



Citizens' Digital Participation

Research Report

Research Document

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Annex 1

Sample profiling data

All data shown are unweighted.

Table 1: Gender

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
Male	49%	51%	48%	49%
	1014	759	960	49
Female	51%	49%	52%	51%
	1062	737	1043	51

Table 2: SEG

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
AB	19%	23%	36%	1%
	392	343	727	1
C1	30%	35%	19%	11%
	615	519	372	11
C2	21%	22%	16%	6%
	443	326	330	6
DE	30%	21%	29%	82%
	626	308	574	82

Table 3: Age

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
16-24	15% 310	16% 242	16% 320	16% 16
25-34	16% 338	19% 279	16% 315	14% 14
35-44	19% 393	23% 351	19% 382	14% 14
45-54	16% 333	19% 282	16% 319	18% 18
55-64	14% 300	14% 208	14% 281	15% 15
65-74	11% 221	6% 94	15% 303	14% 14
75+	9% 182	3% 38	4% 81	9% 9

Table 4: Highest level of education

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
Post graduate qualifications	12% 238	14% 207	18% 369	1% 1
Under-graduate degree	9% 193	12% 178	20% 391	1% 1
A levels	15% 307	19% 283	27% 540	7% 7

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
GCSEs	28% 587	31% 457	32% 645	47% 47
Other	12% 248	12% 174	-	-
Not finished school	23% 484	13% 187	3% 57	44% 44
Still studying	1% 12	1% 9	-	-

Table 5: Region

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
North East	5% 103	4% 64	4% 80	-
Yorks and Humber	8% 157	12% 8%	8% 160	-
East Mids	7% 151	7% 102	7% 140	-
East Anglia	3% 70	4% 56	8% 153	-
Greater London	12% 253	14% 205	12% 240	20% 20
South East	17% 354	20% 298	14% 280	-

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
South West	9% 190	8% 127	9% 173	-
Wales	4% 92	5% 72	5% 101	20% 20
West Mids	9% 194	9% 133	9% 175	-
North West	11% 225	11% 165	11% 221	20% 20
Scotland	8% 167	8% 119	9% 180	20% 20
Northern Ireland	5% 115	2% 34	5% 100	20% 20

Table 6: Working status

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
Working full time	34% 710	45% 679	40% 804	18% 18
Working part time	15% 317	19% 288	16% 325	11% 11
Self employed full time	4% 83	6% 88	-	-
Self employed	1%	1%	-	-

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
part time	17	15		
Full time education	4% 77	4% 66	6% 124	6% 6
Retired	25% 517	12% 179	20% 400	11% 11
Not able to work	3% 72	2% 33	6% 118	12% 12
Unemployed	5% 110	4% 62	3% 68	19% 19
Not working for another reason	8% 159	5% 78	8% 163	11% 11

Table 7: Access to the internet

	General population	General population with internet access at home	Online user sample	Areas of multiple deprivation
Any	71% 1468	100% 1468	99% 1983	49% 49
Broadband	67% 1380	94% 1380	93% 1866	47% 47
Other	4% 88	6% 88	6% 116	2% 2
None	29% 601	-	1% 20	51% 51

Table 8: Where access the internet (asked in phase 2 only)

Where access	Online user sample	Multiple deprivation areas population
Home	97% 1940	48% 48
Work	31% 616	2% 2
School or college	7% 133	3% 3
Friends or relatives houses	9% 174	7% 7
When I am out and about (mobile internet)	7% 133	-
Internet cafes	4% 74	4% 4
Libraries	7% 137	4% 4
Other	1% 24	1% 1
I do not have access to the internet	-	43% 43

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Annex 2

Additional demographic analysis

Table 9: "I would generally prefer to do these activities via the internet than any other way", sub group differences

More likely to agree, online users (overall = 49% agree)	Less likely to agree, online users (overall = 49% agree)
<ul style="list-style-type: none"> • Aged 25-34 = 56% • Use the internet at work = 55% • Use the internet in other places = 54% • Aged 35-44 = 54% • Confident online = 54% • Working full time = 54% • With post graduate qualifications = 54% 	<ul style="list-style-type: none"> • Not participated in any citizen participation activities = 33%* • Other (i.e. not broadband) internet at home = 37% • Aged 65 - 74 = 38% • Looking after home / family = 41% • Retired = 43% • Socio-economic group E = 43%
More likely to agree, areas of multiple deprivation (overall = 23% agree)	Less likely to agree, areas of multiple deprivation (overall = 23% agree)
<ul style="list-style-type: none"> • No significant differences 	<ul style="list-style-type: none"> • No internet access at home = 12%*

Table 10: "I now do these activities via the internet instead of in other ways", sub group differences

More likely to agree, Online users (overall = 42% agree)	Less likely to agree, Online users (overall = 42% agree)
<ul style="list-style-type: none"> • Use the internet in other places = 51% • With postgraduate qualifications = 50% • Confident online = 49% • Socio-economic group AB = 48% • Done 5 or more citizen participation activities = 48% 	<ul style="list-style-type: none"> • Not participated in any citizen participation activities = 19%* • No qualifications = 29%* • Unemployed = 31%* • Other (not broadband) internet at home = 31% • Socio-economic group DE = 36%
More likely to agree, areas of multiple	Less likely to agree, areas of multiple

