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Memorandum

May 9, 2019

Subject: 2019 OxIS questionnaire

Thank you for your interest in the 2019 OxIS questionnaire.

In order to simplify the task of interviewers and improve the quality of the data the 2019 OxIS questionnaire was divided into 4 parts.

- Part 1 was a general questionnaire, asked of all respondents; 11 pages
- Part 2 was administered only to Internet users; 29 pages
- Part 3 was administered only to non-users; 16 pages
- Part 4 was administered only to ex-users; 21 pages

For convenience, all four questionnaires have been combined into a single pdf file, which directly follows this page.

Although this organization has advantages in terms of improved data quality, a disadvantage is that some questions are repeated in the different parts (e.g. age, gender, marital status, ethnicity, social grade, etc.). Each of these has been combined into the same variable in the data file.

OXFORD INTERNET SURVEY 2019
GENERAL QUESTIONNAIRE

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 we will pay £5 as a thank you for their time.

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 30 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 18 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 18 or older? CODE BELOW

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 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

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?

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

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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 we will pay £5 as a thank you for their time.

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 BMG Research, an independent opinion research company, which Deltapoll and 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.

READ OUT TO SELECTED RESPONDENT

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website. You can find the details here INTERVIEWER TO HIGHLIGHT RELEVANT INFORMATION ON THANK YOU LEAFLET.

I need to record that you are happy to participate, and this one question only is recorded. This is for quality control purposes and won't be shared with anyone outside of BMG Research.

Can I confirm that you are happy to participate in the survey?
Please ask the respondent to read out as follows "I agree to take part in the survey".

INFORMATION AND TRUST

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: **RANDOMIZE** [READ OUT EACH STATEMENT. CODE ONE PER ROW].

	Make a call on a telephone	Personally visit a person or location	Go to a book or directory	Go online on your desktop/laptop/tablet	Go online on your smartphone	DK
a. go1mp: The name of your local MP, if you didn't know it?	1	2	3	4	5	-3
b. go1tax: Council taxes?	1	2	3	4	5	-3
c. go1hol: Planning a trip or a holiday?	1	2	3	4	5	-3
d. go1book: A book that you heard about?	1	2	3	4	5	-3
e. go1sch: Local schools	1	2	3	4	5	-3
f. go1topic: A topic or issue for a work, school or personal project	1	2	3	4	5	-3
g. go1pdt: If you have a problem with a product or service	1	2	3	4	5	-3

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. CODE 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, CODE FOR 'DON'T KNOW'. IF RESPONDENT INSISTS THEY DON'T USE, CODE 1 'NOT IMPORTANT AT ALL']

	Essential	Very important	Important	Not so important	Not important at all	DK
a. impinftv: Television	5	4	3	2	1	-3
b. impinfrad: Radio	5	4	3	2	1	-3
c. impinfine: The Internet	5	4	3	2	1	-3
d. impinfnews: Print newspapers & magazines	5	4	3	2	1	-3

QA3. People like different kinds of 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? **RANDOMIZE** [READ OUT. CODE 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, CODE FOR 'DON'T KNOW'/ 'NO OPINION'. IF RESPONDENT INSISTS THEY DON'T USE, CODE 1 'NOT IMPORTANT AT ALL']

	Essential	Very important	Important	Not so important	Not important at all	DK
a. impenttv: Television	5	4	3	2	1	-3
b. impentrad: Radio	5	4	3	2	1	-3
c. impentppl: Spending time with other people	5	4	3	2	1	-3
d. impentine: The Internet	5	4	3	2	1	-3

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...? **RANDOMIZE** [CODE 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, CODE 'DON'T KNOW']

	Totally reliable and accurate 5	4	3	2	Totally unreliable and inaccurate 1	Refused to answer	DK
a. relpnews: Print newspapers & magazines	5	4	3	2	1	-2	-3
b. reltv: Television	5	4	3	2	1	-2	-3
c. relrad: Radio	5	4	3	2	1	-2	-3
d. relonews: Online news, like online newspapers, magazines and news sites	5	4	3	2	1	-2	-3
e. relsclm: Social media	5	4	3	2	1	-2	-3
f. relsrch: Search engine results	5	4	3	2	1	-2	-3

QA8. Trmost: 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. [CODE ONE ONLY]

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

QA10. funlit: Which of these options best describes how you feel about your ability to read and write? [CODE ONE ONLY]

Very confident	Fairly confident	Neither confident nor not confident	Not very confident	Not at all confident	Refused	Don't know
5	4	3	2	1	-2	-3

QA9. Intnet: Generally speaking, how interested or not interested would you say you are about things you can DO on the Internet? Would you say you are... [READ OUT. CODE ONE ONLY]

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/QP7/QI1/QM4

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. CODE ONE ONLY PER ROW] **RANDOMIZE**

	Disagree strongly	Dis-agree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. agttry: When new technologies or gadgets are invented, it is a good idea to try them	1	2	3	4	5	-3
c. agtbet: Technology is making things better for people like me	1	2	3	4	5	-3
d. aganon: People should be able to express their opinion anonymously online	1	2	3	4	5	-3
e. agcred: People should be concerned about protection of credit card details when they use new technologies	1	2	3	4	5	-3
f. agpriv: The use of computers and the Internet is a threat to personal privacy	1	2	3	4	5	-3
g. agtdate: I find it difficult to keep up to date with new technology	1	2	3	4	5	-3
i. agpdata: Companies that store and sell my personal data are a threat to my privacy	1	2	3	4	5	-3
j. agai: Artificial Intelligence will bring overall positive benefits for society	1	2	3	4	5	-3

QB2. Do you participate in the activities of one or more of the following organisations? [READ OUT. CODE ONE ONLY PER ORGANISATION] [IF THE RESPONDENT DOESN'T KNOW, CODE 0 'No']

	Yes	No
a. actsport: Any social or sport club, like a gym, music or arts associations	1	0
b. actloc: A residents, neighbourhood, school or other local group	1	0
c. actunion: A trade union	1	0
d. actenv: An environmental or animal welfare organisation	1	0
e. actpol: Any other political or campaigning organisation	1	0
f. actchar: A charity organization or social aid organisation	1	0
g. actrel: Religious or church organisation	1	0

SHOW CARD QB1/QP7/QI1/QM4

QP7: Overall, do you agree or disagree with the following statements?
[SINGLE CODE EACH] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. p_direc: Political change in this country is generally moving in the right direction. [ANCHOR – first option]	1	2	3	4	5	-3
b. p_pwill: Elected politicians should follow the will of the people	1	2	3	4	5	-3
c. p_peop: The people, and not politicians, should participate in our most important policy decisions	1	2	3	4	5	-3
d. p_prun: The political differences between the elected politicians running this country and ordinary people are larger than the differences between people themselves	1	2	3	4	5	-3
e. p_ptalk: Elected officials talk too much and take too little action	1	2	3	4	5	-3
f. p_psell: What people call 'compromise' in politics is really just selling out on one's principles.	1	2	3	4	5	-3

TECHNOLOGY IN GENERAL

QI1. Thinking about TECHNOLOGIES IN GENERAL and not just online, 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] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. agtwout: Often it is easier to do things without using technologies	1	2	3	4	5	-3
b. agtfail: I do not trust technologies, because they fail when you need them the most	1	2	3	4	5	-3
c. agtbre: I get nervous using technologies, because I might break something	1	2	3	4	5	-3
d. agtfun: Without new technologies society can no longer function	1	2	3	4	5	-3
e. aglerdis: I dislike learning new things	1	2	3	4	5	-3
g. aglerwant: I learn new things on my own just because I want to	1	2	3	4	5	-3
h. agoff: If I want to concentrate I have to turn off all devices	1	2	3	4	5	-3
i. aglereasy: I find it easy to understand new things	1	2	3	4	5	-3

MOBILE PHONES

QM1. Mob: Do you yourself have a mobile phone? [CODE ONE ONLY]

No	0	GO TO QH7
Yes	1	GO TO QM2
Don't know	-3	GO TO QH7

QM2. Mobs: Is your phone a smartphone? {PROBE: IF NECESSARY: A smartphone is a phone on which you can access email, watch videos, view social media and use apps. Popular smartphone brands are the iPhone, Nexus and Samsung Galaxy] [CODE ONE ONLY]

No	0	GO TO QH7
Yes	1	GO TO QM3
Don't know	-3	GO TO QH7

QM3. Do you use your mobile phone to …
[READ OUT. CODE ONE PER ROW] [RANDOMIZE]

	Yes	No	Don't know	Not possible on my phone
a. mobmail2: Send or read email	1	0	-3	-10
b. mobppix2: Post a photo or video online	1	0	-3	-10
c. mobspix2: Send photos or video to someone	1	0	-3	-10
d. moblmus2: Listen to music	1	0	-3	-10
e. mobdir2: Find directions or locations	1	0	-3	-10
f. mobsns2: Browse or update social media	1	0	-3	-10
g. mobtpix2: Take videos or photos	1	0	-3	-10
h. mobtrav2: Check travel updates or weather forecasts	1	0	-3	-10
i. mobform2: Complete online forms or applications for a job or something else	1	0	-3	-10

