	5	4	3	2	1	0	-3
d. Send attachments with your email	5	4	3	2	1	0	-3
e. Make or receive phone calls over the Internet like Skype	5	4	3	2	1	0	-3
f. Read a blog	5	4	3	2	1	0	-3
g. Write a blog	5	4	3	2	1	0	-3
h. Maintain a personal website	5	4	3	2	1	0	-3
i. Post messages on discussion or message boards	5	4	3	2	1	0	-3
l. Check or update your profile on a social network site such as Facebook, LinkedIn or Twitter	5	4	3	2	1	0	-3

CONTENT CREATION & LINKING

• **SHOW CARD QC9**

QC9. The Internet offers many opportunities to share, link to or upload content created by other users, by a company, or that you, yourself, created. How often do you use the Internet for the following purposes?

[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(52-56)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. Post photos that you, yourself, took	5	4	3	2	1	0	-3
b. Re-post or share photos that someone else took	5	4	3	2	1	0	-3
c. Post your own writing, stories, poetry or anything that you consider 'creative'?	5	4	3	2	1	0	-3
d. Post videos including music videos that you, yourself, created	5	4	3	2	1	0	-3
e. Re-post or share videos including music videos created by others	5	4	3	2	1	0	-3

QC10. Many websites encourage users to post comments or ratings of products or services. In the past year have you written comments about or rated...

[READ OUT. CODE ONE PER ROW]

	(57-59)		
	No	Yes	Don't know
a. A consumer product or service like a book or something else?	0	1	-3
b. An article, a video, music or a TV show created by a professional or commercial organization/company?	0	1	-3
c. A video, music, fiction writing or a blog entry created by an ordinary user?	0	1	-3

ENTERTAINMENT

• **SHOW CARD QC11**

QC11 Now I'd like you to think about the routine things you do for personal entertainment like playing games or listening to music. How often do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(60-66)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. Playing online games	5	4	3	2	1	0	-3
b. Downloading music	5	4	3	2	1	0	-3
c. Listening to music online	5	4	3	2	1	0	-3
d. Downloading videos	5	4	3	2	1	0	-3
e. Watching movies or films or videos online	5	4	3	2	1	0	-3
f. Looking at pictures or photos online	5	4	3	2	1	0	-3
g. Watching TV programs on the Internet	5	4	3	2	1	0	-3

COMFORT WITH PERSONAL INFORMATION

• **SHOW CARD QC12**

QC12. Thinking about the information that is available about you online, how comfortable would you be providing the following types of information online? Not comfortable at all, not comfortable, fairly comfortable or very comfortable? [READ OUT. CODE ONE PER ROW]

	(67-72)				
	Not comfortable at all	Not comfortable	Fairly comfortable	Very comfortable	Don't know
a. Your personal e-mail address	1	2	3	4	-3
b. Your full name	1	2	3	4	-3
c. Your postal address	1	2	3	4	-3
d. Your age or date of birth	1	2	3	4	-3
e. Your phone number	1	2	3	4	-3
g. Your credit or debit card number	1	2	3	4	-3

RELATIONSHIPS

• **ASK ALL. SHOW CARD QC13**

QC13. Now I would like you to think about the role the Internet plays in your relationships with others. When you are online, how often do you interact with the following groups of people? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Often	Seldom	Never	(73-78) Don't know
a. People who share your personal interests and hobbies	3	2	1	-3
b. People with different personal interests and hobbies	3	2	1	-3
c. People who share your political views	3	2	1	-3
d. People with different political views	3	2	1	-3
e. People who share your job or occupation	3	2	1	-3
f. People in different jobs or occupations	3	2	1	-3

QC14. Have you ever found a friend or acquaintance online who you have not seen for a long time? [CODE ONLY ONE]

	(79)
No	0
Yes	1
Don't know	-3

QC15. Have you ever met someone online that you did not know before, through...? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	No	Yes	(Card 4, rpt 1-11, 12-19)
a. Social network sites (e.g. Facebook, LinkedIn, Twitter, or Bebo)	0	1	IF YES TO ANY OF THESE, GO TO QC17
b. Online dating site	0	1	
c. Discussion group or bulletin board	0	1	
d. Through a message or comment on a personal website or blog	0	1	
e. Instant Messaging (eg Yahoo! Messenger, Google Talk, or Facebook Chat)	0	1	
g. Email	0	1	
i. Chat room	0	1	
j. Online community (eg Hobby groups, Interest groups)	0	1	

QC16. [ASK ONLY IF 'NO' TO ALL IN QC15] So you have never met anyone online that you did not know before? [CODE ONE ONLY]

		(20)
Never met anyone online	0	GO TO QC20
Met someone somewhere else online	1	GO TO QC17
Don't know	-3	GO TO QC20

• **IF EVER MET SOMEONE ON THE INTERNET NOT KNOWN BEFORE**

QC17. How many people have you met online that you did not know before? [CODE ONE ONLY]

	(21)
Less than 5	1
Between 6 and 20	2
Between 21 and 50	3
More than 50	4
Don't know	-3

QC18. When you first met them online were any of these people...?: [READ OUT. CODE ONE PER ROW]

			(22-24)
	No	Yes	Don't know
a. Users of a website which was dedicated to a hobby or interest that you shared	0	1	-3
b. Friends of friends	0	1	-3
c. Complete strangers	0	1	-3

QC19. Thinking back to the all the people you have met online, have you gone on to meet any of them in person? [CODE ONLY ONE]

	(25)
No	0
Yes	1
Don't know	-3

INFORMATION ONLINE

• **SHOW CARD QC21**

QC21. Some people often look up information online as they go about their daily lives - things like news, sports scores and movie times - others don't. How often do you go online for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(40-49)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. Looking for news - national, international	5	4	3	2	1	0	-3
b. Getting information about local events	5	4	3	2	1	0	-3
c. Looking for sports information	5	4	3	2	1	0	-3
d. Making travel plans	5	4	3	2	1	0	-3
e. Looking for jobs, work	5	4	3	2	1	0	-3
f. To get jokes, cartoons or other humorous content	5	4	3	2	1	0	-3
g. Finding information about health or medical care	5	4	3	2	1	0	-3
h. Look something up to help settle an argument or disagreement	5	4	3	2	1	0	-3
i. Finding information about other people (e.g. "googling" them)	5	4	3	2	1	0	-3
j. Looking for the latest celebrity news	5	4	3	2	1	0	-3

QC22. Have you ever ...? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(50-53)		
	No	Yes	Don't know
a. Found a job through the Internet	0	1	-3
b. Saved money buying something online	0	1	-3
c. First found out about an event through the Internet	0	1	-3
d. Found online information that helped you improve your health	0	1	-3

• **SHOW CARD QC23**

QC23. How confident do you feel that you, yourself, are able to...?

[IF RESPONDENT ANSWERS DON'T KNOW. PROBE: If you have never done this, guess how confident you would feel if you had to do it.]

[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(54-59)				
	Not confident at all	Not confident	Fairly confident	Very confident	Don't know
a. Judge the reliability of online content	1	2	4	5	-3
c. Remove a virus that infected your computer	1	2	4	5	-3
d. Participate in a discussion online	1	2	4	5	-3
e. Make new friends online	1	2	4	5	-3
f. Upload photos to a website	1	2	4	5	-3
g. Download and save music (MP3s)	1	2	4	5	-3

QC24. In general, when you look for information online, do you go to specific pages, use a search engine such as Google, Bing or Yahoo!, or do you do both about the same? [READ OUT. CODE ONE ONLY]

	(60)
Mainly go to specific pages	1
Mainly use a search engine (eg Google, Bing or Yahoo!)	2
Both about the same	3
Don't know	-3

QC25. When you go to a specific webpage is it mostly a page you found yourself, or mostly a page you received via an email, blog, or social network site, or do you do both about the same? [READ OUT. CODE ONE ONLY]

	(61)
Mostly a page you found yourself	1
Mostly a page you received via an email, blog, or social network site	2
Both about the same	3
Don't know	-3

NEWSPAPERS & MAGAZINES

• **SHOW CARD QC26**

QC26. How often do you.... [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(62-63)							
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK	
a. Read any newspaper or magazine in print	5	4	3	2	1	0	-3	
b. Read any newspaper, news service or magazine online	5	4	3	2	1	0	-3	IF NEVER, GO TO QC28

QC27. Are any of the **online** newspapers, magazines or news services different from what you read in print? [CODE ONE ONLY]

	(64)
No	0
Yes	1
Don't know	-3

• **ASK ALL**

QC28. I am going to read a list of things some people pay money for online. Do you PAY for...[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(65-67)			
	Yes	No	Don't know	I don't do this activity
a. Newspapers or magazines that you read online?	1	0	-3	-4
b. Music that you download or listen to online?	1	0	-3	-4
c. Videos that you download or watch online?	1	0	-3	-4

LEARNING

• **SHOW CARD QC29**

QC29. Some people use the Internet to support their learning in some way, many others do not. How often, if ever, do you go online for the following purposes?
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(68-72)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. Finding or checking a fact	5	4	3	2	1	0	-3
b. Looking up a definition of a word	5	4	3	2	1	0	-3
c. Getting information for school, college or university related purposes or homework	5	4	3	2	1	0	-3
e. Investigating topics of personal interest	5	4	3	2	1	0	-3
f. Online distance learning for an academic degree or job training	5	4	3	2	1	0	-3

SHOPPING & COMMERCE

• **SHOW CARD QC30**

QC30. I'd like you to think about different commercial transactions people do in their everyday lives like banking or shopping. Within the last year, how often have you gone online for the following purposes?
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(73-80)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
b. Buying a product online	5	4	3	2	1	0	-3
c. Making travel reservations/bookings	5	4	3	2	1	0	-3
d. Paying bills	5	4	3	2	1	0	-3
e. Using your bank's online services	5	4	3	2	1	0	-3
f. Comparing products and prices	5	4	3	2	1	0	-3
h. Ordering groceries or food online	5	4	3	2	1	0	-3
i. Selling things online	5	4	3	2	1	0	-3
j. Finding the location of a house, office, store, or restaurant	5	4	3	2	1	0	-3

QC31. In an average month, how many times do you **purchase** products or services online? Do not include payments for your Internet connection or bill payments for non-Internet services like gas or phone. [WRITE IN]

(81-82)	
	Times
Don't know	-3

GOVERNMENT SERVICES

• **SHOW CARD QC33**

QC33. Talking now about **government** information and services, have you done any of the following in the past year? [READ OUT EACH STATEMENT].

[IF 'YES', ASK:] Did you do this offline, online or have you done it both offline and online? [CODE ONE PER ROW]

	(20-26)				
	No	Yes, only Offline	Yes, only Online	Yes, both offline and online	Don't know
a. Get information about local council services	0	1	2	3	-3
b. Pay for a local council tax, fine (such as parking fines), rent or service	0	1	2	3	-3
c. Get information about Central Government services, such as benefits, taxes, a driving licence or passport	0	1	2	3	-3
d. Pay for a central government tax, (such as income tax), TV license fee, or car's tax disc	0	1	2	3	-3
e. Get information about schools or education	0	1	2	3	-3
f. Look for information about an MP, local councillor, political party or candidate	0	1	2	3	-3
g. Get information about government policy on issues such as transport or the environment	0	1	2	3	-3

SOCIAL NETWORK SITES

QC34. Do you use any of the following? [READ OUT. CODE ONE PER ROW]

	No	Yes	Don't know
			(27-36)
a. Facebook	0	1	-3
b. LinkedIn	0	1	-3
c. Twitter	0	1	-3
d. An online dating site like eHarmony or Match.com?	0	1	-3
e. Pinterest	0	1	-3
f. Bebo	0	1	-3
g. MySpace	0	1	-3
h. Google+	0	1	-3
i. Instagram	0	1	-3
j. Any other social network site?	0	1	-3

- **IF "YES" NOT CODED ANYWHERE AT QC34, GO TO QUESTION QC37**

• **SHOW CARD QC35**

QC35. The next questions are about activities on social network sites. Thinking about all of the social network sites you use, how often do you?
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. Update your status (such as posting a Tweet or Facebook update)	5	4	3	2	1	0	-3
b. Update personal information such as your address or where you work	5	4	3	2	1	0	-3
c. Post pictures or photos you, yourself, took	5	4	3	2	1	0	-3
d. Post your writing, stories or any other creative content you authored	5	4	3	2	1	0	-3
e. Comment on someone else's content (e.g., their status, their wallposts, their photos)	5	4	3	2	1	0	-3
f. Re-post and share links, news, videos, or any creative content originally posted by others	5	4	3	2	1	0	-3
g. Click on a link that takes you to a web page	5	4	3	2	1	0	-3
h. Check or change your privacy settings	5	4	3	2	1	0	-3
i. Learn about or follow a politician	5	4	3	2	1	0	-3
j. Join or start a group that discusses politics or political issues	5	4	3	2	1	0	-3
k. Receive news or information	5	4	3	2	1	0	-3
l. Like or follow a social network page sponsored by a commercial company	5	4	3	2	1	0	-3
m. "Like" or promote content that other people post	5	4	3	2	1	0	-3
n. Unfriend, unfollow or drop someone from your network or friends' list	5	4	3	2	1	0	-3

(37-50)

QC36. When you send a message to someone over the Internet, do you primarily use e-mail, or do you message from a social network site such as Facebook or LinkedIn? [READ OUT EACH STATEMENT. CODE ONLY ONE.]