More likely to agree, Online users (overall = 42% agree)	Less likely to agree, Online users (overall = 42% agree)
deprivation (overall = 14% agree)	deprivation (overall = 14% agree)
<ul style="list-style-type: none"> Any internet access at home = 29%* 	<ul style="list-style-type: none"> Socio-economic group E = 6%* Not working 6%* No internet access at home = 12%*

Table 11: “I now do more of these activities because I can do them on the internet” - sub group differences

More likely to agree, online users (overall = 40% agree)	Less likely to agree, online users (overall = 40% agree)
<ul style="list-style-type: none"> Use the internet in other places = 49% Participated in five or more citizen participation activities = 48% Socio-economic group AB = 45% 	<ul style="list-style-type: none"> Have not done any citizen participation activities = 23%* Do not own a mobile phone = 26% Socio-economic group DE= 35% Not working = 35% Have GCSEs = 37%
More likely to agree, areas of multiple deprivation (overall = 12% agree)	Less likely to agree, areas of multiple deprivation (overall = 12% agree)
<ul style="list-style-type: none"> Confident finding information online = 33% Broadband internet at home = 26% Use the internet at home = 25% Internet access at home = 24% 	<ul style="list-style-type: none"> Socio-economic group E = 4%

Table 12: “I don’t have access to the internet so I can’t use it for these sorts of activities”, sub group differences¹

More likely to agree, areas of multiple deprivation (overall = 42% agree)	More likely to disagree, areas of multiple deprivation (overall = 46% disagree)
<ul style="list-style-type: none"> No internet access at home = 76%* No qualifications = 70%* 	<ul style="list-style-type: none"> Any internet access at home = 88%*

¹ This question only asked in the area of multiple deprivation survey as all online participants have internet access

<ul style="list-style-type: none"> • Not working = 58%* • Socio-economic group E = 57%* 	
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Table 13: “I am not online enough to use it for these sort of activities”, sub group differences²

More likely to agree, online users (overall = 11% agree)	More likely to disagree, online users (overall = 65% disagree)
<ul style="list-style-type: none"> • No qualifications = 23%* • Not interested in finding information online = 16% • Interested in creating information online but lacking confidence = 15% 	<ul style="list-style-type: none"> • Socio-economic group AB = 74% • With postgraduate qualifications = 74% • With degrees = 72% • Use the internet at work = 72% • Done five or more citizen participation activities = 72% • Confident online = 72%

² This question only asked in the online survey

Annex 3

Questionnaires

Summary of survey content

Table 15 shows a summary of the content of the surveys used at phase 1 and phase 2.

Table 8: Survey content summary

Citizen participation sizing and profiling	Citizen participation and digital participation in more detail
<ul style="list-style-type: none"> Incidence of participation in a variety of specific civic activities ever / in last 12 months 	<ul style="list-style-type: none"> Awareness of citizen participation activities which can be done online
<ul style="list-style-type: none"> Channels used for each citizen participation activity completed in last 12 months 	<ul style="list-style-type: none"> Self-assessed level of participation
<ul style="list-style-type: none"> Incidence of related civic activities completed online 	<ul style="list-style-type: none"> Motivators of, and barriers to, citizen participation
<ul style="list-style-type: none"> Classification questions 	<ul style="list-style-type: none"> Changes in levels of citizen participation
	<ul style="list-style-type: none"> Attitudes about digital participation

Phase 1 general population survey

1. What is the highest level of education that you have attained?

	READ OUT IF REQUIRED. SINGLE CODE
Post graduate	
Under graduate	
A-levels (or equivalent)	
GCSEs / O-levels (or equivalent)	
Not completed school	

2. IF YES TO PC/LAPTOP AT HOME AND NO TO BROADBAND AT HOME IN STANDARD QUESTIONS: You mentioned earlier that you don't have Broadband access at home do you have internet access at home through a dial-up connection, dongle or data card?

Yes	
No	

3. Do you personally own and use a mobile phone?

Yes	
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No	
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These next questions are about getting involved in the community or having your say on social or political issues that concern you.

4. a) Firstly, can you tell me whether you have ever done any of the following? RANDOMISE LIST. READ OUT EXAMPLES IN BRACKETS
 b) FOR EACH YES, ASK: Have you done this in the past 12 months?

