

## Wireless Internet Study

### 1. Do you currently access the Internet wirelessly, using a wireless enabled laptop?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1003	134	96	68	380	248	77	261	400	319	449	554
Weighted Base	1003	133	97*	68*	380	248	78*	294	393	294	485	518
Yes	180	21	19	11	80	40	10	54	81	43	93	87
	18%	16%	19%	16%	21%	16%	13%	18%	21%	14%	19%	17%
No	821	112	78	57	300	207	68	240	311	251	392	429
	82%	84%	81%	84%	79%	83%	87%	82%	79%	85% H	81%	83%
(DK/NS)	2	0	0	0	1	1	0	0	1	1	0	2
	0	-	-	-	0	0	-	-	0	0	-	0

## Wireless Internet Study

### 2. And do you generally use wireless Internet access...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Access the Internet wirelessly												
Unweighted Base	176	20	19	10	78	39	10	47	82	45	84	92
Weighted Base	180	21**	19**	11**	80*	40*	10**	54*	81*	43*	93*	87*
Inside your home	101	12	9	7	42	26	5	31	44	26	44	57
	56%	59%	49%	65%	52%	64%	52%	58%	55%	60%	48%	65% J
Outside your home, for example at a wireless hotspot	23	1	5	1	11	3	2	6	10	6	13	10
	13%	6%	25%	6%	14%	8%	18%	11%	12%	14%	14%	12%
Both inside and outside your home	54	7	5	3	25	10	3	17	26	10	33	20
	30%	35%	27%	29%	32%	25%	29%	31%	32%	24%	36%	23%
(DK/NS)	2	0	0	0	1	1	0	0	1	1	2	0
	1%	-	-	-	1%	2%	-	-	1%	2%	2%	-

## Wireless Internet Study

## Detailed tables

3. By 2006, how likely would you be to connect to a wireless Internet access point outside your home - for example, using a wireless enabled laptop at a hotspot location such as a coffee shop - if this type of wireless access were available? Would you say you are ...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Overlap formulae used: Unweighted Base, Weighted Base (under 65) ineligible for sig testing												
	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Use wireless Internet inside home												
Unweighted Base	100	12	10	6	42	25	5	27	45	28	40	60
Weighted Base	101*	12**	9**	7**	42*	26**	5**	31**	44*	26**	44*	57*
Very likely	30 30%	1 10%	1 8%	1 11%	15 35%	12 46%	1 22%	9 27%	19 43%	3 12%	19 42% K	12 21%
Somewhat likely	21 21%	5 38%	2 25%	1 9%	8 20%	4 15%	2 32%	12 39%	7 16%	2 8%	7 17%	14 25%
Not very likely	23 22%	5 40%	1 8%	3 45%	8 19%	5 19%	1 18%	8 25%	7 16%	8 30%	9 21%	13 23%
Not at all likely	27 26%	1 12%	5 59%	3 35%	11 26%	5 20%	1 28%	3 8%	11 26%	13 50%	9 20%	18 31%
Summary												
Top2box (Very/Somewhat Likely)	52 51%	6 48%	3 33%	1 20%	23 55%	16 61%	3 54%	21 66%	26 59%	5 20%	26 59%	26 45%
Low2box (Not Very/Not at all Likely)	49 49%	6 52%	6 67%	6 80%	19 45%	10 39%	2 46%	10 34%	18 41%	20 80%	18 41%	31 55%