SHOW CARD QB1/QP7/QI1/QM4

QM4. People use their phones for many reasons. Please tell me how much you agree or disagree with the following statements about the way you use your phone: [may need to prompt: Please remember this applies only to things you do on your **phone**.] [READ OUT EACH STATEMENT. CODE ONE PER ROW] [IF RESPONDENT DOESN'T DO ITEM, SELECT 'DISAGREE STRONGLY'.] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. mobttime: People tell me I spend too much time on my phone	1	2	3	4	5	-3
b. mobvid: I often watch videos on my phone	1	2	3	4	5	-3
c. mobstime: Using my phone helps me save time	1	2	3	4	5	-3
d. mobfrust: My phone is frustrating to use	1	2	3	4	5	-3
e. mobavoid: I sometimes look at something on my phone to avoid talking with friends or family	1	2	3	4	5	-3
f. mobwast: I waste too much time on my phone	1	2	3	4	5	-3
g. mobptime: Looking at things on my phone helps me pass the time when I am bored	1	2	3	4	5	-3
h. mobeasy: Information is easy to find using my phone	1	2	3	4	5	-3
i. moblone: When I am on my phone I don't feel as lonely	1	2	3	4	5	-3
j. mobesc: My phone helps me escape from things I would rather not deal with.	1	2	3	4	5	-3
k. mobtouch: Looking at personal photos and videos on my phone helps me stay in touch with family & friends	1	2	3	4	5	-3
l. mobnews: I use my phone to keep up with news and current events	1	2	3	4	5	-3
m. mobgamep: I like to play games on my phone	1	2	3	4	5	-3
n. moborg: I keep appointments or lists on my phone and use it to organize my day	1	2	3	4	5	-3

H.   GOING ONLINE IN YOUR HOME.

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

	Yes	No	Don't know
a. hhcabsat: Cable or satellite TV	1	0	-3
f. hhtab: Hand held tablet or an e-reader, like iPad, Kindle, Galaxy Tab or Nexus	1	0	-3
h. hhgame: Games console or handheld games player, like Xbox, Wii, Playstation, Nintendo DS	1	0	-3
i. hhtv: Smart TV, a TV with a built-in connection to the Internet	1	0	-3
j. hhwear: Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	1	0	-3
k. hhstrem: Streaming media player (like Now TV box, Amazon Fire TV, Chromecast, Roku)	1	0	-3
l. hhpva: Smart speaker that responds to voice commands like Amazon Echo or Google Home	1	0	-3

QH9. Ncomp: How many desktop and laptop computers do you have in your household? [CODE ONE ONLY]

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

QH10. Usecomp: Do YOU, yourself, use a desktop or laptop computer anywhere? [IF NO PROMPT: So you do not use a desktop or laptop computer at home, school, work or somewhere else?] [CODE ONE ONLY]

No	0
Yes	1
Don't know	-3

QH13. Usenet. **Do you, yourself, personally go online** on any device at home, work, school, university or elsewhere? [READ OUT. CODEE ONE ONLY.

IF 'NO' USE PROMPT: So you do not go online at home, school or work, including on your phone?]

No	0	ASK QH14
Yes	1	NOW GO TO USER QUESTIONNAIRE
Don't know	-3	ASK QH14

QH14. Ex-user: Have you been online in the past but no longer do so, or have you never been online?

Been online in the past	1	GO TO EX-USER QUESTIONNAIRE
Never been online	0	ASK QH15
Don't know	-3	ASK QH15

[IF RESPONDENT ANSWERED QH14 'Never been online' AND EITHER (DOES NOT HAVE A PHONE (QM1 = "No') OR DOES NOT HAVE A SMARTPHONE (QM2 = 'No') OR DOES NOT GO ONLINE WITH A SMARTPHONE (ALL ITEMS IN QM3 = 'No')) THEN GO TO NON-USER QUESTIONNAIRE.

QH15. Use_aware. Previously you told us that you have a smartphone. Were you aware or unaware that when you do things like check weather forecasts, use maps or navigation, or open apps that you ARE actually online?

No – not aware	0	GO TO NON-USER QUESTIONNAIRE
Yes - aware	1	GO TO USER QUESTIONNAIRE
Don't know	-3	GO TO NON-USER QUESTIONNAIRE

IF RESPONDENT IS AWARE (QH15 = 'Yes') OR NOT AWARE (QH15 = 'No') THEN EXPLAIN: "I am going to ask you some questions about the Internet."

USER QUESTIONNAIRE:

ASK CURRENT USERS OF THE INTERNET ONLY

USING THE INTERNET

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

	Yes	No	Don't know
a. [u_acchome] At home	1	0	-3
b. [u_accmob] Out and about, or while travelling on a bus, train or car	1	0	-3
d. [u_accsuw] At work, school, college or at university	1	0	-3
g. [u_acclib] Public library	1	0	-3
h. [u_accfre] Using free wifi in stores, pubs, hotels or coffee shops	1	0	-3

[ASK ALL]
QC3. [usedfir] In what year did you first go online? [WRITE IN 4-DIGIT YEAR] [PROBE: An approximate year is fine.]

QC6.[u_ability] How would you rate your ability to use the Internet? [READ OUT. CODE ONE ONLY]

Outstanding	5
Good	4
Fair	3
Poor	2
Bad	1
Don't know/can't say	-3

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

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

SHOW CARD QC2

QC2. Some people use their smart phones for certain tasks and their desktop, laptop or tablet for other tasks. If you were to do any of the following things, would you use your smart phone or a computer?
[READ OUT ALL ACTIONS BELOW. CODE ONE PER ROW].[RANDOMIZE]

	Smart phone always	Smart phone mostly	Sometimes one, sometimes the other	Computer or tablet mostly	Computer or tablet always	Don't know
a. [cs_bank] Use online banking	1	2	3	4	5	-3
b. [cs_form] Complete a form or an application	1	2	3	4	5	-3
c. [cs_vid] Watch a video	1	2	3	4	5	-3
d. [cs_pjt] Working on a project for school or work	1	2	3	4	5	-3
e. [cs_heal] Look up health information	1	2	3	4	5	-3

SOCIAL MEDIA

QR1. I am going to ask several questions about SOCIAL MEDIA. Do you use any of the following social media? [READ OUT. CODE ONE PER ROW]. [RANDOMIZE]

	Yes	No	Don't know
a. [u_snsfb] Facebook	1	0	-3
b. [u_snsli] LinkedIn	1	0	-3
c. [u_snstw] Twitter	1	0	-3
d. [u_snsdat] An online dating site or app like eHarmony, Zoosk, Tinder or Match.com?	1	0	-3
e. [u_snspin] Pinterest	1	0	-3
h. [u_snsgoo] Google+	1	0	-3
i. [u_snsins] Instagram	1	0	-3
k. [u_snssna] Snapchat	1	0	-3
l. [u_snsvid] Video sites like YouTube or Vimeo	1	0	-3
j. [u_snsoth] Any other social media site?	1	0	-3

IF "YES" NOT CODED ANYWHERE AT QR1, GO TO QUESTION QC4

QR2. Thinking about all of the social media you use, how often do you? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. [u_frstat] Post on social media, for example Instagram or Facebook	5	4	3	2	1	0	-3
c. [u_frspix] Post pictures or videos you, yourself, took	5	4	3	2	1	0	-3
e. [u_frscmt] Comment on someone else's content, like their posts updates, or photos	5	4	3	2	1	0	-3
f. [u_frrwri] Re-post, retweet or share links, news, videos, or other content originally posted by others	5	4	3	2	1	0	-3
k. [u_frnfo] Get news or information	5	4	3	2	1	0	-3
m. [u_frcont] Like, react to or promote content that other people post	5	4	3	2	1	0	-3
p. [u_frpcmt] Comment on a political or social issue	5	4	3	2	1	0	-3

QR3. In the past year, have you done any of the following on SOCIAL MEDIA? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Often	Seldom	Never	Don't know
b. [u_frsper3] Update personal information such as your address or where you work	2	1	0	-3
d. [u_frswri3] Post your own writing, poetry or anything that you consider 'creative'	2	1	0	-3
h. [u_frpriv3] Check or change your privacy settings	2	1	0	-3
i. [u_frpol3] Learn about or follow a politician	2	1	0	-3
j. [u_frscl3] Share or like a page devoted to a, politician or social issue	2	1	0	-3
l. [u_frslikecom3] Like, subscribe to or follow a brand or company on social media	2	1	0	-3
n. [u_frdrop3] Unfriend, unfollow or drop someone from your network or friends' list	2	1	0	-3
o. [u_frups3] Seen a picture, text or video that upset or offended you	2	1	0	-3
p. [u_frrpcmt3] Forwarded or re-posted someone else's political commentary or news related to a politician or a political issue	2	1	0	-3

QR4. People use social media for many reasons. Please tell me how much you agree or disagree with the following statements about the way you use social media: [may need to prompt: Please remember this applies only to things you do on social media.] [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. [u_agwast] I waste too much time on social media	1	2	3	4	5	-3
b. [u_agptime] Social media helps me pass the time when I am bored or have nothing to do	1	2	3	4	5	-3

QR5: When using social media, have you ever blocked, unfriended or hidden someone because they... [SINGLE CODE EACH [RANDOMISE]

	Yes, I have done this	No, I have not done this	No, I didn't know I could do this	Don't Know
a. [bl_offy]: Posted political content that you DISAGREED with or found OFFENSIVE	2	1	0	-3
b. [bl_arg]: ARGUED about political issues with you	2	1	0	-3

GETTING HELP

ASK ALL

QC4. u_heasy: We are interested in the kinds of HELP people get to use the Internet. If you got stuck or were unsure about how to do something online, would it be easy or difficult for you to find someone to help you? [READ OUT. CODE ONE ONLY]

Easy	1
Difficult	0
Don't know/can't say	-3

QC5. u_gofir: If you got stuck what would you do first? [READ OUT. CODE ONE ONLY.]