	(51)
Mostly use email	3
Mostly use a social network site	2
Use both about the same	1
Don't know	-3

NEGATIVE EXPERIENCES

• **ASK ALL. SHOW CARD QC37**

[THE QUESTIONS THAT FOLLOW ASK ABOUT NEGATIVE EXPERIENCES PEOPLE MIGHT HAVE ON THE INTERNET]

QC37. How concerned, if at all, are you about.... [CODE ONE PER ROW]

	(52-54)				
	Not concerned at all	Not concerned	Concerned	Very concerned	Don't know
a. Receiving SPAM	1	2	3	4	-3
b. Receiving viruses on your computer	1	2	3	4	-3
c. Unpleasant experiences when using email, such as being sent obscene or annoying emails	1	2	3	4	-3

QC38. And have you done something to prevent... [READ OUT. CODE ONE PER ROW]

	(55-56)		
	No	Yes	Don't know
a. Receiving SPAM (for example, not providing your email address on web pages)	0	1	-3
b. Your computer being infected by viruses (for example, installing antivirus software)	0	1	-3
c. Unpleasant experiences, such as receiving obscene or annoying emails (for example, installing filters or blocking senders)	0	1	-3

QC39. In the past year have you ever ...?

[READ OUT EACH STATEMENT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE PER ROW]

	(57-62)		
	No	Yes	Don't know
a. Received obscene or abusive e-mails	0	1	-3
b. Received a virus onto your computer	0	1	-3
c. Bought something which was misrepresented on a website	0	1	-3
d. Had your credit card details stolen via use on the Internet	0	1	-3
e. Been contacted by someone online asking you to provide bank details	0	1	-3
f. Accidentally arrived at a pornographic website when looking for something else	0	1	-3

SPENDING FREE TIME

• **SHOW CARD QF1**

QF1. When you are not online how often do you do the following activities?
 [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?]
 [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS CODE ONE PER ROW].

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	(63-67) DK
a. Exercise or participate in sports	5	4	3	2	1	0	-3
b. Watch TV	5	4	3	2	1	0	-3
c. Read books	5	4	3	2	1	0	-3
d. Generally, go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. Play board games or cards	5	4	3	2	1	0	-3

TIME SPENT ON THE INTERNET

• **[FOR THE FOLLOWING QUESTIONS PLEASE RECORD ANSWER IN HOURS AND MINUTES]**

QS1. During a typical week, including weekdays and weekends, about how many hours do you usually spend....?
 [FOR a., b., c. and d. PROBE: We are not interested in how much time the Internet is switched on but the time you are actually using it.][PROBE: In general, about how many hours per week?]
 [WRITE IN BELOW. IF NONE WRITE IN 0. ENTER NUMBER IN HOURS AND MINUTES]

	(68-83)
a. Online at home	Interviewer write in number _____hrs_____min Don't know -3
b. Online at school	Interviewer write in number _____hrs_____min Don't know -3
c. Online at work	Interviewer write in number _____hrs_____min Don't know -3
d. Online while you are on the move/while travelling.	Interviewer write in number _____hrs_____min Don't know -3

TECHNOLOGIES AND THE INTERNET.

- SHOW CARD Q11**

Q11. Thinking about technologies in general and not just the Internet, to what extent do you agree or disagree with each statement using the scale on this card?

[READ OUT EACH STATEMENT. CODE ONE PER ROW]

(card 6. Rpt 1-11, 12-17)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. Often it is easier to do things without using technologies	1	2	3	4	5	-3
b. I do not trust technologies, because they fail when you need them the most	1	2	3	4	5	-3
c. I get nervous using technologies, because I might break something	1	2	3	4	5	-3
d. Without new technologies society can no longer function	1	2	3	4	5	-3
e. I dislike learning new things	1	2	3	4	5	-3
f. I often leave my mobile phone turned on when I go to bed	1	2	3	4	5	-3
g. I learn new things on my own just because I want to	1	2	3	4	5	-3
h. If I want to concentrate I have to turn off all media and communications' devices	1	2	3	4	5	-3
i. I find it easy to understand new things	1	2	3	4	5	-3

• **SHOW CARD Q12**

Q12. Here are things people sometimes say about going online. Can you please tell me to what extent do you agree or disagree with each statement using the scale on this card? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(18-24)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. The Internet makes life easier	1	2	3	4	5	-3
b. The Internet is frustrating to work with	1	2	3	4	5	-3
c. There is too much immoral material online	1	2	3	4	5	-3
d. Going online is an efficient means for finding information	1	2	3	4	5	-3
e. I feel addicted to the Internet	1	2	3	4	5	-3
g. I find dealing with the amount of information online exhausting	1	2	3	4	5	-3
h. I waste too much time going through irrelevant information online to get to what I am looking for	1	2	3	4	5	-3

• **SHOW CARD Q13**

Q13. When you are trying to concentrate on a task, how distracting do you feel are the following..? [READ OUT. CODE ONE ONLY]

	(25-29)				
	Not at all distracting	Not distracting	Distracting	Very distracting	DK
a. Noise	1	2	3	4	-3
b. Telephone calls	1	2	3	4	-3
c. People around you	1	2	3	4	-3
d. Email or instant messaging	1	2	3	4	-3
e. Social network sites (e.g. LinkedIn, Facebook, Twitter)	1	2	3	4	-3

Q14. While you are online do you do offline activities such as watching TV, using the telephone or talking to friends at the same time? [READ OUT. CODE ONE ONLY]

	(41)
No	0
Yes, sometimes	1
Yes, most of the time	2
Don't know	8

GOVERNMENT REGULATION

Q15. Thinking about **regulation** of the Internet, do you think the British government should regulate the Internet far more, more, about the same, less or far less?
[READ OUT. CODE ONE ONLY]

	(31)
Far more	5
More	4
About the same	3
Less	2
Far less	1
Don't know	-3

Q16. People have different opinions on regulating **children's** content online. Which of the following do you think should be responsible for making restrictions or do you think that no one should restrict children's content?
[READ OUT. CODE ONE ONLY PER ROW]

	No	Yes	(32-36) Don't know
a. Parents	0	1	-3
b. Providers of Internet services	0	1	-3
c. The Government	0	1	-3
d. School (teachers)	0	1	-3
e. No one should restrict children's content	0	1	-3

ATTITUDES TOWARDS ONLINE SHOPPING

- SHOW CARD Q17**

Q17. Here are some comments that people make about online shopping. Whether you shop online or not, how much do you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(Card 5, rpt 1-11, 12-19)					
	Disagree strongly	Dis-agree	Neither agree nor disagree	Agree	Agree strongly	DK
a. People have a much wider choice of goods online	1	2	3	4	5	-3
b. The prices of things online are lower	1	2	3	4	5	-3
c. Goods ordered online are difficult to return or exchange	1	2	3	4	5	-3
d. People are uncomfortable with the lack of face-to-face contact when ordering online	1	2	3	4	5	-3
e. It is easy to order products from websites	1	2	3	4	5	-3
f. It's difficult to assess product quality when shopping online	1	2	3	4	5	-3
g. Shopping online is more convenient than in stores	1	2	3	4	5	-3
h. I shop online when I can't buy the product from a local store	1	2	3	4	5	-3

ATTITUDES TOWARDS ONLINE ACTIVITIES AND THE INTERNET

• **ASK ALL. SHOW CARD Q18**

Q18. Please tell me how much you agree or disagree with the following statements:
 [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(26-39)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. Going online allows me to keep in touch with people	1	2	3	4	5	-3
b. It is easier for me to meet people online than in person	1	2	3	4	5	-3
c. The Internet helps me save time	1	2	3	4	5	-3
d. People can find personal information about me online	1	2	3	4	5	-3
e. It is difficult to delete personal information once it is online	1	2	3	4	5	-3
f. I waste too much time online	1	2	3	4	5	-3
g. Going online helps me pass the time when I am bored or have nothing to do	1	2	3	4	5	-3
h. When I am online I don't feel lonely	1	2	3	4	5	-3
i. Dealing with email takes up too much time	1	2	3	4	5	-3
j. I just enjoy being online to see what comes up	1	2	3	4	5	-3
k. Going online helps me escape from things I would rather not deal with	1	2	3	4	5	-3

ATTITUDES TOWARDS LIFE, TECHNOLOGIES AND PRIVACY

• **SHOW CARD QB4/QB5**

QB4. How often do you contact family or friends who live nearby by...?

[PROMPT: Is that several times a day, daily, weekly, monthly or less than that?]

[READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY PER ACTION]

	(37-41)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Don't know	Not applicable
a. Going to visit them, they come here, or meet nearby?	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
c. Emailing or instant messaging them	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

• **SHOW CARD QB4/QB5**

QB5. How often do you contact family or friends who live faraway by...?

[PROMPT: Is that several times a day, daily, weekly, monthly or less than that?]

[READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE ONLY PER ACTION]

	(42-46)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Don't know	Not applicable
a. Going to visit them, they come here or meet nearby?	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
c. Emailing or instant messaging them	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

POLITICAL OUTLOOK AND INVOLVEMENT

QP1. How interested would you say you are in politics? Would you say you are...

[READ OUT. CODE ONE ONLY]

	(47)
Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	-3

- IF INTERVIEWING A 14-17 YEAR OLD, GO TO QP3**

QP2. If an election were held tomorrow, which party are you most likely to vote for? [CODE ONE ONLY]

	(48-49)
Conservatives (Tories)	1
Labour	2
Liberal Democrats	3
Scottish National Party	4
Plaid Cymru	5
UK Independence Party (UKIP)	6
Other (specify)	7
Don't know	-3
Refused to answer	-2

- ASK ALL. SHOW CARD QP3**

QP3. In the last year, have you done any of the following?

[READ OUT EACH STATEMENT.]

[IF 'YES', ASK: Did you do this offline, online or have you done it both offline and online?]

	(50-56)				
	No	Yes, only Offline	Yes, only Online	Yes, both offline and online	Don't know
a. Contacted a politician, government or local government official (e.g. your MP or a councillor)	0	1	2	3	-3
b. Signed a petition	0	1	2	3	-3
c. Deliberately bought certain products for political, ethical or environmental reasons	0	1	2	3	-3
[FOR THESE ONLINE-ONLY ITEMS SIMPLY CODE "YES" OR "NO"]					
	No	Yes		DK	
d. Forwarded or re-posted someone else's political commentary or news related to a politician or a political issue	0	1		-3	
e. Commented on a political or social issue in a blog post, on Twitter or on a social network site.	0	1		-3	
f. Find information which helps me form my opinion on a public issue	0	1		-3	
g. Forwarded or circulated funny videos, cartoons or jokes about a politician or a political issue	0	1		-3	

• **SHOW CARD QP4**

QP4. People have different opinions about the way society functions, please tell me how much you agree or disagree with each of the following statements:
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(57-64)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree Strongly	Don't know
a. Censorship has no place in a free society	1	2	3	4	5	-3
b. I am very careful about what I do or say online	1	2	3	4	5	-3
c. The government tries to prevent people from getting some information that is online	1	2	3	4	5	-3
d. I feel free to say things online that others might not agree with	1	2	3	4	5	-3
e. I consider myself well-qualified to participate in society	1	2	3	4	5	-3
f. I feel that I have a pretty good understanding of the important political issues facing our country	1	2	3	4	5	-3
g. Other people seem to have an easier time understanding complicated issues than I do	1	2	3	4	5	-3
h. I feel that I could do as good a job in public office as most other people	1	2	3	4	5	-3

• **SHOW CARD QP5**

QP5. Some people think that the Internet will change the way people influence politics, others think that this is not the case. How much do you agree or disagree with the statement that 'Through the use of the Internet...?'
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(65-68)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. People like you can have more political power	1	2	3	4	5	-3
b. People like you will have more say about what the government does	1	2	3	4	5	-3
c. People like you can know more about what government does	1	2	3	4	5	-3
d. Public officials will know more about what people like you have to say	1	2	3	4	5	-3

QP6. In the past year have you ...? [READ OUT. CODE ONE PER ROW]

	(69-70)		
	No	Yes	Don't know
a. Sent an email or message supporting a social or political cause.	0	1	-3
b. Commented on a political or social issue in a blog post, on twitter or on a social network site.	0	1	-3

YOUR EDUCATION

QL1. What is the highest educational or vocational qualification that you have or that you will receive if you complete your next set of exams?

[IF MENTIONS MORE THAN ONE ASK: Which one would you consider the highest degree?] [IF SAYS SOMETHING LIKE "GCSE" OR "O GRADE" ASK: How many?]

[CODE ONE ONLY.]

