Form No. 1

Canadian Internet Use Survey, 2012



Statistics Canada Statistique Canada Canada

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Purpose

The primary objective of the 2010 Canadian Internet Use Survey is to assess the availability and use of highspeed Internet services by Canadian households. This will provide information needed to measure household connectivity for the Broadband Canada: Connecting Rural Canadians program - established to "extend broadband into unserved (and underserved) areas". In addition to this primary objective, the survey also gathers information needed to understand how individuals use the Internet, including their frequency and intensity of usage, and demand for specific online activities.



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Person providing information (PPI)

PPI_BEG Content block

Import the following variable:

PPH_N01 from the PPH block (01, 02, ...)

External variable required:

^RESPNAME = Respondent's name

Programmer: Screen display:

Display on header bar SELRESPNAME

PPI_N01 <u>INTERVIEWER</u>: Select the person who is providing the information. (Only

the respondent selected on the component screen may answer this

portion of the CIUS. Proxy is not permitted.)

(DK, RF not allowed)

Programmer: Display all current household members (i.e., those with membership codes of 01, 02,

03, 05 or 06). Surveys may a pose whether to include a "Non-household member" category in the list (and there pre whether the second sentence in the interviewer instructions should be a pluded). Note that "Non-household member" will be

returned as coc > 88.

PPI_END

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Introduction (STI)

Core content

STI_BEG Content block

Import

PPI_I.PPI_N01 PPI_H.PPI_N01

 STI_C01 If If $PPI_I = PPI_H$, go to STI_R01 .

Otherwise, go to STI_R02.

STI_R01 We are going to ask some questions about your personal use of the

Internet during the past 12 months, from any localion. Please exclude

business-related use.

INTERVIEWER: Press <1> to continue.

Go to STI_END

STI_R02 Statistics Canada is conducting a survey on Internet use. The survey

will help us better una rstan how the Internet is changing our lives

and the economy.

We are going to ask some questions about <u>your personal use</u> of the

Internet during to a past 12 months, from any location. Please exclude

business-relaic duse.

Even it, ou do not use the Internet, it is important that we obtain your liews. Your answers to this voluntary survey will be kept confidential

a. 1 only used for statistical purposes

<u>INTERVIEWER</u>: Press <1> to continue.

STI_END

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Current User (CU) Core content	
CU_BEG	Content block
CU_Q01	Did <u>you</u> use the Internet during the past 12 months for personal use?
CU_01	1 Yes (Go to CU_Q02) 2 No DK, RF
	Go to CU_C12
CU_Q02 CU_02	How many years have <u>you</u> used the Internet?
C0_02	INTERVIEWER: Read categories to respondent
	1 Less than 1 year 2 1 to 2 years (1 to less than 2
	years) 2 to 5 years (2 to less than 2
	years) 4 5 to 10 years (5 to less than
	10 years) 5 10 or more years
CU 002	DK, RF
CU_Q03 CU_03	How often do you use the Internet for personal use in a typical month?
	INTERVIFWER. Read categories to respondent.
	A. least once a day I least once a week (but
	not every day) 3 At least once a month (but
	not every week) 4 Less than once a month
	DK, RF
CU_Q04 CU_04	In a typical week, on average, how many hours do you spend on the Internet for personal use?
	INTERVIEWER: Read categories to respondent.
>	 Less than 5 hours 5 to 9 hours (5 to less than 10
	hours) 3 10 to 19 hours (10 to less than

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20 to 29 hours (20 to less than 30 hours) 30 to 39 hours (30 to less than 40 hours) 40 or more hours

20 hours)

DK, RF

CU_Q05 CU_05	During the past 12 months, did you use the Internet for personal use: from home?	
	INTERVIEWER: Do not include use from home for tele-work or home based business.	
	1 Yes 2 No DK, RF	
CU_Q06	(During the past 12 months, did you use the Internet lar personal use:)	
CU_06	from work?	
	1 Yes 2 No DK, RF	
CU_Q07	(During the past 12 months, did the Internet for personal use:)	
CU_07	as a student from school?	
	INTERVIEWER: Do not not not using the Internet in school for wo. 4.	
	1 Yes 2 No DK, RF	
CU_Q08	(During the past 12 months, did you use the Internet for personal use:)	
CU_08	from a public library?	
	1 Yes 2 No	
	DK, RF	
CU_Q09 CU_09	(During the past 12 months, did you use the Internet for personal use:)	
	with a smart phone, tablet or other wireless handheld device? For example, a Blackberry or iPhone.	
	1 Yes 2 No DK, RF	

