

For each of the following types of communications tools, please tell me how frequently you use them each day to keep in touch with those who you feel are important people in your life. Instant messaging (like MSN)

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	501 49%	74 52% E	55 56% EF	37 56%	207 53% EF	98 41%	30 39%	89 36%	165 51% G	246 56% G	149 46%	352 51%
1-2	293 29%	43 30%	25 26%	18 26%	107 27%	82 34%	19 25%	86 34% I	90 28%	118 27%	97 30%	197 28%
3-5	132 13%	15 11%	8 8%	9 14%	43 11%	41 17% BD	16 21% ABD	49 19% I	46 14% I	37 8%	39 12%	92 13%
6-10	55 5%	6 4%	6 6%	2 2%	22 6%	13 5%	6 8%	15 6%	15 5%	25 6%	17 5%	38 6%
11-15	8 1%	0 -	0 -	1 2%	4 1%	1 1%	1 1%	3 1%	1 0	3 1%	5 2% K	2 0
16-20	7 1%	4 3% DE	0 -	0 -	0 -	1 0	2 3% D	3 1%	0 -	4 1%	6 2% K	1 0
21-50	13 1%	0 -	3 3% AD	0 -	3 1%	5 2%	3 4% AD	3 1%	4 1%	7 2%	7 2%	6 1%
51+	5 0	0 -	1 1%	0 -	3 1%	1 0	0 -	2 1%	1 0	1 0	1 0	3 0
Summary												
Mean	2.5	1.7	3.4	1.4	2.5	2.7	3.9 AC	3.1	2.3	2.4	3.1	2.3
Standard Deviation	8.1	3.7	12.0	2.7	9.1	7.4	7.7	8.2	8.4	7.9	9.0	7.7
Standard Error	0.3	0.3	1.2	0.3	0.5	0.5	0.9	0.5	0.5	0.4	0.5	0.3
Median	0	0	0	0	0	0.4	0.8 D	0.6	0	0	0.2	0

For each of the following types of communications tools, please tell me how frequently you use them each day to keep in touch with those who you feel are important people in your life. Email

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	18 2%	2 1%	1 1%	1 2%	8 2%	5 2%	0 -	7 3% I	7 2%	4 1%	9 3%	9 1%
1-2	356 35%	40 28%	34 35%	30 44% A	122 31%	106 44% AD	24 32%	93 37%	122 38%	141 32%	122 38%	234 34%
3-5	355 35%	60 43% E	31 32%	23 33%	135 35%	74 31%	31 41%	79 32%	109 34%	166 38%	104 32%	251 36%
6-10	164 16%	22 16%	17 18%	5 8%	72 18%	35 15%	12 16%	39 16%	54 17%	70 16%	40 12%	124 18% J
11-15	29 3%	3 2%	4 4% E	3 5% E	14 4% E	2 1%	3 4%	9 4%	9 3%	11 3%	6 2%	23 3%
16-20	43 4%	7 5%	7 7%	3 5%	14 4%	10 4%	2 3%	9 4%	8 2%	26 6% H	17 5%	26 4%
21-50	35 3%	6 4%	2 2%	2 3%	17 4%	5 2%	2 3%	9 3%	7 2%	19 4%	19 6% K	17 2%
51+	14 1%	1 1%	1 1%	0 -	7 2%	3 1%	2 3%	4 2%	5 2%	4 1%	4 1%	9 1%
Summary												
Mean	7.2	6.9	7.3	5.4	8.0	6.2	7.7	6.7	6.9	7.6	7.8	6.9
Standard Deviation	13.1	10.9	12.1	6.5	14.2	13.9	14.2	12.2	14.8	12.4	14.0	12.7
Standard Error	0.4	0.9	1.2	0.8	0.7	0.9	1.7	0.8	0.8	0.6	0.8	0.5
Median	3.2	3.4	3.7 D	2.4	3.6	2.5	3.4 D	2.8	2.9	3.7	3.0	3.4

For each of the following types of communications tools, please tell me how frequently you use them each day to keep in touch with those who you feel are important people in your life. Mobile phone calls

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted												
	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	425 42%	51 36%	32 32%	24 35%	163 42%	121 50% ABD	34 44%	118 47% I	148 46% I	158 36%	115 36%	309 45% J
1-2	323 32%	34 24%	34 35%	18 27%	143 37% A	75 31%	20 26%	65 26%	100 31%	158 36% G	105 33%	218 32%
3-5	186 18%	44 31% DEF	21 22% E	19 28% DE	60 15%	29 12%	13 16%	41 16%	60 19%	84 19%	62 19%	124 18%
6-10	60 6%	9 6%	6 7%	6 9%	17 4%	13 6%	8 10% D	21 9% H	7 2%	31 7% H	30 9% K	30 4%
11-15	6 1%	2 2%	0 -	1 1%	1 0	1 0	1 1%	2 1%	2 1%	2 1%	2 1%	4 1%
16-20	4 0	1 1%	0 -	0 -	3 1%	1 0	0 -	0 -	1 0	4 1%	2 1%	2 0
21-50	7 1%	0 -	4 4% ADE	0 -	2 1%	0 -	1 1%	1 0	2 1%	4 1%	5 1%	3 0
51+	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	1 0	1 0	0 -	0 -	2 0
Summary												
Mean	2.3	2.6 E	4.3 DE	2.3	2.1	1.5	2.5 E	2.2	2.1	2.4	2.8 K	2.0
Standard Deviation	5.2	3.3	10.6	2.8	5.3	2.7	4.2	5.2	6.0	4.5	5.2	5.2
Standard Error	0.2	0.3	1.0	0.4	0.3	0.2	0.5	0.3	0.3	0.2	0.3	0.2
Median	0.4	0.9	0.8	0.9	0.3	0	0.3	0.2	0.2	0.6	0.6	0.2

**For each of the following types of communications tools, please tell me how frequently you use them each day to keep in touch with those who you feel are important people in your life. SMS Or Mobile phone text messages**

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	893 88%	116 82%	79 81%	58 86%	349 89%	227 94%	65 84%	210 84%	292 91%	390 88%	275 86%	618 89%
1-2	84 8%	19 13%	15 15%	5 7%	26 7%	10 4%	10 13%	32 13%	17 5%	36 8%	30 9%	55 8%
3-5	15 2%	2 2%	1 1%	1 1%	8 2%	3 1%	0 -	4 2%	6 2%	5 1%	6 2%	9 1%
6-10	12 1%	1 1%	2 2%	3 5%	4 1%	0 -	2 3%	2 1%	5 2%	5 1%	4 1%	8 1%
11-15	2 0	1 1%	0 -	1 1%	0 -	1 0	0 -	1 1%	0 -	1 0	1 0	1 0
16-20	2 0	1 1%	0 -	0 -	1 0	1 0	0 -	0 -	0 -	2 1%	1 0	1 0
21-50	4 0	1 1%	1 1%	0 -	2 1%	0 -	0 -	1 0	1 0	2 0	4 1%	1 0
Summary												
Mean	0.6	0.9 E	0.8 E	0.8 E	0.6	0.2	0.4	0.6	0.5	0.5	0.9 K	0.4
Standard Deviation	3.4	4.9	3.4	2.5	4.0	1.3	1.6	3.6	3.6	3.2	5.1	2.3
Standard Error	0.1	0.4	0.3	0.3	0.2	0.1	0.2	0.2	0.2	0.1	0.3	0.1

For each of the following types of communications tools, please tell me how frequently you use them each day to keep in touch with those who you feel are important people in your life. Message Board, Weblogs or Blogs

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	904 89%	126 89%	89 91%	62 93%	342 88%	221 92%	64 83%	225 90%	289 90%	390 88%	275 86%	629 91%
1-2	80 8%	14 10%	7 7%	1 1%	36 9%	16 7%	6 8%	17 7%	25 8%	38 9%	37 11%	43 6%
3-5	19 2%	1 1%	1 1%	2 3%	9 2%	3 1%	3 4%	6 2%	6 2%	7 2%	4 1%	15 2%
6-10	6 1%	0 -	0 -	2 3%	2 0	1 0	2 3%	1 0	2 0	4 1%	3 1%	3 0
11-15	1 0	0 -	0 -	0 -	0 -	0 -	1 1% D	1 0	0 -	0 -	0 -	1 0
21-50	3 0	0 -	1 1%	0 -	1 0	0 -	1 1%	1 0	0 -	2 0	2 1%	1 0
Summary												
Mean	0.3	0.2	0.5	0.4	0.3	0.1	1.0 ADE	0.4	0.2	0.4	0.5	0.3
Standard Deviation	2.2	0.5	4.4	1.7	2.1	0.7	3.5	1.9	0.9	2.9	2.7	1.9
Standard Error	0.1	0	0.4	0.2	0.1	0	0.4	0.1	0.1	0.1	0.2	0.1

**And, if you had to estimate, what do you believe is the average number of people that you interact with or connect with everyday?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
0	6 1%	0 -	0 -	0 -	3 1%	3 1%	0 -	1 1%	3 1%	2 0	1 0	5 1%
1-2	108 11%	9 6%	11 11%	6 9%	32 8%	42 17% AD	9 12%	33 13%	33 10%	42 10%	38 12%	71 10%
3-5	310 31%	43 31%	25 26%	13 20%	122 31%	87 36% C	19 25%	86 34% I	106 33%	118 27%	86 27%	223 32%
6-10	273 27%	40 28%	22 23%	18 27%	105 27%	63 26%	25 32%	62 25%	102 32% I	109 25%	79 25%	194 28%
11-15	89 9%	21 15% DE	11 11%	4 6%	31 8%	15 6%	7 9%	27 11%	25 8%	37 8%	30 9%	60 9%
16-20	69 7%	7 5%	7 7%	5 7%	30 8%	13 5%	7 9%	17 7%	14 4%	38 9% H	29 9%	40 6%
21-50	115 11%	14 10%	11 12%	15 22% AE	50 13% E	17 7%	9 12%	16 6%	30 9%	69 16% GH	40 12%	75 11%
51+	43 4%	7 5% E	10 10% DEF	6 9% E	16 4% E	2 1%	1 1%	8 3%	9 3%	26 6%	19 6%	24 3%
Summary												
Mean	22.6	32.2	23.6	27.7 F	20.7	21.3	12.0	27.7	14.2	25.7	25.8	21.1
Standard Deviation	150.2	180.5	56.6	47.4	71.7	256.7	13.4	260.1	35.1	112.4	123.8	161.1
Standard Error	4.7	14.8	5.5	6.0	3.7	16.6	1.6	16.5	2.0	5.3	6.9	6.1
Median	6.9	8.1 D	8.4 DE	9.5 DE	6.9	4.7	8.0 DE	5.3	5.7	9.2	9.1 K	5.9

