

High Road Communications

Table of Contents

Q11. Which of the following activities do you conduct on the Internet?	1
Q12. How old were you when you got your first e-mail address?.....	2
Q13. Focusing specifically on a personal email account that is not affiliated with your business or employer, how many years have you been using this account?.....	3
Q14. How many email addresses do you maintain?.....	5
Q15. I would describe my email alias/login ID as	6
Q16. Focusing specifically on a personal email account that is not affiliated with your business or employer, how would you describe the email alias/login ID?.....	7
Q17. If you have ever changed your email address, which of the following would be reasons why you changed addresses?	8
Q18. Which of the following applies to you?	9
Q19_1. (I have used a search engine to see what comes up when I search my own name) What is the extent to which you agree or disagree with the following statements?	10
Q19_2. (When I am online I am conscious of the impact my activities could have on my image) What is the extent to which you agree or disagree with the following statements?	11
Q19_3. (When I am online I like to keep my private life separate from my professional life) What is the extent to which you agree or disagree with the following statements?	12
Q19_4. (I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation) What is the extent to which you agree or disagree with the following statements?	13
Q19_5. (I have seen pictures of myself on the Internet that I have not posted myself) What is the extent to which you agree or disagree with the following statements?.....	14
Q19. (Top2box - Agree Summary) What is the extent to which you agree or disagree with the following statements?	15
Q19. (Low2box - Disagree Summary) What is the extent to which you agree or disagree with the following statements?	16
Q110_1. (I am hoping to take my career to the next level and would like to use the Internet to promote myself) What is the extent to which you agree or disagree with the following statements?.....	17
Q110_2. (I have used the Internet to promote myself and have carefully constructed a message and strategy) What is the extent to which you agree or disagree with the following statements?	18
Q110_3. (I have used the Internet to promote myself for personal or professional gain) What is the extent to which you agree or disagree with the following statements?.....	19
Q110_4. (I have joined a social networking site to network with others and promote myself) What is the extent to which you agree or disagree with the following statements?	20
Q110_5. (I don't know how to use the Internet to promote myself or my career) What is the extent to which you agree or disagree with the following statements?	21
Q110. (Top2box - Agree Summary) What is the extent to which you agree or disagree with the following statements?	22
Q110. (Low2box - Disagree Summary) What is the extent to which you agree or disagree with the following statements?	23
Q111. When you want to catch up with an old friend or colleague, which of the following methods of communication are you most likely to use?:	24

High Road Communications

Q11. Which of the following activities do you conduct on the Internet?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
Personal Communications (Email, Instant Messaging)	940	447	492	258	381	301	91	214	481	154
	93%	90%	95% A	87%	95% C	97% C	91%	92%	93%	97% FG
Blogging	74	42	32	44	23	7	6	9	45	14
	7%	8%	6%	15% DE	6%	2%	6%	4%	9%	9%
Social networking sites (Facebook, LinkedIn, Windows Live Spaces or online dating sites)	421	189	233	183	180	59	35	95	232	60
	42%	38%	45%	62% DE	45% E	19%	35%	41%	45%	38%
Research and entertainment (Downloading music, video)	598	292	307	229	228	141	50	138	307	104
	59%	59%	59%	77% DE	57% E	45%	51%	59%	59%	65% F
Photo sharing	383	166	216	128	131	124	31	83	195	74
	38%	34%	42%	43%	33%	40%	31%	36%	37%	47% FG
Storing files and important documents	380	169	211	93	142	145	27	79	214	61
	38%	34%	41%	31%	35%	47% CD	27%	34%	41% F	38%
None of the above	44	34	10	28	10	5	6	8	30	0
	4%	7% B	2%	10% DE	2%	2%	6% I	3% I	6% I	-