READ OUT	4a	4b	IF YES IN Q
Registered to vote			ASK Q5
Voted in an election			SKIP TO Q6
Joined a political party			ASK Q5
Donated money to political party			ASK Q5
Took part in a Government survey or consultation			ASK Q5
Got in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint)			ASK Q5
Got in contact with your MP or MEP [MSP / Welsh Assembly Member/Northern Ireland Assembly Member] or local Councillor			ASK Q5
Taken part in a protest or demonstration			SKIP TO Q6
Joined a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q5
Donated money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q5
Signed a petition			ASK Q5
Boycotted a product or service			SKIP TO Q6
Volunteered for a charity (e.g. Girl Guides, the Samaritans or the Red Cross)			SKIP TO Q6
Did unpaid work at a school (e.g. been a school governor, been a PTA member or coached a school sports team)			SKIP TO Q6
Did unpaid work in the local community (e.g. coached a local sports team, organised your local Neighbourhood Watch or been a parish councillor)			SKIP TO Q6
Gave your views or advice on a community, political or social issue to			ASK Q5

people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll)			
Any other ways that you have been involved in the community or had your say on social or political issues that concern you <u>in the last 12 months</u> (please specify)			ASK Q5

5. You said that you have [INSERT TEXT FROM Q4b] in the past 12 months. How did you do go about this – was it in person, by post, by telephone from a mobile, by telephone from a land line, by text, by internet including email, or by mobile internet. If you did it more than one way please tell us all the ways you did it. RECORD ALL CHANNELS MENTIONED. REPEAT FOR ALL RELEVANT OPTIONS SELECTED AT Q4b (SEE ROUTING INSTRUCTIONS ON TABLE AT Q4b). THEN GO Q6

	MULTICODE
In person	
In writing / by post	
By telephone - from a mobile	
By telephone - from a land line	
By text/SMS	
Via the internet including by email	
Via mobile internet (accessed through a mobile phone)	

6. What prevents you from taking part more regularly in sorts the activities we asked you about? DO NOT READ OUT. PROBE FULLY.

DO NOT READ	MULTICODE
Money / not being able to afford to join / donate	
Lack of time	
Lack of knowledge about the issue / how to get involved	
Lack of interest in the issue / getting involved	
Not having the confidence to speak up / get involved	
Do not have access to the internet	
Lack of confidence using the internet	
Other (please specify)	
Don't know (ONLY CODE AFTER PROBING)	

7. ASK ALL: Still thinking about the types of activities we asked you about earlier, how much do you agree or disagree that the internet makes it easier to participate in these sorts of activities? READ OUT SCALE

	SINGLE CODE
Agree strongly	
Agree slightly	
Neither agree nor disagree	
Disagree slightly	
Disagree strongly	

8. ASK ALL: I now want to ask about how interested and confident you are doing a few different things on the internet. For each task I read out please tell me which of the following applies:

- 1: I am interested in doing this but do not feel confident to do it
- 2: I am confident doing this
- 3: I am not interested in doing this

READ OUT, ROTATE ORDER.	1: Interested, but can't do with confidence	2: Can do with confidence	3: Not interested in doing this
Joining in debates about subjects that interest you through posting comments on websites			
Setting up a personal profile on a website like Facebook, Bebo or MySpace			
Setting up your own blog			
Using email to contact friends and relatives			
Find out about local services including the council, hospital, leisure facilities and so on			
Buy things over the internet			
Do my banking over the internet			

9. ASK ALL: In the past 12 months, have you used the internet to do any of the following:

	MULTICODE
Finding out information on a Government or local Council service	
Completing a Government process (e.g. tax return, road tax renewal, registration for Child Tax Credits, registering to vote)	
Paying a Government tax or fee (e.g.	

income tax, council tax, road tax)	
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10. As part of this project we are looking to film a short interview with people talking about some of the activities we asked you about earlier and their internet use. You would receive a thank you payment for your time if you were filmed. Would it be ok for our partner agency, Opinion Leader to contact you about taking part in one of these interviews?

	SINGLE CODE
Yes – record name, address and telephone number	
No	

Phase 2 online survey

- This survey is about getting involved in the community or having your say on social or political issues that concern you. What ways are you aware of that you can get involved in the community or have your say on social and political issues that concern you?
Please write in a different way in each of the boxes below, if you can't think of five ways please write in don't know.

OPEN ENDED. SHOW 5 BOXES - ALL BOXES MUST HAVE TEXT IN FOR SURVEY TO CONTINUE.

- And which of these can be done online or via the internet? Please select as many that apply.

SHOW ALL FIVE BOXES WITH TEXT INSERTED FROM Q1 WITH TICK BOXES NEXT TO THEM.

- a) The list below shows a number of examples of different ways you can get involved in the community or have your say on social or political issues that concern you. Please tick all those which you have ever done. RANDOMISE LIST.

b) FOR EACH SELECTED AT Q3a, ASK: Have you done this in the past 12 months?
SHOW YES OR NO OPTION FOR EACH

	READ OUT	Q3a	Q3b	
1	Voted in an election			SKIP TO INSTRUCTION BEFORE Q5
2	Registered to vote			ASK Q4
3	Joined a political party			ASK Q4
4	Donated money to political party			ASK Q4
5	Taken part in a Government survey or consultation			ASK Q4
6	Got in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint)			ASK Q4
7	Got in contact with your MP or MEP [MSP / Welsh Assembly Member/Northern Ireland Assembly Member] or local Councillor			ASK Q4
8	Taken part in a protest or demonstration			SKIP TO INSTRUCTION BEFORE