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Instant messaging (like MSN)

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	529 52%	81 58% EF	59 60% EF	39 58% EF	221 57% EF	99 41%	30 39%	95 38%	171 53% G	263 60% G	159 50%	370 53%
1% to 10%	266 26%	38 27%	27 27%	16 24%	95 24%	71 30%	18 23%	75 30%	81 25%	110 25%	83 26%	183 26%
11% to 20%	64 6%	4 3%	1 1%	4 7%	25 6% B	21 9% AB	9 12% AB	20 8%	22 7%	23 5%	21 7%	43 6%
21% to 30%	61 6%	9 6%	7 7%	2 2%	17 4%	23 10% D	3 4%	18 7%	22 7%	21 5%	23 7%	39 6%
31% to 40%	23 2%	2 1%	0 -	1 2%	10 3%	7 3%	3 4%	12 5% I	6 2%	4 1%	10 3%	13 2%
41% to 50%	33 3%	2 1%	2 3%	5 7%	9 2%	11 4%	4 5%	8 3%	15 5%	10 2%	11 4%	21 3%
51% to 60%	13 1%	3 2%	1 1%	0 -	2 1%	4 2%	2 3%	8 3% HI	1 0	3 1%	5 2%	7 1%
61% to 70%	7 1%	2 2%	0 -	0 -	1 0	0 -	3 4% BDE	4 1%	1 0	2 1%	3 1%	4 1%
71% to 80%	14 1%	0 -	0 -	0 -	8 2%	3 1%	3 4% A	10 4% HI	2 1%	2 0	5 2%	9 1%
81% to 90%	2 0	0 -	0 -	0 -	0 -	1 0	1 1% D	1 0	0 -	1 0	0 -	2 0
91% to 100%	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Summary												
Minimum (excl.0)	1	1	1	1	1	1	1	1	1	1	1	1

**Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Instant messaging (like MSN)**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Maximum	95	70	51	50	95	90	90	90	80	95	80	95
Mean (incl.0)	9	DE	DE	ABDE		D	ABCDE	HI			K	
Mean (excl.0)	20	7	6	7	8	12	18	15	9	7	11	9
						ABD	ABCDE	HI				
Standard Deviation	20	18	14	17	20	20	30	24	19	17	21	19
Standard Error	1	2	2	3	2	1	4	2	1	1	2	1
Median	0	0	0	0	0	4.3	5.3	4.5	0	0	0.2	0
						D	ABCDE	HI				

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Email

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	24 2%	4 3%	1 1%	2 3%	9 2%	8 3%	1 1%	10 4%	5 2%	9 2%	10 3%	14 2%
1% to 10%	314 31%	41 29%	32 33%	30 45% AD	103 26%	84 35% D	24 31%	82 33%	94 29%	138 31%	125 39% K	189 27%
11% to 20%	197 19%	27 19%	17 17%	12 18%	70 18%	53 22%	18 23%	49 20%	55 17%	92 21%	68 21%	129 19%
21% to 30%	147 15%	21 15%	17 18%	11 16%	56 14%	30 12%	12 16%	36 14%	51 16%	60 14%	32 10%	115 17% J
31% to 40%	77 8%	12 8%	13 14% DE	4 7%	28 7%	14 6%	6 8%	17 7%	19 6%	41 9%	24 8%	53 8%
41% to 50%	83 8%	13 9%	7 7%	4 5%	36 9%	18 8%	6 8%	16 6%	33 10%	34 8%	18 6%	64 9%
51% to 60%	47 5%	5 4%	5 5%	1 1%	21 5%	10 4%	5 6%	8 3%	13 4%	26 6%	13 4%	34 5%
61% to 70%	26 3%	4 3%	0 -	0 -	16 4% BE	2 1%	4 5% BE	9 3%	7 2%	10 2%	8 2%	18 3%
71% to 80%	53 5%	11 7% CF	3 3%	0 -	27 7% CF	12 5%	0 -	11 4%	24 8% I	18 4%	13 4%	40 6%
81% to 90%	28 3%	3 2%	3 3%	3 5%	13 3%	5 2%	1 1%	13 5% I	7 2%	7 2%	5 1%	23 3%
91% to 100%	17 2%	1 1%	1 1%	0 -	11 3%	4 2%	0 -	0 -	12 4% GI	5 1%	4 1%	14 2%
Summary												
Minimum (excl.0)	1	2	1	1	1	1	1	1	1	1	1	1

**Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Email**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Maximum	100	94	100	90	100	100	85	90	100	100	100	100
		DE	ADE	ADE		D	ADE	I	I		K	
Mean (incl.0)	30	30	27	20	34	27	27	28	33	28	25	32
		C			BCEF				GI		J	
Mean (excl.0)	30	31	27	21	34	28	27	29	33	29	26	32
		C			BCEF				I		J	
Standard Deviation	25	24	22	21	27	24	20	25	27	23	23	25
Standard Error	1	2	2	3	1	2	2	2	2	1	1	1
Median	19.8	20.0	19.8	11.6	22.7	16.4	17.9	17.7	21.6	19.7	15.1	22.9
		DE	DE	DE			DE					

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Mobile phone calls

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	435 43%	53 37%	32 33%	24 36%	165 42%	126 52% ABCD	35 46%	123 49% I	148 46% I	165 37%	115 36%	320 46% J
1% to 10%	397 39%	50 35%	37 38%	35 52% AE	166 43% E	78 33%	30 40%	84 34%	123 38%	189 43% G	136 42%	261 38%
11% to 20%	100 10%	19 13%	18 19% CDEF	3 5%	38 10%	17 7%	5 7%	19 8%	31 10%	50 11%	45 14% K	55 8%
21% to 30%	40 4%	8 6%	5 5%	2 3%	11 3%	10 4%	3 4%	13 5% H	6 2%	21 5% H	13 4%	26 4%
31% to 40%	23 2%	7 5% D	4 4% D	2 3%	3 1%	7 3% D	0 -	3 1%	6 2%	14 3%	9 3%	14 2%
41% to 50%	14 1%	3 2%	1 1%	1 1%	5 1%	1 1%	3 4% E	6 3% I	6 2%	2 0	1 0	13 2%
51% to 60%	2 0	2 1% D	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	2 0
61% to 70%	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	1 0	0 -
Summary												
Minimum (excl.0)	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	63	60 DE	50 DE	50 ABDE	63	50	50 ADE	63 I	60	60	63 K	60
Mean (incl.0)	7	10 DE	9 DE	7	6	6	7	7	7	7	8	7
Mean (excl.0)	12	16 D	14	11	11	12	13	14	12	12	12	12
Standard Deviation	12	14	11	10	10	11	13	13	12	10	10	12
Standard Error	0	1	1	2	1	1	2	1	1	1	1	1
Median	1.9	3.5 E	4.5 DE	3.0 DE	2.1	0	1.6 E	0.2	1.0	4.2	4.4 K	0.8

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? SMS Or Mobile phone text messages

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	901 89%	118 84%	85 87%	59 88%	351 90%	221 92%	67 87%	218 87%	290 90%	394 89%	279 87%	622 90%
1% to 10%	100 10%	21 15% DE	11 11%	6 9%	34 9%	20 8%	8 11%	28 11%	29 9%	44 10%	36 11%	64 9%
11% to 20%	8 1%	1 1%	1 1%	1 1%	3 1%	0 -	2 3% E	4 2%	2 1%	2 0	3 1%	4 1%
21% to 30%	3 0	0 -	1 1%	1 2%	1 0	0 -	0 -	0 -	1 0	2 0	2 1%	1 0
41% to 50%	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Summary												
Minimum (excl.0)	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	48	48 DE	25 DE	25 DE	25	10	20 DE	48 HI	25	25	25	48
Mean (incl.0)	1	1	1 E	1	1	0	1	1	1	1	1	1
Mean (excl.0)	7	6	7	9	8	5	6	6	7	7	7	6
Standard Deviation	7	9	7	9	6	4	7	8	6	6	6	7
Standard Error	1	2	2	3	1	1	2	1	1	1	1	1

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Face to face conversations

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	113	13	11	9	37	35	9	34	40	39	35	78
	11%	9%	11%	13%	10%	14%	11%	14%	13%	9%	11%	11%
1% to 10%	142	23	8	2	71	25	14	46	50	47	36	106
	14%	16%	8%	3%	18%	10%	19%	18%	16%	11%	11%	15%
11% to 20%	164	22	13	7	68	35	19	33	44	88	53	111
	16%	15%	14%	10%	18%	14%	25%	13%	14%	20%	17%	16%
21% to 30%	157	25	14	15	56	36	11	47	53	56	41	116
	15%	18%	14%	22%	14%	15%	14%	19%	17%	13%	13%	17%
31% to 40%	109	15	17	7	38	26	6	23	38	48	31	78
	11%	11%	18%	10%	10%	11%	8%	9%	12%	11%	10%	11%
41% to 50%	115	14	13	6	40	33	8	22	38	54	36	80
	11%	10%	14%	9%	10%	14%	10%	9%	12%	12%	11%	12%
51% to 60%	57	8	2	7	25	13	2	12	16	29	24	33
	6%	6%	2%	10%	6%	5%	3%	5%	5%	7%	7%	5%
61% to 70%	41	4	6	6	11	13	2	9	11	20	18	23
	4%	3%	7%	8%	3%	5%	3%	4%	4%	5%	6%	3%
71% to 80%	68	10	7	4	25	18	4	14	16	38	30	38
	7%	7%	7%	6%	6%	8%	5%	6%	5%	9%	9%	5%
81% to 90%	34	5	3	4	14	7	1	6	13	16	13	22
	3%	4%	3%	6%	3%	3%	2%	2%	4%	4%	4%	3%
91% to 100%	11	3	2	2	4	1	0	3	3	6	5	6
	1%	2%	2%	3%	1%	0	-	1%	1%	1%	2%	1%

