

# **WORLD INTERNET PROJECT NEW ZEALAND 2007 QUESTIONNAIRE**

## Contents:

**SECTION 1: Demographics part 1**

**SECTION 2: Internet Access**

**SECTION 3: Internet Ability**

**SECTION 4: Non-users and Ex-users**

**SECTION 5: Internet Use**

**Sub-section 5.1: Multi-tasking**

**Sub-section 5.2: Entertainment**

**Sub-section 5.3: Information Seeking**

**Sub-section 5.4: Creating Web Content**

**Sub-section 5.5: Online Socializing**

**Sub-section 5.6: E-Commerce**

**Sub-section 5.7: E-Government / E-Politics**

**Sub-section 5.8: E-Education**

**Sub-section 5.9: NZ Cultural Content**

**Sub-section 5.10: Language**

**SECTION 6: Internet Security**

**SECTION 7: Impact of the Internet**

**SECTION 8: Attitudes to the Internet**

**SECTION 9: Off-line Activities**

**SECTION 10: Demographics part 2**

**SELECTION**

ASK FOR PERSON 16 YEARS OF AGE OR OLDER WHO HAS THE NEXT BIRTHDAY.

**INITIAL GREETING FOR ADULTS:**

Hello, my name is \_\_\_ and I am calling from Phoenix Research on behalf of AUT University. AUT university is conducting a nationwide survey about the Internet. We are interested in both people that use the Internet, and those that do not. This is a university survey and we are not selling anything. Your answers are very important to us because they will help us understand how the Internet affects our lives and how we can use it in the best possible ways. Of course, you can decline to answer any question you want. This phone call will be recorded to ensure that your answers are correctly noted. On average, the survey takes around 25 minutes to complete. Are you able to assist us by taking part in the survey?

**INITIAL GREETING FOR 12-15 YEAR OLD:**

Hello, my name is \_\_\_ and I am calling on behalf of AUT University. Our university is doing a nationwide survey about the Internet. We are interested in both people that use the Internet, and those that do not. The answers we get from young people are very important to us because the Internet is very much a part of their lives. We have just spoken to your (mother/father/guardian) and they said you might be interested in doing this survey, but of course it is entirely up to you whether or not you want to do it. You can choose not to answer any question you want. If you decide to talk with us, the phone call will be recorded to ensure that your answers are correctly noted down. On average, the survey takes around 25 minutes to complete. Do you want to take part in this survey?

---

## **SECTION 1: Demographics part 1**

First I need to ask you a few questions about you and your household. This is to help us understand the mix of people in the survey.

‡ **99A)** How many people 18 years or older normally live in your household?

- \_\_\_\_\_ Number  
2 DK (Don't Know)  
3 RF (Refused)

‡ **99B)** How many people under 18 years old, if any, normally live in your household?

- \_\_\_\_\_ Number  
2 DK  
3 RF

[ASK IF 99b IS > 0]

Are any of those members / Is that member of your household aged between 12 and 15?

- 1 Yes  
2 No  
7 DK  
9 RF

[IF 'Yes' ASK:]

We are interested in the responses of 12 -15 year olds. Would this person be available to do this survey now instead of yourself?

- 1 Yes  
2 No

[IF 'Yes', STATE:]

In order to interview a child in this age group, we need to get verbal consent from the child's parent or legal guardian. Are you the child's parent or guardian?

- 1 Yes  
2 No

[IF 'YES', continue with the following statements.

If 'No', ask to speak to parent/guardian, give basic introduction and then continue with the following statements:]

In our study, we are very interested in how young people are using the Internet and we are also interested in those children that do not use the Internet. Would it be possible for us to interview your child about their Internet use? On average, the survey takes around 25 minutes, and there will be a range of questions mainly relating to the Internet. The questions will cover how much time they spend online and what sort of activities they do, for example, how often they check email, write a blog or listen to music online. Other questions will ask about offline activities such as how much time they spend watching television or listening to the radio. Are you willing for us to interview your child?

If 'Yes' state: Thanks, that's great. Of course, we will ask your child whether or not they themselves would like to be involved in this survey. It is important that they feel free to say no if they do not wish to participate.

If parent/guardian gives consent, go to 'initial greeting for 12-15 year old'.