	(71-74)
No qualifications	0
5 or more GCSE grades A-C	1
4 or less GCSE grade A- C	2
GCSE grade D-G	3
5 or more Scottish Standard Grades, grades 1-3	4
4 or less Scottish Standard Grades, grades 1-3	5
5 or more O Grades, grades 1-3 (Scottish Ordinary Grades)	6
4 or less O Grades, grades 1-3 (")	7
Scottish Standard Grades, grades 4-7	8
Scottish Highers (either SCE or SQC)	9
Scottish Certificate Sixth Year Studies	10
SVQ level 1 or 2 (Scottish Vocational Qualifications)	11
SVQ level 3 (")	12
SVQ level 4 (")	13
SVQ level 5 (")	14
CSEs	15
5 or more O levels	16
4 or less O levels	17
GCE A levels or equivalent	18
NVQ level 1 or 2	19
NVQ level 3 or 4	20
NVQ level 5	21
GNVQ Foundation	22
GNVQ Intermediate	23
GNVQ Advanced	24
Certificate or Diploma of Higher Education	25
HND (Higher National Diploma)	26
Bachelors degree	27
Graduate Certificates and Diploma	28
Post-degree professional qualification (eg banking accountancy, architecture, etc.)	29
Masters Degree	30
Doctoral Degree	31
Refused to answer	-2
Don't know	-3

QL2. What is the last type of educational institution (e.g. school, college or university) that you have attended or which type of educational institution are you attending now? [READ OUT. CODE ONE ONLY]

	(75-76)
Primary school or equivalent	0
Secondary school or equivalent	1
Special school or equivalent	2
Sixth form college or equivalent	3
Technical college or equivalent	4
Further Education College	5
Adult Community College	6
University or equivalent	7
Other (write)	

Q01. Which of these descriptions best describes your current situation?
 [NOTE: IF RESPONDENT IS A STUDENT AND IS WORKING ASK: What is your principal activity?] [A FULL TIME STUDENT WHO WORKS PART TIME IS A STUDENT.]
 [A FULL TIME EMPLOYEE WHO IS A PART-TIME STUDENT IS WORKING FULL TIME]
 [READ OUT. CODE ONE ONLY]

	(77)	
Working Full time (30 hours a week or more)	1	GO TO Q02
Working Part time (8-29 hours a week)	2	
Retired	3	GO TO Q04A
Unemployed	4	
Permanently sick or disabled	5	GO TO Q06A
In community or military service	6	
Undergraduate Student	7	
Post graduate student	8	GO TO Q03
In full time education (not higher degree)	9	
In part time education (not higher degree)	10	
Doing housework, looking after children or other persons	11	GO TO Q06A
Refused to answer	-2	GO TO Q06A

Q02. Apart from working, do you also study?

	(78)	
No	0	GO TO Q04A
Yes	1	
Don't know	-3	

• **ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS**

Q03. And apart from studying, do you also work?

	(79)	
No	0	GO TO Q06A
Yes	1	GO TO Q04A
Don't know	-3	GO TO Q06A

YOUR JOB OR OCCUPATION

Q04A. In order that we interview a cross-section of people from all walks of life, could you tell me your **occupation**?

[NOTE: IF RESPONDENT IS UNEMPLOYED or RETIRED ASK: What was your occupation during your last job?]

[DO NOT ABBREVIATE]

Occupation of Respondent

--

- TO GET A MORE ACCURATE REFLECTION, PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO RESPONDENT AND SENIORITY. IF RESPONDENT IS UNEMPLOYED OR RETIRED, CODE ACCORDING TO PREVIOUSLY HELD OCCUPATION]

Qualifications of Respondent?

--

Q04B. Number of people who report to Respondent? [WRITE IN]

(81-83)

	Number
Don't know	-3

Q04C. Are you self-employed (with or without employees) or are you an employee?

	(Card 7, Rpt 1-11, 12)
Self-employed	0
Employee	1

Q04D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(13-15)
	Number

Q04E. CODE

	(16)
A	1
B	2
C1	3
C2	4
D	5
E	6

Q05. Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

	(17)	
No	0	GO TO Q06A
Yes	1	GO TO Q07

Q06A. Could you tell me what is the occupation of the Chief Wage Earner in your household? [NOTE: IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ASK: Could you tell me the occupation of the Chief Wage Earner in their last job?]
[DO NOT ABBREVIATE]

Occupation of Chief Income Earner

- **TO GET A MORE ACCURATE REFLECTION, INTERVIEWER PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO CIE AND SENIORITY. IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ACCORDING TO PREVIOUSLY HELD OCCUPATION]**

Qualifications of CIE?

Q06B. Number of people who report to CIE? [WRITE IN]

(18-21)

	Number
Don't know	-3

Q06C. Is the CIE self-employed (with or without employees) or is the CIE an employee?

	(22)
Self-employed	0
Employee	1

Q06D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(23-25)
	Number

Q06E. CODE

	(26)
A	1
B	2
C1	3
C2	4
D	5
E	6

- **ONLY ASK PEOPLE CURRENTLY WORKING, ALL OTHERS GO TO QD1.**

Q07. Thinking about working from home, do you do all your work from home, often work from home, seldom work from home or never work from home? [READ OUT. CODE ONE ONLY]

	(27)
Yes, I do all my work from home	3
I often work from home	2
I seldom work from home	1
I never work from home	0
Don't know	-3

Q08. How often do you use the Internet at home for work-related activities? Would you say it is often, seldom or never? [READ OUT. CODE ONE ONLY]

	(28)	
Often	2	
Seldom	1	
Never	0	
Don't know	-3	
NOT APPLICABLE: Don't have Internet at home	-4	GO TO Q010

Q09. Do you think that having access to email and the Internet decreases the amount of work-related activity you do at home, increases the amount of work or it doesn't make any difference? [READ OUT. CODE ONE ONLY]

	(29)
Doesn't make any difference	2
Decreases the amount of work I do at home	3
Increases the amount of work I do at home	1
Don't know	-3

Q010. Do you use the Internet while you are at work? [CODE ONE ONLY])

	(30)	
No	0	GO TO QD1
Yes	1	

THE INTERNET AT WORK

- **ONLY ASK PEOPLE WHO USE THE INTERNET AT WORK.**

Q011. Do you think that having access to email, social networks and the Internet increases the time you spend on personal things at work, decreases the amount of time or it doesn't make any difference? [READ OUT. CODE ONE ONLY]

	(31)
Increases the amount of time I spend on personal things at work	1
Doesn't make any difference	2
Decreases the amount of time I spend on personal things at work	3
Don't know	-3

Q012. Because of your Internet access at work, do you feel that your ability to do your job has improved a lot, improved somewhat, stayed the same, worsened somewhat, or worsened a lot? [READ OUT. CODE ONE ONLY]

	(32)
Improved a lot	1
Improved somewhat	2
Stayed the same	3
Worsened somewhat	4
Worsened a lot	5
Don't know	-3

Q013. Now I'd like you to think about the different things people do online at work. Have you ever used the Internet to... [READ OUT. CODE ONE ONLY]

	(33-36)		
	No	Yes	Don't know
a. Learn new work-related skills	0	1	-3
b. Advertise yourself or your services	0	1	-3
c. Collaborate with colleagues on common projects	0	1	-3
d. Meet new colleagues in other workplaces	0	1	-3

Q014. Thinking only about your WORK activity online, do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	(37-42)		
	No	Yes	Don't know
a. Read or send work email or other electronic messages	0	1	-3
b. Watch work-related videos	0	1	-3
c. Participate in meetings over the Internet	0	1	-3
e. Read items or information on your organization's Intranet	0	1	-3
f. Post on your organization's intranet	0	1	-3
g. Update your Facebook page or Tweet while at work	0	1	-3

DEMOGRAPHICS

- ASK ALL**

In the last section of this interview I would like to ask you a few questions about yourself that will be used for classification purposes. Like all the other information in this survey your answers will remain anonymous and cannot be used to identify you personally.

QD1. In what year were you born? [WRITE IN 4-DIGIT YEAR]

(43-46)			

QD2. Gender [BY OBSERVATION. CODE ONLY ONE]

	(47)
Male	0
Female	1

QD3. Marital Status: Are you...? [READ OUT. CODE ONLY ONE]

	(48)
Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5

QD4. How many adults live in your household (people over the age of 18)?
[WRITE IN]

(49-50)

CHILDREN

QD5. Do any children (people under 18) live in your household? [CODE ONLY ONE]

	(51)	
No	0	GO TO QD11
Yes	1	GO TO QD6
Don't know	-3	GO TO QD11

QD6. How many children live in your household and how old are they?
[CODE "YES" OR "NO" FOR EVERY AGE GROUP AND IF THEY HAVE CHILDREN, WRITE DOWN HOW MANY FOR EACH AGE GROUP.]

(52-57)

a. Children under 10	No	0	How many?	
	Yes	1		
b. Children between 10-13	No	0	How many?	
	Yes	1		
c. Children between 14-17	No	0	How many?	
	Yes	1		

QD7. Does this child/Do any of these children have access to any of the following in their bedroom? [READ OUT. CODE ONE PER ROW]

			(58-60)
	No	Yes	Don't know
a. TV	0	1	-3
b. The Internet	0	1	-3
c. Game console	0	1	-3

- [DO NOT ASK QD8 IF A CHILD AGED 14-17 IS BEING INTERVIEWED AND IF THIS CHILD IS ONLY CHILD IN THE HOUSEHOLD]**

QD8. Does this child/do these children have access to the Internet at home, at school or somewhere else? [CODE ONLY ONE]

	(61)	
Yes	1	GO TO QD9
No	0	GO TO QD11
Don't know	-3	

QD9. [IF INTERVIEWING A 14-17 YEAR OLD] Have you ever been told by your parents or guardian...

[IF INTERVIEWING A GUARDIAN OR PARENT]: Have you ever told your child/your children...

[READ OUT. CODE ONE PER ROW]

	(62-67)		
	No	Yes	Don't know
a. Not to visit some sites	0	1	-3
b. How much time to spend online	0	1	-3
c. Not to give out personal information	0	1	-3
d. Not to meet someone in person they only met online	0	1	-3
e. To use the PC under parent's control, for example in the same room	0	1	-3
f. Not to talk to strangers online	0	1	-3

QD10. And does your household use parental control filters, such as 'Net Nanny' or other filters provided by your ISP to prevent children from accessing certain websites? [READ OUT. CODE ONLY ONE]

	(68)
No, never heard of them	0
No, do not use them	1
Yes	2
Don't know	-3

• **ASK ALL**

QD11. Excluding yourself, how many other members of your household use the Internet? [READ OUT. CODE ONLY ONE]

	(69)
All other members	2
Some of them	1
No others	0
Don't know	-3

QD12. Do you know a language other than English well enough to read a newspaper in that language? [CODE ONE ONLY]

	(70)
No	0
Yes	1

QD13. How many years in total have you lived in the UK? [WRITE DOWN]

	(71-72)
Interviewer write in number	_____ years
Don't know	-3

• **SHOW CARD QD14**

QD14. To which of these groups do you consider you belong? Please just tell me the letter you see on this card. [CODE ONE ONLY]

(73-75)		
O	ASIAN: of Indian origin	1
H	ASIAN: of Pakistani origin	2
S	ASIAN: of Bangladeshi origin	3
L	ASIAN: of Chinese origin	4
X	ASIAN: of any other origin (WRITE IN) _____	5
Q	BLACK: of African origin	6
T	BLACK: of Caribbean origin	7
Y	BLACK: of other origin (WRITE IN) _____	8
B	WHITE: of British origin	9
U	WHITE: of Scottish origin	10
D	WHITE: of Welsh origin	11
N	WHITE: of any other origin	12
K	OTHER (WRITE IN) _____	13
	Refused to answer	-2
	Don't know	-3

• **SHOW CARD D15**

QD15. Do you regard yourself as belonging to any particular religion or denomination?

[PROMPT IF YES: Which one? Please just tell me the letter you see on this card.]

(76-77)		
A	No, do not belong to any religion	0
B	Christian - no denomination	1
C	Roman Catholic	2
D	Greek or Russian Orthodox	3
E	Protestant	4
F	Church of England / Anglican / Church of Wales	5
G	Scottish Episcopal Church	6
H	Baptist	7
I	Methodist	8
J	Presbyterian/Church of Scotland	9
K	Free Presbyterian	10
L	Brethren	11
M	United Reform Church (URC)/Congregational	12
N	Other Christian	13
O	Hindu	14
P	Jewish	15
Q	Islam/Muslim	16
R	Sikh	17
S	Buddhist	18
T	Other non-Christian	19
U	Other	20
	Refused	-2
	Don't know	-3

QD16. Do you have a health problem or disability which prevents you from doing every day tasks at home, work or school or which limits the kind or amount of work you can do? [CODE ONE ONLY]

	(78)	
No	0	GO TO QD18
Yes	1	GO TO QD17
Refused to answer	-2	GO TO QD18

QD17. Does this health problem or disability limit your use of a computer or the Internet? [CODE ONE ONLY]

	(79)
No	0
Yes	1
Refused to answer	-2

• **ASK ALL**

QD18. Finally, can I just check, would you describe the place where you live as a big city, the suburbs or outskirts of a big city, a small city or town, a country village, or, a farm or home in the country? [READ OUT. CODE ONE ONLY]

	(80)
A big city	1
The suburbs or outskirts of a big city	2
A small city or town	3
A country village	4
A farm or home in the country	5
Other	6
Don't know	-3
Refused	-2

CLOSE INTERVIEW WITH

That is all the questions I have. Thank you very much for cooperating with this Oxford University survey. It will help in understanding the ways in which people are responding to the introduction of the INTERNET in society. As I said at the beginning Oxford University will make a donation to Oxfam in appreciation of the time you have given us for this interview. Could you tell me your phone number in case we need to double check any of your responses to the questions?

PHONE NO. OF RESPONDENT:

REGION

	(81)
Scotland	0
North West	1
South West	2
Wales	3
South East	4
London	5
East of England	6
East Midlands	7
West Midlands	8
Yorkshire & the Humber	9
North East	10

POSTCODE OF HOUSE (TAKE FROM SAMPLE SHEET)

(Card 8, Rpt - 1-11, 12-18)

--	--	--	--	--	--	--



SELF COMPLETION SECTION – PLEASE HAND TO RESPONDENT TO COMPLETE

1. Have you or has someone close to you been directly affected by the economic crises? For example, have any of your close friends or family members lost considerable amounts of money on the stock market, been fired, or had cuts in their income?

Circle one answer for each row.

	(19-21)	
	No	Yes
a. Yes, a close friend	0	1
b. Yes, a family member	0	1
c. Yes, I have been affected myself	0	1

2. The incomes of households differ a lot in Britain today. Here is a table showing the range of incomes that people have. Which of the letters on this table best represents the total income of your household before tax? Circle one answer only.

