

MSN Hotmail

Table of Contents

MJ1. How long have you had an email account?..... 1

MJ2. Do you have a Hotmail account?..... 2

MJ3. How long have you had a Hotmail account?..... 3

MJ4. Have you ever sent or received the following in an email?..... 4

MJ5. How do you feel about sending personal announcements, invites or photos via email? 5

MJ6. What is the main reason you use email? 6

MJ7_1.
(I prefer to use email for more formal means of communication like applying for jobs and interactions with a superior) Do you agree or disagree with the following statements: 7

MJ7_2. (I prefer instant messaging over email when I want a quick response) Do you agree or disagree with the following statements: 8

MJ7_3. (I use less formal language when writing emails now than when I first started using it) Do you agree or disagree with the following statements: 9

MJ7_4. (I use my email as a personal information manager and organizer) Do you agree or disagree with the following statements:..... 10

MJ7_5. (I keep one Web-based email account that will remain consistent throughout job changes, home relocation or changes to my ISP provider) Do you agree or disagree with the following statements: 11

MJ7_6. (I use my email to archive important messages, documents and photos) Do you agree or disagree with the following statements: 12

MJ7. (Top2box Summary) Do you agree or disagree with the following statements: 13

MJ7. (Low2box Summary) Do you agree or disagree with the following statements:..... 14

MJ8. Which of the following applies to you? Over the past 10 years, I have... 15

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: All respondents	1317	176	150	86	464	343	98	352	413	551	344	973
Weighted	1000	139	96	67*	383	237	78*	271	307	421	274	726
Under one year	38 4%	4 3%	4 4%	2 3%	12 3%	14 6%	2 3%	21 8% HI	9 3%	9 2%	13 5%	25 3%
One to two years	61 6%	8 6%	6 6%	3 4%	20 5%	16 7%	8 10%	24 9% I	19 6%	17 4%	24 9% K	37 5%
Two to five years	150 15%	13 9%	13 13%	12 18% A	54 14%	44 19% A	14 18% A	48 18%	45 15%	56 13%	38 14%	112 15%
Five to seven years	224 22%	32 23%	21 22%	14 21%	80 21%	61 26%	15 20%	65 24%	76 25%	83 20%	62 23%	162 22%
Seven to 10 years	248 25%	33 24%	19 20%	20 30%	102 27%	59 25%	15 20%	65 24%	77 25%	107 25%	72 26%	176 24%
More than 10 years	279 28%	50 36% E	33 35% E	15 23%	115 30% E	43 18%	23 29% E	48 18%	81 27% G	150 36% GH	65 24%	214 29%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: All respondents	1317	176	150	86	464	343	98	352	413	551	344	973
	Weighted 1000	139	96	67*	383	237	78*	271	307	421	274	726
Yes	611	75	59	36	232	160	49	195	187	229	178	433
	61%	54%	62%	53%	61%	67%	63%	72%	61%	54%	65%	60%
No	389	64	37	31	150	78	29	76	119	193	96	293
	39%	46% E	38%	47% E	39%	33%	37%	28%	39% G	46% GH	35%	40%

MSN Hotmail

MJ3. How long have you had a Hotmail account?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
Under one year	47	3	6	4	17	12	4	15	12	19	16	31
	8%	4%	10%	12%	7%	7%	9%	8%	7%	8%	9%	7%
One to two years	48	5	3	3	18	11	7	17	14	16	15	33
	8%	6%	6%	8%	8%	7%	15%	9%	8%	7%	8%	8%
Two to five years	143	12	11	9	61	39	11	41	48	54	44	99
	23%	16%	19%	26%	26%	24%	23%	21%	26%	24%	25%	23%
Five to seven years	186	27	19	9	69	52	11	63	56	67	56	130
	31%	37%	32%	25%	30%	32%	22%	32%	30%	29%	32%	30%
Seven to 10 years	187	28	20	10	68	46	15	58	57	72	47	140
	31%	38%	33%	29%	29%	29%	31%	30%	31%	31%	26%	32%