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CU_Q10 CU_10	During the past 12 months, did you use the Internet for personal use: from any other locations (such as a friend's or relative's home or hotel)?		
<u>C0_10</u>			
	1 Yes 2 No DK, RF	(Go to CU_Q11)	
	Go to CU_C12		
CU_Q11	From what other locations did you us months?	e the Internet during the past 12	
	INTERVIEWER: Mark all that apply.		
CU_11A CU_11B	 Relative's home Friend's or neighbour's home 	0	
CU_11C	3 Government office, department or kiosk (including Community Access Program site)		
CU_11D	4 Wifi hotspot (including Internet or cyber cafe, or similar)		
CU_11E CU_11F	5 Voluntary of anization 6 During (aver (including hotel, air ort, other office)		
CU_11G		(Go to CU_S11)	
	Go to CU_C12		
CU_S11	(From what other locations did you unonths?)	se the Internet during the past 12	
	INTERVIEWER: Specify.		
	(80 spaces)		
	(DK, RF not allowed)		
Programmer:	Response must contain at least one non-bla	nk character, and must be capitalized.	
CU_C12	If CU_Q01 = 2 (No), go to CU_Q12. Otherwise, go to CU_END.		

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CU_Q12	What are the reasons <u>you</u> do not use the Internet?		
	INTERVIEWER: Mark all that apply.		
CU_12A CU_12B	01 Cost (service or equipment) 02 Limited access to a computer		
CU_12C	03 No need / no interest / not		
CU_12D	useful / not enough time 04 Lack of skills or training / Internet or computer too		
CU_12E	difficult to use 05 Too much objectionable		
CU_12F	material on Internet 06 Confidentiality, security or		
CU_12G CU_12H CU_12l CU_12J	privacy concerns 07 Fear of technology 08 Age reasons/Seniors 09 Disability 10 Used at work, no longer at work		
CU_12K	11 Used at school, no longe, at school		
CU_12L	12 Other - Specify (Go to CU_S12) DK, RF Go to CU_END		
CU_\$12	(What are the reasons <u>you</u> do not use the Internet?)		
	INTEPVIL <u>VER.</u> Specify.		
	(8) spaces)		
	,DK, RF not allowed)		
Programmer:	Response must contain at least one non-blank character, and must be capitalized.		
CU_END			

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Specific Use (SU) Core content	
SU_BEG	Content block
	Import the following variable: CU_Q01 from the Module CU (1,2, DK, RF)
SU_C01	If CU_Q01 = 1 (Yes), go to SU_R01. Otherwise, go to SU_END.
SU_R01	The next questions relate to personal Internet use from <u>any location</u> and device.
	INTERVIEWER: Press <1> to continue.
SU_Q01 SU_01	During the past 12 months, have you used the Internet:
30_01	for e-mail?
	1 Yes 2 No DK, RF
SU_Q02 SU_02	(During the past 12 rounths,) ave you used the Internet:)
50_02	to use an instant pressenger? For example, Windows Live Messenger, Yorkoo Messenger.
	INTERVIEWER. Exclude text messaging over cellular networks. 1 Yes 2 1'0 D. RF
SU_Q03 SU_03	During the past 12 months, have you used the Internet:)
50_00	to visit or interact with government websites?
	1 Yes 2 No DK, RF
SU_Q04	(During the past 12 months, have you used the Internet:)
SU_04	to search for medical or health-related information?
	1 Yes 2 No DK, RF

