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**SELECTION**

**New section providing draft of script for "Gate-keeper" (person who answers phone) separately from when talking to prospective respondent:**

Component of explanation about the survey	Gatekeeper	Respondent
Introduction (simplest possible)	✓	✓
Subject matter + re-assurance we're just as interested in those who do not use the Internet	Optional	✓
Timing	Optional	✓
Request to speak to random chosen person in household	✓	
Can I interview you now, or could I call you back at a time that would suit you better?		✓
Confidentiality and opportunity to withdraw	Optional	✓
Calls will be monitored	X	✓

**Gatekeeper:** Hello, my name is \_\_\_\_, and I'm calling from Phoenix Research on behalf of AUT University. We are conducting a survey as part of an international study. We would very much like to include the opinions of someone in your household.

*Explain subject if needed:*

The study is to understand how the Internet is changing the way we live. We are just as interested in talking to people who don't use the Internet, as those who do.

*If query timing:*

It will just take us a couple of minutes to work out if there is someone in your household who may be able to help us.

The actual interviews take about 15 minutes for some people and 25 minutes for others to complete on the telephone.

*Explain if needed:*

The answers people give are confidential and will be combined with the answers from other people into statistics about what New Zealanders do and think. You can decline to answer any question I ask you.

*Everyone:*

Could I please speak to the person in your household aged 16 years of age or over, who will be the next to have their birthday?

*If different person, explain in full as follows. If same person, explain all sections not done already:*

**Respondent:** Hello, my name is \_\_\_\_, and I'm calling from Phoenix Research on behalf of AUT University. We are conducting a survey as part of an international study to understand how the Internet is changing the way we live. We are just as interested in talking to people who don't use the Internet, as those who do.

The interviews take about 15 minutes for some people and 25 minutes for others to complete on the telephone. Would you be willing to take part?

Is now a good time to interview you, or could I call you back at a time that would suit you better?

*Arrange a time to call back if necessary*

The answers people give are confidential and will be combined with the answers from other people into statistics about what New Zealanders do and think. I need to advise you that you can decline to answer any question I ask you.

For quality control purposes some of my calls may be monitored by my supervisor.

**End of new section**

**INITIAL GREETING FOR ADULTS:**

**Greeting for adults:** Hello, my name is \_\_\_\_ from Phoenix Research. We are conducting a survey on behalf of AUT University to understand how the Internet is changing the way we live. The survey takes about 25 minutes to complete on the telephone. Would you be willing to take part in the survey?

**Answer:** Yes

**If the respondent declines to participate respond:**

**Response:** That is fine. Thank you.

**If the respondent volunteers to participate respond:**

**Response:** Great. I need to advise you that you can decline to answer any question I ask you and your call will be recorded to ensure that your answers are correct noted.

**If the respondent says:** "I don't use the Internet"  
**then the interviewer responds:** "But we are also interested in people who don't use the Internet so your answers will still be really useful for us. Would you be willing to take part?"

**INITIAL GREETING FOR 12-15 YEAR OLD: To be moved to end of interview, as in 2007 final version**

OPTIONS for the former survey participants will be slightly different:

**Greeting for adults:** Hello, my name is \_\_\_\_ from Phoenix Research. Two years ago you were involved in a survey we conducted for AUT University about how the Internet is changing the way we live and you indicated you would be willing to be involved in a follow-up survey two years later. The survey is similar to last time and takes about 25 minutes to complete on the telephone. Would you be willing to take part in the survey?

**If the respondent declines to participate respond:**  
**Response:** That is fine. Thank you.

**If answer:** Yes  
**Response:** Great. I need to advise you that you can decline to answer any question I ask you and your call will be recorded to ensure that your answers are correctly noted.

---

**Presumably when re-approaching 12-15 year olds you will need to get permission from the child's caregiver again:**

**For the question asking an adult whether you can interview their child:**  
**Interviewer:** Hello, my name is \_\_\_\_ from Phoenix Research. Two years ago you were involved in a survey we conducted for AUT University about how the Internet is changing the way we live. Your child \_\_\_\_\_ answered some questions for us and said they would be happy to be involved in a follow-up survey two years later. Would you be willing for \_\_\_\_\_ to take part in this survey? It takes about 25 minutes to complete on the telephone.