Ask someone to help you	3
Search online for helpful information	2
Both about equally	1
Don't know/can't say	-3

QC14. The last time you needed help, did you... [READ OUT ALL ACTIONS BELOW. CODE ONE PER ROW].

	Yes	No	Not applicable
a. u_hfam: Receive help from family or friends	1	0	-11
b. u_hsuw: Receive help from people at work, school or university	1	0	-11
c. u_hlib: Receive help from people at the Library	1	0	-11
h. u_hvorg: Receive help from a community learning centre	1	0	-11
f. u_htrain: Take a training course	1	0	-11
i. u_hvid: Watch a 'how to' video online	1	0	-11
g. u_hnon: Work things out yourself without any help	1	0	-11

QC7. u_hother: Have you helped someone else use the Internet? [READ OUT. CODE ONE ONLY]

Yes	1
No	0
Don't know	-3

ONLINE ACTIVITY

QC8. Now I'd like you to think about the different things people do online. Please think about devices like your smartphone, desktop, laptop or tablet and about activities like social media, messaging, or email. How often do you go online for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
d. u_frattach: Send attachments with your email	5	4	3	2	1	0	-3
b. u_frim: Instant messaging, like Facebook Messenger, or WhatsApp	5	4	3	2	1	0	-3
l. u_frsns: Check or update a social media site such as Facebook, LinkedIn, Twitter, Pinterest, or Instagram	5	4	3	2	1	0	-3
e. u_frcalls: Make or receive video calls online like Skype or WhatsApp	5	4	3	2	1	0	-3
f. u_frrblog: Read a blog	5	4	3	2	1	0	-3
g. u_frwblog: Write a blog	5	4	3	2	1	0	-3
h. u_frsite: Maintain a personal website	5	4	3	2	1	0	-3
n. u_frcompl: Report a problem or make a complaint	5	4	3	2	1	0	-3
p. u_frfloc: Finding the location of a house, office, store, or restaurant	5	4	3	2	1	0	-3
o. u_frpprob: Post a photo or video to highlight a public event, incident or problem	5	4	3	2	1	0	-3

QC39. u_time: People vary in how much TIME they are online. Please think about the time you spend on your smartphone, desktop, laptop or tablet and about activities like social media, messaging, or email. Overall, what best describes how often you go online? [CODE ONLY ONE]

Almost constantly	1
Many times a day	2
About once a day.	3
Several times a week	4
Less often	5
Don't know	-3

CONTENT CREATION & LINKING

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 go online for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW. RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. u_frppix: Post your own photos	5	4	3	2	1	0	-3
b. u_frrpix: Re-post or share someone else's photos	5	4	3	2	1	0	-3
c. u_frwri: Post your own writing, poetry or anything that you consider 'creative'	5	4	3	2	1	0	-3
d. u_frpvid: Post videos, including music videos, that you, yourself, created	5	4	3	2	1	0	-3
e. u_frrvid: 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. RANDOMIZE]

	Yes	No	Don't know
a. u_cmtpr2: A consumer product or service like a book, a product you bought, a restaurant or another product or service?	1	0	-3
b. u_cmtser2: An article, a video, music or a TV show created by a professional or commercial organization/company?	1	0	-3
c. u_cmtusr2: A video, music, fiction writing or a blog entry created by an ordinary user?	1	0	-3

SEARCH ENGINE USE

QS1 s_freq: How often do you use any SEARCH ENGINE to find information online? SINGLE CODE

Many times a day	5
About once a day	4
Weekly	3
Monthly	2
Less than monthly	1
Never	0
Don't know	-3

IF NEVER, SKIP TO QI4

QS2 s_wheng: Which search engine do you use MOST OFTEN? [SINGLE CODE EACH]

Google	1
Bing	2
Yahoo Search	3
Ask	4
AOL	5
DuckDuckGo	6
MyWebSearch	7
Lycos	8
Dogpile	9
WebCrawler	10
Ecosia	11
Swagbucks	12
Other	13
Don't Know	-3

QS3: Thinking about recent searches you have done online using a search engine. How often have you... [SINGLE CODE EACH] [RANDOMISE]

	Often	Occasionally	Rarely	Never	DK
a. s_mpt: Discovered information really IMPORTANT to you	3	2	1	0	-3
b. s_cg: Discovered something that CHANGED your opinion on a political or social issue	3	2	1	0	-3
c. s_wro: Found things you thought were WRONG or obviously false	3	2	1	0	-3
d. s_lern: Learned something NEW	3	2	1	0	-3
e. s_over: Felt OVERWHELMED by how much information you found	3	2	1	0	-3
g. s_nthk: Found information that you DIDN'T THINK you'd be able to find	3	2	1	0	-3

QS4 s_chek: Some people use a search engine to CHECK questionable news they read or see on a social media site. Others do not. How often do you use a search engine to double-check whether something on social media is true or false? [SINGLE CODE. .]

I check everything I see on social media	5
Check anytime I doubt something on social media	4
Occasionally check, when it is important to me	3
Hardly ever check	2
Never check news on social media	1
I don't check, I just ignore anything that I don't trust	0
Don't know	-3

QI4: When looking for information about news or issues about POLITICS, or elected officials, how often do you go to…
SINGLE CODE EACH [RANDOMISE]

	Very Often	Often	Some-times	Never	Don't know
a. pn_fam: Family and Friends	4	3	2	1	-3
b. pn_pol: Politicians, candidates, political parties or their websites	4	3	2	1	-3
c. pn_tv: TV	4	3	2	1	-3
d. pn_rad: Radio	4	3	2	1	-3
e. pn_fnews: Printed newspapers or magazines	4	3	2	1	-3
g. pn_onews: Online news sites	4	3	2	1	-3
h. pn_sns: Social media sites	4	3	2	1	-3
i. pn_srch: Search engines (e.g. Google or Bing)	4	3	2	1	-3

QI9: When looking for news or information about politics or public affairs, how often, if ever, do you: [PROBE: The news could be either online or offline.] SINGLE CODE EACH [RANDOMISE]

	Very Often	Often	Someti mes	Rarely	Never	Don't know
a. pn_disa: Read something you DISAGREE with	5	4	3	2	1	-3
b. pn_dif: Check a news source that's DIFFERENT from what you normally read	5	4	3	2	1	-3
d. pn_conf: Try to confirm information you found by SEARCHING online for another source	5	4	3	2	1	-3
f. pn_med: Try to confirm information you found by checking major NEWS OUTLETS, like TV news, radio, or the press online or offline	5	4	3	2	1	-3

ENTERTAINMENT

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

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. u_frogame: Play online games with or against other people	5	4	3	2	1	0	-3
j. u_frngame: Play online games without any other people	5	4	3	2	1	0	-3
b. u_frdlmus: Download music	5	4	3	2	1	0	-3
c. u_frlmus: Listen to music online	5	4	3	2	1	0	-3
d. u_frdlvid: Download videos	5	4	3	2	1	0	-3
e. u_frwmov: Watch movies, films or videos online	5	4	3	2	1	0	-3
f. u_frlpix: Look at pictures or photos online	5	4	3	2	1	0	-3
g. u_frwtv: Watch TV programs online	5	4	3	2	1	0	-3
h. u_frpod: Listen to a podcast	5	4	3	2	1	0	-3
i. u_frbook: Read an e-book online, like on a Kindle	5	4	3	2	1	0	-3

COMFORT WITH PERSONAL INFORMATION

QC12. Thinking about the INFORMATION you are sometimes asked to put online, how COMFORTABLE are you in providing the following types of information online? Not comfortable at all, not comfortable, fairly comfortable or very comfortable? [READ OUT. CODE ONE PER ROW] [RANDOMIZE]

	Not comfortable at all	Not very comfortable	Fairly comfortable	Very comfortable	Don't know
c. u_comaddr: Your postal address	1	2	3	4	-3
d. u_comdob: Your age	1	2	3	4	-3
e. u_compho: Your phone number	1	2	3	4	-3
g. u_comcred: Your credit or debit card number	1	2	3	4	-3
h. u_compix: A picture where your face is clearly visible	1	2	3	4	-3

QC40. u_fund: All things need to be PAID for, including online services, like social media, search, email and others. They are currently paid for by advertising. Which of the following do you think would be the BEST method of funding online services? READ OUT. CODE ONE

Paid subscriptions	1
Public support from government taxes	2
Targeted advertising; i.e adverts shown specifically to you because you showed interest in that product in your internet browsing history	3
Don't Know	-3

SHOW CARD QC12/QC41

QC41. u_ad: How comfortable or uncomfortable are you for companies to use information about you for targeted advertising?