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SU_Q05	(During the past 12 months, have you used the Internet:)
SU_05	for formal education, training or school work?
	1 Yes 2 No DK, RF
SU_Q06 SU_06	During the past 12 months, have you used the Internet:
30_00	for travel information or making travel arrangements?
	1 Yes 2 No DK, RF
SU_Q07	(During the past 12 months, have you used the internet:)
SU_07	to search for employment?
	1 Yes 2 No DK, RF
SU_Q08 SU_08	(During the past 12 months, have you used the Internet:)
30_00	for electronic bunking? For example, paying bills, viewing statements, it ansferring funds between accounts.
	1 Yes 2 Nc DK RF
SU_Q09 SU_09	(L'uring) the past 12 months, have you used the Internet:)
	to research investments?
ap 11	<u>INTERVIEWER</u> : "Research investments" includes gathering information about existing investments, or to learn about stock prices, interest rates, etc. for future personal investment.
EQ.	1 Yes 2 No DK, RF
SU_Q10	(During the past 12 months, have you used the Internet:)
SU_10	to read or watch the news?
	1 Yes 2 No DK, RF

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SU_Q11 SU_11		During the past 12 months, have you used the Internet:
		to research community events?
		1 Yes 2 No DK, RF
SU_Q12 SU_12		(During the past 12 months, have you used the Internet:)
30_12		to window shop or browse for information on goods or services?
		1 Yes 2 No DK, RF
SU_Q13		(During the past 12 months, have you used the internet:)
SU_13		to sell goods or services? For examp 3, through auction sites.
		1 Yes 2 No DK, RF
SU_Q14 SU_14		(During the past 12 months, have you used the Internet:)
30_14		to use social networking sites? For example, Facebook, Twitter.
		1 Yes 2 No DK, P [*]
SU_Q15 SU_15		(During the past 12 months, have you used the Internet:)
00_10		to contribute content or participate in discussion groups? For example, blogging, message boards, posting images or videos.
	R	1 Yes 2 No DK, RF
SU_Q16 SU_16	$\sim O_{\star}$	During the past 12 months, have you used the Internet:
00_10	X	to play <u>online</u> games?
	,	<u>INTERVIEWER</u> : Include any games played over the Internet, including those using a video game console or social networking sites.
		1 Yes 2 No DK, RF

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SU_Q17 SU_17	(During the past 12 months, have you used the Internet:) to obtain or save music (free or paid downloads)?	
	1 Yes 2 No DK, RF	
SU_Q18	(During the past 12 months, have you used the Internet:)	
SU_18	to obtain or save software (free or paid downloads)?	
	1 Yes 2 No DK, RF	
SU_Q19 SU_19	(During the past 12 months, have you used the internet:)	
30_19	to listen to the radio <u>online</u> ?	
	1 Yes 2 No DK, RF	
SU_Q20 SU_20	(During the past 12 months, "ave you used the Internet:)	
30_20	to download o _k ratch iV <u>online</u> ? 1 Yes 2 No DK, P ²	
SU_Q21	During the past 12 months, have you used the Internet:	
\$U_21	to download or watch movies or video clips <u>online?</u> 1 Yes 2 No DK, RF	
SU_Q22	(During the past 12 months, have you used the Internet:)	
SU_22	to make telephone or video calls <u>online</u> ? For example, Sky FaceTime.	pe,
	1 Yes 2 No DK, RF	
SU_END		

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E-Commerce (EC) Core content	
EC_BEG	Content block
	Import the following variable: CU_Q01 from the Module CU (1,2,DK, RF)
EC_C01	If CU_Q01 = 1 (Yes), go to EC_R01. Otherwise, go to EC_END.
EC_R01	The next few questions are about using the Internet to order goods and services for personal or household use. You may or may not have paid for these goods or services over the Internet. Please exclude any orders for a business.
	INTERVIEWER: Press <1> to continue.
EC_Q01 EC_01	During the <u>past 12 months</u> , did you order any goods or services over the Internet?
	<u>INTERVIEWER</u> : Include free orde. and those based on points or redemption programs.
	1 Yes (Go to EC_Q02) 2 No DK, RF Go to EC C11
EC_Q02	During the post 12 months, which of the following types of goods or sense, dia you order? INTERVIEWER: Read categories to respondent. Mark all that apply.
EC_02A	01 Software (for example, video games, PC applications)
EC_02B	02 Music (for example, CDs, MP3)
EC_02C	03 Books, magazines, online newspapers
EC_02D EC_02E	04 Videos or DVDs 05 Memberships or registration fees (for example, health clubs, tuition, online television subscriptions)
EC_02F EC_02G	O6 Gift certificates or gift cards O7 Tickets for entertainment events (for example, concerts, movies, sports)
EC_02H	08 None of the above DK, RF

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You cannot select 'None of the above' and another category. Please return and correct.

