

NOP Consumer Market Research
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Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
431882	0 1		1 5

Job No : J 431882
Issue : 1
Date : 6 November, 2000

FLASH E 88

RESPONDENTS NAME:

TELEPHONE NUMBER:

RESULT OF CONTACT

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

STANDARD DIAL DISPOSITION CODES

NR	-	No reply	HHR	-	Household/Company refusal
ENG	-	Circuit Engaged	RR	-	Respondent Refusal
NU	-	No. unobtainable (Not a working no.)	ANS	-	Answerphone
NNAS	-	No. Not applicable to study(home telephone if business no. if consumer study)	REJ	-	Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	-	Language barrier	COMP	-	Completed interviews (segregated by type)
SRNA	-	Selected respondent not available	PART	-	Partial (interview terminated by respondent before completion)
CUTS	-	Contact unable to speak for H.Hold			
INEL	-	H.Hold/Business ineligible for specific reason			

Q.No	Question	Answer	Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey in the 15 countries of the European Union and in the United States about the new technologies. Is it convenient to talk to you now, it will take about 10 minutes?	OK	1	Q.A
		Not OK	2	Arrang recall
Q.A	RECORD SEX OF RESPONDENT - DO NOT ASK	Male	1	
		Female	2	Q.B
Q.B	First of all could I just check a few details with you. What was your age on your last birthday?	_____		Q.C
		(RECORD ACTUAL AGE)		
		Refused	00	
Q.C	And at what age did you finish your full-time education?	_____		Q.D
		(RECORD ACTUAL AGE)		
		Did not go to school	01	
		Still studying	99	
		Refused	00	
Q.D	And what is your occupation? PROBE TO PRECODES	Farmer/fisherman	01	
		Professional (e.g. Lawyer/ Doctor/ accountant)	02	
		Owner of a shop or company/ craftsman/ proprietor	03	
		General management	04	
		Employed/middle management	05	
		Manual worker	06	
		Retired	07	
		Housewife	08	
		Student/Military Service	09	
		Temporarily not working/ unemployed	10	
		Other (WRITE IN)	11	Q.Di)

		Refused	12	
QDi)	How many people are there in total in your household who are aged 12 years or over? RECORD EXACT NO.	_____		Q.1

Q.No	Question	Answer	Code	Skip to
	Are you aware of any <u>free</u> public Internet access points in your area? READ OUT PRECODES	In the library In community centres In the town hall In the post office In the employment office/job centre Elsewhere No, not aware of any free access points (DK/NA)	1 1 1 1 1 1 1 1	Q.2
Q.2	Do you have access to the Internet at home?	Yes No (DK/NA)	1 2 3	Q.3 Q.2a Q.8
Q.2a	Why do you not have access to the Internet at home? Is it because ... READ OUT EACH PRECODE MULTI ANSWERS ALLOWED	You don't know exactly what the Internet is The Internet is too complicated You are not interested in the Internet You don't need the Internet at home You don't have a PC or other method of connecting to the Internet You don't have information on the way to connect to and use the Internet The costs of installing and using the Internet are too high You don't have time to use it You, or your family, are already connected elsewhere and this access is sufficient You don't know why as you are not the person responsible for deciding these things (Other reasons - SPECIFY) (DK/NA)	() 1 1 1 1 1 1 1 1 1 1 1 1	Q8
Q.3	In which of the following ways does your household access the Internet. Is it through ... MULTI ANSWERS ALLOWED	a) a standard phone line b) an ISDN line (Integrated Services Digital Network) c) An ADSL line (Asymmetric Digital Subscriber Line) d) Cable e) a device that allows you to browse the web from your television f) a mobile 'phone using WAP technology g) (DK/NA)	() 1 1 1 1 1 1 1	Q.4