**If yes, respond:** Thanks that's great. Of course we will ask your child whether or not they want to participate in this survey first.

**If the respondent declines to give permission respond:**  
**Response:** That is fine. Thank you.

---

**Initial greeting for 12-15 year old:** Hello, my name is \_\_\_\_ from Phoenix Research. You answered some questions for us two years ago for a survey that we were doing for AUT University about how the Internet is changing the way we live. Your (mother/father/guardian) said you might be interested in answering some questions again. This will take about 25 minutes to complete on the telephone. Would you like to be part of the survey?

**If the respondent declines to participate respond:**  
**Response:** That is fine. Thank you.

**If answer:** Yes  
**Response:** Great. I need to advise you that you can decline to answer any question I ask you and

your call will be recorded to ensure that your answers are correct noted.

Option being reviewed as to whether to move Q1 to this spot ahead of demographics, for added "obvious meaningfulness" to respondents

First, a quick question about your access to the Internet ...

**‡ 1)** 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 → Remember, we're just as interested in talking to people who don't use the Internet, as those who do  
7 DK  
9 RF

**SECTION 1: Demographics part 1**

Next 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 are living in your household?

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

**‡ 99B)** How many people under 18 years old are living 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 as well as 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. We would like to interview your child about their Internet use. The survey takes around 25 minutes and your child only needs to answer questions they want to. Are you willing for us to interview your child?

**If yes, respond:** Thanks that's great. Of course we will ask your child whether or not they want to participate in this survey first.

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?

1 Yes  
2 No  
7 DK  
9 RF

IF YES ASK 99D2:

**99D2)** Are you employed full time or part time? [*PROMPT: Part time is less than 30 hours per week*]

1 Full time  
2 Part time  
7 DK  
9 RF

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

We will ask this of everyone, despite this being a slight misfit for some

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 Maori  
3 Samoan

4 Cook Island Maori  
5 Tongan  
6 Niuean  
7 Chinese  
8 Indian  
9 Other (such as Dutch, Japanese, Tokelauan (SPECIFY)\_\_\_\_\_  
88 DK  
99 RF

[ASK IF multiple responses given above]

**99G)** Which ethnic group do you most strongly identify with?  
[PROMPT: "such as NZ European, Maori, Samoan, or Chinese."]

1 NZ European  
2 Maori  
3 Samoan  
4 Cook Island Maori  
5 Tongan  
6 Niuean  
7 Chinese  
8 Indian  
9 Other (such as Dutch, Japanese, Tokelauan (SPECIFY)\_\_\_\_\_  
88 DK  
99 RF

**SECTION 2: Internet Access**

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

Option being reviewed as to whether to move Q1 to a spot ahead of demographics, for added "meaningfulness" to respondents

‡ 1) 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 → Remember, we're just as interested in talking to people who don't use the Internet, as those who do
- 7 DK
- 9 RF

If we move Q1, then introduce with: And now coming back to your Internet access:

1A) Do you currently use the Internet at... [multiple answers okay]

Home

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

Work

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

School or university

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

Other [SPECIFY]

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

[IF 2 OR 7 in Q1 THEN ASK Q1B]

Everyone to answer:

1B) 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

‡ 2) Do you use the Internet through wireless devices such as a wireless computer or a cell phone

from any location?

Explain: By using the Internet through a "wireless computer" I mean using a computer where any part of your connection to the Internet is wireless. Examples would be if you connected using WIFI or a wireless router, for example at home, or if you have a wireless connection from home to the Internet.

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

[IF 'Yes' ASK:]

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

‡ 2A) Wireless computer

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES  
-7=DK  
-9=RF

[IF 'Yes' to 3) ASK:]

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

‡ 2B) Cell phone or other mobile device

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES  
-7=DK  
-9=RF

This routing instruction to be moved to above Q1A)

**[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 in the locations you identified above. Firstly, thinking about using the Internet at home;

**[ASK IF YES to Q1A option 1]**

‡ 3A) On average, about how many hours per week do you use the Internet from a wired personal computer at home for any reason?