				Q5
9	Joined a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q4
10	Donated money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q4
11	Signed a petition			ASK Q4
12	Boycotted a product or service			SKIP TO INSTRUCTION BEFORE Q5
13	Volunteered for a charity (e.g. Girl Guides, the Samaritans or the Red Cross)			SKIP TO INSTRUCTION BEFORE Q5
14	Did unpaid work at a school (e.g. been a school governor, been a PTA member or coached a school sports team)			SKIP TO INSTRUCTION BEFORE Q5
15	Did unpaid work in the local community (e.g. coached a local sports team, organised your local Neighbourhood Watch or been a parish councillor)			SKIP TO INSTRUCTION BEFORE Q5
16	Gave your views or advice on a community, political or social issue to people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll)			ASK Q4
17	Any other ways that you have been involved in the community or had your say on social or political issues that concern you <u>in the last 12 months</u> (please specify)			ASK Q4

ASK IF Q3b = 2,3,4,5,6,7,9,10,11,16,17. OTHERS SKIP TO INSTRUCTION BEFORE Q5

4. a) You said that you have [INSERT TEXT FROM Q3b] in the past 12 months. How did you do go about this – was it in person, by post, by telephone from a mobile, by telephone from a land line, by text, by internet including email, or by mobile internet. If you did it more than one way please tell us all the ways you did it. RECORD ALL CHANNELS MENTIONED.

	MULTICODE	
In person		SKIP TO Q5.
In writing / by post		SKIP TO Q5.
By telephone		SKIP TO Q5.
By text/SMS		SKIP TO Q5.
Via the internet including by email		ASK Q4b

ASK IF CODED INTERNET AT Q4. OTHERS SKIP TO Q5.

- b) You said that you have [INSERT TEXT FROM Q3b] via the internet in the past 12 months. Which of the following web sites or web tools did you use? Please tick all that apply.

RECORD ALL CHANNELS MENTIONED.

	MULTICODE
Email	
Posted a message on my blog	
Commented on someone else's blog	
A form or poll on website (e.g. adding your name to an e-petition, completing a questionnaire, filling in a contact us form)	
A social networking website such as Facebook or MySpace	
Other (please specify)	

REPEAT Q4a and b FOR ALL RELEVANT OPTIONS SELECTED AT Q3b

IF HAVE DONE ACTIVITY IN LAST 12 MONTHS (CODE AT LEAST ONE THING AT Q3b) THEN SELECT ONE ACTIVITY AT RANDOM TO ASK ABOUT AT Q6.

IF HAVE NOT DONE ANY ACTIVITIES IN LAST 12 MONTHS (NONE CODED AT Q3b) THEN ASK Q5

5. You said that you have done the following activities [SHOW LIST OF ACTIVITIES CODED AT Q3a]. Which of these did you do most recently? SINGLE CODE.

6. What encouraged you to [INSERT TEXT OF ACTIVITY SELECTED RANDOMLY OR AT Q5 BUT AMEND TO PRESENT TENSE – SEE GREY LIST BELOW]? Please tick all that apply.

	READ OUT
1	Vote in an election
2	Register to vote
3	Join a political party
4	Donate money to political party
5	Take part in a Government survey or consultation
6	Get in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint)
7	Get in contact with your MP or MEP [MSP / Welsh Assembly Member/Northern Ireland Assembly Member] or local Councillor
8	Take part in a protest or demonstration
9	Join a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)
10	Donate money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)
11	Sign a petition
12	Boycott a product or service

13	Volunteer for a charity (e.g. Girl Guides, the Samaritans or the Red Cross)
14	Do unpaid work at a school (e.g. been a school governor, been a PTA member or coached a school sports team)
15	Do unpaid work in the local community (e.g. coached a local sports team, organised your local Neighbourhood Watch or been a parish councillor)
16	Give your views or advice on a community, political or social issue to people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll)
17	Any other ways that you have been involved in the community or had your say on social or political issues that concern you <u>in the last 12 months</u> (please specify)

	SHOW, MULTICODE
I was invited to take part	
I felt strongly about the issue or cause	
I felt that it was my duty to get involved / make a contribution	
I generally like to get involved or make a contribution	
I generally like to have my say	
Other (please specify)	

7. As you know, this survey is about getting involved in the community or having your say on social or political issues that concern you.

a) Overall, how regularly would you get involved in the community?

b) And how regularly would you have your say on social issues which concern you?

	Q0a SINGLE CODE	Q0b SINGLE CODE
Very regularly		
Quite often		
Occasionally		
Rarely		

8. Thinking about the sorts of activities we asked you about at Q3 [SHOW LIST AS REMINDER] in general, would you say you are doing more or less of these things than you were a year ago? SHOW SCALE.

	SINGLE CODE	
A lot more		ASK Q9
Somewhat more		
No more or less		SKIP TO Q10
A little bit less		ASK Q9
A lot less		

ASK THOSE WHO SAY THAT THEY ARE TAKING PART MORE OR LESS. OTHERS SKIP TO Q10.

9. Why are you taking part more / less? Please write in.

ASK ALL.

10. Thinking again about these sorts of activities more generally, what prevents you from taking part in them more regularly? Please write in.