	(22)
Q	Up to £12.500 per year
T	£12.500 up to £20.000 per year
K	£20.000 up to £30.000 per year
B	£30.000 up to £40.000 per year
F	£40.000 up to £50.000 per year
V	£50.000 up to £60.000 per year
J	£60.000 up to £70.000 per year
L	£70.000 up to £80.000 per year
D	Over £80.000 per year

3. The next question is about how you feel about different aspects of your life. Could you tell me for each one if you feel that way always, almost always, some of the time, rarely or never? Circle one answer for each row.

	(23-25)				
	Never	Rarely	Some of the time	Almost always	Always
a. I lack companionship?	0	1	2	3	4
b. I feel left out?	0	1	2	3	4
c. I feel isolated from others?	0	1	2	3	4

4. People disagree over what is appropriate for people to do with various communication technologies like mobile phones and the Internet. Do you think the following activities are appropriate, not appropriate or does it depend on the circumstances? Circle one answer for each row.

	(26-31)				
	Very Inappropriate	Inappropriate	It depends	Appropriate	Very Appropriate
a. Send an electronic greeting card instead of a paper card	1	2	3	4	5
b. Download music from the Internet without paying for it	1	2	3	4	5
c. Send jokes by email or electronic messages	1	2	3	4	5
d. Download/copy a book or article without paying for it	1	2	3	4	5
e. Gamble with money online	1	2	3	4	5
f. Look at pornography online	1	2	3	4	5

5. I would now like to ask you a few things about yourself. How much do you agree with the following descriptions? Circle one answer for each row.

	(32-39)				
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
a. I am a quiet, reserved person	1	2	3	4	5
c. I am an outgoing, enthusiastic person	1	2	3	4	5
d. Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5
e. Becoming a success in life is a matter of hard work, luck has little or nothing to do with it	1	2	3	4	5
f. What happens to me is my own doing	1	2	3	4	5
g. Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5
h. I am no good at learning new things	1	2	3	4	5
i. I like any opportunity to discover something new	1	2	3	4	5

6. How often do you go online for the following purposes? Circle one answer for each row.

	(40-41)					
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
a. Betting, gambling or entering sweepstakes	5	4	3	2	1	0
b. Looking at 'adult' sites with sexual content	5	4	3	2	1	0

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand the questionnaire back to the interviewer.

(This page intentionally left blank.)

NON-USERS QUESTIONNAIRE:

ASK THOSE WHO NEVER USED THE INTERNET ONLY

SAMPLE POINT NUMBER (WRITE IN):

This must match the sample point number on the associated General Questionnaire AND the Interview Outcome Slip.

		(Card 9. Rpt 1-11, 12-14)

RECORD INTERVIEW ID NUMBER IN BOX BELOW. ID NUMBER FOR THIS ADDRESS FOUND ON THE LEFT HAND SIDE OF THE "VISIT OUTCOME SLIP".

This must match the Interview ID number from the Interview Outcome Slip AND the associated General Questionnaire.

		(15-17)

REASONS FOR NOT USING THE INTERNET

QN1. I will read a number of reasons that some people give to explain why they don't use the Internet. Could you tell me which of these reasons apply to you? [READ OUT. CIRCLE ONE PER ROW]

	(18-31)	
	No	Yes
a. I am just not interested	0	1
b. I have no connection available where I live or where I work	0	1
c. I have no computer available	0	1
d. It's too difficult to use	0	1
e. It's not useful	0	1
f. It's too expensive	0	1
g. I am worried about my privacy	0	1
h. I worry about bad experiences with SPAM or viruses	0	1
i. I do not have enough time	0	1
j. There's nothing of interest on the Internet	0	1
k. Do not yet know how to use the Internet	0	1
l. It is too time consuming	0	1
m. It's not for people of my age	0	1
n. It's not for people like me	0	1

QN2. And which of these reasons was the most important?
 [READ OUT. CIRCLE ONLY ONE]

	(32-33)
a. I am just not interested	1
b. I have no connection available where I live or where I work	2
c. I have no computer available	3
d. It's too difficult to use	4
e. It's not useful	5
f. It's too expensive	6
g. I am worried about my privacy	7
h. I worry about bad experiences with SPAM or viruses	8
i. I do not have enough time	9
j. There's nothing of interest on the Internet	10
k. Do not yet know how to use the Internet	11
l. It is too time consuming	12
m. It's not for people of my age	13
n. It's not for people like me	14

SHOW CARD QN3

QN3. Please tell me how much you agree or disagree with the following statements. [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(34-38)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. I miss out by not using the Internet and E-mail	1	2	3	4	5	-3
b. I sometimes feel left out when my friends talk about the Internet	1	2	3	4	5	-3
c. I am better off not using the Internet	1	2	3	4	5	-3
d. I would like to use the Internet in the future	1	2	3	4	5	-3
e. I could perform better in my daily tasks if I used the Internet	1	2	3	4	5	-3

PROXY USE

QN4. If you needed to use the Internet to send an e-mail or something, do you know someone who could do this for you? [PROBE: Is that definitely or probably?] [READ OUT. CIRCLE ONE ONLY]

	(39)	
Yes, definitely	4	GO TO QN5
Yes, probably	3	
Probably not	2	
Definitely not	1	GO TO QN8
Don't know	-3	

QN5. Who could you ask for help on Internet related matters? Could you ask...? [CIRCLE ONE PER ROW]

	(40-47)		
	No	Yes	Don't know
a. Parent	0	1	-3
b. Friend	0	1	-3
c. Partner or Spouse	0	1	-3
d. Child or Grandchild	0	1	-3
e. Brother or Sister	0	1	-3
f. Internet café staff	0	1	-3
g. Library staff	0	1	-3
h. A colleague	0	1	-3

QN6. In the past year have you asked someone to send an email for you, or to get information or make a purchase from the Internet? [READ OUT. CIRCLE ONE ONLY]

	(48)	
Yes, a number of times	2	GO TO QN7
Yes, once or twice	1	
No	0	GO TO QN8
Don't know	-3	

QN7. And who have you asked for help in Internet related matters in the past year? [READ OUT EACH PERSON. CIRCLE ONE PER ROW]

	(49-56)		
	No	Yes	Not applicable
a. Parent	0	1	-4
b. Friend	0	1	-4
c. Partner or Spouse	0	1	-4
d. Child or Grandchild	0	1	-4
e. Brother or Sister	0	1	-4
f. Internet café staff	0	1	-4
g. Library staff	0	1	-4
h. A colleague	0	1	-4

ASK ALL

QN8. Are you planning to get access to the Internet in the next year or so?
[READ OUT. CIRCLE ONE ONLY]

	(57)
Definitely won't	1
Probably won't	2
Probably will	3
Definitely will	4
Don't know	-3

GOVERNMENT SERVICES

QN11. Talking now about government information and services, have you done any of the following in the past year?
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(74-80)		
	No	Yes	Don't know
a. Get information about local council services	0	1	-3
b. Pay for a local council tax, fine, rent or service online	0	1	-3
c. Get information about Central Government services, such as benefits, taxes, driving licence or passport	0	1	-3
d. Pay for a central government tax, fine, license or service online	0	1	-3
e. Get information about schools or education	0	1	-3
f. Look for information about an MP, local councillor, political party or candidate	0	1	-3
g. Get information about government policy on issues such as transport or the environment	0	1	-3

SPENDING FREE TIME

SHOW CARD QF1

QF1. Now I would like you to think about how you typically spend your free time. How often do you do the following activities? [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE PER ROW.]

	(Card 10. Rpt 1-11. 12-16)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. Exercise or participate in sports	5	4	3	2	1	0	-3
b. Watch TV	5	4	3	2	1	0	-3
c. Reading books	5	4	3	2	1	0	-3
d. Generally, go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. Play board games or cards	5	4	3	2	1	0	-3

TECHNOLOGIES AND THE INTERNET.

SHOW CARD QI1

QI1. Thinking about technologies in general and not just the Internet, to what extent do you agree or disagree with each statement using the scale on this card?
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(17-25)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. Often it is easier to do things without using technologies	1	2	3	4	5	-3
b. I do not trust technologies, because they fail when you need them the most	1	2	3	4	5	-3
c. I get nervous using technologies, because I might break something	1	2	3	4	5	-3
d. Without new technologies society can no longer function	1	2	3	4	5	-3
e. I dislike learning new things	1	2	3	4	5	-3
f. I often leave my mobile phone turned on when I go to bed	1	2	3	4	5	-3
g. I learn new things on my own just because I want to	1	2	3	4	5	-3
h. If I want to concentrate I have to turn off all media and communications devices	1	2	3	4	5	-3
i. I find it easy to understand new things	1	2	3	4	5	-3

SHOW CARD QI2

QI2. Here are things people sometimes say about going online. Even though you do not use the Internet we would still like to have your opinion. Can you please tell me to what extent do you agree or disagree with each statement using the scale on this card?

[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(26-30)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. The Internet makes life easier	1	2	3	4	5	-3
b. The Internet is frustrating to work with	1	2	3	4	5	-3
c. There is too much immoral material online	1	2	3	4	5	-3
d. Going online is an efficient means for finding information	1	2	3	4	5	-3
e. The use of the Internet can be addictive	1	2	3	4	5	-3

SHOW CARD Q13

Q13. When you are trying to concentrate on a task, how distracting do you feel are the following..? [READ OUT. CIRCLE ONE ONLY]

	Not at all distracting	Not distracting	Distracting	Very distracting	Don't know
a. Noise	1	2	3	4	-3
b. Telephone calls	1	2	3	4	-3
c. People around you	1	2	3	4	-3

(31-33)

GOVERNMENT REGULATION

Q15. Thinking about regulation of the Internet, do you think the British government should regulate the Internet far more, more, about the same, less or far less? [READ OUT. CIRCLE ONE ONLY]

	(34)
Far more	5
More	4
No more no less	3
Less	2
Far less	1
Don't know	-3

Q16. People have different opinions on regulating children's content on the Internet. Which of the following do you think should be responsible for making restrictions or do you think that no one should restrict children's content? [READ OUT. CIRCLE ONE ONLY PER ROW]

	No	Yes	Don't know
a. Parents	0	1	-3
b. Providers of Internet services	0	1	-3
c. The Government	0	1	-3
d. School (teachers)	0	1	-3
e. No one should restrict children's content	0	1	-3

(35-39)

ATTITUDES TOWARDS ONLINE SHOPPING

SHOW CARD Q17

Q17. Here are some comments that people make about online shopping. As I said before even though you do not use the Internet we are still interested in your opinion. How much do you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW. IF RESPONDENTS SAY 'DON'T KNOW', DO NOT PUSH FOR AN ANSWER AND JUST CIRCLE 'DON'T KNOW']

	(66-73)					
	Disagree strongly	Dis-agree	Neither agree nor disagree	Agree	Agree strongly	DK
a. People have a much wider choice of goods online	1	2	3	4	5	-3
b. The prices of things online are lower	1	2	3	4	5	-3
c. Goods ordered online are difficult to return or exchange	1	2	3	4	5	-3
d. People are uncomfortable with the lack of face-to-face contact when ordering online	1	2	3	4	5	-3
e. It is easy to order products from websites	1	2	3	4	5	-3
f. It's difficult to assess product quality when shopping online	1	2	3	4	5	-3
g. Shopping online is more convenient than in stores	1	2	3	4	5	-3
h. People shop online when they can't buy the product from a local store	1	2	3	4	5	-3

ATTITUDES TOWARDS ONLINE ACTIVITIES AND THE INTERNET

SHOW CARD Q18

Q18. Even though you do not use the Internet I would still like to know what you think about it. Please tell me how much you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW.]

	(58-65)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. Going online allows people to keep in touch with each other	1	2	3	4	5	-3
b. It is easier for people to meet others online than in person	1	2	3	4	5	-3
c. The Internet helps people save time	1	2	3	4	5	-3
d. People can find personal information about me online	1	2	3	4	5	-3
e. It is difficult to delete personal information once it is online	1	2	3	4	5	-3
f. Most people waste too much time online	1	2	3	4	5	-3
g. Going online helps people pass the time when they are bored or have nothing to do	1	2	3	4	5	-3
h. When people go online they don't feel lonely	1	2	3	4	5	-3

ATTITUDES TOWARDS LIFE, TECHNOLOGIES AND PRIVACY

SHOW CARD QB4/5

QB4. How often do you contact family or friends who live nearby by...?
 [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE ONLY PER ACTION.]

	(40-43)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	DK	Not applicable
a. Going to visit them, they come here, or meet nearby	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

SHOW CARD QB4/5

QB5. How often do you contact family or friends who live faraway by...?
 [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE ONLY PER ACTION.]

	(44-47)						
	Several times a day	Daily	Weekly	Monthly	Less than monthly	DK	Not applicable
a. Going to visit them, they come here, or meet nearby	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

POLITICAL OUTLOOKS AND INVOLVEMENT

QP1. How interested would you say you are in politics? Would you say you are ... [READ OUT. CIRCLE ONE ONLY]

	(48)
Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	-3

IF INTERVIEWING A 14-17 YEAR OLD, GO TO QP3

QP2. If an election were held tomorrow, which party are you most likely to vote for? [CIRCLE ONE ONLY]

	(49-50)
Conservatives (Tories)	1
Labour	2
Liberal Democrats	3
Scottish National Party	4
Plaid Cymru	5
UK Independence Party (UKIP)	6
Other (specify)	7
Don't know	-3
Refused to answer	-2

ASK ALL

QP3. In the last year, have you done any of the following?