‡ **99C)** In what year were you born? [*Convert year to current age*]

- \_\_\_\_\_ Enter AGE
- 2 DK
- 3 RF

**[IF 12-15 YEARS OLD, GO TO 99D2]**

‡ **99D)** Are you employed full-time?  
[PROMPT: That means 30 hours or more per week]

- 1 Yes
- 2 No
- 7 DK
- 9 RF

IF NO ASK 99D2:

**99D2)** Are you employed part-time? That means less than 30 hours per week.

- 1 Yes
- 2 No
- 7 DK
- 9 RF

‡ **99E)** "Are you ... [Allow multiple responses]

- 1 A home keeper, that is someone who takes care of the home without pay
- 2 A student
- 3 Unemployed
- 4 Retired
- 5 Other [SPECIFY] \_\_\_\_\_
- 6 DK
- 7 RF

**99F)** Which ethnic group or groups do you identify with? [Allow multiple responses]  
 [PROMPT: “such as NZ European, Maori, Samoan, or Chinese.”]

- 1 NZ European
- 2 Pakeha
- 3 New Zealander
- 3 Maori
- 5 Samoan
- 6 Cook Island Maori
- 7 Tongan
- 8 Niuean
- 9 Chinese
- 10 Indian
- 11 Fijian Indian
- 12 Korean
- 13 Dutch
- 14 South African
- 15 Other (SPECIFY)\_\_\_\_\_
- 16 DK
- 17 RF

**SECTION 2: Internet Access**

The next section of the survey is about your internet access.

‡ **Q1)** Do you currently use the Internet? This means activities like using email or browsing the World Wide Web, from any location.

- 1 Yes
- 2 No
- 7 DK
- 9 RF

[IF 2 OR 7 THEN ASK Q1b]

**Q1b)** Has there ever been a period of time in the past when you have used the internet?

- 1 Yes
- 2 No
- 3 DK
- 4 RF

**[IF NON-USER OR EX-USER, ONLY ASK QUESTIONS FROM NOW ON IF THEY HAVE [NON/EX] ABOVE THEM]**

Now I will ask you about how much time you spend on the internet. I will ask first about the time you spend online from a computer that is connected to the internet by wires or cables, and then about time spent online from wireless computers or other devices

‡ **Q2)** On average, about how many hours per week do you use the Internet from a computer connected to the internet by wires or cables in the following locations?

At home, for any reason?

\_\_\_\_\_ HOURS  
 \_\_\_\_\_ MINUTES  
 77=DK  
 99=RF

At work, not in the home?

\_\_\_\_\_ HOURS  
 \_\_\_\_\_ MINUTES  
 77=DK  
 99=RF

At school or university, outside your home?

\_\_\_\_\_ HOURS  
 \_\_\_\_\_ MINUTES  
 77=DK  
 99=RF

How many hours per week do you use the Internet from anywhere else from a wired computer, such as Internet cafes, other people's homes, libraries, etc.?

\_\_\_\_\_ HOURS  
 \_\_\_\_\_ MINUTES  
 77=DK  
 99=RF

‡ **3)** Do you use the Internet through wireless devices such as a wireless computer or a cell phone from any location?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

[IF 'Yes' ASK:]

How many hours per week do you use the Internet through a...?

‡ 3A) Wireless computer

\_\_\_\_\_ HOURS

\_\_\_\_\_ MINUTES

77=DK

99=RF

‡ 3B) Cell phone or other mobile device

\_\_\_\_\_ HOURS

\_\_\_\_\_ MINUTES

77=DK

99=RF

‡ 4) How many years have you used the Internet?

[PROMPT: How old were you when you first started using the internet?]

\_\_\_\_\_ YEARS

\_\_\_\_\_ LESS THAN ONE YEAR

77=DK

99=RF

‡ 5) What type of Internet connection do you have at home? [Do not read. Multiple responses OK.]

- 1 Dial-up / Phone Modem
- 2 Broadband
- 3 Cell phones
- 4 Other (specify) \_\_\_\_\_
- 5 No Internet connection at home
- 7 DK
- 9 RF

[PROMPT: A broadband connection is often called high speed Internet, and is typically contrasted with dial-up Internet access. It also allows users to make and receive phone calls while connected to the Internet on the same line. With a broadband connection, the computer can be set to have its Internet connection "always on".

6) At home, when you are not using your computer, do you completely shut it down?