## Wireless Internet Study

## Detailed tables

4. By 2006, how likely are you to access the Internet wirelessly, using a wireless enabled laptop? Would you say you are...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Do have access the Internet wirelessly												
Unweighted Base	827	114	77	58	302	209	67	214	318	274	365	462
Weighted Base	823	112*	78*	57*	300	208	68*	240	312	252	392	431
Very likely	99 12%	15 13%	12 15%	7 13%	35 12%	24 12%	6 9%	37 15% I	44 14% I	15 6%	50 13%	49 11%
Somewhat likely	127 15%	26 23% E	14 17%	6 10%	50 17%	23 11%	8 12%	52 21% I	54 17% I	18 7%	65 17%	61 14%
Not very likely	238 29%	26 23%	21 27%	20 35%	101 34% E	48 23%	22 32%	69 29%	99 32%	63 25%	118 30%	120 28%
Not at all likely	353 43%	45 41%	32 41%	23 41%	112 37%	109 52% D	32 47%	82 34%	113 36%	151 60% GH	158 40%	195 45%
(DK/NS)	6 1%	0 -	0 -	1 2%	2 1%	3 1%	0 -	0 -	2 1%	4 1%	1 0	5 1%
Summary												
Top2box (Very/Somewhat Likely)	226 27%	40 36% EF	26 33%	13 23%	86 29%	47 23%	14 21%	89 37% I	97 31% I	33 13%	115 29%	111 26%
Low2box (Not Very/Not at all Likely)	591 72%	71 64%	53 67%	43 76%	213 71%	157 76% A	53 79% A	152 63%	213 68%	215 85% GH	276 70%	315 73%

## Wireless Internet Study

### 5. Do you generally drink coffee or a coffee beverage while you are using the Internet?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1003	134	96	68	380	248	77	261	400	319	449	554
Weighted Base	1003	133	97*	68*	380	248	78*	294	393	294	485	518
Yes	231	22	25	18	96	54	17	74	112	42	121	110
	23%	16%	26%	26%	25% A	22%	21%	25% I	28% I	14%	25%	21%
No	671	103	68	43	253	149	55	212	258	185	324	347
	67%	78% CDE	70%	63%	67%	60%	70%	72% I	66%	63%	67%	67%
Do not surf the web	100	8	4	7	29	44	6	8	22	67	38	61
	10%	6%	4%	11%	8%	18% ABDF	8%	3%	6%	23% GH	8%	12% J
(DK/NS)	1	0	0	0	1	0	0	0	1	0	1	0
	0	-	-	-	0	-	-	-	0	-	0	-

## Wireless Internet Study

### 6. Would you spend more time in your favourite coffee shop if they offered wireless Internet access such as Wi-Fi?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1003	134	96	68	380	248	77	261	400	319	449	554
Weighted Base	1003	133	97*	68*	380	248	78*	294	393	294	485	518
Yes	142 14%	16 12%	12 12%	9 13%	57 15%	40 16%	8 10%	66 22% HI	56 14% I	20 7%	83 17% K	59 11%
No	856 85%	117 88%	85 88%	59 87%	320 84%	206 83%	70 90%	229 78%	334 85% G	274 93% GH	399 82%	457 88% J
(DK/NS)	5 1%	0 -	0 -	0 -	3 1%	2 1%	0 -	0 -	3 1%	1 0	3 1%	2 0

## Wireless Internet Study

### 1. Do you currently access the Internet wirelessly, using a wireless enabled laptop?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D - E/F/G

Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1003	106	220	357	314	218	286	385
Weighted Base	1003	102	219	362	314	218	285	392
Yes	180	4	25	63	88	15	34	113
	18%	4%	11%	17%	28%	7%	12%	29%
No	821	97	194	300	226	203	252	279
	82%	95%	88%	83%	72%	93%	88%	71%
(DK/NS)	2	1	1	0	0	0	0	0
	0	1%	1%	-	-	-	-	-

## Wireless Internet Study

### 2. And do you generally use wireless Internet access...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	EDUCATION					INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Access the Internet wirelessly								
Unweighted Base	176	4	24	62	85	14	34	110
Weighted Base	180	4**	25**	63*	88*	15**	34*	113
Inside your home	101 56%	3 73%	21 87%	33 52%	44 51%	11 72%	19 55%	63 56%
Outside your home, for example at a wireless hotspot	23 13%	0 -	1 3%	10 16%	12 14%	1 6%	4 12%	15 14%
Both inside and outside your home	54 30%	1 27%	3 11%	20 32%	29 33%	3 22%	11 33%	32 29%
(DK/NS)	2 1%	0 -	0 -	0 -	2 2%	0 -	0 -	2 2%