[READ OUT EACH STATEMENT] [CIRCLE ONE PER ROW]

	(51-53)		
	No	Yes	Don't know
a. Contacted a politician, government or local government official (e.g. your MP or a councillor)	0	1	-3
b. Signed a petition	0	1	-3
c. Deliberately bought certain products for political, ethical or environmental reasons	0	1	-3

SHOW CARD QP4

QP4. People have different opinions about the way society functions, please tell me how much you agree or disagree with each of the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(54-59)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree Strongly	DK
a. Censorship has no place in a free society	1	2	3	4	5	-3
c. The government tries to prevent people from getting some information that is online	1	2	3	4	5	-3
e. I consider myself well-qualified to participate in society	1	2	3	4	5	-3
f. I feel that I have a pretty good understanding of the important political issues facing our country	1	2	3	4	5	-3
g. Other people seem to have an easier time understanding complicated issues than I do	1	2	3	4	5	-3
h. I feel that I could do as good a job in public office as most other people	1	2	3	4	5	-3

SHOW CARD QP5

QP5. Some people think that the Internet will change the way people influence politics, others think that this is not the case. I know you do not use the Internet but we would really like your opinion. How much do you agree or disagree with the statement that 'Through the use of the Internet...? [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

(60-63)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. People like you can have more political power	1	2	3	4	5	-3
b. People like you will have more say about what the government does	1	2	3	4	5	-3
c. People like you can know more about what government does	1	2	3	4	5	-3
d. Public officials will know more about what people like you have to say	1	2	3	4	5	-3

YOUR EDUCATION

QL1. What is the highest educational or vocational qualification that you have or that you will receive if you complete your next set of exams?
 [CIRCLE ONE ONLY. IF MENTIONS MORE THAN ONE ASK: Which one would you consider the highest degree?]
 [IF SAYS SOMETHING LIKE "GCSE" OR "O GRADE" ASK: How many?]

	(64-66)
No qualifications	0
5 or more GCSE grades A-C	1
4 or less GCSE grade A- C	2
GCSE grade D-G	3
5 or more Scottish Standard Grades, grades 1-3	4
4 or less Scottish Standard Grades, grades 1-3	5
5 or more O Grades, grades 1-3 (Scottish Ordinary Grades)	6
4 or less O Grades, grades 1-3 (")	7
Scottish Standard Grades, grades 4-7	8
Scottish Highers (either SCE or SOC)	9
Scottish Certificate Sixth Year Studies	10
SVQ level 1 or 2 (Scottish Vocational Qualifications)	11
SVQ level 3 (")	12
SVQ level 4 (")	13
SVQ level 5 (")	14
CSEs	15
5 or more O levels	16
4 or less O levels	17
GCE A levels or equivalent	18
NVQ level 1 or 2	19
NVQ level 3 or 4	20
NVQ level 5	21
GNVQ Foundation	22
GNVQ Intermediate	23
GNVQ Advanced	24
Certificate or Diploma of Higher Education	25
HND (Higher National Diploma)	26
Bachelors degree	27
Graduate Certificates and Diploma	28
Post-degree professional qualification (eg banking accountancy, architecture, etc.)	29
Masters Degree	30
Doctoral Degree	31
Refused to answer	-2
Don't know	-3

QL2. What is the last type of educational institution (e.g. school, college or university) that you have attended or which type of educational institution are you attending now?

	(67-68)
Primary school or equivalent	0
Secondary school or equivalent	1
Special school or equivalent	2
Sixth form college or equivalent	3
Technical college or equivalent	4
Further Education College	5
Adult Community College	6
University or equivalent	7
Other (write)	

QO1. Which of these descriptions best describes your current situation?
 [NOTE: IF RESPONDENT IS A STUDENT AND IS WORKING ASK: What is your principal activity?] [A FULL TIME STUDENT WHO WORKS PART TIME IS A STUDENT.]
 [A FULL TIME EMPLOYEE WHO IS A PART-TIME STUDENT IS WORKING FULL TIME]
 [READ OUT. CODE ONE ONLY]

	(69)	
Working Full time (30 hours a week or more)	1	GO TO QO2
Working Part time (8-29 hours a week)	2	
Retired	3	GO TO QO4A
Unemployed	4	
Permanently sick or disabled	5	GO TO QO6A
In community or military service	6	
Undergraduate Student	7	
Post graduate student	8	GO TO QO3
In full time education (not higher degree)	9	
In part time education (not higher degree)	10	
Doing housework, looking after children or other persons	11	GO TO QO6A
Refused to answer	-2	GO TO QO6A

QO2. Apart from working, do you also study?

	(70)	
No	0	GO TO QO4A
Yes	1	
Don't know	-3	

• **ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS**

QO3. And apart from studying, do you also work?

	(71)	
No	0	GO TO QO6A
Yes	1	GO TO QO4A
Don't know	-3	GO TO QO6A

YOUR JOB OR OCCUPATION

Q04A. In order that we interview a cross-section of people from all walks of life, could you tell me your occupation?

[NOTE: IF RESPONDENT IS UNEMPLOYED or RETIRED ASK: What was your occupation during your last job?] [DO NOT ABBREVIATE]

Occupation of Respondent

- **TO GET A MORE ACCURATE REFLECTION, PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO RESPONDENT AND SENIORITY. IF RESPONDENT IS UNEMPLOYED OR RETIRED, CODE ACCORDING TO PREVIOUSLY HELD OCCUPATION]**

Qualifications of Respondent?

Q04B. Number of people who report to Respondent? [WRITE IN]

(72-75)

	Number
Don't know	-3

Q04C. Are you self-employed (with or without employees) or are you an employee?

	(76)
Self-employed	0
Employee	1

Q04D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(77-78)
	Number

Q04E. CODE

	(79)
A	1
B	2
C1	3
C2	4
D	5
E	6

Q05. Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

	(80)	
No	0	GO TO Q06A
Yes	1	GO TO Q07

Q06A. Could you tell me what is the occupation of the Chief Wage Earner in your household? [NOTE: IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ASK: Could you tell me the occupation of the Chief Wage Earner in their last job?]
[DO NOT ABBREVIATE]

Occupation of Chief Income Earner

- **TO GET A MORE ACCURATE REFLECTION, INTERVIEWER PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO CIE AND SENIORITY. IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ACCORDING TO PREVIOUSLY HELD OCCUPATION]**

Qualifications of CIE?

Q06B. Number of people who report to CIE? [WRITE IN]

(Card 11. Rpt 1-11. 12-15)

	Number
Don't know	-3

Q06C. Is the CIE self-employed (with or without employees) or is the CIE an employee?

	(16)
Self-employed	0
Employee	1

Q06D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(17-18)
	Number

Q06E. CODE

	(19)
A	1
B	2
C1	3
C2	4
D	5
E	6

- **ONLY ASK PEOPLE CURRENTLY WORKING, ALL OTHERS GO TO Q08.**

Q07. Thinking about working from home, do you do all your work from home, often work from home, seldom work from home or never work from home?
[READ OUT. CODE ONE ONLY]

	(20)
Yes, I do all my work from home	3
I often work from home	2
I seldom work from home	1
I never work from home	0
Don't know	-3

- **ASK ALL**

Q015. Have you ever had difficulty finding or applying for a job because you do not use the Internet?
[CODE ONE ONLY]

	(21)
Yes	1
No	0
Don't know	-3

DEMOGRAPHICS

In the last section of this interview I would like to ask you a few questions about yourself that will be used for classification purposes. Like all the other information in this survey your answers will remain anonymous and cannot be used to identify you personally.

QD1. In what year were you born? [WRITE IN 4-DIGIT YEAR]

(22-25)			

QD2. Gender [BY OBSERVATION. CODE ONLY ONE]

	(26)
Male	0
Female	1

QD3. Marital Status: Are you...? [READ OUT. CODE ONLY ONE]

	(27)
Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5

QD4. How many adults live in your household (people over the age of 18)?
[WRITE IN]

(28-29)

CHILDREN

QD5. Do any children (people under 18) live in your household? [CODE ONLY ONE]

	(30)	
No	0	GO TO QD11
Yes	1	GO TO QD6
Don't know	-3	GO TO QD11

QD6. How many children live in your household and how old are they?
[CODE "YES" OR "NO" FOR EVERY AGE GROUP AND IF THEY HAVE CHILDREN, WRITE DOWN HOW MANY FOR EACH AGE GROUP.]

(31-36)

a. Children under 10	No	0	How many?	
	Yes	1		
b. Children between 10-13	No	0	How many?	
	Yes	1		
c. Children between 14-17	No	0	How many?	
	Yes	1		

QD7. Does this child/Do any of these children have access to any of the following in their bedroom? [READ OUT. CODE ONE PER ROW]

	No	Yes	(37) Don't know
a. TV	0	1	-3
b. The Internet	0	1	-3
c. Game console	0	1	-3

- **[DO NOT ASK QD8 IF A CHILD AGED 14-17 IS BEING INTERVIEWED AND IF THIS CHILD IS ONLY CHILD IN THE HOUSEHOLD]**

QD8. Does this child/do these children have access to the Internet at home, at school or somewhere else? [CODE ONLY ONE]

	(38)	
Yes	1	GO TO QD9
No	0	GO TO QD11
Don't know	-3	

QD9. [IF INTERVIEWING A 14-17 YEAR OLD] Have you ever been told by your parents or guardian... [IF INTERVIEWING A GUARDIAN OR PARENT]: Have you ever told your child/your children... [READ OUT. CODE ONE PER ROW]

	No	Yes	(39-44) Don't know
a. Not to visit some sites	0	1	-3
b. How much time to spend online	0	1	-3
c. Not to give out personal information	0	1	-3
d. Not to meet someone in person they only met online	0	1	-3
e. To use the PC under parent's control, for example in the same room	0	1	-3
f. Not to talk to strangers online	0	1	-3

QD10. And does your household use parental control filters, such as 'Net Nanny' or other filters provided by your ISP to prevent children from accessing certain websites? [READ OUT. CODE ONLY ONE]

	(45)
No, never heard of them	0
No, do not use them	1
Yes	2
Don't know	-3

ASK ALL

QD11. Even though you do not use the Internet, do any members of your household use the Internet? [CODE ONLY ONE]

	(46)
No	0
Yes	1
Don't know	-3

QD12. Do you know a language other than English well enough to read a newspaper in that language? [CODE ONE ONLY]

	(47)
No	0
Yes	1

QD13. How many years in total have you lived in the UK? [WRITE DOWN]

	(48-49)
Interviewer write in number	_____ years
Don't know	-3

• **SHOW CARD QD14**

QD14. To which of these groups do you consider you belong? Please just tell me the letter you see on this card. [CODE ONE ONLY]

	(50-51)	
O	ASIAN: of Indian origin	1
H	ASIAN: of Pakistani origin	2
S	ASIAN: of Bangladeshi origin	3
L	ASIAN: of Chinese origin	4
X	ASIAN: of any other origin (WRITE IN) _____	5
Q	BLACK: of African origin	6
T	BLACK: of Caribbean origin	7
Y	BLACK: of other origin (WRITE IN) _____	8
B	WHITE: of British origin	9
U	WHITE: of Scottish origin	10
D	WHITE: of Welsh origin	11
N	WHITE: of any other origin	12
K	OTHER (WRITE IN) _____	13
	Refused to answer	-2
	Don't know	-3

• **SHOW CARD D15**

QD15. Do you regard yourself as belonging to any particular religion or denomination? [PROMPT IF YES: Which one? Please just tell me the letter you see on this card.]

		(52-53)
A	No, do not belong to any religion	0
B	Christian - no denomination	1
C	Roman Catholic	2
D	Greek or Russian Orthodox	3
E	Protestant	4
F	Church of England / Anglican / Church of Wales	5
G	Scottish Episcopal Church	6
H	Baptist	7
I	Methodist	8
J	Presbyterian/Church of Scotland	9
K	Free Presbyterian	10
L	Brethren	11
M	United Reform Church (URC)/Congregational	12
N	Other Christian	13
O	Hindu	14
P	Jewish	15
Q	Islam/Muslim	16
R	Sikh	17
S	Buddhist	18
T	Other non-Christian	19
U	Other	20
	Refused	-2
	Don't know	-3

QD16. Do you have a health problem or disability which prevents you from doing every day tasks at home, work or school or which limits the kind or amount of work you can do? [CODE ONE ONLY]

		(54)
No	0	GO TO QD18
Yes	1	GO TO QD17
Refused to answer	-2	GO TO QD18

QD17. Does this health problem or disability limit your use of a computer or the Internet? [CODE ONE ONLY]

		(55)
No	0	
Yes	1	
Refused to answer	-2	

• **ASK ALL**

QD18. Finally, can I just check, would you describe the place where you live as a big city, the suburbs or outskirts of a big city, a small city or town, a country village, or, a farm or home in the country? [READ OUT. CODE ONE ONLY]

		(56)
A big city	1	
The suburbs or outskirts of a big city	2	
A small city or town	3	
A country village	4	
A farm or home in the country	5	
Other	6	
Don't know	-3	
Refused	-2	

CLOSE INTERVIEW WITH

That is all the questions I have. Thank you very much for cooperating with this Oxford University survey. It will help in understanding the ways in which people are responding to the introduction of the INTERNET in society. As I said at the beginning Oxford University will make a donation to Oxfam in appreciation of the time you have given us for this interview. Could you tell me your phone number in case we need to double check any of your responses to the questions?