- 1 Never
- 2 Sometimes
- 3 Usually
- 4 Always

- 7 DK
- 9 RF

**7)** Where in your home do you mostly use the Internet? [DO NOT READ.]

- 1 Living room / lounge
- 2 Bedroom
- 3 Home office / computer room / study
- 4 Kitchen
- 5 Bathroom
- 6 Other [Specify] \_\_\_\_\_
- 7 DK
- 9 RF

**8)** Which internet provider are you currently using?

[SPECIFY] \_\_\_\_\_

- 1 Xtra / Telecom
- 2 Telstra clear / Telstra
- 3 ihug
- 4 Paradise
- 5 Slingshot
- 6 Other (specify)
- 7 DK
- 9 RF

[ASK ONLY NON-USERS AND EX-USERS]

**9)** Do you have access to a computer at home?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

[NON/EX]

**10)** Do you have a digital camera? [IF QUERIED: I can record your answer here based on whether your digital camera is part of a mobile phone, if that applies.]

- 1 Yes
- 2 No
- 7 DK
- 9 RF

**10B)** Do you have a web-cam for a computer?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

[NON/EX]

**11)** Do you have an mp3 player such as an i-pod?

- 1 Yes
- 2 No
- 7 DF
- 9 RK

[NON/EX]

**12)** Do you have a hand-held PDA (personal digital assistant)?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

---

### **SECTION 3: Internet Ability**

[NON/EX]

**13)** How would you rate your ability to use the Internet? Use a scale of 1 to 5, where 1= Poor and 5= Excellent.

- 1 Poor
- 2
- 3
- 4
- 5 Excellent
- 7 DK
- 9 RF

---

### **SECTION 4: Non-users and Ex-users**

[ASK ONLY NON-USERS]:

**‡ 14)** What is the main reason you DO NOT use the Internet?

[If respondent gives more than one reason, then ask: "Which is the most important reason?"]

- 1 No interest/ not useful
- 2 Don't know how to use/Confused by tech
- 3 No computer/ Internet Connection
- 4 Too expensive/ cannot afford the fees/charges
- 5 No time/ too busy
- 6 Other [Please specify]: \_\_\_\_
- 7 DK
- 9 RF

[ASK ONLY EX-USERS]:

- 15)** For how long did you use the Internet?  
[PROBE: About how many months (years)?]  
[IF LESS THAN A YEAR, WRITE IN MONTHS]

\_\_\_\_\_ YEARS  
\_\_\_\_\_ MONTHS  
77 DK  
99 RF

[ASK ONLY EX-USERS]:

- 16)** How long ago was it that you stopped using the Internet?

\_\_\_\_\_ YEARS  
\_\_\_\_\_ MONTHS  
77 DK  
99 RF

[ASK ONLY EX-USERS]:

- 17)** What is the main reason you stopped using the Internet?  
[If respondent gives more than one reason, then ask: "Which is the most important reason?"]

- 1 It was too difficult to use
- 2 Not interested
- 3 Moved house or moved job/left school or university where it was available
- 4 No longer have computer available
- 5 Too expensive
- 6 Worried about your privacy
- 7 Too busy / No time
- 77 DK
- 99 RF

[ASK ONLY EX-USERS]:

- 17 B)** How likely is it that you will start using the Internet **again in the next year**? Very likely, somewhat likely or not likely at all?

- 1 VERY LIKELY
- 2 SOMEWHAT LIKELY
- 3 NOT LIKELY AT ALL
- 7 DK
- 9 REFUSED

[ASK ONLY NON-USERS AND EX-USERS]

**18)** In the past year have you asked someone to do something on the Internet for you such as send an email, get information or make a purchase?

- 1 Yes, several times
- 2 Yes, once or twice
- 3 No
- 7 DK
- 9 RF

---

### **SECTION 5: Internet Use**

Now we will move on to the main part of this survey, which is about the ways in which you use the internet.

#### **Sub-section 5.1: Multi-tasking**

**‡ 19)** Do you do more than one activity while you are online such as listening to music, watching TV or using the telephone? (READ OUT THE THREE POSSIBLE RESPONSES. CODE ONE ONLY.)

- 1 Yes, most of the time
- 2 Yes, sometimes
- 3 No
- 7 DK
- 9 RF

#### **Sub-section 5.2: Entertainment**

PROMPT if respondent answers in words which are ambiguous as to which number on the scale they refer to, say:

So, on the scale from 1 to 5, where 1 means 'not important at all' and 5 means 'very important', what number would that be

[NON/EX]

**‡ 20)** For the following question, I will ask you to answer with a scale of 1 to 5, where:

1=Not important at all, 2=Not important, 3=Neutral, 4=Important, 5=Very Important

How important is each of the following media to you as a form of entertainment?