MJ4. Have you ever sent or received the following in an email?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account	784	85	87	47	273	230	62	250	243	291	224	560
Weighted	611	75*	59*	36*	232	160	49*	195	187	229	178	433
Baby announcement	150 25%	25 33% DF	11 19%	7 21%	49 21%	51 32% BDF	6 13%	35 18%	52 28% G	64 28% G	52 29%	99 23%
Engagement announcement	70 12%	14 19% E	10 17% E	5 15% E	27 12% E	10 6%	4 7%	18 9%	16 9%	36 16% GH	23 13%	48 11%
Wedding invitation	60 10%	10 14%	8 13%	4 12%	21 9%	14 8%	3 6%	16 8%	20 11%	24 10%	16 9%	44 10%
Family photos	488 80%	65 86%	44 74%	30 85%	184 79%	128 80%	37 76%	133 68%	158 84% G	198 86% G	146 82%	342 79%
Party invitation	293 48%	38 51%	26 45%	15 41%	112 48%	82 52%	20 40%	75 38%	90 48% G	128 56% G	87 49%	206 48%
Love letter	196 32%	32 42% BF	15 25%	14 38%	70 30%	54 34%	12 24%	71 37%	55 29%	69 30%	52 29%	144 33%
Pet photos	316 52%	40 54%	30 51%	22 62%	116 50%	85 53%	23 46%	91 47%	101 54%	124 54%	85 48%	231 53%
Vacation photos	401 66%	55 73% BF	34 57%	21 58%	155 66% F	113 71% BF	25 50%	101 52%	128 68% G	172 75% G	115 65%	286 66%
None of the above	66 11%	5 7%	9 16%	3 8%	24 10%	16 10%	8 17%	32 16% HI	13 7%	21 9%	21 12%	45 10%

MJ5. How do you feel about sending personal announcements, invites or photos via email?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I prefer email. It's easier, I can access these memories on the Internet from anywhere in the world and it doesn't create clutter for my friends and family.	440	53	39	28	159	130	30	133	148	159	127	313
	72%	71%	66%	80%	69%	81% BDF	62%	68%	79% GI	69%	71%	72%
I prefer sending these items by mail. I think its bad etiquette to share these types of personal announcements via the Internet.	171	22	20	7	73	30	19	62	39	70	51	120
	28%	29%	34% E	20%	31% E	19%	38% E	32% H	21%	31% H	29%	28%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account	784	85	87	47	273	230	62	250	243	291	224	560
Weighted	611	75*	59*	36*	232	160	49*	195	187	229	178	433
Staying in touch with family or friends	383 63%	56 74% CDE	39 66%	18 50%	142 61%	95 59%	33 67%	123 63%	116 62%	144 63%	108 60%	275 64%
Day-to-day business communications	102 17%	12 16%	12 21% E	10 27% E	46 20% E	15 10%	6 13%	23 12%	26 14%	53 23% GH	35 19%	67 16%
Subscribing to newsletters/signing up for contests	53 9%	3 4%	2 4%	5 14% AB	19 8%	18 12%	5 11%	20 10% I	22 12%	11 5%	14 8%	39 9%
To store and access documents I don't want to lose	33 5%	3 4%	0 1%	1 2%	9 4%	17 11% BD	3 6%	13 7%	11 6%	9 4%	9 5%	24 6%
other	41 7%	1 2%	5 9% A	3 7%	17 7%	14 9% A	2 3%	16 8%	12 7%	12 5%	14 8%	27 6%