Detailed tables

High Road Communications

Q12. How old were you when you got your first e-mail address?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
Under 10 years old	11 1%	8 2%	3 1%	11 4% DE	0 -	0 -	2 2%	1 0	6 1%	2 1%
10/17/2007	166 16%	85 17%	81 16%	163 55% DE	3 1%	1 0	9 9%	26 11%	106 20% FG	25 16%
18-25	166 16%	88 18%	78 15%	106 36% DE	60 15% E	0 -	7 7%	40 17% F	77 15%	42 27% FGH
26-35	186 18%	97 20%	89 17%	18 6% E	163 41% CE	5 2%	17 17%	37 16%	101 19%	31 20%
36-45	189 19%	86 17%	103 20%	0 -	143 35% CE	46 15% C	18 18%	52 22%	92 18%	27 17%
45 years old or older	293 29%	131 26%	162 31%	0 -	34 8% C	259 83% CD	46 47% GHI	77 33% I	139 27%	31 20%

Detailed tables

Q13. Focusing specifically on a personal email account that is not affiliated with your business or employer, how many years have you been using this account?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
1	60 6%	20 4%	40 8%	13 5%	28 7%	18 6%	7 7%	20 9%	29 5%	5 3%
2	61 6%	33 7%	28 5%	21 7%	32 8%	9 3%	17 17% GHI	18 8% I	23 4%	4 2%
3	66 6%	30 6%	35 7%	19 6%	33 8%	14 4%	7 7%	15 6%	35 7%	9 6%
4	77 8%	42 8%	35 7%	19 6%	46 11% E	12 4%	4 4%	15 6%	54 10% I	4 3%
5	97 10%	41 8%	56 11%	28 9%	36 9%	34 11%	7 7%	35 15% H	41 8%	15 9%
6	89 9%	45 9%	45 9%	18 6%	40 10%	31 10%	19 19% GHI	22 10% F	38 7%	10 6%
7	95 9%	45 9%	50 10%	42 14%	29 7%	24 8%	2 2%	30 13% F	46 9%	17 11% F
8	105 10%	64 13%	42 8%	54 18% DE	26 6%	26 8%	12 12%	19 8%	65 12%	9 6%
9	51 5%	28 6%	23 5%	15 5%	24 6%	12 4%	3 3%	15 6%	22 4%	11 7%
10	148 15%	65 13%	84 16%	43 14%	53 13%	52 17%	11 11%	20 9%	84 16% G	34 21% G
11	21 2%	13 3%	7 1%	4 1%	9 2%	8 3%	1 1%	1 1%	12 2%	6 4% G
12	35 3%	18 4%	17 3%	9 3%	10 2%	15 5%	4 5% G	2 1%	16 3%	12 7% G
13	21 2%	12 2%	9 2%	5 2%	11 3%	4 1%	2 2%	5 2%	12 2%	2 1%
14	12 1%	4 1%	8 2%	3 1%	3 1%	6 2%	1 1%	1 0	7 1%	3 2%

High Road Communications

Detailed tables

Q13. Focusing specifically on a personal email account that is not affiliated with your business or employer, how many years have you been using this account?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
15	37 4%	16 3%	22 4%	2 1%	10 2%	26 8% CD	2 2%	9 4%	20 4%	7 4%
16	4 0	1 0	3 1%	0 -	0 -	4 1%	0 -	0 -	1 0	3 2%
17	3 0	3 1%	1 0	0 -	3 1%	0 -	0 -	1 1%	1 0	1 0
18	9 1%	6 1%	3 1%	2 1%	4 1%	3 1%	1 1%	2 1%	4 1%	2 1%
19	2 0	1 0	1 0	0 -	1 0	1 0	1 1%	0 -	1 0	0 -
20	17 2%	10 2%	7 1%	0 -	4 1%	13 4% C	1 1%	3 1%	8 1%	5 3%
Summary										
1 to 5 years	361 36%	166 34%	195 38%	99 33%	175 43% E	87 28%	41 41% I	102 44% I	182 35% I	37 23%
6 to 10 years	490 48%	246 50%	244 47%	173 58% DE	173 43%	145 46%	47 47%	106 46%	255 49%	82 52%
More than 10 years	160 16%	83 17%	77 15%	26 9%	55 14%	80 26% CD	12 12%	25 11%	83 16%	40 25% FGH

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
One	333 33%	154 31%	179 35%	54 18%	129 32%	150 48%	52 53% HI	102 44% HI	149 29%	30 19%
Two	352 35%	141 29%	211 41%	113 38%	134 33%	105 34%	31 31%	76 33%	183 35%	62 39%
Three	220 22%	141 29%	79 15%	80 27%	105 26%	34 11%	9 9%	37 16%	135 26%	39 25%
Four or more	106 10%	58 12%	48 9%	50 17%	34 8%	22 7%	7 7%	18 8%	53 10%	28 17%
				DE					FG	FG

High Road Communications

Q15. I would describe my email alias/login ID as ...