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Face to face conversations

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Minimum (excl.0)	1	1	1	5 ABDE	1	1	4 ADE	1	1	1	2	1
Maximum	100	95 DE	95 ADE	97 ADE	100	94 D	85 ADE	97 HI	95 I	100	95 K	100
Mean (incl.0)	34	34	37 F	40 DF	32	34 F	27	30	32	37 GH	37 K	32
Mean (excl.0)	38	37	41 F	46 ADF	36	40 F	30	35	37	40 G	42 K	36
Standard Deviation	24	25	23	24	25	23	22	24	24	24	25	23
Standard Error	1	2	2	3	1	2	3	2	1	1	1	1
Median	29.2	27.2 DE	35.2 ADE	31.8 ADEF	24.0	28.1 D	18.5 DE	23.1	24.7	29.7	29.8 K	24.9

Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Telephone call

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
NONE	91 9%	12 9%	11 11%	4 6%	31 8%	29 12%	4 5%	30 12%	30 9%	32 7%	25 8%	67 10%
1% to 10%	432 43%	68 48%	30 31%	23 34%	173 44%	98 41%	40 52%	113 45%	139 43%	180 41%	154 48%	278 40%
11% to 20%	198 20%	29 21%	23 24%	16 24%	75 19%	41 17%	13 16%	43 17%	60 19%	94 21%	57 18%	141 20%
21% to 30%	136 13%	13 9%	15 15%	12 18%	56 14%	33 14%	8 10%	23 9%	40 12%	73 16%	41 13%	95 14%
31% to 40%	70 7%	11 8%	11 11%	6 9%	28 7%	12 5%	1 1%	20 8%	24 7%	26 6%	20 6%	50 7%
41% to 50%	38 4%	4 3%	4 4%	1 1%	14 4%	11 5%	4 5%	9 3%	11 4%	18 4%	10 3%	27 4%
51% to 60%	15 2%	1 0	0 -	2 3%	6 2%	4 2%	2 3%	3 1%	7 2%	6 1%	3 1%	12 2%
61% to 70%	7 1%	0 -	1 1%	0 -	3 1%	1 1%	1 2%	1 0	2 1%	4 1%	1 0	6 1%
71% to 80%	14 1%	2 1%	1 1%	0 -	2 1%	7 3%	2 3%	6 2%	5 2%	3 1%	4 1%	10 1%
81% to 90%	10 1%	1 1%	2 2%	3 5%	1 0	2 1%	1 1%	2 1%	2 1%	6 1%	5 2%	5 1%
91% to 100%	2 0	1 1%	0 -	0 -	0 -	1 0	0 -	1 0	1 0	0 -	1 0	1 0

**Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Telephone call**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Minimum (excl.0)	1	1	2 D	1	1	1	2 D	1	1	1	1	1
Maximum	100	100 DE	84 ADE	85 ADE	90	100 D	85 ABDE	100 HI	100 I	90	100 K	100
Mean (incl.0)	18	17	20	22 AD	17	19	20	17	18	19	17	19
Mean (excl.0)	20	18	22	24 D	19	22	21	20	20	20	19	21
Standard Deviation	17	17	16	20	16	19	20	19	18	17	18	17
Standard Error	1	1	2	3	1	1	2	1	1	1	1	1
Median	9.9	9.4 D	18.6 ADE	16.3 ADE	9.9	9.9	9.6 DE	9.7	9.9	14.1	9.8	11.8

**Thinking about all the people you interact with or connect with on an average day, what percentage of your total interaction occurs through each of the following methods? Written letters**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	823	120	89	48	317	189	60	196	260	367	250	573
	824	113	83*	52*	322	190	64*	198	262	363	255	569
NONE	577 70%	79 70%	56 67%	36 71%	236 73% E	122 64%	47 73%	125 63%	203 77% GI	249 68%	182 71%	395 69%
1% to 10%	232 28%	32 29%	27 33%	13 25%	83 26%	59 31%	16 26%	69 35% H	55 21%	108 30% H	72 28%	159 28%
11% to 20%	14 2%	1 1%	0 -	2 4%	3 1%	7 3%	1 2%	3 2%	4 2%	7 2%	1 0	13 2%
21% to 30%	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	0 -	1 0
Summary												
Minimum (excl.0)	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	30	20 D	10	20 ABDE	20	30 D	20 ABDE	30 HI	20	20	20	30
Mean (incl.0)	2	1	1	2	1	2 ABD	1	2 H	1	2	1	2 J
Mean (excl.0)	5	5	4	7	5	7 D	5	6	5	5	4	6 J
Standard Deviation	5	4	3	6	4	6	5	5	4	5	3	5
Standard Error	0	1	1	2	0	1	1	1	1	0	0	0

**You indicated that you use text-based communication technologies (email, instant messaging, and text messaging) for most of your communication needs. Why do you think you choose to communicate or interact with people most often through these technologies?**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use text-based communication for most needs	297	44	18	7	133	65	30	84	103	110	81	216
Weighted	300	40*	15**	9**	137	67*	32**	90*	105*	105	84*	216
You can communicate with friends anywhere and everywhere	222	27	7	8	98	56	25	70	79	72	59	163
	74%	69%	43%	91%	72%	84%	78%	77%	76%	69%	71%	75%
These are the easiest ways to keep in touch	189	24	9	6	90	38	22	55	71	62	52	137
	63%	59%	62%	65%	66%	57%	69%	61%	68%	59%	62%	63%
These are the fastest communication methods	183	17	10	4	88	45	20	56	61	66	52	131
	61%	42%	67%	41%	64% A	67% A	63%	62%	59%	63%	62%	61%
You can communicate on your own terms, when time permits	175	25	8	7	84	34	17	53	61	61	51	124
	58%	63%	49%	80%	61%	51%	53%	59%	58%	58%	61%	57%
You can personalize your message	81	8	2	2	43	14	12	24	28	28	28	53
	27%	21%	12%	23%	31%	21%	36%	26%	27%	27%	34%	24%
Easier to really talk to someone than it is to do so face-to-face	38	8	1	1	21	3	5	13	15	11	13	26
	13%	19% E	5%	12%	15% E	5%	16%	14%	14%	11%	15%	12%
Cost/ cheaper/ free	9	1	2	3	3	0	0	5	1	2	1	8
	3%	2%	11%	35%	2%	-	-	6%	1%	2%	1%	4%
Provides a record/ transcript of the conversation	4	0	0	0	4	0	0	0	2	2	3	1
	1%	-	-	-	3%	-	-	-	2%	2%	4% K	0
Other	14	2	0	0	7	4	1	4	5	5	3	11
	5%	4%	-	-	5%	6%	5%	4%	5%	5%	4%	5%
(DK/NS)	1	0	0	0	0	1	0	1	0	0	0	1
	0	-	-	-	-	1%	-	1%	-	-	-	0

*If you wanted to tell your partner or spouse something romantic or passionate, which communications methods would you be very likely to use?*

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Face to face conversations	907	125	90	63	359	199	70	223	285	399	284	622
	90%	89%	92%	94%	92%	83%	91%	89%	89%	90%	89%	90%
Telephone call	291	36	31	18	115	70	21	79	82	130	94	197
	29%	26%	31%	27%	30%	29%	27%	31%	26%	29%	29%	28%
Written letters or notes	278	36	26	11	109	76	20	74	81	123	92	186
	27%	25%	27%	17%	28%	32% C	26%	29%	25%	28%	29%	27%
Email	205	21	18	6	73	74	13	60	61	85	68	137
	20%	15%	18%	9%	19%	31% ABCD	16%	24%	19%	19%	21%	20%
Mobile phone calls	127	26	20	8	45	24	5	30	36	61	51	76
	13%	18% DEF	20% DEF	12%	11%	10%	6%	12%	11%	14%	16% K	11%
Instant messaging (like MSN)	82	5	6	3	34	29	5	32	20	31	37	45
	8%	3%	7%	4%	9% A	12% A	6%	13% HI	6%	7%	12% K	6%
SMS Or Mobile phone text messages	46	3	10	3	15	11	3	13	12	21	22	24
	5%	2%	10% AD	4%	4%	5%	4%	5%	4%	5%	7% K	3%

**Add what if you wanted to tell your partner or spouse that you were angry, or upset with them -which of these communications method would you be very likely to use?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Face to face conversations	933	131	91	65	365	211	69	212	297	424	293	640
	92%	93%	93%	96%	94%	88%	90%	85%	92%	96%	91%	93%
Telephone call	231	28	22	17	85	65	13	62	72	97	69	162
	23%	20%	22%	26%	22%	27%	18%	25%	22%	22%	22%	23%
Email	116	20	5	2	54	28	8	39	35	42	38	78
	11%	14% BC	5%	3%	14% BC	12%	10%	16% I	11%	10%	12%	11%
Written letters or notes	103	14	7	3	40	31	9	30	33	40	22	81
	10%	10%	7%	4%	10%	13%	12%	12%	10%	9%	7%	12% J
Mobile phone calls	88	17	13	4	33	19	3	24	26	38	35	53
	9%	12%	13% F	6%	8%	8%	4%	10%	8%	9%	11%	8%
Instant messaging (like MSN)	41	2	2	1	18	11	7	22	8	11	22	19
	4%	1%	2%	1%	5%	4%	9% AB	9% HI	2%	2%	7% K	3%
SMS Or Mobile phone text messages	13	3	1	0	6	2	1	3	4	6	3	10
	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Instant messaging (like MSN)

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	103	10	13	3	31	38	8	24	32	47	33	70
	10%	7%	13%	4%	8%	16% ACD	11%	10%	10%	11%	10%	10%
During weekend	72	11	7	3	27	21	2	16	31	26	24	48
	7%	8%	7%	5%	7%	9%	3%	6%	10%	6%	7%	7%
Both during the work-week and the weekend	341	47	24	25	124	86	36	126	98	117	121	219
	34%	33%	24%	37%	32%	36% B	47% BD	50% HI	30%	27%	38%	32%
Don't use	497	73	55	36	209	95	30	84	161	252	143	354
	49%	52% E	56% EF	54%	54% EF	39%	39%	34%	50% G	57% G	45%	51%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Email