MJ7_1. (I prefer to use email for more formal means of communication like applying for jobs and interactions with a superior) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I prefer to use email for more formal means of communication like applying for jobs and interactions with a superior												
Agree strongly	87	8	5	5	41	21	7	23	28	36	27	60
	14%	11%	9%	15%	17%	13%	14%	12%	15%	16%	15%	14%
Agree somewhat	214	30	22	14	76	55	18	67	65	82	62	152
	35%	39%	37%	38%	33%	34%	37%	34%	35%	36%	35%	35%
Disagree somewhat	213	26	19	11	80	59	17	74	66	73	62	151
	35%	34%	32%	31%	35%	37%	36%	38%	35%	32%	35%	35%
Disagree strongly	97	11	13	6	36	24	7	31	29	38	27	70
	16%	15%	23%	16%	15%	15%	14%	16%	15%	16%	15%	16%
Summary												
Top2Box - Agree	302	38	27	19	116	76	25	90	93	118	89	212
	49%	51%	46%	53%	50%	48%	51%	46%	50%	52%	50%	49%
Low2Box - Agree	310	37	32	17	116	83	24	105	94	111	89	220
	51%	49%	54%	47%	50%	52%	49%	54%	50%	48%	50%	51%

MJ7_2. (I prefer instant messaging over email when I want a quick response) Do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted												
	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I prefer instant messaging over email when I want a quick response												
Agree strongly	165 27%	19 25%	19 33%	9 27%	66 28%	37 23%	15 30%	64 33%	43 23%	58 25%	47 26%	118 27%
								H				
Agree somewhat	204 33%	29 39%	17 29%	6 18%	72 31%	56 35%	23 48%	72 37%	72 38%	61 26%	65 36%	140 32%
								I	I			
Disagree somewhat	149 24%	12 16%	14 23%	12 33%	54 23%	49 31%	9 18%	36 18%	50 27%	63 27%	39 22%	110 25%
								A	G	G		
Disagree strongly	93 15%	15 20%	9 15%	8 23%	41 18%	18 11%	2 4%	23 12%	23 12%	47 21%	28 16%	65 15%
										GH		
Summary												
Top2Box - Agree	370 60%	48 64%	36 62%	16 44%	138 59%	93 58%	38 77%	136 70%	114 61%	119 52%	112 63%	258 60%
								CDE	I			
Low2Box - Agree	242 40%	27 36%	23 38%	20 56%	94 41%	67 42%	11 23%	58 30%	73 39%	110 48%	67 37%	175 40%
								G	G	GH		

MSN Hotmail

Detailed tables

MJ7_3. (I use less formal language when writing emails now than when I first started using it) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I use less formal language when writing emails now than when I first started using it												
Agree strongly	73	8	14	3	28	11	8	27	20	26	18	55
	12%	11%	24% ACDE	9%	12%	7%	17% E	14%	11%	12%	10%	13%
Agree somewhat	222	28	21	13	98	38	23	72	71	79	69	154
	36%	37% E	36% E	37%	42% E	24%	47% E	37%	38%	35%	38%	35%
Disagree somewhat	206	27	15	14	74	63	14	60	63	83	62	144
	34%	36%	25%	38%	32%	39% B	29%	31%	34%	36%	35%	33%
Disagree strongly	110	12	9	6	32	47	4	36	34	40	30	80
	18%	16%	15%	17%	14%	29% ABDF	7%	18%	18%	17%	17%	18%
Summary												
Top2Box - Agree	295	36	35	16	126	50	32	99	91	106	87	208
	48%	48% E	60% E	46%	54% E	31%	64% E	51%	48%	46%	49%	48%
Low2Box - Agree	316	39	24	19	106	110	18	96	97	123	91	224
	52%	52%	40%	54%	46%	69% ABDF	36%	49%	52%	54%	51%	52%