PROMPT only if required: This question is about actually using these media as entertainment, not for finding information **about** events

|    |              | Not<br>important<br>at all | Not<br>important | Neutral | Important | Very<br>Important | DK | RF |
|----|--------------|----------------------------|------------------|---------|-----------|-------------------|----|----|
| a) | The Internet | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| b) | Television   | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| c) | Newspaper    | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| d) | Radio        | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |

[NON/EX]

‡ 21) Using the same importance scale as before, where 1=Not important at all and 5=Very Important:

How important is each of the following to you as a source of **information in general**?

|    |   | Not<br>important<br>at all | Not<br>important | Neutral | Important | Very<br>Important | DK | RF |
|----|---|----------------------------|------------------|---------|-----------|-------------------|----|----|
| a) | The Internet                                      | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| b) | Television  | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| c) | Newspaper   | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| d) | Radio   | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |
| e) | Other people<br>such as<br>family and<br>friends) | 1                          | 2                | 3       | 4         | 5                 | 7  | 9  |

‡ 22) Now I'd like you to think about the routine things you do for personal entertainment like playing games or listening to music. Remember, your answers are anonymous. You can decline to answer any of these questions if you like. How frequently do you use the Internet for the following purposes? Please respond using the following categories: several times a day, daily, weekly, monthly, less than monthly, never. [READ OUT EACH STATEMENT. CODE ONE PER ROW.]

|    | On average, how<br>frequently do<br>you...? | Several<br>times a<br>day | Daily | Weekly | Monthly | Less<br>than<br>monthly | Never | DK | RF |
|----|---|---------------------------|-------|--------|---------|-------------------------|-------|----|----|
| a) | Play games<br>online                        | 6                         | 5     | 4      | 3       | 2                       | 1     | 7  | 9  |
| b) | Download or<br>listen to music<br>online    | 6                         | 5     | 4      | 3       | 2                       | 1     | 7  | 9  |

|    |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|
| c) | Download or watch videos online                             | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
| d) | Look at religious or spiritual sites                        | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
| e) | Listen to a radio station online                            | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
| f) | Bet, gamble or enter sweepstakes online                     | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
| g) | Surf or browse the Web                                      | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
|    | <b><u>[Ask only if participant is aged 18 or over:]</u></b> |   |   |   |   |   |   |   |   |
| h) | Look at sites with sexual content                           | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |

### Sub-section 3: Information Seeking

‡ 23) Some people look up information on the Internet as they go about their daily lives – things like news, sports scores and movie times – others don't. How frequently do you use the Internet for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW.]

|      | On average, how frequently do you...?                 | Several times a day | Daily | Weekly | Monthly | Less than monthly | Never | DK | RF |
|------|---|---------------------|-------|--------|---------|-------------------|-------|----|----|
| ‡ a) | Look for news-local, national, international          | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ b) | Look for travel information                           | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ c) | Look for jobs, work                                   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ d) | Read blogs [IF NECESSARY: A blog is an online diary.] | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ e) | Look for jokes, cartoons, or other humorous content   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| f)   | Look for information on                               | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |

|      |  |   |   |   |   |   |   |   |   |
|------|--|---|---|---|---|---|---|---|---|
|      | entertainment activities such as movies or shows |   |   |   |   |   |   |   |   |
| ‡ g) | Look for health information                      | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |
| h)   | Use a search engine to locate information        | 6 | 5 | 4 | 3 | 2 | 1 | 7 | 9 |

**23A)** Which search engine do you use most often?

- 1 Google
- 2 Yahoo
- 3 Xtra MSN
- 4 Search NZ
- 5 AOL
- 6 Other [Specify] \_\_\_\_\_
- 7 DK
- 9 RF

**Sub-section 4: Creating Web Content**

**24)** Do you....?

|  | Yes | No | DK | RF |
|--|-----|----|----|----|
| a) Post messages on discussion or message boards   | 1   | 2  | 7  | 9  |
| b) Post pictures, photos or videos on the Internet | 1   | 2  | 7  | 9  |
| c) Put audio material on the Internet              | 1   | 2  | 7  | 9  |
| d) Have a website                                  | 1   | 2  | 7  | 9  |
| e) Keep a blog (a web-log)                         | 1   | 2  | 7  | 9  |
| f) Ever use a distribution list for email          | 1   | 2  | 7  | 9  |

[IF THEY HAVE A WEBSITE OR BLOG, ASK:

]

**24A)** Has any one you don't know ever contacted you after having visited your website or blog?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