11. Now thinking about using the internet to get involved in the community or having your say on social or political issues that concern you, how much do you agree or disagree with the following statements?

ROTATE ORDER.	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
The internet makes it easier to participate in these sorts of activities					
I would generally prefer to do these sorts of activities via the internet than any other way					
I would rather do these sort of activities face to face than via the internet					
I don't really have the confidence to do these sorts of activities via the internet					
I don't really trust the internet so I would not like to use it for these sorts of activities					
I don't think doing these sort of activities on the internet has much effect – its better to do it in person, on the phone or in writing					
I am not online enough to use it for these sort of activities					
The internet has meant that I now tend to do more of these sort of activities than I used to					
The internet has meant that I have switched to doing these sorts of activities online rather than in other ways					

12. If you were to use the internet to get involved in the community or have your say about a social or political issue that concerned you, what sort of things would you do before using a website for the first time to check whether you could trust it or not? SHOW LIST.

	MULTICODE
Check how up to date the information is	
Assess the overall look and feel of the site	
Ask someone else if they had been to the site	
Check if the same information was on other websites	
Finding out who has created the website	
Find out why the website was created	
Other (please specify)	
None (SINGLE CODE)	
Don't know (SINGLE CODE)	
Not applicable as I would never use the internet for these sorts of activities (SINGLE CODE)	

Now I'd just like to ask some questions about you for classification purposes.

13. Are you ?

	SINGLE CODE
Male	
Female	

14. Which of the following age groups do you fall into?

	SINGLE CODE
18-24	
25-34	
35-44	
45-54	
55-64	
65-74	
75+	

15. Are there any children under 16 living in your household?

	SINGLE CODE
Yes	
No	

16. Which of these nations or regions of the UK do you live in?

	SINGLE CODE
Greater London	
Scotland	
Wales	
Northern Ireland	
South East of England (excluding Greater London)	
South West of England	
East of England	
East Midlands	
West Midlands	
Yorkshire and Humberside	
North West of England	
North East of England	

17. Which of these categories best describe you?

	READ OUT IF REQUIRED. SINGLE CODE
Working full time	
Working part time	
In full time education or training	
Retired	
Looking after home / family	
Sick / disabled	
Unemployed	

18. What is the highest level of education that you have attained?

	READ OUT IF REQUIRED. SINGLE CODE
Post graduate	
Under graduate	
A-levels (or equivalent)	
GCSEs / O-levels (or equivalent)	
Not completed school	

19. Do you personally own and use a mobile phone?

Yes	
No	

20. Do you have access to the internet at home?

Yes		CONTINUE
No		SKIP TO Q0

21. What type of internet connection do you have at home? MULTICODE

Broadband using a router, cable or satellite	
A mobile broadband connection	
Dial up using a modem	

ASK ALL.

22. And where do you typically access the internet? Please tick all that apply. ROTATE LIST. MULICODE

Home	
Work	
School or college	
Friends or relatives houses	
When I am out and about (i.e. over a mobile connect or via a mobile phone)	
Internet cafes	
Libraries	
Other	

23. Finally we have a couple of questions about how you use the internet. The first one of these is to find out how interested and confident you are doing a few different things on the internet. For each task listed below please tick which of these options applies.

- 1: I am interested in doing this but do not feel confident to do it
- 2: I am confident doing this
- 3: I am not interested in doing this

READ OUT, ROTATE ORDER.	1: Interested, but can't do with confidence	2: Can do with confidence	3: Not interested in doing this
Joining in debates about subjects that interest you through posting comments on websites			
Setting up a personal profile on a website like Facebook, Bebo			

or MySpace			
Setting up your own blog			
Using email to contact friends and relatives			
Find out about local services including the council, hospital, leisure facilities and so on			
Buy things over the internet			
Do my banking over the internet			

24. Finally, in the past 12 months, have you used the internet to do any of the following:

	MULTICODE
Finding out information on a Government or local Council service	
Completing a Government process (e.g. tax return, registration for Child Tax Credits)	
Paying a Government tax or fee (e.g. income tax, council tax, road tax)	

25. As part of this project we are looking to film a short interview with people talking about some of the activities we asked you about earlier and their internet use. You would receive a thank you payment of around £20 for your time if you were filmed. The filming crew would come to a place convenient to you and filming would take an hour maximum. Would it be ok for our partner agency, Opinion Leader to contact you about taking part in one of these interviews?

	SINGLE CODE
Yes – record name, address and telephone number	
No	

THANK AND CLOSE

Phase 2 multiple deprivation area survey

Hello my name is _____ from Facts International. We are conducting a survey on behalf of Ofcom, who regulate the communications industry. It will take about 15 minutes to complete and all everything you tell me is confidential and anonymous.

SCREENING QUESTIONS

I first need to ask you a question to see if you are one of the people we need to speak to. Please be reassured that we are not asking you about your income levels or benefits in this survey – we just ask these questions to make sure we are speaking to the right cross section of people.

INTERVIEWER: PLEASE CHECK QUOTAS ON Q1-9. IF QUOTAS FULL THEN CLOSE.