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	189	18	14	5	67	72	13	30	67	92	68	120
	19%	13%	14%	7%	17%	30% ABCDF	17%	12%	21% G	21% G	21% G	17%
During weekend	22	0	2	2	5	9	4	4	10	7	9	13
	2%	-	2%	3%	1%	4% A	5% AD	2%	3%	2%	3%	2%
Both during the work-week and the weekend	786	122	81	57	310	157	60	213	241	332	234	552
	78%	86% E	83% E	84% E	80% E	65% E	78% E	85% HI	75% HI	75% HI	73% J	80% J
Don't use	17	2	1	4	8	2	0	3	4	10	10	6
	2%	1%	1%	6% EF	2%	1%	-	1%	1%	2%	3% K	1%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Mobile phone calls

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	90	8	5	3	39	24	10	15	25	51	39	51
	9%	6%	5%	5%	10%	10%	13%	6%	8%	12% G	12% K	7%
During weekend	62	4	2	4	29	20	3	10	23	29	17	46
	6%	3%	2%	6%	8%	8% AB	4%	4%	7%	6%	5%	7%
Both during the work-week and the weekend	491	84	62	39	184	90	32	120	144	227	178	313
	48%	60% DEF	63% DEF	57% E	47% E	38%	42%	48%	45%	52%	56% K	45%
Don't use	369	45	28	22	137	106	31	105	130	134	87	282
	36%	32%	29%	32%	35%	44% ABD	41%	42% I	41% I	30%	27%	41% J

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? SMS Or Mobile phone text messages

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	36	4	5	2	9	13	3	7	11	17	17	19
	4%	3%	5%	3%	2%	5%	4%	3%	4%	4%	5%	3%
During weekend	22	1	3	3	6	7	2	5	11	7	5	17
	2%	1%	3%	4%	2%	3%	3%	2%	3%	2%	1%	3%
Both during the work-week and the weekend	119	26	14	9	38	22	10	39	30	50	39	79
	12%	18% DE	14%	13%	10%	9%	13%	16% H	9%	11%	12%	11%
Don't use	836	110	76	54	336	199	62	200	270	367	260	576
	83%	78%	78%	80%	86% AB	83%	81%	80%	84%	83%	81%	83%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Face to face conversations

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted												
	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	55	5	5	3	20	16	6	13	16	26	18	37
	5%	4%	5%	4%	5%	7%	8%	5%	5%	6%	6%	5%
During weekend	50	4	2	3	19	19	3	15	19	17	17	33
	5%	3%	2%	5%	5%	8% B	4%	6%	6%	4%	5%	5%
Both during the work-week and the weekend	902	132	90	61	346	205	68	218	285	399	285	617
	89%	93% E	92%	91%	89%	85%	88%	87%	89%	90%	89%	89%
Don't use	6	0	1	0	5	1	0	4	2	0	1	4
	1%	-	1%	-	1%	0	-	2% I	1%	-	0	1%

. Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Telephone call

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week	124	11	14	10	34	47	9	23	39	62	45	79
	12%	7%	15%	14%	9%	19%	12%	9%	12%	14%	14%	11%
During weekend	53	7	0	2	23	16	4	8	27	18	15	38
	5%	5%	-	3%	6%	7%	5%	3%	8%	4%	5%	6%
Both during the work-week and the weekend	802	115	79	56	316	174	61	207	246	348	257	545
	79%	81%	81%	83%	81%	73%	80%	83%	76%	79%	80%	79%
Don't use	35	9	5	0	17	3	2	12	10	13	5	30
	3%	6%	5%	-	4%	1%	3%	5%	3%	3%	1%	4%
		E		E	E						J	

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? Written letters or notes

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools												
	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
During work-week												
	156	19	15	15	61	35	11	28	59	70	54	103
	15%	13%	15%	22%	16%	15%	15%	11%	18%	16%	17%	15%
During weekend												
	94	13	6	7	43	20	4	25	32	37	29	65
	9%	9%	6%	11%	11%	8%	6%	10%	10%	8%	9%	9%
Both during the work-week and the weekend												
	300	48	27	15	111	77	22	90	74	136	91	209
	30%	34%	27%	22%	28%	32%	29%	36%	23%	31%	28%	30%
Don't use												
	463	61	50	30	175	109	39	108	157	198	147	316
	46%	43%	52%	44%	45%	45%	50%	43%	49%	45%	46%	46%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? [DURING WORK WEEK - SUMMARY]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	189 19%	18 13%	14 14%	5 7%	67 17%	72 30% ABCDF	13 17%	30 12%	67 21% G	92 21% G	68 21%	120 17%
Written letters or notes	156 15%	19 13%	15 15%	15 22%	61 16%	35 15%	11 15%	28 11%	59 18% G	70 16%	54 17%	103 15%
Telephone call	124 12%	11 7%	14 15%	10 14%	34 9%	47 19% AD	9 12%	23 9%	39 12%	62 14%	45 14%	79 11%
Instant messaging (like MSN)	103 10%	10 7%	13 13%	3 4%	31 8%	38 16% ACD	8 11%	24 10%	32 10%	47 11%	33 10%	70 10%
Mobile phone calls	90 9%	8 6%	5 5%	3 5%	39 10%	24 10%	10 13%	15 6%	25 8%	51 12% G	39 12% K	51 7%
Face to face conversations	55 5%	5 4%	5 5%	3 4%	20 5%	16 7%	6 8%	13 5%	16 5%	26 6%	18 6%	37 5%
SMS Or Mobile phone text messages	36 4%	4 3%	5 5%	2 3%	9 2%	13 5%	3 4%	7 3%	11 4%	17 4%	17 5%	19 3%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? [DURING WEEKEND - SUMMARY]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Written letters or notes	94 9%	13 9%	6 6%	7 11%	43 11%	20 8%	4 6%	25 10%	32 10%	37 8%	29 9%	65 9%
Instant messaging (like MSN)	72 7%	11 8%	7 7%	3 5%	27 7%	21 9%	2 3%	16 6%	31 10%	26 6%	24 7%	48 7%
Mobile phone calls	62 6%	4 3%	2 2%	4 6%	29 8%	20 8% AB	3 4%	10 4%	23 7%	29 6%	17 5%	46 7%
Telephone call	53 5%	7 5% B	0 - B	2 3% B	23 6% B	16 7% B	4 5% B	8 3% GI	27 8% GI	18 4%	15 5%	38 6%
Face to face conversations	50 5%	4 3%	2 2%	3 5%	19 5%	19 8% B	3 4%	15 6%	19 6%	17 4%	17 5%	33 5%
SMS Or Mobile phone text messages	22 2%	1 1%	3 3%	3 4%	6 2%	7 3%	2 3%	5 2%	11 3%	7 2%	5 1%	17 3%
Email	22 2%	0 -	2 2%	2 3%	5 1%	9 4% A	4 5% AD	4 2%	10 3%	7 2%	9 3%	13 2%

Now, thinking about your usual communication habits during your work-week compared to your weekend, please indicate which of the communications methods you are most likely to use during the workweek and which ones you are most likely to use during the week? [BOTH DURING WORK WEEK AND WEEKEND - SUMMARY]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Face to face conversations	902	132	90	61	346	205	68	218	285	399	285	617
	89%	93%	92%	91%	89%	85%	88%	87%	89%	90%	89%	89%
Telephone call	802	115	79	56	316	174	61	207	246	348	257	545
	79%	81%	81%	83%	81%	73%	80%	83%	76%	79%	80%	79%
Email	786	122	81	57	310	157	60	213	241	332	234	552
	78%	86%	83%	84%	80%	65%	78%	85%	75%	75%	73%	80%
Mobile phone calls	491	84	62	39	184	90	32	120	144	227	178	313
	48%	60%	63%	57%	47%	38%	42%	48%	45%	52%	56%	45%
Instant messaging (like MSN)	341	47	24	25	124	86	36	126	98	117	121	219
	34%	33%	24%	37%	32%	36%	47%	50%	30%	27%	38%	32%
Written letters or notes	300	48	27	15	111	77	22	90	74	136	91	209
	30%	34%	27%	22%	28%	32%	29%	36%	23%	31%	28%	30%
SMS Or Mobile phone text messages	119	26	14	9	38	22	10	39	30	50	39	79
	12%	18%	14%	13%	10%	9%	13%	16%	9%	11%	12%	11%

Now, thinking about all the total number of interactions or connections you have with other people in an average week, which day of the week would say you have **MOST** interactions or connections? And which day do you have the **SECOND MOST** interactions?

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Monday												
Most	324 32%	51 36%	33 34%	22 32%	128 33%	68 28%	24 31%	59 24%	102 32% G	163 37% G	116 36%	208 30%
Second most	117 12%	14 10%	11 11%	9 13%	41 10%	29 12%	14 18%	22 9%	46 14% G	49 11%	25 8%	92 13% J
(DK/NS)	572 57%	77 55%	54 55%	37 55%	221 57%	144 60%	39 51%	170 68% HI	174 54%	229 52%	180 56%	392 57%
Tuesday												
Most	91 9%	13 9%	9 9%	6 9%	37 10%	22 9%	4 5%	23 9%	27 8%	42 9%	30 9%	61 9%
Second most	109 11%	16 12%	12 12%	5 7%	41 11%	22 9%	12 16%	29 11%	28 9%	52 12%	37 12%	72 10%
(DK/NS)	813 80%	112 79%	77 79%	56 84%	311 80%	196 81%	60 79%	199 79%	267 83%	347 79%	254 79%	559 81%
Wednesday												
Most	80 8%	9 6%	5 5%	5 7%	32 8%	24 10%	6 7%	22 9%	29 9%	29 7%	19 6%	61 9%
Second most	111 11%	18 13%	6 6%	13 19% BE	45 12%	19 8%	10 13%	23 9%	34 11%	54 12%	32 10%	79 11%
(DK/NS)	822 81%	115 81%	86 88% C	49 73%	312 80%	198 82%	61 80%	205 82%	259 80%	358 81%	270 84%	552 80%
Thursday												
Most	70 7%	6 4%	7 7%	9 13% AD	21 5%	22 9%	6 8%	19 8%	17 5%	33 8%	23 7%	47 7%
Second most	125 12%	17 12%	12 12%	7 10%	48 12%	37 15% F	4 5%	29 12%	37 11%	60 14%	41 13%	84 12%
(DK/NS)	818 81%	119 84%	79 81%	52 77%	321 82% E	181 75%	67 87% E	202 81%	268 83%	348 79%	257 80%	561 81%

Now, thinking about all the total number of interactions or connections you have with other people in an average week, which day of the week would say you have **MOST** interactions or connections? And which day do you have the **SECOND MOST** interactions?