Not comfortable at all	Not very comfortable	Fairly comfortable	Very comfortable	Don't know
1	2	3	4	-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] [RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	Don't know
a. u_frnews: Looking for news – national or international	5	4	3	2	1	0	-3
b. u_frevent: Getting information about local events	5	4	3	2	1	0	-3
c. u_frsport: Looking for sports information	5	4	3	2	1	0	-3
d. u_frtrav: Making travel plans	5	4	3	2	1	0	-3
i. u_frgoog: Finding information about other people (e.g. "Googling" them)	5	4	3	2	1	0	-3
j. u_frpopnews: Looking for news about celebrities	5	4	3	2	1	0	-3

SHOW CARD QC22

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

	Often	Seldom	Rarely	Never	Don't know
e. u_ijob: Looked online for information to help find a new JOB	3	2	1	0	-3
b. u_smon: SAVED money buying something online	3	2	1	0	-3
c. u_fevent: First found out about an EVENT through the Internet	3	2	1	0	-3
d. u_fheal: Found online information that helped you improve your HEALTH	3	2	1	0	-3
f. u_bmed: Booked a MEDICAL appointment with your GP online	3	2	1	0	-3
g. u_metper: MET someone in person who you originally met online	3	2	1	0	-3
h. u_pubann: Publicly announced a personal event on social media or elsewhere online, like a birthday, vacation, or promotion.	3	2	1	0	-3

Qc22i u_fjob: Have you ever successfully found a JOB through the Internet?

Yes	1
No	0
Don't know	-3

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] [RANDOMIZE]

	Not confident at all	Not very confident	Fairly confident	Very confident	Don't know
a. u_conrely: Judge the RELIABILITY of online content	1	2	4	5	-3
c. u_convirus: REMOVE a virus that infected your computer	1	2	4	5	-3
e. u_confrien: Make new friends online	1	2	4	5	-3
f. u_conpix: Put photos online	1	2	4	5	-3
g. u_conmus: Listen to music online	1	2	4	5	-3

QC43. Some people keep personal data from becoming public by NOT posting it on social media or on discussion boards, or by opting out of cookies on websites. Please tell me if you have taken steps to keep the following kinds of personal data from becoming public online… [READ OUT. CODE ONE PER ROW.]

	Yes	No	Don't know
a. u_padd2: Your contact details like your phone number	1	0	-3
b. u_pshop2: Where you shop or what you buy	1	0	-3
c. u_pmed2: Your medical condition or history	1	0	-3
d. u_pmar2: Your marital or relationship status	1	0	-3
e. u_page2: Your age	1	0	-3

QC42. U_pprot: Thinking about the steps you have taken to protect your own personal information, how EFFECTIVE do you think they have been?

Very effective	Quite effective	Neither effective nor ineffective	Not very effective	Not effective at all	Don't know
5	4	3	2	1	-3

LEARNING & TRAINING

QT1. Some people go online 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] [RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. u_frfact: Finding or checking a fact	5	4	3	2	1	0	-3
b. u_frproj: Completing a school or work project.	5	4	3	2	1	0	-3
c. u_frint: Investigating topics of personal interest	5	4	3	2	1	0	-3
d. u_frdiy:To learn how to do something yourself, like repair something around the house or a DIY project	5	4	3	2	1	0	-3

QT2. U_lertran: In the past year have you taken any TRAINING to improve your computer or online skills for PERSONAL or WORK purposes or BOTH? Please include video training, online courses and offline computer training. [READ OUT]

Yes	1	
No	0	Go to qt6
Don't know	-3	Go to qt7

QT3. Thinking about your most recent training, has this training been... [READ OUT EACH STATEMENT]

	Yes	No
a. [u_lertfree] Free	1	0
b. [u_lertbuy] Paid for by you	1	0
c. [u_lertobuy] Paid for by someone else	1	0
d. [u_lertdk] Don't know	1	0

QT4. u_lerloc: In what location did you do this? [IF RESPONDENT SAYS THEY HAVE DONE TRAINING MORE THAN ONCE, PROBE 'These questions are only about your most recent training.']
[READ OUT EACH STATEMENT. CODE ONE ONLY]

In your home	1	GO TO QT7
In a library	2	GO TO QT7
In a local community learning centre	3	GO TO QT7
In your workplace	4	GO TO QT5
In a local college or school	5	GO TO QT7
Don't know	-3	GO TO QT7

QT5. Tell me about the computer or online skills training you have received for WORK. Has this training been... [IF RESPONDENT SAYS THEY HAVE DONE WORK TRAINING MORE THAN ONCE, PROBE 'These questions are only about your most recent work training.']
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Yes	No	Don't know
a. u_lerliv: Using a live instructor	1	0	-3
b. u_leroff: With OFFline video or text	1	0	-3
c. u_leronl: With ONline video or text	1	0	-3

QT6. I will read several reasons that some people give to explain why they DON'T take skills training. Please tell me which of these reasons, if any, apply to you. [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Yes	No	Don't know
a. u_lernneed: You don't need training	1	0	-3
b. u_lerncost: It costs too much	1	0	-3
c. u_lerntime: You don't have time	1	0	-3
d. u_lernwher: You don't know where to find any	1	0	-3
e. u_lernwant: You can't find the training you want	1	0	-3
f. u_lernwhat: You don't know what training you need	1	0	-3
g. u_lernint: It doesn't interest you	1	0	-3

QT7. I will read you some computer and online skills. Please tell me if you would like ADDITIONAL training in any of the following areas. [READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Yes	No	Don't know
a. u_lerprod: General productivity skills, like word processing or spreadsheets	1	0	-3
b. u_lersskil: Specific skills needed for your job like learning how to use a company database or a piece of software	1	0	-3
c. u_lercmm: Training to improve your ability to communicate or collaborate online	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] [RANDOMIZE]

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
b. u_frbuy: Buying a product online	5	4	3	2	1	0	-3
d. u_frbills: Paying bills	5	4	3	2	1	0	-3
e. u_frbank: Using your bank's online services	5	4	3	2	1	0	-3
f. u_frcomp: Comparing products or prices online	5	4	3	2	1	0	-3
h. u_frfood: Ordering groceries or food online	5	4	3	2	1	0	-3
i. u_frsell: Selling things online	5	4	3	2	1	0	-3

GOVERNMENT SERVICES

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] [RANDOMIZE]

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

NEGATIVE EXPERIENCES

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

QN1. Please tell me how much you agree or disagree with the following statements about some of the PROBLEMS of going online… [CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. u_conad: I get too many adverts	1	2	3	4	5	-3
b. u_convir: I am very concerned about receiving viruses or other damaging software on my computer or phone	1	2	3	4	5	-3
c. u_concom: It is OK for companies to sell information about my shopping habits and purchases	1	2	3	4	5	-3
d. u_conpay: Too much information is not available unless I pay or subscribe	1	2	3	4	5	-3

QN2. And in the past year have you done something to PREVENT… [READ OUT. CODE ONE PER ROW] [RANDOMIZE]

	Yes	No	Don't know
a. u_actad: Advertisements; for example, installing advert-blocking software	1	0	-3
b. u_actvirus: Your computer or phone being infected by viruses or malware; for example, installing antivirus software	1	0	-3
d. u_actcom: Having your shopping habits and purchases recorded; for example, install software to block tracking	1	0	-3

QN3. In the past year have you ever …? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Yes	No	Don't know
a. u_spam: Received obscene or abusive e-mails	1	0	-3
b. u_virus: Received a virus, spyware or other malicious software onto your computer	1	0	-3
c. u_misrep: Bought something which was misrepresented on a website	1	0	-3
d. u_stolen: Had your credit or debit card details stolen	1	0	-3
g. u_hate: Seen cruel or hateful comments or images posted online	1	0	-3
h. u_theft: Been a victim of a scam, fraud or identity theft online	1	0	-3
i. u_hack: Had personal data or passwords stolen or hacked	1	0	-3
j. u_actpay: Paid for a subscription to online information, like for a newspaper or magazine	1	0	-3

QN4. In the past year have you taken any of the following measures to protect yourself online? [RANDOMIZE]

	Yes	No	Don't know
a. u_actspw: Create a difficult-to-guess or 'strong' password	1	0	-3
b. u_actcpw: Regularly changed your passwords	1	0	-3
c. u_actsec: Installed security updates	1	0	-3

SPENDING FREE TIME

QF1. I want to ask questions about what you do in 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 CODE ONE PER ROW][RANDOMIZE].