1. INTERVIEWER CODE GENDER

	SINGLE CODE	QUOTA
Male		50
Female		50

2. Which of the following age groups do you fall into?

	SINGLE CODE	QUOTA
18-24		Min. 10
25-34		Min. 10
35-44		Min. 15
45-54		Min. 10
55-64		Min. 10
65-74		Min. 10
75+		Min. 10

3. Are there any children under 16 living in your household?

	SINGLE CODE	QUOTA
Yes		Min. 30
No		Max. 70

4. INTERVIEWER CODE LOCATION

	SINGLE CODE
Wales (Townhill, SA1)	
England 1 (Rochdale, OL11)	
England 2 (Hackney, London)	
Scotland (Paisley, PA3 1)	
Northern Ireland (Belfast, BT17)	

5. Which of these categories best describe you?

	READ OUT IF REQUIRED. SINGLE CODE	QUOTAS
Working full time		Min. 20
Working part time		
In full time education or training		
Retired		Min. 20
Looking after home / family		
Sick / disabled		Min. 10
Unemployed		Min. 10

6. What is the highest level of education that you have attained?

	READ OUT IF REQUIRED. SINGLE CODE	QUOTAS
Post graduate		
Under graduate		
A-levels (or equivalent)		
GCSEs / O-levels (or equivalent)		
Not completed school		Min. 30

7. Could you tell me the occupation of the Chief Income Earner in your household?:

.....**WRITE IN**

.....(INDUSTRY)

8. And is that full time or part time employment?

Working full-time	<input type="checkbox"/>
Working part-time	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>

Full-time student/school	<input type="checkbox"/>
Looking after home/family	<input type="checkbox"/>
Permanently sick or disabled	<input type="checkbox"/>
Other	<input type="checkbox"/>

9. INTERVIEWER PLEASE RECORD SOCIAL CLASS

	SINGLE CODE	QUOTA
A		
B		
C1		
C2		
D		Min. 30
E		Min. 30

10. Would you mind telling me which group you would place your total household income from all sources before tax and other deductions)?

READ OUT. SINGLE CODE

Under £4,500		CONTINUE
£4,500-£6,499		
£6,500-£7,499		
£7,500-£9,499		
£9,500-£11,499		
£9,500-£11,499		
£11,500-£13,499		
£13,500-£15,499		
£15,500 and above		THANK AND CLOSE

11. This survey is about getting involved in the community or having your say on social or political issues that concern you. What ways are you aware of that you can get involved in the community or have your say on social and political issues that concern you?

PROBE What else?

DO NOT READ OUT. CODE ALL MENTIONED IN TABLE OVER PAGE.

12. And are there any other ways that you can get involved in the community or have your say on social or political issues that concern you? PROBE FULLY. WRITE IN.

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ASK Q13 FOR EACH SOURCE MENTIONED IN Q11:

13. Is it possible to do this online or via the internet? CODE ALL YES RESPONSES

	READ OUT	Q11	Q13
1	Voting in an election		
2	Registering to vote		
3	Joining a political party		
4	Donating money to political party		
5	Taking part in a Government survey or consultation		
6	Getting in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint)		
7	Getting in contact with your MP or MEP [MSP / Welsh Assembly Member/Northern Ireland Assembly Member] or local Councillor		
8	Taking part in a protest or demonstration		
9	Joining a campaigning organisation (e.g. Friends of the Earth,		

	Amnesty International or the NSPCC)		
10	Donating money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)		
11	Signing a petition		
12	Boycotting a product or service		
13	Volunteering for a charity (e.g. Girl Guides, the Samaritans or the Red Cross)		
14	Doing unpaid work at a school (e.g. been a school governor, been a PTA member or coached a school sports team)		
15	Doing unpaid work in the local community (e.g. coached a local sports team, organised your local Neighbourhood Watch or been a parish councillor)		
16	Giving your views or advice on a community, political or social issue to people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll)		

14. And are there any other ways you can get involved in the community or have your say on social or political issues that concern you online / via the internet? PROBE FULLY. WRITE IN.

15. a) I am going to show you a list of a number of different ways you can get involved in the community or have your say on social or political issues that concern you. Which of these have you ever done? SHOW CARD.

b) And are there any other ways which you have ever got involved in the community or have had your say on social or political issues that concern you? PROBE FULLY. WRITE IN.

c) FOR EACH SELECTED AT Q3a + b, ASK: Have you done this in the past 12 months? SHOW YES OR NO OPTION FOR EACH

	SHOW CARD	Q3a	Q3c	
1	Voted in an election			SKIP TO INSTRUCTIONS BEFORE Q5
2	Registered to vote			ASK Q4
3	*Joined a political party			ASK Q4
4	*Donated money to political party			ASK Q4