**Sub-section 5: Online Socializing**

**‡ 25)** Now I'd like you to think about the different ways people keep in touch with each other in their everyday lives. How often do you use the

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

| On average how often do you....?  | Several times a day | Daily | Weekly | Monthly | Less than monthly | Never | DK | RF |
|---|---------------------|-------|--------|---------|-------------------|-------|----|----|
| ‡ a) Check your email   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ b) Do instant messaging (e.g. MSN)  | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ c) Participate in chat rooms  | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ d) Send attachments with your email   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ e) Make or receive phone calls over the Internet                            | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| ‡ f) Work on your blog  | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| g) Participate in social networking websites (e.g. My Space, Facebook or Bebo | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| h) Participate in multi-player online games                                   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |

**26)** Have you ever made friends online?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

[ASK IF YES]

**27)** Have you ever gone on to meet any of these new friends in person?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

**‡ 28)** The next question is about the amount of contact you have with various groups of people.

Please answer using a scale of 1 to 5 where “1” means contact has greatly decreased, “5” means contact has greatly increased, and, “3” means has remained the same.

Has the use of the Internet decreased or increased it with the following groups?

|      |   |   |   |   |   |   | DK | RF |
|------|---|---|---|---|---|---|----|----|
| ‡ a) | People who share your hobbies/recreational activities       | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| ‡ b) | People who share your political interests                   | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| ‡ c) | People who share your religion                              | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| ‡ d) | Family  | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| ‡ e) | Friends   | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| ‡ f) | People in your profession (only ask if employed or retired) | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| g)   | People in your local community                              | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| h)   | People living in NZ   | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| i)   | People living overseas                                      | 1 | 2 | 3 | 4 | 5 | 7  | 9  |

[NON/EX]

**29)** Thinking of people who do not live in the same household as you, how often do you contact family or friends by...

|    | How often do you contact family or friends by ...? | Several times a day | Daily | Weekly | Monthly | Less than monthly | Never | DK | RF |
|----|--|---------------------|-------|--------|---------|-------------------|-------|----|----|
| a) | Meeting them in person                             | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| b) | Calling them on the phone                          | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| c) | Emailing them                                      | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| d) | Writing a card or a letter to them                 | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| e) | Texting them                                       | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |

### Sub-section 6: E-Commerce

**‡ 30)** Now I'd like you to think about different transactions people do in their everyday lives like banking or shopping. In an average month, how many times do you purchase products or services over the Internet?

[PROMPT: This does not include payments for an Internet connection or bill payments for non-Internet services like electricity or phone.]

\_\_\_\_\_ TIMES [DO NOT ACCEPT RANGES]

77=DK

99=RF

‡ 31) How frequently do you use the Internet for the following purposes?  
[READ OUT EACH STATEMENT. CODE ONE PER ROW.]

|    | On average, how frequently do you...?    | Several times a day | Daily | Weekly | Monthly | Less than monthly | Never | DK | RF |
|----|--|---------------------|-------|--------|---------|-------------------|-------|----|----|
| a) | Get information about a product online   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| b) | Buy things online                        | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| c) | Make travel reservations/bookings online | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| d) | Pay bills online                         | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| e) | Use your bank's online services          | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |
| f) | Invest in stocks/funds/bonds online      | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |

[ASK IF HAVE USED CREDIT CARD TO BUY ONLINE]

32) How concerned are you about the security of your credit information when you buy things online? Are you:

- 1 Not at all concerned
- 2 Somewhat concerned
- 3 Very concerned
- 4 Extremely concerned
- 5 Do not have credit card or bank card
- 7 DK
- 9 RF

[ASK IF NON/EX OR IF NEVER USED CREDIT CARD TO BUY ONLINE]

‡ 33) How concerned would you be about the security of your credit or bank card information when or if you ever bought something online? Would you be:

- 1 Not at all concerned
- 2 Somewhat concerned
- 3 Very concerned
- 4 Extremely concerned
- 5 Do not have credit card or bank card
- 7 DK
- 9 RF

### Sub-section 7: E-Government / E-Politics

34) Talking now about government information and services, have you used the Internet in the past year for the following purposes?

|   | Yes | No | DK | RF |
|---|-----|----|----|----|
| a) To get information about Government or | 1   | 2  | 7  | 9  |

|  |   |   |   |   |
|--|---|---|---|---|
| council services   |   |   |   |   |
| b) To look for information about an MP, political party or candidate | 1 | 2 | 7 | 9 |
| c) To get information about Government policy issues                 | 1 | 2 | 7 | 9 |
| d) To pay for taxes, a fine or license online                        | 1 | 2 | 7 | 9 |
| e) To email an MP  | 1 | 2 | 7 | 9 |
| f) To email any other Government official                            | 1 | 2 | 7 | 9 |