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
Professional/Business: (My name, my company, etc.)	234	121	112	94	96	44	10	31	132	60
	23%	25%	22%	32% E	24% E	14%	10%	13%	25% FG	38% FGH
Personal (A variation of my name, a nickname, a personality trait, a fun or suggestive name, etc.)	784	380	404	223	321	241	77	190	399	118
	78%	77%	78%	75%	80%	77%	78%	82%	77%	74%
Community (Reflects my personal interests, hobbies, etc.)	95	54	41	33	33	29	14	20	47	14
	9%	11%	8%	11%	8%	9%	14%	8%	9%	9%
Other	131	65	65	53	45	33	12	22	73	24
	13%	13%	13%	18%	11%	10%	12%	9%	14%	15%
I don't have an email account	13	4	9	0	4	9	2	4	6	1
	1%	1%	2%	-	1%	3% C	2%	2%	1%	0

Detailed tables

Q16. Focusing specifically on a personal email account that is not affiliated with your business or employer, how would you describe the email alias/login ID?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I use my name	421 42%	214 43%	206 40%	117 39%	157 39%	146 47%	34 34%	87 37%	228 44%	72 46%
I was unable to get my real name so it's a variation of it	170 17%	80 16%	90 17%	49 17%	68 17%	53 17%	9 9%	38 16%	81 16%	42 26% FGH
I use a fun word or name that reflects my interests, hobbies, etc.	235 23%	131 26%	104 20%	75 25%	102 25%	58 19%	25 25%	55 24%	126 24%	29 19%
I use a fun word or name that represents an image I would like to portray online	135 13%	55 11%	80 15%	52 17%	46 12%	37 12%	14 14%	34 15%	67 13%	19 12%
Other	196 19%	93 19%	103 20%	72 24% E	78 19%	47 15%	22 22%	47 20%	98 19%	29 18%
I don't have a personal email account	15 2%	5 1%	10 2%	1 0	8 2%	7 2%	2 2%	4 2%	6 1%	3 2%

Q17. If you have ever changed your email address, which of the following would be reasons why you changed addresses?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I moved or changed Internet Service Providers (ISP)	283	169	114	53	143	87	21	60	153	49
	28%	34% B	22%	18%	36% C	28% C	21%	26%	29%	31%
I switched from an ISP-based email account to web-based email so I could access it anywhere	64	37	27	19	26	19	5	10	35	15
	6%	8%	5%	6%	6%	6%	5%	4%	7%	10% G
I wanted to portray a more professional image	79	40	39	63	13	3	4	6	55	14
	8%	8%	7%	21% DE	3%	1%	5%	3%	11% G	9% G
I wanted something that more accurately represented my current interests or hobbies	59	31	28	29	21	10	8	21	26	4
	6%	6%	5%	10% E	5%	3%	8%	9% I	5%	3%
Other	155	77	78	69	51	35	14	27	87	28
	15%	16%	15%	23% DE	13%	11%	14%	11%	17%	18%
I have never changed my email address	487	209	277	122	191	173	55	124	230	78
	48%	42%	54% A	41%	48%	56% C	55%	53%	44%	49%