By a "wired computer" I mean where you receive you Internet service through a phone line that is physically connected to your computer [this is the explanation we used last time]

Reviewing that now I suggest the following could be somewhat better:

By a "wired computer" I mean using a computer where your connection to the Internet is through a phone line that is physically connected to your computer.

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES  
-7=DK  
-9=RF

From a wireless computer?

Repeat if/as required: By using the Internet through a "wireless computer" I mean using a computer where any part of your connection to the Internet is wireless. Examples would be if you connected using WIFI or a wireless router, for example at home, or if you have a wireless connection from home to the Internet.

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a cellphone or other mobile device?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

**[ASK IF YES to Q1A option 2]**

Now thinking about using the Internet at work,

**‡ 3B)** On average, about how many hours per week do you use the Internet from a wired personal computer at work, not in the home?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a wireless computer?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a cellphone or other mobile device?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

**[ASK IF YES to Q1A option 3]**

Now thinking about education at school, university or other educational setting,

**‡ 3C)** On average, about how many hours per week do you use the Internet from a wired personal computer at school or university, outside your home?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a wireless computer?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a cellphone or other mobile device?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

**[ASK IF YES to Q1A option 4]**

Now thinking about other places,

**‡ 3D)** 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

-7=DK  
-9=RF

From a wireless computer?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=RF

From a cellphone or other mobile device?

\_\_\_\_\_ HOURS  
\_\_\_\_\_ MINUTES

-7=DK  
-9=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

-7=DK  
-9=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".

**5A)** How satisfied are you with the speed of your internet?

1. Very dissatisfied
2. Moderately dissatisfied
3. Neutral
4. Moderately satisfied
5. Very satisfied

**5B)** How satisfied are you with the reliability of your internet?

1. Very dissatisfied
2. Moderately dissatisfied
3. Neutral
4. Moderately satisfied

5. Very satisfied

**6)** How many computers are there in your household that are used to access the internet?  
SPECIFY \_\_\_\_\_

**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 Vodafone / thug  
3 TelstraClear  
4 Orcon  
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]  
**10A)** 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.]  
Explain if needed: This includes a camera that is available to you, or that you could use, for example if it's owned by someone else in your household [same explanation applies to b, c, d]

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]  
**10C)** Do you have an mp3 player such as an i-pod?

1 Yes  
2 No  
7 DF  
9 RK

[NON/EX]  
**10D)** Do you have a hand-held PDA (personal digital assistant)?

1 Yes  
2 No  
7 DK  
9 RF

**SECTION 3: Internet Ability**

[NON/EX]  
**11)** 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

**11B)** Would you be interested in undertaking training to improve your ability to use the Internet?  
[Nigel: question: are you sure you want to ask this question if they've rated their ability above as "Excellent". I imagine yes, just checking1]

1 Yes  
2 No  
7 DK  
9 RF

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

[ASK ONLY NON-USERS]:  
**‡ 12)** 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]:  
**13)** 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]:  
**14)** How long ago was it that you stopped using the Internet?

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

[ASK ONLY EX-USERS]:

15) 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]:

15B) 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]

16) 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 at home.

**Sub-section 5.1: 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]

‡ 17) 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 important at all	Not important	Neutral	Important	Very 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]

‡ 18) 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 important at all	Not important	Neutral	Important	Very 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 such as family and friends)	1	2	3	4	5	7	9
f)	Community services such as libraries	1	2	3	4	5	7	9

Have you ever heard of the Aotearoa People's Network services within a public library?