Q.No.		Code	Route
Q.4	How many members of your household use the Internet at home?	() 1 2 3 4 5 6 7 8 or more (DK/NA)	 1 2 3 4 5 6 7 8 9 Q.5
Q.5	Do you know approximately how much you spend each month on your Internet connection?	Yes No	1 2 Q.5a Q.8
Q.5a	What is your best estimate of the total amount paid by your household in the last month for your Internet access (i.e. what you usually pay to your Internet Service Provider) <u>and</u> related telephone costs (i.e. what you usually pay your telephone company for the time spent on-line)?	Less than £15 £15 - £30 £31 - £45 £46 - £60 Over £60 a month (DK/NA)	1 2 3 4 5 6 Q.6
Q.6	In the last year has your domestic Internet bill ... READ OUT PRECODES ONE ANSWER ONLY	Increased Decreased Not changed significantly Not relevant because only recently connected (DK/NA)	1 2 3 4 5 Q.7a Q.7b Q.8
Q.7a	Is this increase due to ... READ OUT EACH PRECODE	a) an increase in your use of the Internet b) an upgrading of your access c) higher telephone costs d) higher charges from your ISP (Internet Service Provider) e) (some other reason (SPECIFY)) f) (DK/NA)	1 1 1 1 1 1 Q.8

Q.7b	Is this decrease due to ... READ OUT EACH PRECODE	a) a decrease in your use of the Internet	1	
		b) changing your service provider	1	
		c) benefiting from a flat-rate tariff	1	
		d) benefiting from a free access arrangement	1	
		e) lower telephone costs	1	
		f) lower charges from your service provider	1	
		g) (some other reason (SPECIFY))	1	

		h) (DK/NA)	1	Q.8

Q.No.			Code	Route
Q.8	Do you personally use the Internet ... READ OUT EACH PRECODE - CODE ALL THAT APPLY	At home	1	Q8a
		At work	1	
		At school/University	1	
		At an Internet Café	1	
		At a friend's	1	
		At a public access point (e.g. Library/Community Centre)	1	
		Some other place	1	
	or Do not use Internet at all		1	Q.F
Q.8a	When do you usually log on to the Internet? Is it ... (READ OUT EACH PRECODE) MULTI ANSWERS ALLOWED	Mostly during the week	1	Q.9
		Mostly during the weekend	1	
		Both during the week and at weekends	1	
		During working hours	1	
		Only after work	1	
		After the evening meal	1	
		Late at night	1	
		(DK/NA)	1	
Q.9	Approximately how many hours per week do you spend on-line, either at home or elsewhere?	Less than 5 hours	1	Q.10
		Between 5 and 10 hours	2	
		Between 11 and 15 hours	3	
		Between 16 and 20 hours	4	
		Between 21 and 25 hours	5	
		More than 25 hours	6	
		(DK/NA)	7	
Q.10	Have you encountered any of the following security problems with the Internet at home or elsewhere? READ OUT EACH PRECODE MULTI ANSWERS ALLOWED	Caught a virus on the Internet	1	Q.11
		Credit card number has been abused	1	
		Received too many unsolicited emails (spamming)	1	
		Been harassed and received offensive offers as a result of being on-line	1	
		Other types of security problems (SPECIFY)	1	
		No, never encountered any problems	1	
		(DK/NA)	1	
Q.11	Have you ever ordered any goods or services over the Internet? PROBE TO PRECODES	Yes, regularly	1	Q.12
		Yes, occasionally	2	
		Yes, but rarely	3	
		No, never	4	Q.15
		(DK/NA)	5	