Q18. Which of the following applies to you?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I regret the email alias/login ID I have chosen	23	14	9	9	9	6	2	7	15	0
	2%	3%	2%	3%	2%	2%	2%	3% I	3%	-
I would change my email alias/login ID if I could get my first request	37	15	22	13	14	11	8	8	19	2
	4%	3%	4%	4%	3%	3%	8% I	3%	4%	1%
I no longer use the email address I used when I was younger because I feel like my email alias/login ID no longer reflects my personality	24	11	14	17	5	2	3	2	17	2
	2%	2%	3%	6% DE	1%	1%	3%	1%	3%	1%
I feel like I have outgrown my email alias/login ID but still maintain it so I do not lose touch with my old friends	101	62	38	37	43	20	6	14	73	8
	10%	13%	7%	12%	11%	7%	6%	6%	14% GI	5%
I am happy with my email alias/login ID	754	354	400	215	294	244	82	183	360	129
	75%	71%	77%	72%	73%	78%	82% H	78% H	69%	82% H
None	148	76	72	51	54	43	8	31	87	22
	15%	15%	14%	17%	13%	14%	8%	13%	17%	14%

Q19_1. (I have used a search engine to see what comes up when I search my own name) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have used a search engine to see what comes up when I search my own name										
Strongly agree	334 33%	177 36%	157 30%	127 43% DE	118 29%	88 28%	19 19%	59 26%	177 34% F	79 50% FGH
Somewhat agree	267 26%	142 29%	125 24%	78 26%	119 30%	69 22%	22 22%	63 27%	143 28%	39 24%
Somewhat disagree	159 16%	86 17%	73 14%	44 15%	59 15%	55 18%	14 14%	31 13%	96 18%	19 12%
Strongly disagree	251 25%	91 18%	160 31% A	48 16%	105 26%	99 32% C	45 45% HI	80 34% HI	105 20%	22 14%
Summary										
Top2Box - Agree	601 59%	319 64% B	282 55%	206 69% E	238 59%	157 51%	41 41%	123 53%	320 62% F	117 74% FGH
Low2Box - Disagree	410 41%	176 36%	234 45% A	92 31%	164 41%	154 49% C	59 59% HI	110 47% I	200 38% I	41 26%

Q19_2. (When I am online I am conscious of the impact my activities could have on my image) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
When I am online I am conscious of the impact my activities could have on my image										
Strongly agree	305 30%	114 23%	191 37% A	80 27%	114 28%	111 36%	28 28%	73 31%	152 29%	51 32%
Somewhat agree	459 45%	235 47%	225 44%	146 49%	182 45%	131 42%	40 40%	99 43%	237 46%	83 53%
Somewhat disagree	173 17%	109 22% B	65 13%	54 18%	79 20%	40 13%	15 15%	39 17%	101 19%	19 12%
Strongly disagree	74 7%	38 8%	36 7%	17 6%	27 7%	29 9%	16 16% HI	22 9% I	31 6%	5 3%
Summary										
Top2Box - Agree	764 76%	348 70%	416 81% A	226 76%	296 74%	242 78%	68 69%	172 74%	389 75%	135 85% FGH
Low2Box - Disagree	247 24%	147 30% B	100 19%	71 24%	106 26%	69 22%	31 31% I	61 26% I	132 25% I	24 15%

Q19_3. (When I am online I like to keep my private life separate from my professional life) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
When I am online I like to keep my private life separate from my professional life										
Strongly agree	501 50%	227 46%	274 53%	108 36%	208 52% C	184 59% C	52 52%	118 51%	235 45%	96 61% H
Somewhat agree	377 37%	192 39%	185 36%	125 42% E	156 39%	96 31%	28 28%	88 38%	212 41%	48 30%
Somewhat disagree	106 10%	61 12%	45 9%	55 18% DE	30 7%	22 7%	11 11%	18 8%	65 12%	12 8%
Strongly disagree	27 3%	15 3%	12 2%	10 3%	8 2%	9 3%	9 9% HI	8 4%	8 2%	2 1%
Summary										
Top2Box - Agree	878 87%	419 85%	459 89%	233 78%	364 91% C	280 90% C	80 80%	206 89%	447 86%	144 91% F
Low2Box - Disagree	133 13%	77 15%	57 11%	65 22% DE	38 9%	31 10%	20 20% I	27 11%	73 14%	14 9%

