

Generic Demographic Survey

Section 1

Q1. Gender

- Male Female

Q2. What best describes your occupation?

- Technical Managerial Secretarial

Q3. What age group do you belong in?

- Under 25
 26 - 35
 36 - 45
 46 - 55
 Over 55

Q4. Household Salary

- Under 20,000
 20,001 - 30,000
 30,001 - 50,000
 50,001 - 70,000
 Over 70,000

Q5. What best describes the area of business you are involved in?

- Service Providers Healthcare
 Telecommunication Professional
 Finance (Insurance + Banking)
 Other (Please state): _____

Section 2

Q6. How many hours per week do you spend surfing on the internet?

- Under 5 hours 5 - 10 hours 10 - 15 hours Over 15 hours

Q7. Where do you use the internet?

- Work Home Library School
 Other (Please state): _____

Q9. What portals do you use (specify all)

- Google Lycos Excite BBC
 Yahoo Infoseek Microsoft Live Search AOL

Q10. What browser do you prefer?

- Internet Explorer Mozilla Firefox Netscape Opera
 Other (Please state): _____

Q11. How did you find this site?

Referral

News Article

Internet Search

Q12. If you found us on the internet what search engine did you use

Google

AltaVista

AOL Search

Yahoo

Netscape Search

Microsoft Live Search

Lycos

Excite

Ask

Q13. Did you find this site useful?

No

Yes

Thank you for taking the time to complete this questionnaire.