[NON/EX]

‡ 35) I'm going to read you a list of statements. Please tell me how much you agree or disagree with each of these statements. Use a scale of 1 to 5 where "1" means strongly disagree and "5" means strongly agree. Remember that you can choose any number between 1 and 5. Do you think by using the Internet...?

|   |   |   |   |   |   |   | DK | RF |
|---|---|---|---|---|---|---|----|----|
| A | People like you can have more political power                     | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| B | People like you will have more say about what the government does | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| C | People like you can better understand politics                    | 1 | 2 | 3 | 4 | 5 | 7  | 9  |
| D | Public officials will care more what people like you think        | 1 | 2 | 3 | 4 | 5 | 7  | 9  |

35A) Using the same scale from 1 to 5 where 1 = strongly disagree and 5 = strongly agree, please tell me how much you disagree or agree with the following statement:

"The New Zealand Government should allocate funds to enable all New Zealanders to have access to internet services".

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 6 DK
- 7 RF

Q35B) The New Zealand Government has a 5-year action plan called the Digital Strategy. It aims to encourage the use of the internet to achieve the country's economic, social, environmental and cultural goals for New Zealanders. Have you heard of this Digital Strategy?

- 1 Yes
- 2 No
- 7 DK
- 9 RF

**Sub-section 8: E-Education**

‡ 36) Some people use the Internet for classes or to support their learning, many others do not. How often, if ever, do you use the Internet or Web for the following purposes? [READ OUT EACH STATEMENT. CODE ONE PER ROW.]

|    | On average, how frequently do you...?                                   | Several times a day | Daily | Weekly | Monthly | Less than monthly | Never | DK | RF | NA |
|----|---|---------------------|-------|--------|---------|-------------------|-------|----|----|----|
| a) | Look up a definition of a word  | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |    |
| b) | Find or check a fact  | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |    |
| c) | Get information for school or university related work                   | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |    |
| d) | Participate in distance learning for an academic degree or job training | 6                   | 5     | 4      | 3       | 2                 | 1     | 7  | 9  |    |

[ASK ONLY IF STUDENT] [NON/EX]

37) On average, how often is the Internet used as a teaching tool during your classes at school or university?

[PROMPT: This means actually being connected to the Internet during the class, not just using resources taken from the Internet]

- 1 Never
- 2 Less than monthly
- 3 Monthly
- 4 Weekly
- 5 Daily
- 6 Several times a day
- 7 DK
- 9 RF

**Sub-section 9: NZ Cultural Content**

[NON/EX]

38A) Which websites do you know of that have facts and figures about New Zealand?

[SPECIFY] \_\_\_\_\_

7 DK

9 RF

[NON/EX]

**38)** Which websites do you know of that have information about cultural **events** in New Zealand? This includes art exhibitions, music concerts or other festivals.

[SPECIFY] \_\_\_\_\_

7 DK

9 RF

**39)** Which NZ websites do you most regularly access?

[SPECIFY] \_\_\_\_\_

7 DK

9 RF

**40)** Do you think your use of the Internet has decreased or increased your sense of identification with your ethnic group or groups?

1 Decreased

2 Stayed the same

3 Increased

7 DK

9 RF

**41)** Do you think your use of the Internet has decreased or increased your sense of identification with New Zealand?

1 Decreased

2 Stayed the same

3 Increased

4 DK

5 RF

6 NA

### **Sub-section 10: Language**

[NON/EX]

**42)** In which languages could you have a conversation about a lot of everyday things?

1 English

2 Maori

3 Samoan

4 Cook Island Maori

5 Tongan

6 Niuean

7 Tuvalu

8 Tokelauan

- 9 Mandarin
- 10 Hindi
- 11 Korean
- 12 Other [Specify] \_\_\_\_\_
- 13 DK
- 14 RF

[NON/EX]

**43)** Which of these languages is your mother tongue?

[IF NECESSARY: That is, the language(s) you spoke as a child growing up]

[MULTIPLE RESPONSES OK IF NECESSARY]

- 1 English
- 2 Maori
- 3 Samoan
- 4 Cook Island Maori
- 5 Tongan
- 6 Niuean
- 7 Tuvalu
- 8 Tokelauan
- 9 Mandarin
- 10 Hindi
- 11 Korean
- 12 Other [Specify] \_\_\_\_\_
- 13 DK
- 14 RF

**44)** How often do use websites that are mainly in a language other than English?

- 6 Several times a day
- 5 Daily
- 4 Weekly
- 3 Monthly
- 2 Less than monthly
- 1 Never
- 7 DK
- 9 RF

**45)** Now we want to know why you access these sites. Which of the following reasons are true for you?

It is easier for you to understand that language.