PHONE NO. OF RESPONDENT:

REGION

	(57)
Scotland	0
North West	1
South West	2
Wales	3
South East	4
London	5
East of England	6
East Midlands	7
West Midlands	8
Yorkshire & the Humber	9
North East	10

POSTCODE OF HOUSE (TAKE FROM SAMPLE SHEET)

(58-64)

--	--	--	--	--	--	--	--

SELF COMPLETION SECTION - PLEASE HAND TO RESPONDENT TO COMPLETE

1. Have you or has someone close to you been directly affected by the economic crises? For example, have any of your close friends or family members lost considerable amounts of money on the stock market, been fired, or had cuts in their income?

Circle one answer for each row.

	(65-67)	
	No	Yes
a. Yes, a close friend	0	1
b. Yes, a family member	0	1
c. Yes, I have been affected myself	0	1

2. The incomes of households differ a lot in Britain today. Here is a table showing the range of incomes that people have. Which of the letters on this table best represents the total income of your household before tax? Circle one answer only.

	(68)
O	Up to £12.500 per year
T	£12.500 up to £20.000 per year
K	£20.000 up to £30.000 per year
B	£30.000 up to £40.000 per year
F	£40.000 up to £50.000 per year
V	£50.000 up to £60.000 per year
J	£60.000 up to £70.000 per year
L	£70.000 up to £80.000 per year
D	Over £80.000 per year

3. The next question is about how you feel about different aspects of your life. Could you tell me for each one if you feel that way always, almost always, some of the time, rarely or never? Circle one answer for each row.

	(69-71)				
	Never	Rarely	Some of the time	Almost always	Always
a. I lack companionship?	0	1	2	3	4
b. I feel left out?	0	1	2	3	4
c. I feel isolated from others?	0	1	2	3	4

4. People disagree over what is appropriate for people to do with various communication technologies like mobile phones and the Internet. Do you think the following activities are appropriate, not appropriate or does it depend on the circumstances? Circle one answer for each row.

(72-77)

	Very Inappropriate	Inappropriate	It depends	Appropriate	Very Appropriate
a. Send an electronic greeting card instead of a paper card	1	2	3	4	5
b. Download music from the Internet without paying for it	1	2	3	4	5
c. Send jokes by email or electronic messages	1	2	3	4	5
d. Download/copy a book or article without paying for it	1	2	3	4	5
e. Gamble with money online	1	2	3	4	5
f. Look at pornography online	1	2	3	4	5

5. I would now like to ask you a few things about yourself. How much do you agree with the following descriptions? Circle one answer for each row.

(78-85)

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
a. I am a quiet, reserved person	1	2	3	4	5
c. I am an outgoing, enthusiastic person	1	2	3	4	5
d. Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5
e. Becoming a success in life is a matter of hard work, luck has little or nothing to do with it	1	2	3	4	5
f. What happens to me is my own doing	1	2	3	4	5
g. Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5
h. I am no good at learning new things	1	2	3	4	5
i. I like any opportunity to discover something new	1	2	3	4	5

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand the questionnaire back to the interviewer.

EX-USERS QUESTIONNAIRE:

ASK EX-USERS OF THE INTERNET ONLY

SAMPLE POINT NUMBER (WRITE IN):

This must match the sample point number on the associated General Questionnaire AND the Interview Outcome Slip.

		(Card 12. Rpt 1-11, 12-14)

RECORD INTERVIEW ID NUMBER IN BOX BELOW. ID NUMBER FOR THIS ADDRESS FOUND ON THE LEFT HAND SIDE OF THE "VISIT OUTCOME SLIP".

This must match the Interview ID number from the Interview Outcome Slip AND the associated General Questionnaire.

		(15-17)

REASONS FOR NOT USING THE INTERNET

QE1. For how long did you use the Internet? [PROBE: About how many months/years?] [IF LESS THAN A YEAR, WRITE IN MONTHS]

	(18-21)
Interviewer write in months if used Internet for less than a year	_____
OR write in number of years	_____
Don't know	-3

QE2. How long ago was it that you stopped using the Internet? [IF LESS THAN A YEAR, WRITE IN MONTHS]

	(22-25)
Interviewer write in months if stopped using Internet less than a year ago	_____
OR write in number of years	_____
Don't know	-3

QE3a. People give a number of reasons why they use the Internet. We would like to know if any of the following reasons relate to why you once decided to go online?
 [READ OUT EACH REASON. CIRCLE ONE PER ROW. WRITE IN IF OTHER]

	(26-34)	
	No	Yes
a. To try out, thought it might be interesting	0	1
b. I had to use it for work	0	1
c. I had to use it for school	0	1
d. Someone else recommended it to me	0	1
e. I used to have access to the Internet at home/work/school	0	1
f. I used it to help my children with their home work	0	1
g. I wanted to keep in touch with family and friends	0	1
h. I thought I might get a better deal by buying products/ services online	0	1
g. Other Write in		

QE3b. And which of those reasons was the most important?
 [READ OUT EACH REASON. CIRCLE ONLY ONE]

	(35)
a. To try out, thought it might be interesting	1
b. I had to use it for work	2
c. I had to use it for school or a course	3
d. Someone else recommended it to me	4
e. They provided access to the Internet at home/work/school	5
f. I used it to help my children with their home work	6
g. I wanted to keep in touch with family and friends	7
h. I thought I might get a better deal by buying products/ services online	8
i. Other.	-4

SHOW CARD QE4/5/6

QE4. People have given a number of reasons for stopping their use of the Internet. We would like to know if any of these reasons were important to your decision?
 [READ OUT EACH REASON. CIRCLE ONE PER ROW]

	(36-49)	
	No	Yes
a. I am just not interested	0	1
b. I moved house and have not had new connection installed or moved job/left school where it was available	0	1
c. I no longer have a computer available	0	1
d. It was too difficult to use	0	1
e. It's not useful	0	1
f. It's too expensive	0	1
g. I was worried about my privacy	0	1
h. I had bad experiences with SPAM or viruses	0	1
i. I do not have enough time	0	1
j. There's nothing of interest on the Internet	0	1
k. I never really figured out how to use it	0	1
l. Because I was spending too much time on it	0	1
m. It's not for people of my age	0	1
n. It's not for people like me	0	1

SHOW CARD QE4/5/6

QE5. And which of these reasons was the most important?

[CIRCLE ONLY ONE]

	(50-63)	
	No	Yes
a. I am just not interested	0	1
b. I moved house and have not had new connection installed or moved job/left school where it was available	0	1
c. I no longer have a computer available	0	1
d. It was too difficult to use	0	1
e. It's not useful	0	1
f. It's too expensive	0	1
g. I was worried about my privacy	0	1
h. I had bad experiences with SPAM or viruses	0	1
i. I do not have enough time	0	1
j. There's nothing of interest on the Internet	0	1
k. I never really figured out how to use it	0	1
l. Because I was spending too much time on it	0	1
m. It's not for people of my age	0	1
n. It's not for people like me	0	1

SHOW CARD QE4/5/6

QE6. Is this the same reason why you are currently not using the Internet?

[IF YES, COPY QE5; IF NO, ASK: Which is the most important reason you are currently not using the Internet?]

[CIRCLE ONLY ONE]

	(64-77)	
	No	Yes
a. I am just not interested	0	1
b. I moved house and have not had new connection installed or moved job/left school where it was available	0	1
c. I no longer have a computer available	0	1
d. It was too difficult to use	0	1
e. It's not useful	0	1
f. It's too expensive	0	1
g. I was worried about my privacy	0	1
h. I had bad experiences with SPAM or viruses	0	1
i. I do not have enough time	0	1
j. There's nothing of interest on the Internet	0	1
k. I never really figured out how to use it	0	1
l. Because I was spending too much time on it	0	1
m. It's not for people of my age	0	1
n. It's not for people like me	0	1

USING THE INTERNET

SHOW CARD QE7

QE7. When you used the Internet, did you use it for the following purposes?
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	Card 13. Rpt 1-11. (12-34)		
	No	Yes	Don't know
a. Checking emails	0	1	-3
b. Finding or checking a fact	0	1	-3
c. Downloading music	0	1	-3
d. Signing a petition online	0	1	-3
e. Getting information about local council services	0	1	-3
f. Getting information for school, college or university related projects or homework	0	1	-3
g. Posting messages on discussion or message boards	0	1	-3
h. Getting information about local events	0	1	-3
i. Using your bank's online services	0	1	-3
j. Getting information about or comparing commercial products	0	1	-3
k. Making or receive phone calls over the Internet like skype	0	1	-3
l. Making travel plans	0	1	-3
m. Getting jokes, cartoons or other humorous content	0	1	-3
n. Paying your bills online	0	1	-3
o. Playing games online	0	1	-3
p. Listening to music online	0	1	-3
q. Watching movies or films online	0	1	-3
r. Watching TV programs online	0	1	-3
s. Check or update your profile on a social network site such as Facebook, LinkedIn or Twitter	0	1	-3
t. Post your writing, stories, poetry or any other work that you consider creative	0	1	-3
u. Post photos that you, yourself, took	0	1	-3
v. Re-post or share photos that someone else took	0	1	-3
w. Looking for the latest celebrity news	0	1	-3

QE8. When you used the Internet did you...?

[READ OUT EACH STATEMENT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE PER ROW]

	(35-40)		
	No	Yes	Don't know
a. Receive obscene or abusive e-mails	0	1	-3
b. Receive a virus onto your computer	0	1	-3
c. Buy something which had been misrepresented on a Web site	0	1	-3
d. Have your credit card details stolen via use on the Internet	0	1	-3
e. Get contacted by someone online asking you to provide bank details	0	1	-3
f. Accidentally arrive at a pornographic website when looking for something else	0	1	-3

QE9. Many websites encourage users to post comments or ratings of products or services. When you used the Internet did you write comments about or rate...

[READ OUT. CODE ONE PER ROW]

	(41-43)		
	No	Yes	Don't know
a. A consumer product or service like a book or something else?	0	1	-3
b. An article, a video, music or a TV show created by a professional or commercial organization/company?	0	1	-3
c. A video, music, fiction writing or a blog entry created by an ordinary user?	0	1	-3

QE10. Did you ever ...?

[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(44-47)		
	No	Yes	Don't know
a. Find a job through the Internet	0	1	-3
b. Save money buying something online	0	1	-3
c. First find out about an event through the Internet	0	1	-3
d. Find information online that helped you improve your health	0	1	-3

SHOW CARD QE11

QE11. Please tell me how much you agree or disagree with the following statements. [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(48-52)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. I would like to go online in the future	1	2	3	4	5	-3
b. I miss out by not using the Internet and E-mail	1	2	3	4	5	-3
c. I sometimes feel left out when my friends talk about going online	1	2	3	4	5	-3
d. I am better off not going online	1	2	3	4	5	-3
e. I could perform better in my daily tasks if I used the Internet	1	2	3	4	5	-3

PROXY USE

QE12. If you needed to use the Internet to send an e-mail or something now, do you know someone who could do this for you? [PROBE: Is that definitely or probably?] [READ OUT. CIRCLE ONE ONLY]

	(53)	
Yes, definitely	4	CONTINUE TO QE12
Yes, probably	3	
Probably not	2	GO TO QE15
Definitely not	1	
Don't know	-3	

QE13. Who could you ask for help on Internet related matters? Could you ask....?
 [READ OUT EACH PERSON. CIRCLE ONE PER ROW]

	No	Yes	(54-61) Don't know
a. Parent	0	1	-3
b. Friend	0	1	-3
c. Partner or Spouse	0	1	-3
d. Child or Grandchild	0	1	-3
e. Brother or Sister	0	1	-3
f. Internet café staff	0	1	-3
g. Library staff	0	1	-3
h. A colleague	0	1	-3

QE14. In the past year have you asked someone to send an email, get information online or make a purchase online for you? READ OUT. CIRCLE ONE ONLY]

	(62)	
Yes, a number of times	2	GO TO QE15
Yes, once or twice	1	
No	0	GO TO QE16
Don't know	-3	

QE15. And who have you asked for help on Internet related matters in the past year? [READ OUT EACH PERSON. CIRCLE ONE PER ROW]

	No	Yes	(63-70) Not applicable
a. Parent	0	1	-4
b. Friend	0	1	-4
c. Partner or Spouse	0	1	-4
d. Child or Grandchild	0	1	-4
e. Brother or Sister	0	1	-4
f. Internet café staff	0	1	-4
g. Library staff	0	1	-4
h. A colleague	0	1	-4

ASK ALL

QE16. Are you planning to get access to the Internet in the next year or so? [READ OUT. CIRCLE ONE ONLY]

	(71)
Definitely won't	1
Probably won't	2
Probably will	3
Definitely will	4
Don't know	-3

GOVERNMENT SERVICES

SHOW CARD QE19

QE19. Talking now about government information and services, have you done any of the following in the past year? [READ OUT EACH STATEMENT]

[IF 'YES', ASK: Have you done this offline, online or have you done it both offline and online?] [CIRCLE ONE PER ROW]

	No	Yes, only Offline	Yes, only Online	Yes, both offline and online	(20-26) Don't know
a. Get information about local council services	0	1	2	3	-3
b. Pay for a local council tax, fine (such as parking fines), rent or service	0	1	2	3	-3
c. Get information about Central Government services, such as benefits, taxes, a driving licence or passport	0	1	2	3	-3
d. Pay for a central government tax, (such as income tax), TV license fee, or car's tax disc	0	1	2	3	-3
e. Get information about schools or education	0	1	2	3	-3
f. Look for information about an MP, local councillor, political party or candidate	0	1	2	3	-3
g. Get information about government policy on issues such as transport, the environment	0	1	2	3	-3

SPENDING FREE TIME

SHOW CARD QF1

QF1. How often do you do the following activities? [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?] [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE PER ROW.]