## Detailed tables

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3. By 2006, how likely would you be to connect to a wireless Internet access point outside your home - for example, using a wireless enabled laptop at a hotspot location such as a coffee shop - if this type of wireless access were available? Would you say you are ...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Overlap formulae used: Small base, Very small base (under 50) ineligible for sig testing		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Use wireless Internet inside home								
Unweighted Base	100	3	20	32	45	10	18	63
Weighted Base	101*	3**	21**	33**	44*	11**	19**	63*
Very likely	30	0	3	12	16	2	2	23
	30%	-	14%	36%	36%	17%	12%	37%
Somewhat likely	21	1	3	5	12	5	1	13
	21%	37%	15%	17%	26%	49%	6%	21%
Not very likely	23	1	6	9	7	0	9	14
	22%	25%	29%	27%	15%	-	47%	22%
Not at all likely	27	1	9	7	10	4	7	13
	26%	39%	41%	21%	23%	34%	35%	21%
Summary								
Top2box (Very/Somewhat Likely)	52 51%	1 37%	6 29%	17 52%	27 62%	7 66%	3 18%	36 57%
Low2box (Not Very/Not at all Likely)	49 49%	2 63%	15 71%	15 48%	17 38%	4 34%	15 82%	27 43%

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4. By 2006, how likely are you to access the Internet wirelessly, using a wireless enabled laptop? Would you say you are...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used. \* small base

	EDUCATION					INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Do have access the Internet wirelessly								
Unweighted Base	827	102	196	295	229	204	252	275
Weighted Base	823	98*	195	300	226	203	252	279
Very likely	99	5	26	34	33	22	23	42
	12%	6%	14% A	11%	15% A	11%	9%	15% F
Somewhat likely	127	7	25	57	38	21	47	43
	15%	7%	13%	19% A	17% A	10%	19% E	15%
Not very likely	238	24	49	94	70	45	74	100
	29%	24%	25%	32%	31%	22%	30%	36% E
Not at all likely	353	60	92	112	85	112	107	93
	43%	62% BCD	47% CD	37%	37%	55% FG	42% G	33%
(DK/NS)	6	1	2	3	0	4	0	1
	1%	1%	1%	1%	-	2% F	-	0
Summary								
Top2box (Very/Somewhat Likely)	226	13	51	91	71	42	70	86
	27%	13%	26% A	30% A	32% A	21%	28%	31% E
Low2box (Not Very/Not at all Likely)	591	84	141	206	155	157	181	193
	72%	86% BCD	73%	69%	68%	77%	72%	69%

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### 5. Do you generally drink coffee or a coffee beverage while you are using the Internet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1003	106	220	357	314	218	286	385
Weighted Base	1003	102	219	362	314	218	285	392
Yes	231 23%	10 10%	52 24% A	91 25% A	76 24% A	42 19%	69 24%	102 26%
No	671 67%	57 56%	143 65% A	243 67% A	224 71% A	133 61%	186 65%	270 69%
Do not surf the web	100 10%	34 34% BCD	25 11% D	27 7%	14 5%	43 20% FG	30 10% G	18 5%
(DK/NS)	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0

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### 6. Would you spend more time in your favourite coffee shop if they offered wireless Internet access such as Wi-Fi?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1003	106	220	357	314	218	286	385
	Weighted Base	1003	102	219	362	314	218	285
Yes	142	16	28	53	46	33	46	54
	14%	16%	13%	15%	15%	15%	16%	14%
No	856	84	191	309	267	185	239	335
	85%	82%	87%	85%	85%	85%	84%	85%
(DK/NS)	5	2	1	1	1	0	0	3
	1%	2% C	1%	0	0	-	-	1%

## Detailed tables