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. frsport: Exercise or participate in sports	5	4	3	2	1	0	-3
b. frtv: Watch TV	5	4	3	2	1	0	-3
c. frread: Read books	5	4	3	2	1	0	-3
d. frgoout: Go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. frcards: Play board games or cards	5	4	3	2	1	0	-3
f. frclass: Attend a class to learn about a hobby, language or skill	5	4	3	2	1	0	-3

ATTITUDES TOWARD ONLINE ACTIVITIES

QI2. 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] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. ageasy: Being able to do things online makes life easier	1	2	3	4	5	-3
b. agfrust: The Internet is frustrating to work with	1	2	3	4	5	-3
c. agimmor: There is too much immoral material online	1	2	3	4	5	-3
d. agaddict: I feel addicted to the Internet	1	2	3	4	5	-3
e. agexh: I find dealing with the amount of information online exhausting	1	2	3	4	5	-3

QI8. Please tell me how much you agree or disagree with the following statements: [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. agintouch: Going online helps me to keep in touch with people	1	2	3	4	5	-3
b. agmeet: It is easier for me to meet people online than in person	1	2	3	4	5	-3
c. agstime: Doing things online helps me save time	1	2	3	4	5	-3
d. agpers: People can find personal information about me online	1	2	3	4	5	-3
e. agremv: It is difficult to delete personal information once it is online	1	2	3	4	5	-3
f. agwtime: I waste too much time online	1	2	3	4	5	-3
g. agptime: Going online helps me pass the time when I am bored or have nothing to do	1	2	3	4	5	-3
h. aglonely: When I am online I don't feel lonely	1	2	3	4	5	-3
i. agttime: Dealing with email takes up too much time	1	2	3	4	5	-3
j. agenjoy: I just enjoy being online to see what comes up	1	2	3	4	5	-3
k. agescape: Going online helps me escape from things I would rather not deal with	1	2	3	4	5	-3
l. agpolite: I try to be as polite online as I am in person	1	2	3	4	5	-3
m. agvulg: It does not bother me if I see vulgar language online.	1	2	3	4	5	-3

POLITICAL OUTLOOK AND INVOLVEMENT

QP1. P_int: How INTERESTED would you say you are in POLITICS? Would you say you are... [READ OUT. CODE ONE ONLY]

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

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

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

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?]

	No	Yes, only Offline	Yes, only Online	Yes, both offline and online	Don't know
a. p_conmp: Contacted a politician, government or local government official (e.g. your MP or a councillor)	0	1	2	3	-3
b. p_pet: Signed a petition	0	1	2	3	-3
c. p_buypol: 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. p_opinf: Found information that helped you form your opinion on a public issue	0		1		-3
e. p_cmt: Wrote a comment, or sent an email or message supporting a social or political cause	0		1		-3

SHOW CARD QP4/QP5/QP6

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

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

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] [RANDOMIZE]

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

QP6. People have quite different views on a number of ISSUES. For each of the following issues, indicate whether you agree or disagree with each statement: [SINGLE CODE EACH] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. p_clim: There is a need for policy and regulation to address climate change.	1	2	3	4	5	-3
b. p_immig: Immigration to the UK should be more strictly limited.	1	2	3	4	5	-3

YOUR EDUCATION

QL1. Dgorig: 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.]

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
Bachelor's degree	27
Graduate Certificates and Diploma	28
Post-degree professional qualification (eg banking accountancy, architecture, etc.)	29
Master's Degree	30
Doctoral Degree	31
Refused to answer	-2
Don't know	-3

QL2. Edntt: 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]

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. Labfor: 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]

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	GO TO QO3
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 QO6A
Refused to answer	-2	GO TO QO6A

QO2. Workstudy: Apart from working, do you also study?

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

ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS
QO3. Studywork: And apart from studying, do you also work?

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

YOUR JOB OR OCCUPATION

QO4A. socr: 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?

QO4E. grader: CODE

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

QO5. Cie: Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

No	0	GO TO QO6A
Yes	1	GO TO QO7

QO6A. socc: 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?

QO6E. gradec: CODE

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

ONLY ASK PEOPLE CURRENTLY WORKING, ALL OTHERS GO TO QD1.
QO7. Workhome: 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]

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	GO TO QO10
Don't know	-3	

QO8. Worknet: Do you go online at home for work-related activities? [CODE ONE ONLY]

Yes	1
No	0
Don't know	-3
NOT APPLICABLE: Don't have Internet at home	-4

QO10. Workuse: Do you go online while you are at work? [CODE ONE ONLY]   )

No	0	GO TO QD1
Yes	1	
Don't know	-3	GO TO QD1

THE INTERNET AT WORK

QO12. Workperf: 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]

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

QO13. 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][RANDOMIZE]

	Yes	No	Don't know
b. wad: Promote yourself or your services	1	0	-3
c. wcoll: Collaborate with colleagues on work tasks	1	0	-3
d. wdoc: Compose or research reports, documents or other information materials	1	0	-3

QO16. Thinking about how well your computer and online skills match the requirements of your work, would you say…
[READ OUT EACH STATEMENT. CODE ONE PER ROW]

	Yes	No	Don't know
a. wmat: Your digital skills are a good match for your current job	1	0	-3
b. wdobet: If you had better digital skills you could do your job better	1	0	-3
c. wgetbet: If you had better digital skills you could get a better job	1	0	-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. We recognise that you might consider some of these questions to be personal or sensitive, in which case you are free not to answer them. Like all the other information in this survey your answers will remain anonymous and cannot be used to identify you personally.

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

				Goto QD2

Refused to answer	-2	Goto QD1A.

QD1A. Ageband: Would you mind indicating which of these age bands you are in:

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8
Refused to answer	-2

QD2. gender: Gender [BY OBSERVATION. CODE ONLY ONE]

Male	0
Female	1

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

Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5
Refused to answer	-2

QD4. adulthh: How many adults live in your household (people age 18 or more)?
[WRITE IN]

Refused to answer	-2

QD6. kidhh: How many children (people age 17 or less) live in your household?
[WRITE IN]

Refused to answer	-2

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

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

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

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

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

No	0
Yes	1
Refused to answer	-2

ASK ALL
QD18. Urbrur: 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]

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

We would like you to complete the next questions yourself and will now pass you the tablet in order that you can do this.

INTERVIEWER PLEASE PASS TABLET TO RESPONDENT. IF RESPONDENT IS UNABLE TO SELF COMPLETE PLEASE ASK QUESTION USING SHOWCARDS 1 TO 4. PLEASE RECORD HOW ADMINISTERED

- **Self completed**
- **Interviewer administered**

1. income: 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? Please select one answer only.

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
-2	Prefer not to say

2. The next question is about how you feel about different aspects of your life. 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.[RANDOMIZE]

	Never	Rarely	Some of the time	Almost always	Always	Prefer not to say
a. lackcomp: I lack companionship?	0	1	2	3	4	-2
b. leftout: I feel left out?	0	1	2	3	4	-2
c. isolate: I feel isolated from others?	0	1	2	3	4	-2

3. 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.   [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Prefer not to say
a. agshy: I am a quiet, reserved person	1	2	3	4	5	-2
c. agoutgo: I am an outgoing, enthusiastic person	1	2	3	4	5	-2
d. agnocon: Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5	-2
e. agsucc: 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	-2
f. agown: What happens to me is my own doing	1	2	3	4	5	-2
g. agright: Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5	-2
h. agnoler: I am no good at learning new things	1	2	3	4	5	-2
i. agopp: I like any opportunity to discover something new	1	2	3	4	5	-2
l. agideal: I try to live up to an ideal, even if it costs me a lot to do so.	1	2	3	4	5	-2
m. agcare: So long as I know those I care about are OK, nothing else really matters to me at all	1	2	3	4	5	-2
n. agdislife: I am dissatisfied with myself and my way of life — both could be better than they are	1	2	3	4	5	-2
o. aginjus: I know that I should pay an active role in reducing social injustice	1	2	3	4	5	-2
ASK 3J & 3K, BELOW, ONLY IF RESPONDENT WORKS (QO1 = '1' OR QO1 = '2' OR QO3 = 'YES')						
j. agwthink: I think about work a great deal, even when I am away from it	1	2	3	4	5	-2
k. agwpay: My only reason for working is to be able to pay for the things that matter to me	1	2	3	4	5	-2

ASK ALL

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

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	Prefer not to say
a. frgamb: Betting, gambling or entering sweepstakes	5	4	3	2	1	0	-2
b. frsex: Looking at 'adult' sites with sexual content	5	4	3	2	1	0	-2

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand back to the interviewer.

Do you consent to us passing back your individual responses from this survey along with a contact telephone number to the University of Oxford? By that we mean that your responses to this survey will be attributed to you and the University of Oxford may contact you in the future by phone to go through some of the responses you have given? [Stress that unless permission is given only anonymous data will be passed back]

Yes happy for individual responses and telephone number to be passed to University of Oxford
No wishes to remain anonymous or does not want telephone number passed to University of Oxford

Would you be willing to participate in future research regarding the internet over the next year? This may include face-to-face interviews, telephone interviews, self completion surveys or focus groups. Your name and contact details (including telephone number, address and email address) would be passed to the University of Oxford for this purpose only and would not be linked to your responses to this survey.