- Yes
- No

No jump next question

(g)	the Aotearoa People's Network service within a public library?	1	2	3	4	5	7	9
-----	--	---	---	---	---	---	---	---

‡ 19) 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 frequently do you...?	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK	RF
a)	Play games online	6	5	4	3	2	1	7	9
b)	Download or listen to music 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>[Ask only if participant is aged 18 or over:]</b>								
h)	Look at sites with sexual content	6	5	4	3	2	1	7	9

**Sub-section 5.2: Information Seeking**

‡ 20) Some people look up information on the Internet as they go about their daily lives – things like news, sports scores, events 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 entertainment activities such as movies or shows	6	5	4	3	2	1	7	9
‡ 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
i)	Look for information on a social networking site	6	5	4	3	2	1	7	9
Explain if needed: By "information" I mean things like news, sports scores, events and movie times									
j)	Look for information about New Zealand events, culture, or history	6	5	4	3	2	1	7	9
k)	Look for images and content for re-use	6	5	4	3	2	1	7	9

21) Which search engine do you use most often?

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

**Sub-section 5.3: Creating Web Content**

22) Are you a member of a social networking site or sites (prompt: e.g. Facebook, Bebo, Myspace)?

YES  
NO

23) Which social networking site do you use most often [DO NOT READ]?

- 1 Facebook
- 2 Bebo
- 3 MySpace
- 4 Twitter
- 5 Flickr
- 6 LinkedIn
- 7 Other [Specify] \_\_\_\_\_
- 8 None
- 9 DK
- 11 RF

ASK if YES

23B) Thinking about that site or sites, do you...?

	Yes	No	DK	RF
a) Post messages	1	2	7	9
b) Post pictures, photos or videos	1	2	7	9
c) Post audio material	1	2	7	9
d) Post content for financial gain	1	2	7	9

23C) Now excluding things you do on your social networking sites, 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) Post messages or content for financial gain	1	2	7	9

[IF THEY HAVE A WEBSITE OR BLOG, ASK:

]

23D) 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 5.4: Online Socializing**

‡ 24) 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....?	Sever al times a day	Dail y	Weekl y	Month ly	Less than month ly	Neve r	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
ASK IF Response to f) is 2-6:	Yes	No					7	9
Is that blog on a social networking site?								
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

[ASK IF participate in social networking websites]

25) Please answer the next question using the scale from 1 to 5, where 1 means 'Not important at all' and 5 means 'Very important':

How important are social networking websites to your everyday life?

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

- 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 and whether this is increasing or decreasing.

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 your contact with the following groups?

[NOTE FOR INTERVIEWER: For some, this question and others following it are difficult to answer because they have always lived with the internet and/or the answer topic is not applicable. Responses such as these should be coded DK 7]

								D K	R F
‡ 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 ...?	Sever al times a day	Dail y	Weekl y	Monthl y	Less than monthl y	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 5.5: 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 [Nigel: would this help: regular??] bill payments for non-Internet services like electricity or phone.]

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

77=DK  
99=RF

Record here if respondent volunteers that they do this, but not as often as monthly []

- ‡ 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...?	Seve ral times a day	Dail y	Weekl y	Monthl y	Less than monthl y	Neve r	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)	Sell things online*	6	5	4	3	2	1	7	9
d)	Make travel reservations/bookings online	6	5	4	3	2	1	7	9
e)	Pay bills online	6	5	4	3	2	1	7	9
f)	Use your bank's online services	6	5	4	3	2	1	7	9
g)	Invest in stocks/funds/bonds online	6	5	4	3	2	1	7	9

\*[INCLUDE EXCHANGING OR BARTERING IN EITHER CATEGORY]

- 32)** How much of your total spending occurs online?

- 1 Nothing  
2 less than half  
3 About half  
4 more than half  
5 Everything

[NON/EX]

- 33)** How concerned would you be about the security of your credit or bankcard information when or if you over bought something 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

**Sub-section 5.6: E-Government / E-Politics**

**34)** Talking now about government and council 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 council services	1	2	7	9
b) To use Government or Council services that are delivered online, such as ordering a tax form or a StudyLink form.	1	2	7	9
c) To log in to secure areas on Government or Council websites to access services	1	2	7	9
d) To provide information to a government or Council body	1	2	7	9
e) To get information about Government or Council policy issues	1	2	7	9
f) To look for information about an MP, political party or candidate	1	2	7	9
g) To pay for taxes, a fine or license online	1	2	7	9
h) To email an MP	1	2	7	9
i) To email any other Government or Council 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...?