- 1 Yes
- 2 No
- 7 DK

9 RF

Because you are learning that language.

1 Yes  
2 No  
7 DK  
9 RF

Because you want to maintain your skills in that language.

1 Yes  
2 No  
7 DK  
9 RF

To get information such as news etc.

1 Yes  
2 No  
7 DK  
9 RF

To email or chat with people in that language.

1 Yes  
2 No  
7 DK  
9 RF

[IF THEY SPEAK MAORI OR PASIFIKA LANGUAGE, ASK:]  
[NON/EX]

**46)** On a 1 to 5 scale, where 1 means “Strongly disagree” and 5 means “Strongly agree”, please tell me how much you disagree or agree with the following statement:

The Internet is helping to keep the \_\_\_\_\_ language alive? [Insert mother tongue]

1 Strongly disagree  
2 Disagree  
3 Neutral  
4 Agree  
5 Strongly agree  
7 DK  
9 RF

[NON/EX]

**47)** Which websites do you know of that have content in te reo Maori?

[SPECIFY] \_\_\_\_\_

7 DK

9 RF

---

### **SECTION 6: Internet Security**

The next section of the survey is about internet security issues.

[ASK IF THERE ARE UNDER- 18s IN HOUSEHOLD]

[NON/EX]

**48)** Do any of the people in your household under 18 years use the Internet?

1 Yes

2 No

7 DK

9 RF

[ASK IF 'Yes']

[NON/EX]

**49)** What rules does your household have regarding use of the Internet?  
Are children told:

|  | Yes | No | DK | RF | NA |
|--|-----|----|----|----|----|
| a) Not to visit some sites                                 | 1   | 2  | 3  | 4  | 5  |
| b) How much time to spend online                           | 1   | 2  | 3  | 4  | 5  |
| c) Not to give out personal information                    | 1   | 2  | 3  | 4  | 5  |
| d) Not to meet up with someone that you've only met online | 1   | 2  | 3  | 4  | 5  |
| e) To use the PC only under parent's control               | 1   | 2  | 3  | 4  | 5  |
| f) Not to chat with strangers online                       | 1   | 2  | 3  | 4  | 5  |

**50)** Does your household use a filter that controls or restricts access to certain websites?

[PROMPT: 'Net Nanny' is an example of one of these filters]

1 Yes

2 No

7 DK

9 RF

51) In the past year have you .....?

|   | Yes | No | DK | RF |
|---|-----|----|----|----|
| a) Received nuisance e-mails or SPAM                            | 1   | 2  | 7  | 9  |
| b) Received a virus onto your computer                          | 1   | 2  | 7  | 9  |
| c) Bought something which has been misrepresented on a Web site | 1   | 2  | 7  | 9  |
| d) Had credit card details stolen via use on the Internet       | 1   | 2  | 7  | 9  |

---

### **SECTION 7: Impact of the Internet**

Now we move on to questions relating to the impact of the internet on your life.

[NON/EX]

**52)** Please answer the next question using the scale from 1 to 5, where 1 means 'Not important at all' and 5 means 'Very important':  
Overall, how important is the Internet to your everyday life?

- 1 Not important at all
- 2 Not important
- 3 Neutral
- 4 Important
- 5 Very Important
- 7 DK
- 9 RF

‡ **53)** Would you say that, since being connected to the Internet at home, the members of your household have spent:

more face-to-face time together, less face-to-face time together, or about the same amount of face-to-face time together?

- 1 Less time together
- 2 About the same amount of time
- 3 More time together
- 7 DK
- 9 RF

‡ **54)** Thinking now about how much face-to-face time you spend with your friends, would you say that, since being connected to the Internet, you....

Spend more time together, less time together, or about the same amount of time together?

- 1 Less time together
- 2 About the same amount of time
- 3 More time together
- 7 DK
- 9 RF

[ASK ONLY IF THEY ARE EMPLOYED]

‡ 55) Because of your Internet access at work, do you feel that your work performance/productivity has improved a lot, improved somewhat, stayed the same, worsened somewhat, or worsened a lot?