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	(27-31) DK
a. Exercise or participate in sports	5	4	3	2	1	0	-3
b. Watch TV	5	4	3	2	1	0	-3
c. Read books	5	4	3	2	1	0	-3
d. Generally, go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. Play board games or cards	5	4	3	2	1	0	-3

TECHNOLOGIES AND THE INTERNET.

SHOW CARD QI1

QI1. Thinking about technologies in general and not just the Internet, to what extent do you agree or disagree with each statement using the scale on this card?
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(32-37)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. Often it is easier to do things without using technologies	1	2	3	4	5	-3
b. I do not trust technologies, because they fail when you need them the most	1	2	3	4	5	-3
c. I get nervous using technologies, because I might break something	1	2	3	4	5	-3
d. Without new technologies society can no longer function	1	2	3	4	5	-3
e. I dislike learning new things	1	2	3	4	5	-3
f. I often leave my mobile phone turned on when I go to bed	1	2	3	4	5	-3
g. I learn new things on my own just because I want to	1	2	3	4	5	-3
h. If I want to concentrate I have to turn off all media and communications devices	1	2	3	4	5	-3
i. I find it easy to understand new things	1	2	3	4	5	-3

SHOW CARD QI2

QI2. Here are things people sometimes say about using the Internet. Even though you do not currently use the Internet we would still like to have your opinion. Can you please tell me to what extent do you agree or disagree with each statement using the scale on this card?
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(38-44)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. The Internet makes life easier	1	2	3	4	5	-3
b. The Internet is frustrating to work with	1	2	3	4	5	-3
c. There is too much immoral material online	1	2	3	4	5	-3
d. Going online is an efficient means for finding information	1	2	3	4	5	-3
e. When I used to go online I felt addicted to the Internet	1	2	3	4	5	-3
g. I found dealing with the amount of information online exhausting	1	2	3	4	5	-3
h. I wasted too much time going through irrelevant information online to get to what I was looking for	1	2	3	4	5	-3

SHOW CARD Q13

Q13. When you are trying to concentrate on a task, how distracting do you feel are the following..? [READ OUT. CIRCLE ONE ONLY]

	(45-47)				
	Not at all distracting	Not distracting	Distracting	Very distracting	Don't know
a. Noise	1	2	3	4	-3
b. Telephone calls	1	2	3	4	-3
c. People around you	1	2	3	4	-3

Q14. While you are online do you do offline activities such as watching TV, using the telephone or talking to friends at the same time?

[READ OUT. CIRCLE ONE ONLY]

	(48)
No	0
Yes, sometimes	1
Yes, most of the time	2
Don't know	-3

GOVERNMENT REGULATION

Q15. Thinking about regulation of the Internet, do you think the British government should regulate the Internet far more, more, no more no less, less or far less?

[READ OUT. CIRCLE ONE ONLY]

	(49)
Far more	5
More	4
No more no less	3
Less	2
Far less	1
Don't know	-3

Q16. People have different opinions on regulating children's content on the Internet. Which of the following do you think should be responsible for making restrictions or do you think that no one should restrict children's content? [READ OUT. CIRCLE ONE ONLY PER ROW]

	(50-54)		
	No	Yes	Don't know
a. Parents	0	1	-3
b. Providers of Internet services	0	1	-3
c. The Government	0	1	-3
d. School (teachers)	0	1	-3
e. No one should restrict children's content	0	1	-3

ATTITUDES TOWARDS ONLINE SHOPPING

SHOW CARD Q17

Q17. Here are some comments that people make about online shopping. Whether you used to shop on the Internet or not, we are still interested in your opinion. How much do you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW.]
 [IF RESPONDENTS SAY 'DON'T KNOW', DO NOT PUSH FOR AN ANSWER AND JUST CIRCLE 'DON'T KNOW']

	(66-73)					
	Disagree strongly	Dis-agree	Neither agree nor disagree	Agree	Agree strongly	DK
a. People have a much wider choice of goods online	1	2	3	4	5	-3
b. The prices of things online are lower	1	2	3	4	5	-3
c. Goods ordered online are difficult to return or exchange	1	2	3	4	5	-3
d. People are uncomfortable with the lack of face-to-face contact when ordering online	1	2	3	4	5	-3
e. It is easy to order products from websites	1	2	3	4	5	-3
f. It's difficult to assess product quality when shopping online	1	2	3	4	5	-3
g. Shopping online is more convenient than in stores	1	2	3	4	5	-3
h. People shop online when they can't buy the product from a local store	1	2	3	4	5	-3

ATTITUDES TOWARDS ONLINE ACTIVITIES AND THE INTERNET

SHOW CARD Q18

Q18. Please tell me how much you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(58-65)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. Going online allows people to keep in touch with each other	1	2	3	4	5	-3
b. It is easier for people to meet others online than in person	1	2	3	4	5	-3
c. The Internet helps people save time	1	2	3	4	5	-3
d. People could find personal information about me online	1	2	3	4	5	-3
e. It is difficult to delete personal information once it is online	1	2	3	4	5	-3
f. I wasted too much time online	1	2	3	4	5	-3
g. Going online helped me pass the time when I was bored or had nothing to do	1	2	3	4	5	-3
h. When I was online I didn't feel lonely	1	2	3	4	5	-3
i. Dealing with email takes up too much time	1	2	3	4	5	-3
j. I just enjoyed being online to see what comes up	1	2	3	4	5	-3
k. Going online helped me escape from things I would rather not deal with	1	2	3	4	5	-3

ATTITUDES TOWARDS LIFE, TECHNOLOGIES AND PRIVACY

SHOW CARD QB4/QB5

QB4. How often do you contact family or friends **who live nearby** by... ?
 [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?]
 [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE ONLY PER ACTION.]

(55-58)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	DK	Not applicable
a. Going to visit them, they come here, or meet nearby	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

SHOW CARD QB4/QB5

QB5. How often do you contact family or friends **who live faraway** by...? [PROMPT: Is that several times a day, daily, weekly, monthly or less than that?]
 [READ OUT. ROTATE ORDER BETWEEN INTERVIEWS. CIRCLE ONE ONLY PER ACTION]

(59-62)

	Several times a day	Daily	Weekly	Monthly	Less than monthly	DK	Not applicable
a. Going to visit them, they come here, or meet nearby	5	4	3	2	1	-3	-4
b. Calling them on the phone	5	4	3	2	1	-3	-4
d. Writing a card or a letter to them	5	4	3	2	1	-3	-4
e. Text messaging	5	4	3	2	1	-3	-4

POLITICAL OUTLOOKS AND INVOLVEMENT

QP1. How interested would you say you are in politics? Would you say you are ...
 [READ OUT. CIRCLE ONE ONLY]

	(63)
Very interested	4
Interested	3
Not very interested	2
Not at all interested	1
Don't know	-3

[IF INTERVIEWING A 14-17 YEAR OLD, GO TO QP3]

QP2. If an election were held tomorrow, which party are you most likely to vote for? [CIRCLE ONE ONLY]

	(64-65)
Conservatives (Tories)	1
Labour	2
Liberal Democrats	3
Scottish National Party	4
Plaid Cymru	5
UK Independence Party (UKIP)	6
Other (specify)	7
Don't know	-3
Refused to answer	-2

ASK ALL

QP3. In the last year, have you done any of the following?
[READ OUT EACH STATEMENT.]

[IF 'YES', ASK: Did you do this offline, online or have you done it both offline and online?] [CIRCLE ONE PER ROW].

	(66-68)				
	No	Yes, only Offline	Yes, only Online	Yes, both offline and online	DK
a. Contacted a politician, government or local government official (e.g. your MP or a councillor)	0	1	2	3	-3
b. Signed a petition	0	1	2	3	-3
c. Deliberately bought certain products for political, ethical or environmental reasons	0	1	2	3	-3

SHOW CARD QP4

QP4. People have different opinions about the way society functions, please tell me how much you agree or disagree with each of the following statements: [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(69-76)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree Strongly	Don't know
a. Censorship of the Internet has no place in a free society	1	2	3	4	5	-3
b. I was very careful about what I did or said online	1	2	3	4	5	-3
c. The government tries to prevent people from getting some information that is online	1	2	3	4	5	-3
d. I felt free to say things online that others might not agree with.	1	2	3	4	5	-3
e. I consider myself well-qualified to participate in society	1	2	3	4	5	-3
f. I feel that I have a pretty good understanding of the important political issues facing our country	1	2	3	4	5	-3
g. Other people seem to have an easier time understanding complicated issues than I do	1	2	3	4	5	-3
h. I feel that I could do as good a job in public office as most other people	1	2	3	4	5	-3

SHOW CARD QP5

QP5. Some people think that the Internet will change the way people influence politics, others think that this is not the case. I know that you do not currently use the Internet but we would still like your opinion. How much do you agree or disagree with the statement that 'Through the use of the Internet? [READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	(77-80)					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. People like you can have more political power	1	2	3	4	5	-3
b. People like you will have more say about what the government does	1	2	3	4	5	-3
c. People like you can know more about government	1	2	3	4	5	-3
d. Public officials will know more about what people like you have to say	1	2	3	4	5	-3

YOUR EDUCATION

QL1. What is the highest educational or vocational qualification that you have or that you will receive if you complete your next set of exams?

[CIRCLE ONE ONLY. IF MENTIONS MORE THAN ONE ASK: Which one would you consider the highest degree?]

[IF SAYS SOMETHING LIKE "GCSE" OR "O GRADE" ASK: How many?]

	Card 15. Rpt 1-11 (12-14)
No qualifications	0
5 or more GCSE grades A-C	1
4 or less GCSE grade A- C	2
GCSE grade D-G	3
5 or more Scottish Standard Grades, grades 1-3	4
4 or less Scottish Standard Grades, grades 1-3	5
5 or more O Grades, grades 1-3 (Scottish Ordinary Grades)	6
4 or less O Grades, grades 1-3 (")	7
Scottish Standard Grades, grades 4-7	8
Scottish Highers (either SCE or SQC)	9
Scottish Certificate Sixth Year Studies	10
SVQ level 1 or 2 (Scottish Vocational Qualifications)	11
SVQ level 3 (")	12
SVQ level 4 (")	13
SVQ level 5 (")	14
CSEs	15
5 or more O levels	16
4 or less O levels	17
GCE A levels or equivalent	18
NVO level 1 or 2	19
NVO level 3 or 4	20
NVO level 5	21
GNVQ Foundation	22
GNVQ Intermediate	23
GNVQ Advanced	24
Certificate or Diploma of Higher Education	25
HND (Higher National Diploma)	26
Bachelors degree	27
Graduate Certificates and Diploma	28
Post-degree professional qualification (eg banking accountancy, architecture, etc.)	29
Masters Degree	30
Doctoral Degree	31
Refused to answer	-2
Don't know	-3

QL2. What is the last type of educational institution (e.g. school, college or university) that you have attended or which type of educational institution are you attending now? [CIRCLE ONE ONLY.]

	(15-16)
Primary school or equivalent	0
Secondary school or equivalent	1
Special school or equivalent	2
Sixth form college or equivalent	3
Technical college or equivalent	4
Further Education College	5
Adult Community College	6
University or equivalent	7
Other (write)	

YOUR JOB OR OCCUPATION

Q01. Which of these descriptions best describes your current situation?
 [NOTE: IF RESPONDENT IS A STUDENT AND IS WORKING ASK: What is your principal activity? FULL TIME STUDENT WHO WORKS PART TIME IS A STUDENT. FULL TIME EMPLOYEE WHO IS A PART-TIME STUDENT IS WORKING FULL TIME]

	(17)	
Working Full time (30 hours a week or more)	1	GO TO Q02
Working Part time (8-29 hours a week)	2	
Retired	3	GO TO Q04A
Unemployed	4	
Permanently sick or disabled	5	GO TO Q06A
In community or military service	6	
Undergraduate Student	7	GO TO Q03
Post graduate student	8	
In full time education (not higher degree)	9	
In part time education (not higher degree)	10	
Doing housework, looking after children or other persons	11	GO TO Q06A
Refused to answer	-2	

Q02. Apart from working, do you also study?

	(18)	
No	0	GO TO Q04A
Yes	1	
Don't know	-3	

ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS

Q03. And apart from studying, do you also work?

	(19)	
No	0	GO TO Q06A
Yes	1	GO TO Q04A
Don't know	-3	GO TO Q06A

QO4A. In order that we interview a cross-section of people from all walks of life, could you tell me your occupation?

[NOTE: IF RESPONDENT IS UNEMPLOYED or RETIRED ASK: What was your occupation during your last job?]
[DO NOT ABBREVIATE]

Occupation of Respondent

--

- **TO GET A MORE ACCURATE REFLECTION, PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO RESPONDENT AND SENIORITY. IF RESPONDENT IS UNEMPLOYED OR RETIRED, CODE ACCORDING TO PREVIOUSLY HELD OCCUPATION]**

Qualifications of Respondent?

--

QO4B. Number of people who report to Respondent? [WRITE IN]
(20-23)

	Number
Don't know	-3

QO4C. Are you self-employed (with or without employees) or are you an employee?