Q.No.			Code	Route
Q.12	Have you bought anything over the Internet in the last month?	Yes No (DK/NA)	1 2 3	Q.13
Q.13	I am going to read out several negative experiences that you can encounter while making a purchase on the Internet. Which, if any, of the following you have experienced? READ OUT EACH PRECODE MULTI ANSWERS ALLOWED	Goods didn't arrive Delivery took too long Credit card was falsely or incorrectly debited The goods received were not as described in the offer The goods were damaged on delivery Other negative experience (SPECIFY) _____	1 1 1 1 1 1	Q.14
		Not had a negative experience (DK/NA)	1 1	Q.15
4	When you had a problem with your Internet purchase, did you ... READ OUT EACH PRECODE ONE ANSWER ONLY • IF MORE THAN ONE PROBLEM EXPERIENCED, ASK ABOUT THE ONE EXPERIENCED MOST RECENTLY	Resolve it directly and satisfactorily with the supplier Try to resolve it with the supplier but were unable to reach a satisfactory agreement Resolve it through a mediation process involving a third party Resolve it through the courts (Other (SPECIFY)) _____ (DK/NA)	1 2 3 4 5 6	Q.15
Q.15	I am now going to read out several reasons for getting on-line with a public authority (for example, your local council, the tax office or some other government organisation). Could you tell me if you have already used this kind of service? READ OUT EACH PRECODE MULTI ANSWERS ALLOWED	Finding or downloading information e-mailing enquiries Submitting forms (e.g. tax, vehicle registration) Other on-line services (SPECIFY) _____ None used (DK/NA)	1 1 1 1 1 1	Q.16 Q.18
Q.16	Do you have contact with public authorities via the Internet (through a Web-site or by e-mail) ... READ OUT EACH PRECODE ONE ANSWER ONLY ALLOWED	Regularly Occasionally Rarely (DK/NA)	1 2 3 4	Q.17
Q.17	Have you had contact with a public authority via the Internet in the last month (through a web-site or by e-mail)?	Yes No (DK/NA)	1 2 3	Q.18

Q.18	Do you have problems finding information on the Internet in your mother tongue? READ OUT PRECODES	Often	1	Q.19
		Occasionally	2	
		Never	3	
		(DK/NA)	4	

Q.No.			Code	Route
Q.19	While surfing on the net, have you ever found a foreign web site that you wished was also available in your own language?	Yes	1	Q.20
		No	2	Q.F
		(DK/NA)	3	Q.20
Q.20	If you could choose from the following types of web site, which one would you like most to find in your own language? Would it be a web site containing READ OUT EACH PRECODE ONE ANSWER ONLY	Medical information	1	
		Scientific information	2	
		Information on foreign cultures	3	
		Travel information	4	
		Translations of foreign newspapers	5	
		Business & marketing related information	6	
		(Other (SPECIFY))	7	

		(DK/NA)	8	Q.F

Q.No.					Code	Rout
Q.F	Thank you very much for you help today. Before I close could I just check in which region of the country you live? PROBE TO PRECODES					
	Cleveland, Durham	01	Kent	25		
	Cumbria	02	Avon, Gloucestershire	26		
	Northumberland	03	Wiltshire	27		
	Tyne and Wear	04	Cornwall, Devon	28		
	Humberside	05	Dorset, Somerset	29		
	North Yorkshire	06	Hereford & Worcester	30		
	South Yorkshire	07	Warwickshire	31		
	West Yorkshire	08	Shropshire, Staffordshire	32		
	Derbyshire	09	West Midlands(county)	33		
	Nottinghamshire	10	Cheshire	34		
	Leicestershire	11	Greater Manchester	35		
	Northamptonshire	12	Lancashire	36		
	Lincolnshire	13	Merseyside	37		
	East Anglia	14	Clwyd, Dyfed	38		
	Bedfordshire	15	Gwynedd, Powys	39		
	Hertfordshire	16	Gwent	40		
	Berkshire	17	M-S-W Glamorgan	41		
	Buckinghamshire	18	Borders, Central Fife	42		
	Oxfordshire	19	Lothian, Tayside	43		
	Surrey	20	Dumfries, Galloway	44		Q.G
	East/West Sussex	21	Strathclyde	45		
	Essex	22	Highlands, Island	46		
	Greater London	23	Grampians	47		
	Hampshire, Isle of Wight	24				
Q.G	Would you say you lived in a READ OUT PRECODES					
			Rural area or village	1		
			Small or middle size town	2		
			Large town	3		*See Insts.

INTERVIEWER RECORD:

TOWN LIVED IN : _____

POST CODE : _____

(H) LENGTH OF INTERVIEW IN MINUTES : _____