MJ7_4. (I use my email as a personal information manager and organizer) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I use my email as a personal information manager and organizer												
Agree strongly	92	13	7	5	40	19	7	28	28	35	20	71
	15%	17%	12%	14%	17%	12%	15%	14%	15%	16%	11%	17%
Agree somewhat	261	36	28	14	108	56	19	85	79	97	77	184
	43%	48%	48%	39%	47%	35%	39%	44%	42%	42%	43%	43%
Disagree somewhat	195	E	E	E	E	E	E	E	E	E	E	E
	32%	23	17	13	58	63	20	61	59	75	59	136
Disagree strongly	63	4	6	4	26	22	2	20	22	22	23	41
	10%	5%	10%	11%	11%	14%	4%	10%	11%	9%	13%	9%
Summary												
Top2Box - Agree	353	49	35	19	149	74	27	113	107	132	97	256
	58%	65%	60%	53%	64%	46%	54%	58%	57%	58%	54%	59%
Low2Box - Agree	259	E	E	E	E	E	E	E	E	E	E	E
	42%	26	24	17	84	86	23	81	80	97	82	177
		35%	40%	47%	36%	54%	46%	42%	43%	42%	46%	41%

MJ7_5. (I keep one Web-based email account that will remain consistent throughout job changes, home relocation or changes to my ISP provider) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account	784	85	87	47	273	230	62	250	243	291	224	560
Weighted	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I keep one Web-based email account that will remain consistent throughout job changes, home relocation or changes to my ISP provider												
Agree strongly	279 46%	31 41%	29 49%	17 49%	109 47%	76 48%	17 34%	85 43%	95 51%	99 43%	81 46%	198 46%
Agree somewhat	235 39%	31 41%	20 34%	14 39%	77 33%	69 43%	25 51%	76 39%	70 37%	90 39%	67 38%	168 39%
Disagree somewhat	63 10%	9 13%	4 7%	4 10%	33 14%	8 5%	4 8%	20 10%	15 8%	28 12%	20 11%	43 10%
Disagree strongly	34 6%	4 6%	5 9%	1 2%	13 6%	7 4%	3 7%	15 8%	7 4%	12 5%	10 5%	24 6%
Summary												
Top2Box - Agree	515 84%	61 82%	49 83%	31 88%	186 80%	145 91%	42 85%	160 82%	165 88%	189 83%	149 83%	366 85%
Low2Box - Agree	96 16%	14 18%	10 17%	4 12%	47 20%	15 9%	7 15%	34 18%	22 12%	40 17%	30 17%	67 15%

MJ7_6. (I use my email to archive important messages, documents and photos) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted												
	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I use my email to archive important messages, documents and photos												
Agree strongly	167 27%	20 27%	18 30%	13 37% F	61 26%	46 29%	9 17%	53 27%	54 29%	60 26%	41 23%	126 29%
	299 49%	35 47%	24 41%	14 38%	119 51%	81 51%	26 53%	97 50%	93 49%	109 48%	94 52%	205 47%
Disagree somewhat	106 17%	15 20%	12 21%	6 17%	40 17%	23 14%	10 21%	29 15%	33 17%	44 19%	35 19%	71 16%
Disagree strongly	40 6%	5 7%	5 8%	3 9%	12 5%	10 6%	4 9%	16 8%	8 4%	16 7%	10 5%	30 7%
Summary												
Top2Box - Agree	466 76%	55 74%	42 71%	27 75%	180 77%	127 80%	35 70%	150 77%	147 79%	169 74%	134 75%	331 77%
Low2Box - Agree	145 24%	20 26%	17 29%	9 25%	52 23%	32 20%	15 30%	45 23%	40 21%	60 26%	44 25%	101 23%

MJ7. (Top2box Summary) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I prefer to use email for more formal means of communication like applying for jobs and interactions with a superior	302	38	27	19	116	76	25	90	93	118	89	212
	49%	51%	46%	53%	50%	48%	51%	46%	50%	52%	50%	49%
I prefer instant messaging over email when I want a quick response	370	48	36	16	138	93	38	136	114	119	112	258
	60%	64% C	62%	44%	59%	58%	77% CDE	70% HI	61% I	52%	63%	60%
I use less formal language when writing emails now than when I first started using it	295	36	35	16	126	50	32	99	91	106	87	208
	48%	48% E	60% E	46%	54% E	31%	64% E	51%	48%	46%	49%	48%
I use my email as a personal information manager and organizer	353	49	35	19	149	74	27	113	107	132	97	256
	58%	65% E	60% E	53%	64% E	46%	54%	58%	57%	58%	54%	59%
I keep one Web-based email account that will remain consistent throughout job changes, home relocation or changes to my ISP provider	515	61	49	31	186	145	42	160	165	189	149	366
	84%	82%	83%	88%	80%	91% AD	85%	82%	88%	83%	83%	85%
I use my email to archive important messages, documents and photos	466	55	42	27	180	127	35	150	147	169	134	331
	76%	74%	71%	75%	77%	80%	70%	77%	79%	74%	75%	77%