	(24)
Self-employed	0
Employee	1

QO4D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(25-26)
	Number

QO4E. CODE

	(27)
A	1
B	2
C1	3
C2	4
D	5
E	6

Q05. Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

	(28)	
No	0	GO TO Q06A
Yes	1	GO TO Q07

Q06A. Could you tell me what is the occupation of the Chief Wage Earner in your household? [NOTE: IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ASK: Could you tell me the occupation of the Chief Wage Earner in their last job?]
[DO NOT ABBREVIATE]

Occupation of Chief Income Earner

- **TO GET A MORE ACCURATE REFLECTION, INTERVIEWER PROBE ON QUALIFICATIONS, NUMBER OF PEOPLE WHO REPORT TO CIE AND SENIORITY. IF CHIEF WAGE EARNER IS UNEMPLOYED OR RETIRED ACCORDING TO PREVIOUSLY HELD OCCUPATION]**

Qualifications of CIE?

Q06B. Number of people who report to CIE? [WRITE IN]

	(29-32)
Number	
Don't know	-3

Q06C. Is the CIE self-employed (with or without employees) or is the CIE an employee?

	(33)
Self-employed	0
Employee	1

Q06D. Standard Occupation Code [CODING TO WRITE IN 2-DIGIT CODE NUMBER]

	(34-35)
Number	

Q06E. CODE

	(36)
A	1
B	2
C1	3
C2	4
D	5
E	6

ONLY ASK PEOPLE CURRENTLY WORKING, ALL OTHERS GO TO Q015.

Q07. Do you work all or some of the time from home? Do you do all your work from home, often work from home, seldom work from home or never work from home?
[READ OUT. CIRCLE ONE ONLY]

	(37)
Yes, do all my work from home	3
Often work from home	2
Seldom work from home	1
Never work from home	0
Don't know	-3

Q08. How often did you use the Internet at home for work related activities? Would you say it is often, seldom or never?
[READ OUT. CIRCLE ONE ONLY]

	(38)	
Often	2	
Seldom	1	
Never	0	
Don't know	-3	
NOT APPLICABLE: Never had Internet at home	-4	GO TO Q010

Q09. Do you think that having access to email and the Internet decreased the amount of work-related activity you did at home, increased the amount of work or it didn't make any difference? [READ OUT. CIRCLE ONE ONLY]

	(39)
Decreased the amount of work I did at home	3
Didn't make any difference	2
Increased the amount of work I did at home	1
Don't know	-3

ASK ALL

Q010. Did you use the Internet while you were at work?

	(40)	
No	0	GO TO Q015
Yes	1	

THE INTERNET AT WORK

ONLY ASK PEOPLE WHO USED THE INTERNET AT WORK

Q011. Do you think that having access to email, social networks and the Internet increases the time you spend on personal things at work, decreases the amount of time or it doesn't make any difference?
[READ OUT. CODE ONE ONLY]

	(41)
Increases the amount of time I spend on personal things at work	1
Doesn't make any difference	2
Decreases the amount of time I spend on personal things at work	3
Don't know	-3

Q012. Because of your Internet access at work, do you feel that your ability to do your job was improved a lot, improved somewhat, stayed the same, worsened somewhat, or worsened a lot? [READ OUT. CIRCLE ONE ONLY]

	(42)
Improved a lot	1
Improved somewhat	2
Stayed the same	3
Worsened somewhat	4
Worsened a lot	5
Don't know	-3

Q013. Now I'd like you to think about the different things people do online at work. Did you ever use the Internet to... [READ OUT. CIRCLE ONE ONLY]

	No	Yes	Don't know
			(43)
a. Learn new work-related skills	0	1	-3
b. Advertise yourself or your services	0	1	-3
c. Collaborate with colleagues on common projects	0	1	-3
d. Meet new colleagues in other workplaces	0	1	-3

Q014. Thinking only about your WORK activity online, did you use the Internet for the following purposes
[READ OUT EACH STATEMENT. CIRCLE ONE PER ROW]

	No	Yes	Don't know
			(44)
a. Read or send work email or other electronic messages	0	1	-3
b. Watch work-related videos	0	1	-3
c. Participate in meetings over the Internet	0	1	-3
e. Read items or information on your organization's Intranet	0	1	-3
f. Post on your organization's intranet	0	1	-3
g. Update your FaceBook page while at work	0	1	-3

ASK ALL

Q015. Have you ever had difficulty finding or applying for a job because you do not use the Internet? [CIRCLE ONE ONLY]

	(45)
Yes	1
No	0
Don't know	-3

DEMOGRAPHICS

In the last section of this interview I would like to ask you a few questions about yourself that will be used for classification purposes. Like all the other information in this survey your answers will remain anonymous and cannot be used to identify you personally.

QD1. In what year were you born? [WRITE IN 4-DIGIT YEAR]

(46-49)

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QD2. Gender [BY OBSERVATION. CIRCLE ONLY ONE]

	(50)
Male	0
Female	1

QD3. Marital Status: Are you...? [CIRCLE ONLY ONE]

	(51)
Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5

QD4. How many adults live in your household (people over the age of 18)?
[WRITE IN]

(52)

--

CHILDREN

QD5. Do any children (people under 18) live in your household? [CODE ONLY ONE]

	(53)	
No	0	GO TO QD11
Yes	1	GO TO QD6
Don't know	-3	GO TO QD11

QD6. How many children live in your household and how old are they?
 [CODE "YES" OR "NO" FOR EVERY AGE GROUP AND IF THEY HAVE CHILDREN, WRITE
 DOWN HOW MANY FOR EACH AGE GROUP.]

(54-59)

a. Children under 10	No	0	How many?	
	Yes	1		
b. Children between 10-13	No	0	How many?	
	Yes	1		
c. Children between 14-17	No	0	How many?	
	Yes	1		

QD7. Does this child/Do any of these children have access to any of the following in their bedroom? [READ OUT. CODE ONE PER ROW]

	No	Yes	(60) Don't know
a. TV	0	1	-3
b. The Internet	0	1	-3
c. Game console	0	1	-3

- **[DO NOT ASK QD8 IF A CHILD AGED 14-17 IS BEING INTERVIEWED AND IF THIS CHILD IS ONLY CHILD IN THE HOUSEHOLD]**

QD8. Does this child/do these children have access to the Internet at home, at school or somewhere else? [CODE ONLY ONE]

	(61)	
Yes	1	GO TO QD9
No	0	GO TO QD11
Don't know	-3	

QD9. [IF INTERVIEWING A 14-17 YEAR OLD] Have you ever been told by your parents or guardian... [IF INTERVIEWING A GUARDIAN OR PARENT]: Have you ever told your child/your children... [READ OUT. CODE ONE PER ROW]

	No	Yes	(62-67) Don't know
a. Not to visit some sites	0	1	-3
b. How much time to spend online	0	1	-3
c. Not to give out personal information	0	1	-3
d. Not to meet someone in person they only met online	0	1	-3
e. To use the PC under parent's control, for example in the same room	0	1	-3
f. Not to talk to strangers online	0	1	-3

QD10. And does your household use parental control filters, such as 'Net Nanny' or other filters provided by your ISP to prevent children from accessing certain websites? [READ OUT. CODE ONLY ONE]

	(68)
No, never heard of them	0
No, do not use them	1
Yes	2
Don't know	-3

ASK ALL

QD11. Even though you do not currently use the Internet, how many other members of your household use the Internet? [READ OUT. CIRCLE ONLY ONE]

	(69)
All other members	2
Some of them	1
No others	0
Don't know	-3

QD12. Do you know a language other than English well enough to read a newspaper in that language? [CODE ONE ONLY]

	(70)
No	0
Yes	1

QD13. How many years in total have you lived in the UK? [WRITE DOWN]

	(71-72)
Interviewer write in number	_____ years
Don't know	-3

• **SHOW CARD QD14**

QD14. To which of these groups do you consider you belong? Please just tell me the letter you see on this card. [CODE ONE ONLY]

		(73-74)
O	ASIAN: of Indian origin	1
H	ASIAN: of Pakistani origin	2
S	ASIAN: of Bangladeshi origin	3
L	ASIAN: of Chinese origin	4
X	ASIAN: of any other origin (WRITE IN) _____	5
Q	BLACK: of African origin	6
T	BLACK: of Caribbean origin	7
Y	BLACK: of other origin (WRITE IN) _____	8
B	WHITE: of British origin	9
U	WHITE: of Scottish origin	10
D	WHITE: of Welsh origin	11
N	WHITE: of any other origin	12
K	OTHER (WRITE IN) _____	13
	Refused to answer	-2
	Don't know	-3

• **SHOW CARD D15**

QD15. Do you regard yourself as belonging to any particular religion or denomination? [PROMPT IF YES: Which one? Please just tell me the letter you see on this card.]

		(75-76)
A	No, do not belong to any religion	0
B	Christian - no denomination	1
C	Roman Catholic	2
D	Greek or Russian Orthodox	3
E	Protestant	4
F	Church of England / Anglican / Church of Wales	5
G	Scottish Episcopal Church	6
H	Baptist	7
I	Methodist	8
J	Presbyterian/Church of Scotland	9
K	Free Presbyterian	10
L	Brethren	11
M	United Reform Church (URC)/Congregational	12
N	Other Christian	13
O	Hindu	14
P	Jewish	15
Q	Islam/Muslim	16
R	Sikh	17
S	Buddhist	18
T	Other non-Christian	19
U	Other	20
	Refused	-2
	Don't know	-3

QD16. Do you have a health problem or disability which prevents you from doing every day tasks at home, work or school or which limits the kind or amount of work you can do? [CODE ONE ONLY]

		(77)
No	0	GO TO QD18
Yes	1	GO TO QD17
Refused to answer	-2	GO TO QD18

QD17. Does this health problem or disability limit your use of a computer or the Internet? [CODE ONE ONLY]

		(78)
No	0	
Yes	1	
Refused to answer	-2	

• **ASK ALL**

QD18. Finally, can I just check, would you describe the place where you live as a big city, the suburbs or outskirts of a big city, a small city or town, a country village, or, a farm or home in the country? [READ OUT. CODE ONE ONLY]

		(79)
A big city	1	
The suburbs or outskirts of a big city	2	
A small city or town	3	
A country village	4	
A farm or home in the country	5	
Other	6	
Don't know	-3	
Refused	-2	

CLOSE INTERVIEW WITH

That is all the questions I have. Thank you very much for cooperating with this Oxford University survey. It will help in understanding the ways in which people are responding to the introduction of the INTERNET in society. As I said at the beginning Oxford University will make a donation to Oxfam in appreciation of the time you have given us for this interview. Could you tell me your phone number in case we need to double check any of your responses to the questions?

PHONE NO. OF RESPONDENT:

REGION

	(80)
Scotland	0
North West	1
South West	2
Wales	3
South East	4
London	5
East of England	6
East Midlands	7
West Midlands	8
Yorkshire & the Humber	9
North East	10

POSTCODE OF HOUSE (TAKE FROM SAMPLE SHEET)

(card 16. Rpt 1-11. 12-18)

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SELF COMPLETION SECTION - PLEASE HAND TO RESPONDENT TO COMPLETE

1. Have you or has someone close to you been directly affected by the economic crises? For example, have any of your close friends or family members lost considerable amounts of money on the stock market, been fired, or had cuts in their income? Circle one answer for each row.

	(19)	
	No	Yes
a. Yes, a close friend	0	1
b. Yes, a family member	0	1
c. Yes, I have been affected myself	0	1

2. The incomes of households differ a lot in Britain today. Here is a table showing the range of incomes that people have. Which of the letters on this table best represents the total income of your household before tax? Circle one answer only.

	(20)
Q	Up to £12.500 per year
T	£12.500 up to £20.000 per year
K	£20.000 up to £30.000 per year
B	£30.000 up to £40.000 per year
F	£40.000 up to £50.000 per year
V	£50.000 up to £60.000 per year
J	£60.000 up to £70.000 per year
L	£70.000 up to £80.000 per year
D	Over £80.000 per year

3. The next question is about how you feel about different aspects of your life. Could you tell me for each one if you feel that way always, almost always, some of the time, rarely or never? Circle one answer for each row.

	(21-23)				
	Never	Rarely	Some of the time	Almost always	Always
a. I lack companionship?	0	1	2	3	4
b. I feel left out?	0	1	2	3	4
c. I feel isolated from others?	0	1	2	3	4

4. People disagree over what is appropriate for people to do with various communication technologies like mobile phones and the Internet. Do you think the following activities are appropriate, not appropriate or does it depend on the circumstances? Circle one answer for each row.

	(24-29)				
	Very Inappropriate	Inappropriate	It depends	Appropriate	Very Appropriate
a. Send an electronic greeting card instead of a paper card	1	2	3	4	5
b. Download music from the Internet without paying for it	1	2	3	4	5
c. Send jokes by email or electronic messages	1	2	3	4	5
d. Download/copy a book or article without paying for it	1	2	3	4	5
e. Gamble with money online	1	2	3	4	5
f. Look at pornography online	1	2	3	4	5

5. I would now like to ask you a few things about yourself. How much do you agree with the following descriptions? Circle one answer for each row.

	(30-37)				
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
a. I am a quiet, reserved person	1	2	3	4	5
c. I am an outgoing, enthusiastic person	1	2	3	4	5
d. Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5
e. Becoming a success in life is a matter of hard work, luck has little or nothing to do with it	1	2	3	4	5
f. What happens to me is my own doing	1	2	3	4	5
g. Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5
h. I am no good at learning new things	1	2	3	4	5
i. I like any opportunity to discover something new	1	2	3	4	5

6. How often did you go online for the following purposes? Circle one answer for each row.

	(38-39)					
	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
a. Betting, gambling or entering sweepstakes	5	4	3	2	1	0
b. Looking at 'adult' sites with sexual content	5	4	3	2	1	0

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand the questionnaire back to the interviewer.