Q19_4. (I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation										
Strongly agree	532 53%	241 49%	291 56%	93 31%	234 58% C	205 66% C	55 56%	131 56%	260 50%	86 54%
Somewhat agree	328 32%	167 34%	161 31%	124 42% E	123 31%	81 26%	28 28%	71 31%	176 34%	53 34%
Somewhat disagree	113 11%	64 13%	48 9%	65 22% DE	29 7%	19 6%	7 7%	21 9%	67 13%	17 11%
Strongly disagree	39 4%	23 5%	16 3%	15 5%	17 4%	7 2%	9 9% HI	9 4%	18 3%	2 1%
Summary										
Top2Box - Agree	860 85%	408 82%	452 88%	217 73%	357 89% C	286 92% C	83 84%	202 87%	435 84%	139 88%
Low2Box - Disagree	151 15%	87 18%	64 12%	80 27% DE	46 11%	25 8%	16 16%	31 13%	85 16%	19 12%

Q19_5. (I have seen pictures of myself on the Internet that I have not posted myself) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have seen pictures of myself on the Internet that I have not posted myself										
Strongly agree	96 10%	51 10%	46 9%	73 25% DE	12 3%	11 4%	6 6%	14 6%	59 11%	17 11%
Somewhat agree	105 10%	50 10%	56 11%	56 19% DE	35 9%	14 5%	7 7%	31 13%	50 10%	17 11%
Somewhat disagree	130 13%	66 13%	64 12%	45 15%	54 13%	30 10%	17 17%	30 13%	60 12%	23 15%
Strongly disagree	680 67%	329 66%	351 68%	123 41%	301 75% C	256 82% C	69 70%	158 68%	352 68%	101 64%
Summary										
Top2Box - Agree	201 20%	100 20%	101 20%	129 43% DE	47 12%	25 8%	13 13%	46 20%	108 21%	35 22%
Low2Box - Disagree	810 80%	395 80%	415 80%	168 57%	355 88% C	286 92% C	86 87%	187 80%	412 79%	124 78%

Q19. (Top2box - Agree Summary) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have used a search engine to see what comes up when I search my own name	601	319	282	206	238	157	41	123	320	117
	59%	64% B	55%	69% E	59%	51%	41%	53%	62% F	74% FGH
When I am online I am conscious of the impact my activities could have on my image	764	348	416	226	296	242	68	172	389	135
	76%	70%	81% A	76%	74%	78%	69%	74%	75%	85% FGH
When I am online I like to keep my private life separate from my professional life	878	419	459	233	364	280	80	206	447	144
	87%	85%	89%	78%	91% C	90% C	80%	89%	86%	91% F
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation	860	408	452	217	357	286	83	202	435	139
	85%	82%	88%	73%	89% C	92% C	84%	87%	84%	88%
I have seen pictures of myself on the Internet that I have not posted myself	201	100	101	129	47	25	13	46	108	35
	20%	20%	20%	43% DE	12%	8%	13%	20%	21%	22%

High Road Communications

Detailed tables

Q19. (Low2box - Disagree Summary) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have used a search engine to see what comes up when I search my own name	410	176	234	92	164	154	59	110	200	41
	41%	36%	45% A	31%	41%	49% C	59% HI	47% I	38% I	26%
When I am online I am conscious of the impact my activities could have on my image	247	147	100	71	106	69	31	61	132	24
	24%	30% B	19%	24%	26%	22%	31% I	26% I	25% I	15%
When I am online I like to keep my private life separate from my professional life	133	77	57	65	38	31	20	27	73	14
	13%	15%	11%	22% DE	9%	10%	20% I	11%	14%	9%
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation	151	87	64	80	46	25	16	31	85	19
	15%	18%	12%	27% DE	11%	8%	16%	13%	16%	12%
I have seen pictures of myself on the Internet that I have not posted myself	810	395	415	168	355	286	86	187	412	124
	80%	80%	80%	57%	88% C	92% C	87%	80%	79%	78%