- 1 Improved a lot
- 2 Improved somewhat
- 3 Stayed the same
- 4 Worsened somewhat
- 5 Worsened a lot
- 7 DK
- 9 RF

56) If you were to lose all access to the internet from tomorrow onwards, would it make your life better, would it be a problem for your everyday life or would it make no difference.

- 1 Would make life better
- 2 Would be a problem
- 3 Would make no difference
- 7 DK
- 9 RF

---

## **SECTION 8: Attitudes to the Internet**

[NON/EX]

‡ 57) In your opinion, how much of the information on the World Wide Web overall is generally reliable? None of it, a small portion of it, about half of it, most of it, or all of it?

- 1 None of it
- 2 A small portion of it
- 3 About half of it
- 4 Most of it
- 5 All of it
- 6 DK
- 7 RF
- 8 NA

---

## **SECTION 9: Off-line Activities**

This is the final section of the interview, and includes questions about your offline activities.

[NON/EX]

‡ 58) During a typical week, how many hours do you spend on the following activities not online.

[PROMPT: You can be doing other things at the same time, including using the Internet. But the device/medium must be offline]

Watching television?

\_\_\_\_\_ HOURS

77=DK

99=RF

Listening to radio?

\_\_\_\_\_ HOURS

77=DK

99=RF

Reading a newspaper?

\_\_\_\_\_ HOURS

77=DK

99=RF

[NON/EX]

‡ 59) During a typical week, how many hours or minutes do you spend socializing face-to-face with your friends (outside school/university/outside office hours)?

\_\_\_\_\_ HOURS

\_\_\_\_\_ MINUTES

77=DK

99=RF

[NON/EX]

During a typical week, how many hours or minutes do you spend socializing face-to-face with your family who live with you in the same household?

\_\_\_\_\_ HOURS

\_\_\_\_\_ MINUTES

77=DK

99=RF

[NON/EX]

During a typical week, how many hours or minutes do you participate in a physical activity e.g. walking, playing a sport or going to a gym?

\_\_\_\_\_ HOURS

\_\_\_\_\_ MINUTES

77=DK  
99=RF

---

## **SECTION 10: Demographics part 2**

[NON/EX]

‡ 60) What is your highest level of education?

[READ]

- 1 Primary school
- 2 Currently attending or attended intermediate or high school
- 3 High school qualification
- 4 Attending or attended university
- 5 Tertiary qualification not from a university
- 6 University degree or higher
- 7 DK
- 9 RF

[ASK IF AGED 18 YEARS OR OVER]

[NON/EX]

‡ 61) For classification purposes we would like to know the combined income category of your household. [PROMPT: Before tax. Don't include any irregular lump sum payments such as ACC, lottery wins, inheritances]

- 1 Less than \$25,000
- 2 \$25,000 or more but less than \$40,000
- 3 \$40,000 or more but less than \$65,000
- 4 \$65,000 or more but less than \$100,000
- 5 \$100,000 or more
- 6 DK
- 7 RF

‡ 62) Are you:

- 1 Single
- 2 Married
- 3 Living with a partner
- 4 Divorced/Separated
- 5 Widowed
- 7 DK
- 9 RF

‡ 63) Sex [DON'T READ] [GENDER]

- 1 Male
- 2 Female

---

**Close**

Further information about this project is available on our website at [www.wip.aut.ac.nz](http://www.wip.aut.ac.nz)

Would you like to be sent this information?

[IF YES: TAKE CONTACT DETAILS (EMAIL, POSTAL ADDRESS OR FAX NUMBER)]

**Invitation to be in longitudinal panel**

[NON/EX]

We will be conducting this survey again in two years, would you like to participate in the next survey? Saying yes now would of course not commit you to anything and you would be able to opt out later.

For adults: If yes, take name and appropriate contact details.

For 12-15 year olds: If yes, ask to speak to parent/guardian again. Thank parent/guardian for allowing their child to be interviewed and ask if they are willing for them to be interviewed again in two years time. If so, take child's name and appropriate contact details.

---

**Final Thank-you**

The results of this survey will be available at the end of this year. You can access them from our website at [www.wipnz.aut.ac.nz](http://www.wipnz.aut.ac.nz). You can also give feedback on the survey at this website.

Further information about this project is available on our website at [www.wipnz.aut.ac.nz](http://www.wipnz.aut.ac.nz). Would you like to be sent a copy of this information?

Thank you very much for your time.