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Friday												
Most	171 17%	19 13%	26 26% ADEF	15 22%	66 17%	36 15%	10 13%	45 18%	41 13%	85 19% H	60 19%	111 16%
Second most	220 22%	32 23%	23 24%	14 21%	89 23%	51 21%	12 15%	42 17%	77 24% G	102 23%	85 27% K	135 20%
(DK/NS)	622 61%	90 64% B	48 50%	38 57%	235 60%	154 64% B	55 72% B	163 65%	204 63%	255 58%	176 55%	446 64% J
Saturday												
Most	179 18%	31 22% B	11 11%	10 14%	61 16%	53 22% B	15 19%	56 22% I	64 20% I	59 13%	58 18%	121 17%
Second most	190 19%	24 17%	21 21%	14 21%	76 19%	43 18%	11 14%	52 21%	64 20%	74 17%	58 18%	132 19%
(DK/NS)	644 64%	86 61%	66 68%	44 65%	253 65%	144 60%	51 67%	142 57%	193 60%	308 70% GH	205 64%	439 63%
Sunday												
Most	98 10%	13 9%	8 8%	2 3%	45 12%	17 7%	13 17% CE	26 10%	42 13% I	31 7%	15 5%	83 12% J
Second most	140 14%	20 14%	13 13%	5 7%	50 13%	39 16%	14 18%	54 22% HI	36 11%	49 11%	43 13%	97 14%
(DK/NS)	774 76%	108 77%	77 79% F	60 89% ADEF	295 76%	185 77% F	50 65%	170 68%	243 76%	361 82% GH	263 82% K	512 74%

Now, thinking about all the total number of interactions or connections you have with other people in an average week, which day of the week would say you have **MOST** interactions or connections? [MOST INTERACTIONS - SUMMARY]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Monday	324 32%	51 36%	33 34%	22 32%	128 33%	68 28%	24 31%	59 24%	102 32% G	163 37% G	116 36%	208 30%
Tuesday	91 9%	13 9%	9 9%	6 9%	37 10%	22 9%	4 5%	23 9%	27 8%	42 9%	30 9%	61 9%
Wednesday	80 8%	9 6%	5 5%	5 7%	32 8%	24 10%	6 7%	22 9%	29 9%	29 7%	19 6%	61 9%
Thursday	70 7%	6 4%	7 7%	9 13% AD	21 5%	22 9%	6 8%	19 8%	17 5%	33 8%	23 7%	47 7%
Friday	171 17%	19 13%	26 26% ADEF	15 22%	66 17%	36 15%	10 13%	45 18%	41 13%	85 19% H	60 19%	111 16%
Saturday	179 18%	31 22% B	11 11%	10 14%	61 16%	53 22% B	15 19%	56 22% I	64 20% I	59 13%	58 18%	121 17%
Sunday	98 10%	13 9%	8 8%	2 3%	45 12%	17 7%	13 17% CE	26 10%	42 13% I	31 7%	15 5%	83 12% J

Now, thinking about all the total number of interactions or connections you have with other people in an average week, which day of the week would say you have the **SECOND MOST** interactions or connections?  
**[SECOND MOST INTERACTIONS - SUMMARY]**

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Monday	117 12%	14 10%	11 11%	9 13%	41 10%	29 12%	14 18%	22 9%	46 14%	49 11%	25 8%	92 13%
Tuesday	109 11%	16 12%	12 12%	5 7%	41 11%	22 9%	12 16%	29 11%	28 9%	52 12%	37 12%	72 10%
Wednesday	111 11%	18 13%	6 6%	13 19% BE	45 12%	19 8%	10 13%	23 9%	34 11%	54 12%	32 10%	79 11%
Thursday	125 12%	17 12%	12 12%	7 10%	48 12%	37 15%	4 5%	29 12%	37 11%	60 14%	41 13%	84 12%
Friday	220 22%	32 23%	23 24%	14 21%	89 23%	51 21%	12 15%	42 17%	77 24% G	102 23%	85 27% K	135 20%
Saturday	190 19%	24 17%	21 21%	14 21%	76 19%	43 18%	11 14%	52 21%	64 20%	74 17%	58 18%	132 19%
Sunday	140 14%	20 14%	13 13%	5 7%	50 13%	39 16%	14 18%	54 22% HI	36 11%	49 11%	43 13%	97 14%

. Now, thinking about all the total number of interactions or connections you have with other people in an average week, which day of the week would say you have **MOST** interactions or connections? [MOST/SECOND MOST INTERACTIONS - SUMMARY]

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Monday	441 43%	64 45%	43 45%	30 45%	168 43%	97 40%	37 49%	80 32%	148 46%	213 48%	141 44%	300 43%
Tuesday	200 20%	29 21%	21 21%	11 16%	78 20%	45 19%	16 21%	51 21%	55 17%	94 21%	67 21%	133 19%
Wednesday	191 19%	26 19%	11 12%	18 27% B	77 20%	43 18%	16 20%	45 18%	63 20%	83 19%	51 16%	140 20%
Thursday	195 19%	23 16%	18 19%	16 23%	69 18%	59 25% DF	10 13%	48 19%	54 17%	93 21%	64 20%	131 19%
Friday	391 39%	51 36%	49 50% AEF	29 43%	155 40%	86 36%	22 28%	87 35%	118 37%	187 42%	145 45% K	246 36%
Saturday	369 36%	56 39%	31 32%	24 35%	137 35%	96 40%	26 33%	108 43% I	128 40% I	133 30%	116 36%	253 37%
Sunday	239 24%	33 23% C	21 21%	7 11%	95 24% C	56 23% C	27 35% BCE	80 32% I	78 24% I	80 18%	58 18%	180 26% J

Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? Romantic partner/Spouse

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Call by mobile phone	329	57	42	27	123	59	21	66	99	165	119	211
	33%	41% E	43% DEF	39% E	32%	25%	27%	26%	31%	37% G	37% K	30%
Email	161	18	14	7	56	51	15	37	56	69	57	105
	16%	13%	15%	10%	14%	21% AD	19%	15%	17%	16%	18%	15%
Instant Message	71	4	3	3	32	24	6	26	20	25	31	40
	7%	3%	3%	5%	8% A	10% AB	8%	10% I	6%	6%	10% K	6%
SMS (Mobile text-messaging)	10	0	0	1	4	4	1	3	3	3	4	6
	1%	-	-	2%	1%	2%	1%	1%	1%	1%	1%	1%
Message Board, Weblog or Blog	1	0	0	0	0	0	1	1	0	0	0	1
	0	-	-	-	-	-	1% D	0	-	-	-	0
Does not apply	440	62	38	30	175	103	33	117	144	179	111	329
	43%	44%	39%	44%	45%	43%	43%	47%	45%	41%	35%	48% J

**Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? Old friends from school**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools												
Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	508 50%	85 60% E	54 55% E	41 60% E	205 53% E	87 36%	37 48%	106 42%	161 50%	241 55% G	168 52%	339 49%
Instant Message	110 11%	12 9%	8 9%	8 12%	38 10%	32 13%	12 15%	43 17% HI	26 8%	41 9%	54 17% K	56 8%
Call by mobile phone	49 5%	8 5%	7 7%	5 7%	17 4%	11 4%	2 3%	13 5%	10 3%	25 6%	13 4%	35 5%
Message Board, Weblog or Blog	4 0	0 -	1 1%	0 -	3 1%	0 -	0 -	3 1% H	0 -	1 0	0 -	4 1%
SMS (Mobile text-messaging)	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Does not apply	342 34%	36 25%	27 28%	14 21%	127 33%	111 46% ABCD	26 34%	85 34%	125 39% I	133 30%	85 27%	256 37% J

Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? Direct family member like a sibling or parent

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	384	47	39	26	140	101	31	93	128	164	105	279
	38%	34%	40%	39%	36%	42%	40%	37%	40%	37%	33%	40% J
Call by mobile phone	321	51	39	22	130	59	20	74	97	150	103	218
	32%	36% E	40% EF	33%	33% E	24%	26%	30%	30%	34%	32%	32%
Instant Message	106	11	3	6	35	37	14	39	36	31	43	64
	10%	8%	3%	9%	9% B	15% ABD	19% ABD	15% I	11%	7%	13%	9%
SMS (Mobile text-messaging)	7	1	0	0	2	3	1	2	2	2	0	7
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	-	1%
Does not apply	195	30	16	14	82	42	11	42	58	94	71	124
	19%	21%	16%	20%	21%	17%	14%	17%	18%	21%	22%	18%

**Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? In-laws and other relatives**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools												
Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	442 44%	75 53% E	41 42%	33 48%	173 44% E	81 34%	39 51% E	112 45%	136 42%	194 44%	122 38%	319 46% J
Call by mobile phone	207 20%	29 20%	24 25%	20 30% F	79 20%	44 18%	11 14%	53 21%	55 17%	99 22%	67 21%	139 20%
Instant Message	63 6%	5 3%	6 6%	0 -	19 5%	26 11% ACD	7 9% C	26 10% I	25 8% I	13 3%	26 8%	37 5%
SMS (Mobile text-messaging)	4 0	0 -	1 1%	1 1%	1 0	1 1%	0 -	1 0	1 0	2 1%	2 1%	2 0
Message Board, Weblog or Blog	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0
Does not apply	297 29%	32 23%	26 27%	14 21%	117 30%	87 36% AC	20 26%	58 23%	106 33% G	133 30%	103 32%	193 28%

Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? Work colleague

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	480 47%	70 49%	42 43%	41 61% BEF	195 50%	103 43%	29 37%	76 30%	150 47% G	254 57% GH	168 52% K	312 45%
Call by mobile phone	128 13%	24 17% E	22 22% DE	10 15%	45 12%	18 8%	8 11%	38 15%	38 12%	52 12%	42 13%	86 12%
Instant Message	72 7%	5 3%	7 7%	3 4%	23 6%	23 10% A	12 15% ACD	25 10% H	17 5%	30 7%	30 9%	42 6%
Message Board, Weblog or Blog	4 0	0 -	2 2% D	0 -	0 -	2 1%	0 -	1 0	2 1%	1 0	1 0	3 0
SMS (Mobile text-messaging)	3 0	0 -	0 -	0 -	2 0	1 0	0 -	1 0	2 1%	0 -	2 1%	1 0
Does not apply	326 32%	42 30%	25 25%	13 20%	125 32%	93 39% BC	28 36% C	110 44% HI	112 35% I	104 24%	78 24%	249 36% J

Please indicate which communication tools you are most likely to use to keep in touch with, converse with, or just use to say hello to different people in your life? Child/Children

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	212 21%	25 18%	13 13%	15 23%	91 23% B	53 22%	15 20%	54 22%	69 21%	89 20%	33 10%	179 26% J
Call by mobile phone	196 19%	34 24% E	23 24% E	15 23%	77 20%	33 14%	14 19%	40 16%	66 20%	91 21%	92 29% K	104 15%
Instant Message	73 7%	6 4%	5 5%	2 3%	26 7%	17 7%	17 22% ABCDE	27 11% I	28 9% I	18 4%	25 8%	48 7%
SMS (Mobile text-messaging)	4 0	2 2% DE	2 2% DE	0 -	0 -	0 -	0 -	2 1%	1 0	1 0	2 1%	2 0
Message Board, Weblog or Blog	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	0 -	0 -	1 0
Does not apply	525 52%	75 53%	54 56% F	35 51%	196 50%	136 57% F	30 39%	127 51%	156 49%	242 55%	168 52%	357 52%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
In the evenings after work	43 4%	11 8% D	3 3%	5 7%	13 3%	11 5%	1 1%	13 5%	10 3%	20 5%	17 5%	27 4%
At work or school	41 4%	9 6%	10 10% DE	3 4%	10 3%	5 2%	4 5%	12 5%	12 4%	17 4%	15 5%	26 4%
On the weekends	33 3%	6 5%	6 6%	3 4%	11 3%	6 2%	2 3%	10 4%	14 4%	10 2%	7 2%	26 4%
At night, after 9 p.m.	18 2%	2 2%	2 2%	1 1%	6 1%	7 3%	1 1%	6 2%	9 3% I	3 1%	8 3%	10 1%
On your way to work or school	15 1%	1 1%	0 -	1 2%	7 2%	3 1%	3 4%	5 2%	4 1%	6 1%	6 2%	9 1%
In the morning before and during breakfast	10 1%	0 -	2 2%	0 -	5 1%	3 1%	0 -	2 1%	3 1%	5 1%	5 2%	4 1%
Don't use	852 84%	112 79%	76 78%	55 82%	338 87% AB	205 85%	66 86%	202 81%	270 84%	380 86%	262 82%	589 85%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
In the evenings after work	202	30	24	17	89	28	14	54	51	97	66	136
	20%	21% E	25% E	25% E	23% E	11%	18%	22%	16%	22% H	21%	20%
On the weekends	141	19	15	4	50	41	11	24	46	71	47	94
	14%	14%	15%	6%	13%	17% C	15%	10%	14%	16% G	15%	14%
At work or school	134	23	21	8	52	25	5	24	46	65	58	77
	13%	16% F	22% DEF	12%	13%	10%	7%	10%	14%	15%	18% K	11%
On your way to work or school	91	11	9	6	40	22	4	16	27	49	37	53
	9%	7%	9%	9%	10%	9%	5%	6%	8%	11%	12% K	8%
At night, after 9 p.m.	38	6	1	3	11	10	8	13	15	11	9	29
	4%	4%	1%	4%	3%	4%	10% BD	5%	5%	2%	3%	4%
In the morning before and during breakfast	34	6	1	5	11	9	2	13	14	6	10	24
	3%	4%	1%	8% B	3%	4%	3%	5% I	4% I	1%	3%	3%
Don't use	373	47	26	24	136	106	33	106	124	143	94	278
	37%	33%	27%	36%	35%	44% ABD	43% B	42% I	38%	32%	29%	40% J

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
In the evenings after work	350	49	39	28	131	79	24	87	138	125	99	251
	35%	35%	40%	42%	34%	33%	32%	35%	43%	28%	31%	36%
At work or school	260	30	28	12	119	58	13	45	57	158	108	152
	26%	21%	29%	18%	30%	24%	17%	18%	18%	36%	34%	22%
In the morning before and during breakfast	180	23	13	13	71	39	19	53	60	67	51	129
	18%	17%	14%	20%	18%	16%	25%	21%	19%	15%	16%	19%
At night, after 9 p.m.	121	23	6	8	40	34	11	37	36	48	34	87
	12%	16%	6%	11%	10%	14%	14%	15%	11%	11%	11%	13%
On the weekends	76	15	8	5	18	23	7	18	23	34	19	56
	7%	10%	8%	7%	5%	10%	9%	7%	7%	8%	6%	8%
On your way to work or school	11	0	2	1	3	3	1	4	2	5	4	7
	1%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't use	15	1	1	1	7	4	1	5	5	4	5	10
	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
In the evenings after work	202	28	17	8	73	65	12	59	71	72	66	137
	20%	20%	17%	11%	19%	27% CD	16%	24% I	22% I	16%	20%	20%
At night, after 9 p.m.	125	15	8	9	42	35	15	52	31	43	51	74
	12%	11%	8%	14%	11%	15%	20% BD	21% HI	10%	10%	16% K	11%
At work or school	81	8	12	5	36	14	7	15	16	51	27	54
	8%	6%	12%	7%	9%	6%	9%	6%	5%	12% GH	9%	8%
On the weekends	62	9	1	7	24	19	1	15	27	19	23	39
	6%	6% B	1%	10% B	6% B	8% B	2%	6%	9% I	4%	7%	6%
In the morning before and during breakfast	54	9	7	4	12	14	8	25	17	12	14	40
	5%	6%	7%	6%	3%	6%	10% D	10% HI	5%	3%	4%	6%
On your way to work or school	9	0	0	0	5	4	1	1	3	4	2	7
	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	1%
Don't use	479	72	53	35	197	90	32	83	156	240	138	341
	47%	51% E	54% E	52%	51% E	38%	42%	33%	49% G	54% G	43%	49%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
In the evenings after work	47	11	5	1	17	10	2	12	15	20	20	27
	5%	8%	5%	1%	4%	4%	3%	5%	5%	5%	6%	4%
At night, after 9 p.m.	37	7	1	1	12	12	4	14	12	10	16	20
	4%	5%	1%	1%	3%	5%	5%	6%	4%	2%	5%	3%
At work or school	25	1	2	3	14	4	1	5	7	13	7	17
	2%	1%	2%	5%	4%	2%	1%	2%	2%	3%	2%	3%
On the weekends	20	1	3	1	8	4	3	3	3	13	7	13
	2%	1%	3%	1%	2%	2%	4%	1%	1%	3%	2%	2%
In the morning before and during breakfast	12	2	0	0	4	5	1	6	3	3	6	6
	1%	2%	-	-	1%	2%	1%	2%	1%	1%	2%	1%
On your way to work or school	10	1	0	0	3	5	1	4	3	3	2	8
	1%	1%	-	-	1%	2%	1%	2%	1%	1%	1%	1%
Don't use	863	117	86	62	331	201	65	206	279	378	262	600
	85%	83%	89%	91%	85%	84%	84%	82%	87%	86%	82%	87% J

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? IN THE MORNING BEFORE AND DURING BREAKFAST**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools												
Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	180 18%	23 17%	13 14%	13 20%	71 18%	39 16%	19 25%	53 21% I	60 19%	67 15%	51 16%	129 19%
Instant Message (Using a program like MSN)	54 5%	9 6%	7 7%	4 6%	12 3%	14 6%	8 10% D	25 10% HI	17 5%	12 3%	14 4%	40 6%
Call by mobile phone	34 3%	6 4%	1 1%	5 8% B	11 3%	9 4%	2 3%	13 5% I	14 4%	6 1%	10 3%	24 3%
Message Board/Weblog (Blog)	12 1%	2 2%	0 -	0 -	4 1%	5 2%	1 1%	6 2%	3 1%	3 1%	6 2%	6 1%
SMS (Mobile text-messaging)	10 1%	0 -	2 2%	0 -	5 1%	3 1%	0 -	2 1%	3 1%	5 1%	5 2%	4 1%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? ON YOUR WAY TO WORK OR SCHOOL**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted												
	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Call by mobile phone	91	11	9	6	40	22	4	16	27	49	37	53
	9%	7%	9%	9%	10%	9%	5%	6%	8%	11%	12% K	8%
SMS (Mobile text-messaging)	15	1	0	1	7	3	3	5	4	6	6	9
	1%	1%	-	2%	2%	1%	4%	2%	1%	1%	2%	1%
Email	11	0	2	1	3	3	1	4	2	5	4	7
	1%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Message Board/Weblog (Blog)	10	1	0	0	3	5	1	4	3	3	2	8
	1%	1%	-	-	1%	2%	1%	2%	1%	1%	1%	1%
Instant Message (Using a program like MSN)	9	0	0	0	5	4	1	1	3	4	2	7
	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	1%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? AT WORK OR SCHOOL**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	260	30	28	12	119	58	13	45	57	158	108	152
	26%	21%	29%	18%	30% AF	24%	17%	18%	18%	36% GH	34% K	22%
Call by mobile phone	134	23	21	8	52	25	5	24	46	65	58	77
	13%	16% F	22% DEF	12%	13%	10%	7%	10%	14%	15%	18% K	11%
Instant Message (Using a program like MSN)	81	8	12	5	36	14	7	15	16	51	27	54
	8%	6%	12%	7%	9%	6%	9%	6%	5%	12% GH	9%	8%
SMS (Mobile text-messaging)	41	9	10	3	10	5	4	12	12	17	15	26
	4%	6%	10% DE	4%	3%	2%	5%	5%	4%	4%	5%	4%
Message Board/Weblog (Blog)	25	1	2	3	14	4	1	5	7	13	7	17
	2%	1%	2%	5%	4%	2%	1%	2%	2%	3%	2%	3%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? IN THE EVENINGS AFTER WORK**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Email	350	49	39	28	131	79	24	87	138	125	99	251
	35%	35%	40%	42%	34%	33%	32%	35%	43% I	28%	31%	36%
Instant Message (Using a program like MSN)	202	28	17	8	73	65	12	59	71	72	66	137
	20%	20%	17%	11%	19%	27% CD	16%	24% I	22% I	16%	20%	20%
Call by mobile phone	202	30	24	17	89	28	14	54	51	97	66	136
	20%	21% E	25% E	25% E	23% E	11%	18%	22%	16%	22% H	21%	20%
Message Board/Weblog (Blog)	47	11	5	1	17	10	2	12	15	20	20	27
	5%	8%	5%	1%	4%	4%	3%	5%	5%	5%	6%	4%
SMS (Mobile text-messaging)	43	11	3	5	13	11	1	13	10	20	17	27
	4%	8% D	3%	7%	3%	5%	1%	5%	3%	5%	5%	4%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? AT NIGHT, AFTER 9 P.M.**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Instant Message (Using a program like MSN)	125	15	8	9	42	35	15	52	31	43	51	74
	12%	11%	8%	14%	11%	15%	20% BD	21% HI	10%	10%	16% K	11%
Email	121	23	6	8	40	34	11	37	36	48	34	87
	12%	16% B	6%	11%	10%	14% B	14%	15%	11%	11%	11%	13%
Call by mobile phone	38	6	1	3	11	10	8	13	15	11	9	29
	4%	4%	1%	4%	3%	4%	10% BD	5%	5%	2%	3%	4%
Message Board/Weblog (Blog)	37	7	1	1	12	12	4	14	12	10	16	20
	4%	5%	1%	1%	3%	5%	5%	6% I	4%	2%	5%	3%
SMS (Mobile text-messaging)	18	2	2	1	6	7	1	6	9	3	8	10
	2%	2%	2%	1%	1%	3%	1%	2%	3% I	1%	3%	1%