MJ7. (Low2box Summary) Do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account Weighted	784	85	87	47	273	230	62	250	243	291	224	560
	611	75*	59*	36*	232	160	49*	195	187	229	178	433
I prefer to use email for more formal means of communication like applying for jobs and interactions with a superior	310	37	32	17	116	83	24	105	94	111	89	220
	51%	49%	54%	47%	50%	52%	49%	54%	50%	48%	50%	51%
I prefer instant messaging over email when I want a quick response	242	27	23	20	94	67	11	58	73	110	67	175
	40%	36%	38%	56% AF	41% F	42% F	23%	30%	39% G	48% GH	37%	40%
I use less formal language when writing emails now than when I first started using it	316	39	24	19	106	110	18	96	97	123	91	224
	52%	52%	40%	54%	46%	69% ABDF	36%	49%	52%	54%	51%	52%
I use my email as a personal information manager and organizer	259	26	24	17	84	86	23	81	80	97	82	177
	42%	35%	40%	47%	36%	54% ABD	46%	42%	43%	42%	46%	41%
I keep one Web-based email account that will remain consistent throughout job changes, home relocation or changes to my ISP provider	96	14	10	4	47	15	7	34	22	40	30	67
	16%	18% E	17%	12%	20% E	9%	15%	18%	12%	17%	17%	15%
I use my email to archive important messages, documents and photos	145	20	17	9	52	32	15	45	40	60	44	101
	24%	26%	29%	25%	23%	20%	30%	23%	21%	26%	25%	23%

MJ8. Which of the following applies to you? Over the past 10 years, I have...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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: Have Hotmail account	784	85	87	47	273	230	62	250	243	291	224	560
Weighted	611	75*	59*	36*	232	160	49*	195	187	229	178	433
Changed hair colour	276 45%	34 45%	28 47%	18 51%	106 46%	70 44%	20 41%	79 41%	92 49%	105 46%	90 50%	187 43%
Moved into a new home or apartment	430 70%	55 74%	43 72%	24 68%	167 72%	111 69%	31 62%	147 75%	128 68%	155 68%	135 76%	295 68%
Owned more than one car	366 60%	44 59%	42 72% DE	26 72% E	134 58%	87 55%	32 66%	72 37%	115 62% G	178 78% GH	121 68% K	245 57%
Been in more than one relationship	263 43%	34 45%	21 35%	14 39%	90 39%	79 50% BD	25 51%	95 49% I	85 45% I	82 36%	71 40%	191 44%
Lived in more than one town/city/province	282 46%	41 55% CE	27 46%	12 33%	113 49%	66 41%	23 47%	100 51% I	87 46%	95 42%	85 47%	197 46%
Changed a telephone number	368 60%	54 72% CEF	38 64% C	15 42%	150 65% CE	84 53%	26 53%	132 68% HI	106 57%	130 57%	109 61%	259 60%
Held more than one job	347 57%	46 62%	39 66% E	18 51%	137 59%	80 50%	26 53%	113 58%	109 58%	126 55%	105 59%	242 56%
Changed Hotmail address	142 23%	18 25%	15 26%	9 26%	50 22%	38 24%	10 20%	37 19%	48 26%	56 25%	36 20%	106 24%
None of the above	31 5%	3 3%	5 8%	0 -	11 5%	10 6%	2 5%	15 8% I	12 6% I	3 1%	7 4%	24 6%