Q110_1. (I am hoping to take my career to the next level and would like to use the Internet to promote myself) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I am hoping to take my career to the next level and would like to use the Internet to promote myself										
Strongly agree	69 7%	40 8%	29 6%	31 10% E	27 7%	12 4%	9 9%	17 7%	34 7%	9 6%
Somewhat agree	199 20%	120 24% B	79 15%	71 24% E	107 27% E	21 7%	14 14%	28 12%	119 23% G	39 24% G
Somewhat disagree	262 26%	132 27%	129 25%	93 31% E	102 25%	66 21%	15 15%	63 27% F	137 26%	47 29% F
Strongly disagree	481 48%	203 41%	279 54% A	103 35%	166 41%	212 68% CD	61 62% HI	125 53% I	231 44%	64 41%
Summary										
Top2Box - Agree	268 27%	160 32% B	108 21%	102 34% E	133 33% E	33 11%	23 23%	45 19%	153 29% G	47 30% G
Low2Box - Disagree	743 73%	335 68%	408 79% A	196 66%	269 67%	278 89% CD	76 77%	188 81% HI	368 71%	111 70%

Q110_2. (I have used the Internet to promote myself and have carefully constructed a message and strategy) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have used the Internet to promote myself and have carefully constructed a message and strategy										
Strongly agree	35 3%	17 3%	18 3%	20 7% E	11 3%	4 1%	7 7%	6 3%	15 3%	7 4%
Somewhat agree	136 13%	78 16%	58 11%	50 17%	56 14%	30 10%	5 5%	34 15% F	70 13%	26 17% F
Somewhat disagree	282 28%	153 31%	129 25%	105 35% E	113 28%	64 21%	15 15%	55 24%	156 30% F	55 35% FG
Strongly disagree	559 55%	248 50%	311 60% A	123 41%	223 55% C	214 69% CD	72 72% GHI	138 59% I	280 54%	70 44%
Summary										
Top2Box - Agree	170 17%	95 19%	75 15%	70 23% E	67 17%	34 11%	12 12%	40 17%	85 16%	33 21%
Low2Box - Disagree	841 83%	400 81%	440 85%	228 77%	335 83%	278 89% C	87 88%	193 83%	436 84%	125 79%

Q110_3. (I have used the Internet to promote myself for personal or professional gain) What is the extent to which you agree or disagree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have used the Internet to promote myself for personal or professional gain										
Strongly agree	58 6%	28 6%	30 6%	32 11% E	18 4%	9 3%	9 9%	9 4%	28 5%	13 8%
Somewhat agree	172 17%	96 19%	75 15%	76 26% E	66 16%	29 9%	6 6%	35 15% F	95 18% F	35 22% F
Somewhat disagree	250 25%	137 28%	113 22%	79 27% E	119 30% E	52 17%	14 14%	52 22%	141 27% F	43 27% F
Strongly disagree	531 53%	233 47%	297 58% A	111 37%	200 50% C	221 71% CD	71 71% GHI	136 58% I	256 49%	68 43%
Summary										
Top2Box - Agree	230 23%	124 25%	106 20%	108 36% DE	84 21% E	38 12%	15 15%	45 19%	123 24%	48 30% FG
Low2Box - Disagree	781 77%	371 75%	410 80%	189 64%	318 79% C	273 88% CD	85 85% I	188 81% I	397 76%	111 70%

Q110_4. (I have joined a social networking site to network with others and promote myself) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I have joined a social networking site to network with others and promote myself										
Strongly agree	64 6%	25 5%	39 8%	41 14% DE	17 4%	6 2%	5 5%	10 4%	36 7%	13 8%
Somewhat agree	185 18%	104 21%	80 16%	75 25% E	88 22% E	21 7%	10 10%	30 13%	116 22% FG	28 18%
Somewhat disagree	230 23%	114 23%	116 22%	79 27%	91 23%	60 19%	17 17%	65 28%	118 23%	31 19%
Strongly disagree	532 53%	251 51%	281 54%	103 34%	206 51% C	224 72% CD	67 68% GH	128 55%	250 48%	87 55%
Summary										
Top2Box - Agree	249 25%	129 26%	119 23%	116 39% DE	105 26% E	27 9%	15 15%	41 17%	153 29% FG	41 26%
Low2Box - Disagree	762 75%	366 74%	396 77%	182 61%	297 74% C	284 91% CD	85 85% H	192 83% H	368 71%	118 74%