**And which time of day are you likely to use each of the communication tools below to keep in touch with, converse with, or just use to say hello to, friends or family? ON THE WEEKENDS**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Call by mobile phone	141	19	15	4	50	41	11	24	46	71	47	94
	14%	14%	15%	6%	13%	17%	15%	10%	14%	16%	15%	14%
Email	76	15	8	5	18	23	7	18	23	34	19	56
	7%	10%	8%	7%	5%	10%	9%	7%	7%	8%	6%	8%
Instant Message (Using a program like MSN)	62	9	1	7	24	19	1	15	27	19	23	39
	6%	6%	1%	10%	6%	8%	2%	6%	9%	4%	7%	6%
SMS (Mobile text-messaging)	33	6	6	3	11	6	2	10	14	10	7	26
	3%	5%	6%	4%	3%	2%	3%	4%	4%	2%	2%	4%
Message Board/Weblog (Blog)	20	1	3	1	8	4	3	3	3	13	7	13
	2%	1%	3%	1%	2%	2%	4%	1%	1%	3%	2%	2%

*For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: Without on-line communication tools, like email, instant messenger and blogs, I would lose contact with some friends altogether*

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted												
	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	202	39	12	14	96	18	22	51	61	90	56	146
	20%	28% BE	13%	21% E	25% BE	8%	29% BE	20%	19%	20%	17%	21%
Somewhat agree	368	52	47	29	154	57	29	99	108	161	116	251
	36%	37% E	48% E	43% E	39% E	24%	38% E	39%	34%	36%	36%	36%
Somewhat disagree	219	25	18	9	64	92	12	46	80	94	76	143
	22%	18%	18%	13%	16%	38% ABCDF	15%	18%	25%	21%	24%	21%
Strongly disagree	224	25	20	15	77	73	14	54	72	97	73	151
	22%	18%	21%	22%	20%	30% AD	18%	22%	22%	22%	23%	22%
Summary												
Top2box (Agree)	570	91	60	44	249	75	51	150	170	250	172	398
	56%	64% E	61% E	65% E	64% E	31%	66% E	60%	53%	57%	54%	57%
Low2box (Disagree)	443	50	38	24	140	165	26	100	152	191	149	295
	44%	36%	39%	35%	36%	69% ABCDF	34%	40%	47%	43%	46%	43%

. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: On-line communication, overall has had a positive effect on my life

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	302	53	24	24	133	44	24	79	95	128	87	214
	30%	37% BE	25%	35% E	34% E	18%	31% E	32%	30%	29%	27%	31%
Somewhat agree	539	78	49	36	201	129	46	135	171	234	179	360
	53%	55%	50%	53%	52%	54%	60%	54%	53%	53%	56%	52%
Somewhat disagree	114	7	18	5	41	39	4	23	39	52	41	73
	11%	5%	19% ADF	8%	11% A	16% ADF	5%	9%	12%	12%	13%	11%
Strongly disagree	58	4	6	3	15	28	3	13	17	28	14	44
	6%	3%	7%	4%	4%	12% ADF	3%	5%	5%	6%	4%	6%
Summary												
Top2box (Agree)	841	131	73	59	334	174	70	214	266	361	266	574
	83%	93% BDE	75%	88% E	86% BE	72%	91% BE	85%	83%	82%	83%	83%
Low2box (Disagree)	172	10	25	8	56	67	7	36	56	80	55	118
	17%	7%	25% ADF	12%	14% A	28% ACDF	9%	15%	17%	18%	17%	17%

*For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: On-line communication, allows me to initiate conversation with people I don't know that well and with whom I might otherwise be too shy to approach face to face*

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	148	22	9	6	70	30	11	38	49	61	46	102
	15%	16%	9%	8%	18%	12%	14%	15%	15%	14%	14%	15%
Somewhat agree	347	62	32	27	141	59	25	100	93	153	128	219
	34%	44%	33%	41%	36%	24%	33%	40%	29%	35%	40%	32%
Somewhat disagree	240	23	27	17	82	71	20	54	78	108	69	170
	24%	16%	28%	25%	21%	30%	27%	22%	24%	24%	22%	25%
Strongly disagree	279	34	29	18	96	81	20	58	102	119	78	201
	28%	24%	30%	26%	25%	34%	26%	23%	32%	27%	24%	29%
Summary												
Top2box (Agree)	494	85	41	33	211	88	36	138	142	214	174	321
	49%	60%	42%	49%	54%	37%	47%	55%	44%	49%	54%	46%
Low2box (Disagree)	519	56	57	34	178	152	41	112	179	227	147	371
	51%	40%	58%	51%	46%	63%	53%	45%	56%	51%	46%	54%

**For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: I'm more myself when I'm communicating with people on-line**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	92	16	8	9	40	14	6	33	29	31	30	62
	9%	11%	8%	13%	10%	6%	8%	13%	9%	7%	9%	9%
Somewhat agree	301	44	22	24	135	47	27	82	91	128	97	204
	30%	31%	23%	36%	35%	20%	36%	33%	28%	29%	30%	29%
Somewhat disagree	363	52	45	17	128	91	30	76	119	168	114	249
	36%	37%	46%	26%	33%	38%	39%	31%	37%	38%	36%	36%
Strongly disagree	257	29	22	17	87	88	13	59	83	115	80	178
	25%	20%	23%	25%	22%	37%	18%	24%	26%	26%	25%	26%
Summary												
Top2box (Agree)	393	60	30	33	175	61	33	115	120	158	127	266
	39%	43%	31%	49%	45%	26%	44%	46%	37%	36%	40%	38%
Low2box (Disagree)	620	81	67	34	215	179	43	135	202	283	194	426
	61%	57%	69%	51%	55%	74%	56%	54%	63%	64%	60%	62%

For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: I have found old friends or family members on-line that you had lost contact with and were able re-established a relationship

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	137 13%	23 16%	8 8%	6 10%	58 15%	26 11%	15 20% BE	38 15%	43 13%	56 13%	39 12%	98 14%
Somewhat agree	316 31%	45 32%	33 34%	25 38%	125 32%	60 25%	27 35%	77 31%	86 27%	153 35% H	110 34%	207 30%
Somewhat disagree	241 24%	38 27%	21 22%	18 26%	81 21%	63 26%	21 27%	59 24%	82 26%	100 23%	86 27%	155 22%
Strongly disagree	319 31%	35 25%	35 36% F	18 26%	125 32% F	91 38% AF	14 18%	76 30%	110 34%	133 30%	86 27%	233 34% J
Summary												
Top2box (Agree)	453 45%	68 48% E	41 42%	32 47%	183 47% E	87 36%	42 55% E	115 46%	129 40%	209 47%	149 46%	304 44%
Low2box (Disagree)	560 55%	73 52%	56 58%	36 53%	207 53%	154 64% ADF	35 45%	135 54%	192 60%	232 53%	172 54%	388 56%

For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: I sometimes use on-line communication to send social, or non-work-related, messages to friends, family and/or your partner during work hours

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools	1013	149	106	62	384	240	72	248	316	449	318	695
Weighted	1013	141	98	67*	390	240	77*	250	322	441	321	692
Strongly agree	215 21%	25 18%	24 25% E	9 14%	110 28% ACEF	36 15%	10 14%	45 18%	64 20%	107 24%	68 21%	148 21%
Somewhat agree	399 39%	58 41%	35 36%	26 39%	167 43% E	82 34%	30 40%	93 37%	109 34%	197 45% H	149 46% K	250 36%
Somewhat disagree	140 14%	17 12%	16 16% D	18 27% AD	30 8%	47 19%	11 15%	44 18% I	48 15%	48 11%	44 14%	96 14%
Strongly disagree	258 25%	41 29%	22 23%	13 20%	82 21%	75 31% D	25 32% D	69 27% I	101 31% I	89 20%	60 19%	198 29% J
Summary												
Top2box (Agree)	615 61%	83 58%	59 61%	36 53%	277 71% ABCEF	119 49%	41 53%	137 55%	173 54%	304 69% GH	217 67% K	398 58%
Low2box (Disagree)	398 39%	59 42% D	38 39% D	32 47% D	112 29%	122 51% D	36 47% D	113 45% I	149 46% I	137 31%	104 33%	294 42% J

. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: [TOP2BOX SUMMARY - (Agree)]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Without on-line communication tools, like email, instant messenger and blogs, I would lose contact with some friends altogether	570	91	60	44	249	75	51	150	170	250	172	398
	56%	64% E	61% E	65% E	64% E	31%	66% E	60%	53%	57%	54%	57%
On-line communication, overall has had a positive effect on my life	841	131	73	59	334	174	70	214	266	361	266	574
	83%	93% BDE	75%	88% E	86% BE	72%	91% BE	85%	83%	82%	83%	83%
On-line communication, allows me to initiate conversation with people I don't know that well and with whom I might otherwise be too shy to approach face to face	494	85	41	33	211	88	36	138	142	214	174	321
	49%	60% BE	42%	49%	54% BE	37%	47%	55% H	44%	49%	54% K	46%
I'm more myself when I'm communicating with people on-line	393	60	30	33	175	61	33	115	120	158	127	266
	39%	43% E	31%	49% BE	45% BE	26%	44% E	46% HI	37%	36%	40%	38%
I have found old friends or family members on-line that you had lost contact with and were able re-established a relationship	453	68	41	32	183	87	42	115	129	209	149	304
	45%	48% E	42%	47%	47% E	36%	55% E	46%	40%	47%	46%	44%
I sometimes use on-line communication to send social, or non-work-related, messages to friends, family and/or your partner during work hours	615	83	59	36	277	119	41	137	173	304	217	398
	61%	58%	61%	53%	71% ABCEF	49%	53%	55%	54%	69% GH	67% K	58%

For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: [LOW2BOX SUMMARY - (Disagree)]

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Without on-line communication tools, like email, instant messenger and blogs, I would lose contact with some friends altogether	443	50	38	24	140	165	26	100	152	191	149	295
	44%	36%	39%	35%	36%	69% ABCD	34%	40%	47%	43%	46%	43%
On-line communication, overall has had a positive effect on my life	172	10	25	8	56	67	7	36	56	80	55	118
	17%	7%	25% ADF	12%	14% A	28% ACDF	9%	15%	17%	18%	17%	17%
On-line communication, allows me to initiate conversation with people I don't know that well and with whom I might otherwise be too shy to approach face to face	519	56	57	34	178	152	41	112	179	227	147	371
	51%	40%	58% AD	51%	46%	63% AD	53%	45%	56% G	51%	46%	54% J
I'm more myself when I'm communicating with people on-line	620	81	67	34	215	179	43	135	202	283	194	426
	61%	57%	69% CD	51%	55%	74% ACDF	56%	54%	63% G	64% G	60%	62%
I have found old friends or family members on-line that you had lost contact with and were able re-established a relationship	560	73	56	36	207	154	35	135	192	232	172	388
	55%	52%	58%	53%	53%	64% ADF	45%	54%	60%	53%	54%	56%
I sometimes use on-line communication to send social, or non-work-related, messages to friends, family and/or your partner during work hours	398	59	38	32	112	122	36	113	149	137	104	294
	39%	42% D	39% D	47% D	29%	51% D	47% D	45% I	46% I	31%	33%	42% J

*You indicated that you sometimes use on-line communications to send social messages to you friends, family and/or your partner during work hours. Thinking about all the on-line social messages you send, what percentage would you say you send during work-hours and what percentage during non-work hours?*

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communications to send social messages during work hours	581	85	63	32	255	109	37	123	156	302	208	373
Weighted	573	81*	58*	34**	258	104	39*	122	158	293	209	364
NONE	75 13%	7 9%	3 6%	3 9%	25 10%	27 26% ABD	9 24% ABD	13 11%	32 20% I	30 10%	17 8%	58 16% J
1% to 10%	188 33%	32 40%	22 38%	11 33%	86 33%	27 26%	9 24%	31 25%	50 32%	107 37% G	67 32%	121 33%
11% to 20%	59 10%	8 10%	6 10%	5 15%	24 9%	11 11%	4 10%	13 11%	15 9%	31 11%	17 8%	42 12%
21% to 30%	50 9%	6 8%	6 10%	3 9%	25 10%	8 7%	2 6%	19 15% I	14 9%	17 6%	19 9%	30 8%
31% to 40%	18 3%	4 5%	1 2%	1 3%	9 3%	2 2%	1 3%	3 3%	5 3%	10 4%	8 4%	10 3%
41% to 50%	83 14%	15 18% E	9 16%	2 7%	43 16%	9 9%	5 13%	22 18%	22 14%	40 14%	36 17%	47 13%
51% to 60%	16 3%	2 2%	2 3%	0 -	7 3%	4 4%	1 2%	7 6% H	2 1%	7 2%	5 2%	11 3%
61% to 70%	14 3%	1 1%	0 -	1 3%	9 4%	1 1%	2 5%	3 2%	4 2%	8 3%	10 5% K	4 1%
71% to 80%	32 6%	1 2%	4 7%	3 9%	15 6%	6 6%	2 5%	5 4%	9 6%	18 6%	10 5%	22 6%
81% to 90%	16 3%	2 3%	2 3%	1 3%	7 3%	2 2%	2 5%	3 2%	2 1%	12 4%	8 4%	8 2%
91% to 100%	22 4%	1 1%	3 4%	3 10%	9 4%	6 6%	1 2%	3 3%	5 3%	14 5%	11 5%	12 3%
Summary												
Minimum (excl.0)	1	1	1	2	1	2	1	1	1	1	1	1

*You indicated that you sometimes use on-line communications to send social messages to you friends, family and/or your partner during work hours. Thinking about all the on-line social messages you send, what percentage would you say you send during work-hours and what percentage during non-work hours?*

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

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Maximum	100	100 D	99 D	99	100	100 D	100 D	100 HI	100 I	100	100 K	100
Mean (incl.0)	29	25	31	33	31	27	29	31	26	31	34 K	27
Mean (excl.0)	34	28	33	36	34	36	37	35	32	34	37 K	32
Standard Deviation	29	24	29	34	28	31	31	26	28	30	30	28
Standard Error	1	3	4	6	2	3	6	2	3	2	2	2
Median	16.6	11.5	15.8 DE	17.3	18.4	9.3	12.6 ADE	21.3 HI	9.5	15.9	23.2 K	13.9

*You indicated that you sometimes use on-line communications to send social messages to you friends, family and/or your partner during work hours. Thinking about all the on-line social messages you send, what percentage would you say you send during work-hours and what percentage during non-work hours?*

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

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communications to send social messages during work hours	612	87	65	34	271	117	38	134	166	312	212	400
Weighted	609	83*	59*	36**	276	116	40*	136	170	303	214	395
NONE	10 2%	1 1%	0 -	0 -	7 3%	2 2%	0 -	2 1%	2 1%	6 2%	3 2%	7 2%
1% to 10%	22 4%	2 3%	4 7% D	4 12%	6 2%	3 2%	2 5%	3 2%	2 1%	17 6% H	12 6% K	10 2%
11% to 20%	22 4%	1 1%	4 7%	2 6%	9 3%	3 3%	2 5%	2 2%	8 5%	12 4%	7 3%	15 4%
21% to 30%	22 4%	1 1%	0 -	2 5%	13 5%	4 4%	2 5%	5 4%	5 3%	13 4%	12 6%	10 3%
31% to 40%	18 3%	2 2%	2 3%	0 -	10 4%	4 4%	1 2%	8 6% H	2 1%	9 3%	7 3%	11 3%
41% to 50%	79 13%	15 18% E	9 16%	2 6%	41 15% E	8 7%	4 10%	20 14%	21 12%	39 13%	35 16%	45 11%
51% to 60%	20 3%	4 5%	1 2%	1 3%	9 3%	2 2%	2 5%	5 4%	5 3%	10 3%	10 5%	10 3%
61% to 70%	25 4%	3 4%	3 6%	1 3%	11 4%	6 5%	0 -	6 4%	8 5%	11 4%	12 6%	12 3%
71% to 80%	78 13%	9 11%	8 14%	6 17%	34 12%	14 12%	6 16%	24 18%	20 12%	34 11%	20 9%	58 15%
81% to 90%	105 17%	23 27% EF	10 16%	5 13%	50 18% F	16 14%	2 5%	23 17%	25 15%	56 19%	40 19%	65 16%
91% to 100%	207 34%	21 25%	17 29%	12 35%	85 31%	52 45% ABD	18 46% A	39 28%	72 42% GI	96 32%	55 26%	152 38% J

*You indicated that you sometimes use on-line communications to send social messages to you friends, family and/or your partner during work hours. Thinking about all the on-line social messages you send, what percentage would you say you send during work-hours and what percentage during non-work hours?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Minimum (excl.0)	1	10 BDE	1	1	10	2	10 BDE	10 I	10 I	1	1	1
Maximum	100	100 D	100 D	100	100	100 D	100 D	100 HI	100 I	100	100 K	100
Mean (incl.0)	73	75	70	69	72	78 D	75	73	78 I	71	68 J	76 J
Mean (excl.0)	75	76	70	69	74	80 BD	75	74	79 I	72	69 J	78 J
Standard Deviation	27	23	30	34	26	26	29	25	25	29	28	26
Standard Error	1	3	4	6	2	2	5	2	2	2	2	1
Median	84.8	85.1 DE	77.8 DE	79.0	79.3	86.6 D	82.5 D	77.3 I	87.4 I	81.1	75.5 K	86.2

**Do you have friends or acquaintances now that you originally met on-line through a message board, chat-room, or a weblog?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Yes	260	34	23	13	102	67	21	83	74	103	93	167
	26%	24%	23%	19%	26%	28%	28%	33% HI	23%	23%	29%	24%
No	753	107	75	55	288	173	56	167	248	338	228	525
	74%	76%	77%	81%	74%	72%	72%	67%	77% G	77% G	71%	76%

**Have you ever become romantically involved with someone you originally met on-line?**

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

\* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use on-line communication tools Weighted	1013	149	106	62	384	240	72	248	316	449	318	695
	1013	141	98	67*	390	240	77*	250	322	441	321	692
Yes	167	24	14	10	60	47	12	47	46	74	56	110
	16%	17%	15%	15%	15%	20%	16%	19%	14%	17%	18%	16%
No	846	118	83	58	330	193	65	203	276	367	265	582
	84%	83%	85%	85%	85%	80%	84%	81%	86%	83%	82%	84%