No	0
Yes – PLEASE RECORD DETAILS	1

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. 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

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)

NON-USER QUESTIONNAIRE:

ASK THOSE WHO *NEVER USED* THE INTERNET ONLY

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

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

REASONS FOR NOT USING THE INTERNET

QV1. I will read a number of REASONS that some people give to explain why they don't go online. Could you tell me which of these reasons apply to you?
[READ OUT. CODE ONE PER ROW] [RANDOMIZE]

	No	Yes
a. n_reint: I am just not interested	0	1
b. n_reacc: I have no connection available where I live or where I work	0	1
c. n_recomp: I have no computer available	0	1
d. n_redif: It's too difficult to use	0	1
e. n_reuseful: It's not useful	0	1
f. n_reexpen: It's too expensive	0	1
g. n_repriv: I am worried about my privacy	0	1
h. n_rebad: I worry about bad experiences with SPAM or viruses	0	1
i. n_renotime: I do not have enough time	0	1
j. n_renoint: There's nothing of interest online t	0	1
k. n_reusenet: Do not yet know how to use the Internet	0	1
l. n_retime: It is too time consuming	0	1
m. n_reage: It's not for people of my age	0	1
n. n_relikeme: It's not for people like me	0	1
o. n_remoney: I worry about being conned or having money stolen	0	1
p. n_redetail: I worry about having my personal details stolen	0	1

ASK IF YES TO MORE THAN ONE AT QV1

QV2. n_reimp: And which of these reasons was the MOST IMPORTANT?
[READ OUT. CODE ONLY ONE]

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 online	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
o. I worry about being conned or having money stolen	15
p. I worry about my personal details being stolen	16

SHOW CARD QV3

QV3. Please tell me how much you agree or disagree with the following statements. [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. n_agmiss: I miss out by not going onlne or using E-mail	1	2	3	4	5	-3
b. n_agleftout: I sometimes feel left out when my friends talk about being online	1	2	3	4	5	-3
c. n_agbetnot: I am better off not going online	1	2	3	4	5	-3
d. n_agfuture: I would like to go online in the future	1	2	3	4	5	-3
e. n_agperbet: I could perform better in my daily tasks if I could go online	1	2	3	4	5	-3

PROXY USE

QV4. N_hsome: If you needed to go online 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. CODE ONE ONLY]

Yes, definitely	4	GO TO QV5
Yes, probably	3	
Probably not	2	
Definitely not	1	GO TO QV8
Don't know	-3	

QV5. WHO could you ask for help on Internet related matters? Could you ask…? [CODE ONE PER ROW]

	No	Yes	Don't know
a. n_hpar: Parent	0	1	-3
b. n_hfrien: Friend	0	1	-3
c. n_hpart: Partner or Spouse	0	1	-3
d. n_hkid: Child or Grandchild	0	1	-3
e. n_hsib: Brother or Sister	0	1	-3
g. n_hlib: Library staff	0	1	-3
j. n_hcmy: Staff at a community learning centre	0	1	-3
h. n_hcoll: A colleague at work	0	1	-3
i. n_hpay: I would pay someone	0	1	-3

QV6. N_ask: 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. CODE ONE ONLY]

Yes, a number of times	2	**GO TO QV7**
Yes, once or twice	1	
No	0	**GO TO QV8**
Don't know	-3	

QV7. And WHO have you asked for help in Internet related matters in the past year? [READ OUT EACH PERSON. CODE ONE PER ROW]

	No	Yes	Not applicable
a. n_par: Parent	0	1	-4
b. n_frien: Friend	0	1	-4
c. n_part: Partner or Spouse	0	1	-4
d. n_kid: Child or Grandchild	0	1	-4
e. n_sib: Brother or Sister	0	1	-4
g. n_lib: Library staff	0	1	-4
j. n_cmy: Staff at a community learning centre	0	1	-3
h. n_coll: A colleague	0	1	-4
i. n_pay: Someone I paid	0	1	-3

ASK ALL

QV8. N_future: Are you PLANNING to get access to the Internet in the next year or so?
[READ OUT. CODE ONE ONLY]

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

QV12. Some people have decided to go online in recent years. Would any of these be likely to PERSUADE you to go online? [READ OUT EACH STATEMENT. CODE ONE PER ROW][RANDOMIZE]

	No	Yes	Don't know
a. n_gsave: If you could save money by applying for a cheaper deal online	0	1	-3
b. n_gfam: If it helped you keep in touch with family and friends	0	1	-3
c. n_gint: If you could follow a personal interest like family history or a hobby	0	1	-3
d. n_gtv: If you were able to watch more TV channels	0	1	-3
e. n_gbank: If you could use a service like online banking	0	1	-3
f. n_gben: If you needed to apply for benefits online, or a Blue Badge	0	1	-3
g. n_gjob: If it helped you find a job	0	1	-3

GOVERNMENT SERVICES

QV11. Talking now about government information and services, have you done any of the following in the past year? [READ OUT EACH STATEMENT. CODE ONE PER ROW][RANDOMIZE]

	No	Yes	Don't know
a. locserv: Get information about local council services	0	1	-3
b. loctax: Pay for a local council tax, fine, rent or service online	0	1	-3
c. govserv: Get information about Central Government services, such as benefits, taxes, driving licence or passport	0	1	-3
d. govtax: Pay for a central government tax, fine, license or service online	0	1	-3
e. sch: Get information about schools or education	0	1	-3
f. mp: Look for information about an MP, local councillor, political party or candidate	0	1	-3
g. policy: 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. CODE ONE PER ROW.] [RANDOMIZE]

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. frsport: Exercise or participate in sports	5	4	3	2	1	0	-3
b. frtv: Watch TV	5	4	3	2	1	0	-3
c. frread: Reading books	5	4	3	2	1	0	-3
d. frgoout: Go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. frcards: Play board games or cards	5	4	3	2	1	0	-3
f: frclass: Attend a class to learn about a hobby, language or skill	5	4	3	2	1	0	-3

TECHNOLOGIES AND THE INTERNET.

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. CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. ageasy: Being able to do things online makes life easier	1	2	3	4	5	-3
b. agfrust: The Internet is frustrating to work with	1	2	3	4	5	-3
c. agimmor: There is too much immoral material online	1	2	3	4	5	-3
e. agaddict: Going online can be addictive	1	2	3	4	5	-3

ATTITUDES TOWARDS ONLINE ACTIVITIES AND THE INTERNET

QI8. 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. CODE ONE PER ROW.] [RANDOMIZE]

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

POLITICAL OUTLOOKS AND INVOLVEMENT

QP1. p_int: How interested would you say you are in politics? Would you say you are … [READ OUT. CODE ONE ONLY]

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

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

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

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

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

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

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

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. CODE ONE PER ROW] [RANDOMIZE]

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

QP6. People have quite different views on a number of ISSUES. For each of the following issues, indicate whether you agree or disagree with each statement: [Single code each] [RANDOMIZE ORDER]

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Don't know
a. p_clim: There is a need for policy and regulation to address climate change.	1	2	3	4	5	-3
b. p_immig: Immigration to the UK should be more strictly limited.	1	2	3	4	5	-3

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

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. Edntt: 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?

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)	

SHOW CARD Q01

QO1. Labfor: 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]

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	GO TO QO3
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 QO6A
Refused to answer	-2	GO TO QO6A

QO2. Workstudy: Apart from working, do you also study?

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

· ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS
QO3. Studywork: And apart from studying, do you also work?

No	0	GO TO QO6
Yes	1	GO TO QO4A
Don't know	-3	GO TO QO6A

YOUR JOB OR OCCUPATION

QO4A. socr: 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?

QO4E. grader: CODE

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

QO5. Cie: Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

No	0	GO TO QO6A
Yes	1	GO TO QO7

QO6A. socc: 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?

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QO6E. **gradec:** CODE

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

QO7. Workhome: 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]

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**
QO15. jobfind: Have you ever had difficulty finding or applying for a job because you do not use the Internet?
[CODE ONE ONLY]

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

Refused to answer	-2	Goto QD1A.

QD1A. Ageband: Would you mind indicating which of these age bands you are in:

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8
Refused to answer	-2

QD2. Gender: Gender [BY OBSERVATION. CODE ONLY ONE]

Male	0
Female	1

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

Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5
Refused to answer	-2

QD4. Adulthh: How many adults live in your household (people age 18 or older)?
[WRITE IN]

Refused to answer	-2

QD5. Kidhh: How many children (people under the age of 18) live in your household?
[WRITE IN]

Refused to answer	-2

QD11. Ynacc: Even though you do not go online, do any members of your household go online? [CODE ONLY ONE]

No	0
Yes	1
Don't know	-3

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

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

QD16. Disab: 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]

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

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

No	0
Yes	1
Refused to answer	-2

· **ASK ALL**

QD18. Urbrur: 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]

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

1. income: 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? CODE one answer only.

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
-2	Prefer not to say

2. The next question is about how you feel about different aspects of your life. Tell me for each one if you feel that way always, almost always, some of the time, rarely or never? CODE one answer for each row. [RANDOMIZE]

	Never	Rarely	Some of the time	Almost always	Always	Prefer not to say
a. lackcomp: I lack companionship?	0	1	2	3	4	-2
b. leftout: I feel left out?	0	1	2	3	4	-2
c. isolate: I feel isolated from others?	0	1	2	3	4	-2

3. I would now like to ask you a few things about yourself. How much do you agree with the following descriptions? CODE one answer for each row. [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Prefer not to say
a. agshy: I am a quiet, reserved person	1	2	3	4	5	-2
c. agoutgo: I am an outgoing, enthusiastic person	1	2	3	4	5	-2
d. agnocon: Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5	-2
e. agsucc: 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	-2
f. agown: What happens to me is my own doing	1	2	3	4	5	-2
g. agright: Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5	-2
h. agnoler: I am no good at learning new things	1	2	3	4	5	-2
i. agopp: I like any opportunity to discover something new	1	2	3	4	5	-2
l. agideal: I try to live up to an ideal, even if it costs me a lot to do so.	1	2	3	4	5	-2
m. agcare: So long as I know those I care about are OK, nothing else really matters to me at all	1	2	3	4	5	-2
n. agdislife: I am dissatisfied with myself and my way of life — both could be better than they are	1	2	3	4	5	-2
o. aginjus: I know that I should pay an active role in reducing social injustice	1	2	3	4	5	-2
ASK 3J & 3K, BELOW, ONLY IF RESPONDENT WORKS (QO1 = '1' OR QO1 = '2' OR QO3 = 'YES')						
j. agwthink: I think about work a great deal, even when I am away from it	1	2	3	4	5	-2
k. agwpay: My only reason for working is to be able to pay for the things that matter to me	1	2	3	4	5	-2

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand the laptop back to the interviewer.