								D K	R F
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

**35B)** The New Zealand Government has a 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 5.7: 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)	Put content on the internet as part of educational activities	6	5	4	3	2	1	7	9	
e)	Use a social networking site as part of educational activities	6	5	4	3	2	1	7	9	
f)	Participate in distance learning for an academic	6	5	4	3	2	1	7	9	

	degree or job training													
--	------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--

[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 5.8: NZ Cultural Content**

**38)** 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

**39)** 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 5.9: Language**

[NON/EX]  
**40)** 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

**If English only answered above, skip to Q43**

**41)** 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

**[ASK IF Response 2-6 for Q41]**  
**41A)** Which language or languages are the websites you access in?  
(SPECIFY \_\_\_\_\_)[multiple responses ok]

1 Maori  
2 Samoan  
3 Tongan  
4 Chinese (Mandarin)  
5 Chinese (Other)  
6 Hindi  
7 Arabic  
8 Korean  
9 Japanese  
10 Spanish  
11 French  
12 Other (SPECIFY \_\_\_\_\_)

[ASK Q42 IF ANSWERED OTHER THAN ENGLISH IN Q40. NOTE if multiple other languages specified in Q40, multiple iterations of Q42 should be asked for each language specified]  
[NON/EX]

**42)** 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 language(s) specified in Q40]

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

**SECTION 6: Internet Security**

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

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

[NON/EX]

**43)** 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]

**44)** What rules does your household have regarding use of the Internet?  
Are children guided or 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 who 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

**45)** 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

**46)** 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

e) Been given information about internet safety [eg. About malicious online behaviour or other potential harms]

1	2	7	9
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**47)** How would you rate your confidence to deal with internet security issues? 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 7: Impact of the Internet**

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

[NON/EX]

**48)** 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

**49)** 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

**50)** 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]

**51)** Because of your Internet access, 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

**52)** 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]

**53)** 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]

**54)** 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]

**55)** 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 inside or outside your household]?

\_\_\_\_\_ 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 those in

your 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

**56)** How frequently do you do the following things on your computer, but not on the internet?

	On average, how frequently do you...?	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never	DK	RF	NA
a	Study	6	5	4	3	2	1	7	9	
b	Play computer games	6	5	4	3	2	1	7	9	
c	Do other tasks (eg. Word processing, photo editing)	6	5	4	3	2	1	7	9	

**SECTION 10: Demographics part 2**

[NON/EX]  
**‡ 57)** What is your highest level of education?

[READ]

- 1 Primary school or lower
- 2 Currently attending or attended intermediate or high school
- 3 High school qualification
- 4 Attending or attended university or other tertiary institution
- 5 Tertiary qualification not from a university (SPECIFY \_\_\_\_\_)
- 6 University degree or higher
- 7 DK
- 9 RF

[ASK IF AGED 18 YEARS OR OVER]

[NON/EX]  
**‡ 58)** 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

**‡ 59)** Are you:

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

**ASK IF Yes to Q99D**

**60)** What industry are you employed in?

[DON'T READ]

- 1 Agriculture, forestry and fishing
- 2 Mining
- 3 Manufacturing
- 4 Electricity, gas, water and waste services
- 5 Construction
- 6 Wholesale trade
- 7 Retail trade
- 8 Accommodation and food services
- 9 Transport, postal and warehousing
- 10 Information media and telecommunications
- 11 Financial and insurance services
- 12 Rental, hiring and real estate services
- 13 Professional, scientific and technical services
- 14 Administration and support services
- 15 Public administration and safety
- 16 Education and training
- 17 Healthcare and social assistance
- 18 Arts and recreation services
- 19 Other services
- 7 DK
- 9 RF

**‡ 61)** 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 further research on this topic and wondered if you would mind being approached to take part in this. 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.

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**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.