5	*Taken part in a Government survey or consultation			ASK Q4
6	*Got in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint)			ASK Q4
7	*Got in contact with your MP or MEP [MSP / Welsh Assembly Member/Northern Ireland Assembly Member] or local Councillor			ASK Q4
8	Taken part in a protest or demonstration			SKIP TO INSTRUCTION BEFORE Q5
9	*Joined a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q4
10	*Donated money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)			ASK Q4
11	*Signed a petition			ASK Q4
12	Boycotted a product or service			SKIP TO INSTRUCTION BEFORE Q5
13	Volunteered for a charity (e.g. Girl Guides, the Samaritans or the Red Cross)			SKIP TO INSTRUCTION BEFORE Q5
14	Done unpaid work at a school (e.g. been a school governor, been a PTA member or coached a school sports team)			SKIP TO INSTRUCTION BEFORE Q5
15	Done unpaid work in the local community (e.g. coached a local sports team, organised your local Neighbourhood Watch or been a parish councillor)			SKIP TO INSTRUCTION BEFORE Q5
16	*Given your views or advice on a community, political or social issue to people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll)			ASK Q4
17	OTHER WAYS (THOSE MENTIONED AT Q15b) (please specify)			ASK Q4

ASK IF Q3c = 2,3,4,5,6,7,9,10,11,16,17 (all *). OTHERS SKIP TO INSTRUCTION BEFORE Q5

16. a) You said that you have [INSERT TEXT FROM Q3c] in the past 12 months. How did you do go about this – was it in person, by post, by telephone from a mobile, by telephone from a land line, by text, by internet including email, or by mobile internet. If you did it more than one way please tell us all the ways you did it. RECORD ALL CHANNELS MENTIONED.

A = In person
B = In writing/by post

C = By telephone

D = By text/SMS

E = Via the internet including by e-mail

	A	B	C	D	E
Joined a political party -----	01	---	02	----	03 --- 04 --- 05
Donated money to a political party-----	01	---	02	----	03 --- 04 --- 05
Taken part in a Government survey or consultation -----	01	---	02	----	03 --- 04 --- 05
Got in contact with a Government department or your local Council (e.g. to ask a question, report a problem or make a complaint) -----	01	---	02	----	03 --- 04 --- 05
Got in contact with your MP/ (Text substitute 'MSP' in Scotland, 'Welsh Assembly Member' in Wales, 'Northern Ireland Assembly Member' in NI) or MEP or local councillor-----	01	---	02	----	03 --- 04 --- 05
Joined a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC)-----	01	---	02	----	03 --- 04 --- 05
Donated money to a campaigning organisation (e.g. Friends of the Earth, Amnesty International or the NSPCC) -----	01	---	02	----	03 --- 04 --- 05
Signed a petition-----	01	---	02	----	03 --- 04 --- 05
Given your views or advice on a community, political, or social issue to people outside your immediate circle (e.g. by writing a letter to the editor or a blog or voting in an online poll) -----	01	---	02	----	03 --- 04 --- 05
Any other ways that you have been involved in the community or had your say on social or political issues that concern you (please specify) -----	01	---	02	----	03 --- 04 --- 05

ASK IF CODED INTERNET AT Q4a. OTHERS SKIP TO INSTRUCTION BEFORE Q5.

c) You said that you have [INSERT TEXT FROM Q3c] via the internet in the past 12 months. Which of the following web sites or web tools did you use?

READ OUT. RECORD ALL CHANNELS MENTIONED.

	MULTICODE
Email	
Posted a message on my blog	
Commented on someone else's blog	
A form or poll on website (e.g. adding your name to an e-petition, completing a questionnaire, filling in a contact us form)	
A social networking website such as Facebook or MySpace	
Other (please specify)	

REPEAT Q4a and b FOR ALL RELEVANT OPTIONS SELECTED AT Q3c.

IF HAVE DONE ACTIVITY IN LAST 12 MONTHS (CODE AT LEAST ONE THING AT Q15c) THEN SELECT ONE ACTIVITY AT RANDOM TO ASK ABOUT AT Q18 AND WRITE IN BOX BELOW Q5

IF HAVE NOT DONE ANY ACTIVITIES IN LAST 12 MONTHS (NONE CODED AT Q15c) THEN ASK Q5

17. You said that you have done the following activities [READ OUT ALL ACTIVITIES MENTIONED AT Q3a/b]. Which of these did you do most recently? SINGLE CODE. WRITE IN.

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18. a) What encouraged you to [READ OUT TEXT WRITTEN AFTER Q5]? READ OUT, CODE ALL MENTIONED.

READ OUT	MULTICODE
I was invited to take part	
I felt strongly about the issue or cause	
I felt that it was my duty to get involved / make a contribution	
I generally like to get involved or make a contribution	
I generally like to have my say	

b) And are there any other things which encouraged you? PROBE FULLY. WRITE IN.

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19. As you know, this survey is about getting involved in the community or having your say on social or political issues that concern you.

a) Overall, how regularly would you get involved in the community – very regularly, quite often, occasionally or rarely?

b) And how regularly would you have your say on social issues or political issues which concern you – very regularly, quite often, occasionally or rarely?

	Q0a SINGLE CODE	Q0b SINGLE CODE
Very regularly		
Quite often		
Occasionally		
Rarely		

20. Thinking about the sorts of activities we asked you about at Q3 [SHOW LIST AS REMINDER] in general, would you say you are doing more or less of these things than you were a year ago? READ OUT / SHOW SCALE.