Do you consent to us passing back your individual responses from this survey along with a contact telephone number to the University of Oxford? By that we mean that your responses to this survey will be attributed to you and the University of Oxford may contact you in the future by phone to go through some of the responses you have given?   [Stress that unless permission is given only anonymous data will be passed back]

Yes happy for individual responses and telephone number to be passed to University of Oxford
No wishes to remain anonymous or does not want telephone number passed to University of Oxford

Would you be willing to participate in future research regarding the internet over the next year? This may include face-to-face interviews, telephone interviews, self completion surveys or focus groups. Your name and contact details (including telephone number, address and email address) would be passed to the University of Oxford for this purpose only and would not be linked to your responses to this survey.

No	0
Yes – PLEASE RECORD DETAILS	1

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. 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

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)

(

EX-USER QUESTIONNAIRE:

ASK *EX-USERS* OF THE INTERNET ONLY

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

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

REASONS FOR NOT USING THE INTERNET

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

QE1a. e_usedmo: Interviewer write in months if used Internet for less than a year	_____
QE1b. e_usedyr: 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]

QE2a. e_stopmo: Interviewer write in months if stopped using Internet less than a year ago	_____
QE2b. e_stopyr: OR write in number of years	_____
Don't know	-3

QE3. 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. CODE ONE PER ROW. WRITE IN IF OTHER] [RANDOMIZE]

	No	Yes
a. e_retry: To try out, thought it might be interesting	0	1
b. e_rework: I had to use it for work	0	1
c. e_resch: I had to use it for school or university	0	1
d. e_rerec: Someone else recommended it to me	0	1
e. e_reacc: I used to have access to the Internet at home/work/school	0	1
f. e_rehkid: I used it to help my children with their home work	0	1
g. e_reintouch: I wanted to keep in touch with family and friends	0	1
h. e_buysvc: I thought I might get a better deal by buying products/ services online	0	1
g. Other Write in		

ASK IF YES TO MORE THAN ONE ANSWER AT QE3
QE4. e_reimpu: And which of those reasons was the most important? [READ OUT EACH REASON GIVEN AT QE3. CODE ONLY ONE] [RANDOMIZE]

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 university	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 QE5/6/7
QE5. 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? [CODE ONE PER ROW]

	No	Yes
a. e_reint: I am just not interested	0	1
b. e_remove: I moved house and have not had new connection installed	0	1
c. e_recomp: I no longer have a computer available	0	1
d. e_redif: It was too difficult to use	0	1
e. e_reuseful: It's not useful	0	1
f. e_reexpen: It's too expensive	0	1
g. e_repriv: I was worried about my privacy	0	1
h. e_rebad: I had bad experiences with SPAM or viruses	0	1
i. e_renotime: I do not have enough time	0	1
j. e_renoint: There's nothing of interest on the Internet	0	1
k. e_rehow: I never really figured out how to use it	0	1
l. e_retime: Because I was spending too much time on it	0	1
m. e_reage: It's not for people of my age	0	1
n. e_relikeme: It's not for people like me	0	1
o. e_rejob: I moved jobs or left school where it was available	0	1

ASK IF YES TO MORE THAN ONE ANSWER AT QE5
QE6. E_reimps: And which of these reasons was the most important?
[CODE ONLY ONE]

a. I am just not interested	1
b. I moved house and have not had new connection installed	2
c. I no longer have a computer available	3
d. It was too difficult to use	4
e. It's not useful	5
f. It's too expensive	6
g. I was worried about my privacy	7
h. I had 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. I never really figured out how to use it	11
l. Because I was spending too much time on it	12
m. It's not for people of my age	13
n. It's not for people like me	14
o. I moved jobs or left school where it was available	15

QE7. E_renotuse: 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?] [CODE ONLY ONE]

a. I am just not interested	1
b. I moved house and have not had new connection installed or moved job/left school where it was available	2
c. I no longer have a computer available	3
d. It was too difficult to use	4
e. It's not useful	5
f. It's too expensive	6
g. I was worried about my privacy	7
h. I had 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. I never really figured out how to use it	11
l. Because I was spending too much time on it	12
m. It's not for people of my age	13
n. It's not for people like me	14
o. I moved jobs or left school where it was available	15

QE8. When you used the Internet, did you use it for the following purposes?
[READ OUT EACH STATEMENT. CODE ONE PER ROW][RANDOMIZE]

	No	Yes	Don't know
a. e_usemail: Checking emails	0	1	-3
b. e_usfact: Finding or checking a fact	0	1	-3
c. e_usdlmus: Downloading music	0	1	-3
d. e_uspet: Signing a petition online	0	1	-3
e. e_uslocserv: Getting information about local council services	0	1	-3
f. e_ussch: Getting information for school, college or university related projects or homework	0	1	-3
h. e_usevent: Getting information about local events	0	1	-3
i. e_usbank: Using your bank's online services	0	1	-3
j. e_uscompare: Getting information about or comparing commercial products	0	1	-3
k. e_usicalls: Making or receive phone calls over the Internet like Skype or WhatsApp	0	1	-3
l. e_ustravel: Making travel plans	0	1	-3
n. e_usbills: Paying your bills online	0	1	-3
o. e_usgame: Playing games online	0	1	-3
p. e_uslmus: Listening to music online	0	1	-3
q. e_uswvid: Watching videos, movies or films online	0	1	-3
r. e_uswtv: Watching TV programs online	0	1	-3
s. e_sns: Check or update your profile on a social network site such as Facebook, LinkedIn, Twitter or Instagram	0	1	-3
t. e_uswrit: Post your writing, poetry or any other work that you consider creative	0	1	-3
u. e_uspix: Post photos that you, yourself, took	0	1	-3
v. e_urpix: Re-post or share photos that someone else took	0	1	-3
w. e_upopnews: Looking for the latest celebrity news	0	1	-3
x. e_ussport: Looking for sports information	0	1	-3

QE9. When you used the Internet did you…? [READ OUT EACH STATEMENT. ROTATE ORDER BETWEEN INTERVIEWS. CODE ONE PER ROW] [RANDOMIZE]

	No	Yes	Don't know
a. e_spam: Receive obscene or abusive e-mails	0	1	-3
b. e_virus: Receive a virus or spyware onto your computer	0	1	-3
c. e_misrep: Buy something which had been misrepresented on a Web site	0	1	-3
d. e_stolen: Have your credit or debit card details stolen via use on the Internet	0	1	-3
g. e_hate: Seen cruel or hateful comments or images posted online	0	1	-3
h. e_theft: Been a victim of a scam, fraud, or identity theft online	0	1	-3

QE10. 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] [RANDOMIZE]

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

SHOW CARD QE11

QE11. Have you ever ...? [READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Often	Seldom	Rarely	Never	Don't know
e. e_ijob: Looked online for information to help find a new JOB	3	2	1	0	-3
b. e_smon: SAVED money buying something online	3	2	1	0	-3
c. e_fevent: First found out about an event through the Internet	3	2	1	0	-3
d. e_fheal: Found online information that helped you improve your HEALTH	3	2	1	0	-3
f. e_bmed: Booked a MEDICAL appointment with your GP online	3	2	1	0	-3
g. e_metper: Met someone in person who you originally met online	3	2	1	0	-3
h. e_pubann: Publicly announced a personal event on social media or elsewhere online, like a birthday, vacation, or promotion.	3	2	1	0	-3

SHOW CARD QE12

QE12. Please tell me how much you agree or disagree with the following statements.
[READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

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

QE13. E_hsome: 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. CODE ONE ONLY]

Yes, definitely	4	**CONTINUE TO QE14**
Yes, probably	3	
Probably not	2	
Definitely not	1	**GO TO QE15**
Don't know	-3	

QE14. Who could you ask for help on Internet related matters? Could you ask.....? [READ OUT EACH PERSON. CODE ONE PER ROW]

	No	Yes	Don't know
a. e_hpar: Parent	0	1	-3
b. e_hfrien: Friend	0	1	-3
c. e_hpart: Partner or Spouse	0	1	-3
d. e_hkid: Child or Grandchild	0	1	-3
e. e_hsib: Brother or Sister	0	1	-3
g. e_hlib: Library staff	0	1	-3
h. e_hcmy: Staff in a community learning centre	0	1	-3
i. e_hcoll: A colleague	0	1	-3
j. e_hpay: I paid someone	0	1	-3

ASK ALL

QE15. E_ask: In the past year have you asked someone to send an email, get information online or make a purchase online for you?   READ OUT. CODE ONE ONLY]

Yes, a number of times	2	**GO TO QE16**
Yes, once or twice	1	
No	0	**GO TO QE17**
Don't know	-3	

QE16. And who have you asked for help on Internet related matters in the past year? [READ OUT EACH PERSON. CODE ONE PER ROW]

	No	Yes	Not applicable
a. e_par: Parent	0	1	-4
b. e_frien: Friend	0	1	-4
c. e_part: Partner or Spouse	0	1	-4
d. e_kid: Child or Grandchild	0	1	-4
e. e_sib: Brother or Sister	0	1	-4
g. e_lib: Library staff	0	1	-4
h. e_cmy: Staff in a community learning centre	0	1	-4
i. e_coll: A colleague	0	1	-4
j. e_pay: Someone I paid	0	1	-4

QE17. E_future: Are you planning to get access to the Internet in the next year or so?
[READ OUT. CODE ONE ONLY]

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] [RANDOMIZE]

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

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

	SPENDING FREE TIME

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. CODE ONE PER ROW.] [RANDOMIZE]

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK
a. frsport: Exercise or participate in sports	5	4	3	2	1	0	-3
b. frtv: Watch TV	5	4	3	2	1	0	-3
c. frread: Read books	5	4	3	2	1	0	-3
d. frgoout: Go out to places such as to a pub, restaurant or cinema	5	4	3	2	1	0	-3
e. frcards: Play board games or cards	5	4	3	2	1	0	-3
f. frclass: Attend a class to learn about a hobby, language or skill	5	4	3	2	1	0	-3

	TECHNOLOGIES AND THE INTERNET.