Rule:

Trigger hard edit if item 8 selected with any other item in EC_Q02.

EC_C03

If at least 1 item in EC_Q02 is selected, go to EC_Q03.
Otherwise, go to EC_Q04.

EC_Q03

EC_03

Were any of these products delivered directly to your computer over the Internet rather than physically delivered to your home?

INTERVIEWER: If respondent does not have a computer include products delivered directly to wireless handheld delices and game consoles (such as a BlackBerry or iPhone).

1 Yes 2 No DK, RF

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EC_Q04	During the <u>past 12 months</u> , did you order:
	INTERVIEWER: Read categories to respondent. Mark all that apply.
EC_04A EC_04B	 01 computer hardware? 02 food or beverages? For example, specialty foods or wine,
EC_04C	pizza delivery. 03 prescription drugs or products? For example, glasses.
EC_04D	04 other health or beauty products? For example, vitamins, cosmetics.
EC_04E	05 clothing, jewellery or accessories?
EC_04F	06 house wares? For example, large appliances, furniture.
EC_04G	07 consumer electronics; cor example, cameras, s ereos
EC_04H	TVs, DVD players. 08 travel arrangements? For example, hotel reservations,
EC_04I EC_04J EC_04K	travel tickets, renct cars. 9 sport equipment? 10 toys and games? 11 home improvement or go dening supplies
EC_04L EC_04M EC_04N EC_04O	(L'Clouing tools)? 2 photographic services? 12 automotive products? 14 flowers? 15 other goods or services? - Specify (Go to EC_S04)
EC_04P	16 No other goods or services DK, RF
EC_E04	You cannot select 'No other goods or services' and another category. Please return and correct.
Rule:	Trigger hard edit if item 16 selected with any other item in EC_Q04.
EC_\$04	(During the <u>past 12 months</u> , did you order:)
	INTERVIEWER: Specify.
	(80 spaces)
	(DK, RF not allowed)

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EC_Q05	Did you order goods and services from:	
	INTERVIEWER: Read categories to respond that apply.	pondent.
EC_05A EC_05B	1 vendors in Canada?2 vendors in the UnitedStates?	
EC_05C	3 vendors in other countries? DK, RF	
EC_Q06 EC_06	During the past 12 months, how many over the Internet?	y separate orde: - lid you place
	INTERVIEWER: Number of transactions	s, not articles p vchased.
	_ _ _ (MIN: 1) (MAX: 995)	O
	DK, RF	
EC_C07	If EC_Q06 = DK, go to FC_Qu.? Otherwise, go to EC_\08.	
EC_Q07 EC_07	Would you estimate the number of orders you placed on the Internet was: INTERVIEWED. Dead categories to respondent.	
	1 1 o. 2 orders? 2 3 % 10 orders? 3 11 to 20 orders? 4 more than 20 orders? OK, RF	
EC_Q08 EC_08	During the <u>past 12 months</u> , what was Canadian dollars, of the goods and s Internet?	
	INTERVIEWER: Probe for estimate, rou	nd to nearest dollar.
	_ _ _ _ _ (MIN: 0) (MAX: 999,995)	
	DK, RF	(Go to EC_Q09)
	Go to EC_Q10	
EC_E08	An unusual value has been entered.	Please confirm.
Rule :	Trigger soft edit if EC_Q08 > 50000	

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EC_Q09 EC_09	Would you estimate the total cost of goods and services you ordered over the Internet was:
	INTERVIEWER: Read categories to respondent.
	 less than \$200? \$200 to \$499? \$500 to \$999? \$1000 to \$4999? \$5000 or more?
EC_Q10	During the <u>past 12 months</u> , how did you pay for the coods or services ordered over the Internet?
	INTERVIEWER: Read categories to respondent. Mark all that apply.
EC_10A EC_10B	1 A credit card <u>online</u> 2 Debit card or electronic
EC_10C	bank transfer <u>online</u> 3 <u>Online</u> payment service such as Paypal or Gongle Checkout
EC_10D	4 Prepaid gift co:C or online voucher
EC_10E	5 Points from wards or redemy from programs (for example, Air Wiles)
EC_10F	6 Payme. I not made on the (ntorne) (for example, te'epitone, mail, COD) [DK, Ri
EC_C11	If EC_Q01 = 2 (No), go to EC_Q11. Otherwise, go to EC_END.