Q10_5. (I don't know how to use the Internet to promote myself or my career) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I don't know how to use the Internet to promote myself or my career										
Strongly agree	123 12%	47 9%	76 15%	23 8%	44 11%	56 18% C	20 20% HI	33 14%	55 11%	15 9%
Somewhat agree	248 24%	116 23%	132 26%	65 22%	113 28%	70 22%	27 28%	67 29% I	124 24%	29 18%
Somewhat disagree	295 29%	144 29%	150 29%	102 34%	107 27%	85 27%	20 20%	66 29%	152 29%	56 35% F
Strongly disagree	346 34%	189 38%	157 31%	107 36%	138 34%	101 32%	32 33%	66 28%	189 36%	58 37%
Summary										
Top2Box - Agree	370 37%	162 33%	208 40%	88 30%	157 39%	125 40% C	47 47% HI	101 43% I	178 34%	44 28%
Low2Box - Disagree	641 63%	333 67%	308 60%	210 70% E	245 61%	186 60%	52 53%	132 57%	342 66% F	114 72% FG

High Road Communications

Detailed tables

Q110. (Top2box - Agree Summary) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I am hoping to take my career to the next level and would like to use the Internet to promote myself	268	160	108	102	133	33	23	45	153	47
	27%	32% B	21%	34% E	33% E	11%	23%	19%	29% G	30% G
I have used the Internet to promote myself and have carefully constructed a message and strategy	170	95	75	70	67	34	12	40	85	33
	17%	19%	15%	23% E	17%	11%	12%	17%	16%	21%
I have used the Internet to promote myself for personal or professional gain	230	124	106	108	84	38	15	45	123	48
	23%	25%	20%	36% DE	21% E	12%	15%	19%	24%	30% FG
I have joined a social networking site to network with others and promote myself	249	129	119	116	105	27	15	41	153	41
	25%	26%	23%	39% DE	26% E	9%	15%	17%	29% FG	26%
I don't know how to use the Internet to promote myself or my career	370	162	208	88	157	125	47	101	178	44
	37%	33%	40%	30%	39%	40% C	47% HI	43% I	34%	28%

Q110. (Low2box - Disagree Summary) What is the extent to which you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
I am hoping to take my career to the next level and would like to use the Internet to promote myself	743	335	408	196	269	278	76	188	368	111
	73%	68%	79%	66%	67%	89%	77%	81%	71%	70%
		A				CD		HI		
I have used the Internet to promote myself and have carefully constructed a message and strategy	841	400	440	228	335	278	87	193	436	125
	83%	81%	85%	77%	83%	89%	88%	83%	84%	79%
						C				
I have used the Internet to promote myself for personal or professional gain	781	371	410	189	318	273	85	188	397	111
	77%	75%	80%	64%	79%	88%	85%	81%	76%	70%
					C	CD	I	I		
I have joined a social networking site to network with others and promote myself	762	366	396	182	297	284	85	192	368	118
	75%	74%	77%	61%	74%	91%	85%	83%	71%	74%
					C	CD	H	H		
I don't know how to use the Internet to promote myself or my career	641	333	308	210	245	186	52	132	342	114
	63%	67%	60%	70%	61%	60%	53%	57%	66%	72%
				E				F	FG	

High Road Communications

Detailed tables

Q111. When you want to catch up with an old friend or colleague, which of the following methods of communication are you most likely to use?:

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1011	438	573	285	371	355	101	268	489	153
Weighted	1011	495	516	297	402	311	99*	233	520	158
Email, Instant Messaging or social networking sites	455	195	260	198	145	112	35	102	237	81
	45%	39%	50% A	66% DE	36%	36%	35%	44%	45%	51% F
The phone	448	237	211	73	205	171	52	104	230	63
	44%	48%	41%	25%	51% C	55% C	52%	44%	44%	40%
Face-to-face communications	108	63	45	27	53	28	13	27	54	14
	11%	13%	9%	9%	13%	9%	13%	12%	10%	9%