READ OUT	SINGLE CODE	
A lot more		ASK Q9
Somewhat more		
No more or less		SKIP TO Q22
A little bit less		ASK Q9
A lot less		

ASK THOSE WHO SAY THAT THEY ARE TAKING PART MORE OR LESS. OTHERS SKIP TO Q22.

21. Why are you doing this more / less?

DO NOT READ OUT. CODE ALL MENTIONED

DO NOT READ	MULTICODE
I have more time	
I have no / less time	
Increased interest in a particular issue or cause	
Less interest in particular issue or cause	
Encouraged to do so by others	
The internet / technology has made it easier	
Other (please specify)	

ASK ALL.

22. Thinking again about these sorts of activities more generally what prevents you from taking part in them more regularly? PROBE What else?

DO NOT READ OUT. CODE ALL MENTIONED.

DO NOT READ	MULTICODE
Money / not being able to afford to join / donate	
Lack of time	
Lack of knowledge about the issue / how to get involved	
Lack of interest in the issue / getting involved	
Not having the confidence to speak up / get involved	
Do not have access to the internet	
Lack of confidence using the internet	
Other (please specify)	
Don't know (ONLY CODE AFTER PROBING)	
None (nothing prevents me) (ONLY CODE AFTER PROBING)	

23. Now thinking about using the internet to get involved in the community or have your say on a social or political issue that concerns you, I am now going to read out a number of statements and I want you to tell me how much you agree or disagree with them. For each tell me if you agree strongly, agree slightly, neither agree nor disagree, disagree slightly or disagree strongly.

ROTATE ORDER.	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
The internet makes it easier to participate in these sorts of activities					
I would generally prefer to do these sorts of activities via the internet than any other way					
I would rather do these sorts of activities face to face than via the internet					
I don't really have the confidence to do these sorts of activities via the internet					
I don't really trust the internet so I would not like to use it for these sorts of activities					
I don't think doing these sort of activities on the internet has much effect – its better to do it in person, on the phone or in writing					
I don't have access to the internet so I can't use it for these sort of activities					
I now do more of these activities because I can do them on the internet					
I now do these sorts of activities via the internet instead of in other ways					

24. a) If you were to use the internet to get involved in the community or have your say on a social or political issue that concerned you, what sort of things would you do before using a website for the first time to check whether you could trust it or not? SHOW / READ OUT, CODE ALL MENTIONED.

	MULTICODE
Check how up to date the information is	
Assess the overall look and feel of the site	
Ask someone else if they had been to the site	
Check if the same information was on other websites	
Finding out who has created the web page	
Find out why the website was created	

None (SINGLE CODE)	
Don't know (SINGLE CODE)	
Not applicable as I would never use the internet for these sorts of activities (SINGLE CODE)	

b) Are there any other checks you would make? PROBE FULLY. WRITE IN.

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Before we finish I have a few questions about using mobile phones and the internet.

25. Do you personally own and use a mobile phone?

Yes	
No	

26. Do you have access to the internet at home?

Yes		CONTINUE
No		SKIP TO Q0

27. What type of internet connection do you have at home? MULTICODE

Broadband using a router, cable or satellite	
A mobile broadband connection	
Dial up using a modem	

28. And where do you typically access the internet? Please tick all that apply. ROTATE LIST. MULTICODE

Home	
Work	
School or college	
Friends or relatives houses	
When I am out and about (i.e. over a mobile connect or via a mobile phone)	
Internet cafes	
Libraries	
I do not have any access to the internet (SINGLE CODE)	
Other	

29. This question is to find out how interested and confident you are doing a few different things on the internet. For each task listed below please tell me which of the following options best applies to you:

- 1: I am interested in doing this but do not feel confident to do it
- 2: I am confident doing this
- 3: I am not interested in doing this

READ OUT, ROTATE ORDER.	1: Interested, but can't do with confidence	2: Can do with confidence	3: Not interested in doing this	4. N/A – do not have access to the internet
Joining in debates about subjects that interest you through posting comments on websites				
Setting up a personal profile on a website like Facebook, Bebo or MySpace				
Setting up your own blog				
Using email to contact friends and relatives				
Find out about local services including the council, hospital, leisure facilities and so on				
Buy things over the internet				
Do my banking over the internet				

30. Finally, in the past 12 months, have you used the internet to do any of the following?

READ OUT. CODE ALL MENTIONED.

READ OUT	MULTICODE
Finding out information on a Government or local Council service	
Completing a Government process (e.g. tax return, registration for Child Tax Credits)	
Paying a Government tax or fee (e.g. income tax, council tax, road tax)	

31. As part of this project we are looking to film a short interview with people talking about some of the activities we asked you about earlier and their internet use. You would receive a thank you payment (around £20) for your time if you were filmed. The filming crew would come to a place convenient to you and filming would not take up more than an hour of your time. Would it be ok for our partner agency, Opinion Leader to contact you about taking part in one of these interviews?

	SINGLE CODE
Yes – record name, address and telephone number	

No	
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THANK AND CLOSE