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EC_{-}	Q1	1
FC.	11	

What was the <u>main</u> reason for not ordering any goods or services online during the <u>last 12 months</u>?

- 01 No interest
- 02 Prefer to shop in person
- 03 Security concerns (about giving credit card details)
- 04 Privacy concerns (about providing personal information)
- O5 Delivery concerns (shipping costs or concerns about returning goods)
- 06 Availability (products not always available to a Canadian address)
- 07 Do not have a credit card for online transactions
- 08 Speed of Internet connection is too slow
- 09 Other
- DK, RF

EC_END

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Privacy and security (PS)

Core content

PS_01

PS_Q02

PS 02

PS_BEG Content block

Import the following variables:

CU_Q01 from the Module CU (1,2,DK, RF) SU_Q08 from the Module SU (1,2,DK, RF)

EC_Q10 from the Module EC (1, 2, 3, 4, 5, 6, DK, RF)

PS_C01 If CU_Q01 = 1 (Yes), go to PS_R01.

Otherwise, go to PS_END.

PS_R01 The next set of questions relates to privacy and security concerns on

the Internet.

INTERVIEWER: Press <1> to continue.

PS_Q01 How concerned ^AREYOU01 about conducting banking transactions

over the Internet?

INTERVIEWER: Read catego ies to respondent.

1 Not at all concerned

2 Concerned3 Very concerned

DK, RF

Go to PS QUZ

How concerned ^AREYOU02 about using your credit card over the

Internyt?

INTERVIEWER: Read categories to respondent.

Not at all concerned

2 Concerned

3 Very concerned

4 I do not have a credit card

DK, RF

Go to PS_Q03

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PS_Q03 PS_03	Do you currently use any security software to protect your compute other devices you use to access the Internet?					
	<u>INTERVIEWER</u> : Other devices may include a BlackBerry, iPhone, tablet or any other wireless handheld device (e.g., iPod Touch, other smartphone) with Internet access.					
	1 Yes (Go to PS_Q04) 2 No DK, RF					
	Go to PS_Q05					
PS_Q04 PS_04	Do you currently use any free versions of Internet security software?					
	INTERVIEWER: Exclude software that came with an operating system or is provided by an Internet Service Provider.					
	1 Yes 2 No DK, RF					
PS_Q05	How often do you back אין און אין selectronically (for example,					
PS_05	documents, spreads% rets o. pictures)?					
	INTERVIEWER: Recid categories to respondent. Include electionic copies of files only (e.g., files placed on a CD, DVD, memory stick or external hard drive, or stored on websites). Do not include print a copies of documents.					
	1 A'ways or almost always 2 Ocuasionally 3 Never DK, RF					
PS_Q06	How frequently do you delete your browser history?					
PS_06	INTERVIEWER: Read categories to respondent.					
EO)	 1 After each use 2 Occasionally 3 Never DK, RF 					
PS_Q07	Have you ever:					
PS_07	received emails requesting personal financial information (such as bank account numbers or passwords) from a fraudulent source?					
	1 Yes 2 No DK, RF					

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PS_Q08 PS_08	Have you ever:		
	experienced misuse of personal information on the Internet (for example, misuse of pictures, videos or personal data uploaded on public websites)?		
	1 Yes 2 No DK, RF		
PS_Q09 PS_09	Have you ever:		
	had a computer virus?		
	1 Yes (Go to PS_Q:10) 2 No DK, RF		
	Go to PS_END		
PS_Q10 PS_10	Did the virus (or viruses) result in incloss of information or damage to software?		
	1 Yes 2 No DK, RF		
PS_END	RIMA		

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End of Survey (SEI)

Core content

SEI_BEG Content block

SEI_R01 Thank you for your participation.

<u>INTERVIEWER</u>: Press <1> to continue.

SEI_END

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