

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? _____	(RECORD ACTUAL AGE)		Q.C
		Refused	00	
Q.C	And at what age did you finish your full-time education? _____	(RECORD ACTUAL AGE)		Q.D
		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	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	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	1	
		2	2	
		3	3	
		4	4	
		5	5	
		6	6	
		7	7	
		8 or more	8	
		(DK/NA)	9	Q.5
Q.5	Do you know approximately how much you spend each month on your Internet connection?	Yes	1	Q.5a
		No	2	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	1	
		£15 - £30	2	
		£31 - £45	3	
		£46 - £60	4	
		Over £60 a month	5	
		(DK/NA)	6	Q.6
Q.6	In the last year has your domestic Internet bill ... READ OUT PRECODES ONE ANSWER ONLY	Increased	1	Q.7a
		Decreased	2	Q.7b
		Not changed significantly	3	
		Not relevant because only recently connected	4	Q.8
		(DK/NA)	5	
Q.7a	Is this increase due to ... READ OUT EACH PRECODE	a) an increase in your use of the Internet	1	
		b) an upgrading of your access	1	
		c) higher telephone costs	1	
		d) higher charges from your ISP (Internet Service Provider)	1	
		e) (some other reason (SPECIFY))	1	
		f) (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 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	Q8a
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 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
Q.9	Approximately how many hours per week do you spend on-line, either at home or elsewhere?	Less than 5 hours 1 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
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 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
Q.11	Have you ever ordered any goods or services over the Internet? PROBE TO PRECODES	Yes, regularly 1 Yes, occasionally 2 Yes, but rarely 3 No, never 4 (DK/NA) 5	Q.12 Q.15

Q.No.			Code	Route
Q.12	Have you bought anything over the Internet in the last month?	Yes	1	
		No	2	
		(DK/NA)	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	1	
		Delivery took too long	1	
		Credit card was falsely or incorrectly debited	1	
		The goods received were not as described in the offer	1	
		The goods were damaged on delivery	1	
		Other negative experience (SPECIFY) _____	1	Q.14
		Not had a negative experience	1	
		(DK/NA)	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	1	
		Try to resolve it with the supplier but were unable to reach a satisfactory agreement	2	
		Resolve it through a mediation process involving a third party	3	
		Resolve it through the courts	4	
		(Other (SPECIFY) _____	5	Q.15
		(DK/NA)	6	
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	1	
		e-mailing enquiries	1	
		Submitting forms (e.g. tax, vehicle registration)	1	Q.16
		Other on-line services (SPECIFY) _____	1	
		None used	1	Q.18
		(DK/NA)	1	
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	1	
		Occasionally	2	
		Rarely	3	
		(DK/NA)	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	1	
		No	2	
		(DK/NA)	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 East/West Sussex 21 Strathclyde 45 Essex 22 Highlands, Island 46 Greater London 23 Grampians 47 Hampshire, Isle of Wight 24		Q.G
Q.G	Would you say you lived in a READ OUT PRECODES Rural area or village Small or middle size town Large town	1 2 3	*See Insts.

INTERVIEWER RECORD:

TOWN LIVED IN : _____

POST CODE : _____

H LENGTH OF INTERVIEW IN MINUTES : _____