QI2. Here are things people sometimes say about using the Internet. Even though you do not currently go online 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. CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	DK
a. ageasy: Being able to do things online made life easier	1	2	3	4	5	-3
b. agfrust: The Internet was frustrating to work with	1	2	3	4	5	-3
c. agimmor: There is too much immoral material online	1	2	3	4	5	-3
e. agaddict: When I used to go online I felt addicted to the Internet	1	2	3	4	5	-3
g. agexh: I found dealing with the amount of information online exhausting	1	2	3	4	5	-3

ATTITUDES TOWARDS ONLINE ACTIVITIES AND THE INTERNET

QI8. Please tell me how much you agree or disagree with the following statements:
[READ OUT EACH STATEMENT. CODE ONE PER ROW] [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Don't know
a. agintouch: Going online helps people to keep in touch with each other	1	2	3	4	5	-3
b. agmeet: It was easier for people to meet others online than in person	1	2	3	4	5	-3
c. agstime: Doing things online helps people save time	1	2	3	4	5	-3
d. agpers: People could find personal information about me online	1	2	3	4	5	-3
e. agremv: It was difficult to delete personal information once it is online	1	2	3	4	5	-3
f. agwtime: I wasted too much time online	1	2	3	4	5	-3
g. agptime: Going online helped me pass the time when I was bored or had nothing to do	1	2	3	4	5	-3
h. aglonely: When I was online I didn't feel lonely	1	2	3	4	5	-3
i. agttime: Dealing with email took up too much time	1	2	3	4	5	-3
j. agjoy: I just enjoyed being online to see what comes up	1	2	3	4	5	-3
k. agesc: Going online helped me escape from things I would rather not deal with	1	2	3	4	5	-3
l. agpolite: I tried to be as polite online as I am in person	1	2	3	4	5	-3
m. agvulg: It did not bother me when I saw vulgar language online	1	2	3	4	5	-3

POLITICAL OUTLOOKS AND INVOLVEMENT

QP1. P_int: How interested would you say you are in POLITICS? Would you say you are ...
[READ OUT. CODE ONE ONLY]

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

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

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?
[CODE ONE PER ROW][RANDOMIZE].

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

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

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

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. CODE ONE PER ROW] [RANDOMIZE]

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

QP6 [Google]: People have quite different views on a number of ISSUES. For each of the following issues, indicate whether you agree or disagree with each statement: [SINGLE CODE EACH] [RANDOMIZE]

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Don't know
a. p_clim: There is a need for policy and regulation to address climate change.	1	2	3	4	5	-3
b. p_immig: Immigration to the UK should be more strictly limited.	1	2	3	4	5	-3

YOUR EDUCATION

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

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

SHOW CARD QL2

QL2. Edntt: 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? [CODE ONE ONLY.]

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

QO1. Labfor: 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]

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	GO TO QO3
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 QO6A
Refused to answer	-2	

QO2. Workstudy: Apart from working, do you also study?

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

ONLY ASK PEOPLE WHO ARE FULL TIME OR PART TIME STUDENTS
QO3. Studywork: And apart from studying, do you also work?

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

QO4A. socr: 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?

QO4E. grader: CODE

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

QO5. Cie: Are you the Chief Wage Earner in your household? [ONLY ASK PEOPLE WHO WORK, ARE UNEMPLOYED OR ARE RETIRED AS MAIN ACTIVITY]

No	0	GO TO QO6A
Yes	1	GO TO QO7

QO6A. socc: 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?

QO6E. gradec: CODE

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

ONLY ASK PEOPLE CURRENTLY WORKING, ALL OTHERS GO TO QO15.
QO7. Workhome: 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. CODE ONE ONLY]

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

QO8. Worknet: Did you go online at home for work-related activities? [CODE ONE ONLY]

Yes	1
No	0
Don't know	-3
NOT APPLICABLE: Don't have Internet at home	-4

ASK ALL
QO10. Workuse: Did you use the Internet while you were at work?

No	0	GO TO QO15
Yes	1	

THE INTERNET AT WORK

ONLY ASK PEOPLE WHO USED THE INTERNET AT WORK
QO12. Workperf: 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. CODE ONE ONLY]

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

ASK ALL
QO15. Jobfind: Have you ever had difficulty finding or applying for a job because you do not use the Internet? [CODE ONE ONLY]

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

Refused to answer	-2	Goto QD1A.

QD1A. Ageband: Would you mind indicating which of these age bands you are in:

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8
Refused to answer	-2

QD2. Gender: Gender [BY OBSERVATION. CODE ONLY ONE]

Male	0
Female	1

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

Single	1
Married	2
Living together with a partner	3
Divorced, separated	4
Widowed	5
Refused to answer	-2

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

Refused to answer	-2

QD5. Kidhh: How many children live in your household (people age 17 or less)?
[WRITE IN]

Refused to answer	-2

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

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

QD16. Disab: 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]

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

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

No	0
Yes	1
Refused to answer	-2

· ASK ALL

QD18. Urbrur: 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]

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

1. income: 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? CODE one answer only.

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
-2	Prefer not to say

2. The next question is about how you feel about different aspects of your life. Tell me for each one if you feel that way always, almost always, some of the time, rarely or never? CODE one answer for each row. [RANDOMIZE]

	Never	Rarely	Some of the time	Almost always	Always	Prefer not to say
a. lackcomp: I lack companionship?	0	1	2	3	4	-2
b. leftout: I feel left out?	0	1	2	3	4	-2
c. isolate: I feel isolated from others?	0	1	2	3	4	-2

3. I would now like to ask you a few things about yourself. How much do you agree with the following descriptions? CODE one answer for each row.   [RANDOMIZE]

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Prefer not to say
a. agshy: I am a quiet, reserved person	1	2	3	4	5	-2
c. agoutgo: I am an outgoing, enthusiastic person	1	2	3	4	5	-2
d. agnocon: Sometimes I feel that I don't have enough control over the direction my life is taking	1	2	3	4	5	-2
e. agsucc: 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	-2
f. agown: What happens to me is my own doing	1	2	3	4	5	-2
g. agright: Getting a good job depends mainly on being in the right place at the right time	1	2	3	4	5	-2
h. agnoler: I am no good at learning new things	1	2	3	4	5	-2
i. agopp: I like any opportunity to discover something new	1	2	3	4	5	-2
l. agideal: I try to live up to an ideal, even if it costs me a lot to do so.	1	2	3	4	5	-2
m. agcare: So long as I know those I care about are OK, nothing else really matters to me at all	1	2	3	4	5	-2
n. agdislife: I am dissatisfied with myself and my way of life — both could be better than they are	1	2	3	4	5	-2
o. aginjus: I know that I should pay an active role in reducing social injustice	1	2	3	4	5	-2
ASK 3J & 3K, BELOW, ONLY IF RESPONDENT WORKS (QO1 = '1' OR QO1 = '2' OR QO3 = 'YES')						
j. agwthink: I think about work a great deal, even when I am away from it	1	2	3	4	5	-2
k. agwpay: My only reason for working is to be able to pay for the things that matter to me	1	2	3	4	5	-2

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

	Many times a day	Daily	Weekly	Monthly	Less than monthly	Never	Prefer not to say
a. frgamb: Betting, gambling or entering sweepstakes	5	4	3	2	1	0	-2
b. frsex: Looking at 'adult' sites with sexual content	5	4	3	2	1	0	-2

THANK YOU FOR HELPING US WITH THIS SURVEY !

Please hand the laptop back to the interviewer.

Do you consent to us passing back your individual responses from this survey along with a contact telephone number to the University of Oxford? By that we mean that your responses to this survey will be attributed to you and the University of Oxford may contact you in the future by phone to go through some of the responses you have given? [Stress that unless permission is given only anonymous data will be passed back]

Yes happy for individual responses and telephone number to be passed to University of Oxford
No wishes to remain anonymous or does not want telephone number passed to University of Oxford

Would you be willing to participate in future research regarding the internet over the next year? This may include face-to-face interviews, telephone interviews, self completion surveys or focus groups. Your name and contact details (including telephone number, address and email address) would be passed to the University of Oxford for this purpose only and would not be linked to your responses to this survey.

No	0
Yes – PLEASE RECORD DETAILS	1

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. 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

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)