

High Road Communications

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Detailed tables

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base; ** 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: All respondents												
	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
Personal Communications (Email, Instant Messaging)												
	940	118	96	65	371	217	72	273	280	386	259	681
	93%	84%	98% E	97%	95% E	91%	94%	93%	94%	92%	94%	92%
Blogging												
	74 7%	3 2%	7 7%	5 7%	36 9%	15 6%	8 11%	19 6%	27 9%	28 7%	26 10%	47 6%
Social networking sites (Facebook, LinkedIn, Windows Live Spaces or online dating sites)												
	421	65	50	24	190	58	36	146	118	157	136	285
	42%	46%	51% E	36%	49% E	24%	47% E	50%	39%	38%	50% K	39%
Research and entertainment (Downloading music, video)												
	598	63	60	45	266	123	41	156	180	263	183	415
	59%	45%	62%	66% E	68% EF	51%	54%	53%	60%	63%	67% K	56%
Photo sharing												
	383 38%	47 33%	34 35%	21 31%	173 45% E	76 32%	30 40%	94 32%	117 39%	171 41%	112 41%	270 37%
Storing files and important documents												
	380 38%	45 32%	31 32%	24 36%	162 42%	94 39%	24 32%	98 33%	111 37%	170 41%	93 34%	287 39%
None of the above												
	44 4%	21 15%	0 -	2 3%	11 3%	7 3%	3 4% B	14 5%	6 2%	24 6% H	4 2%	39 5% J

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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 - J/K
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	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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
Under 10 years old	11 1%	1 0	1 1%	2 3% E	6 2%	0 -	1 2% E	5 2%	3 1%	3 1%	2 1%	9 1%
10/17/2007	166 16%	30 22%	18 18%	8 12%	62 16%	33 14%	15 19%	62 21%	47 16%	58 14%	36 13%	130 18%
18-25	166 16%	15 11%	20 21%	7 11%	72 18%	43 18%	9 12%	35 12%	49 16%	82 20%	84 31% K	82 11%
26-35	186 18%	40 29%	11 11%	17 25% B	63 16%	39 16%	17 23% B	62 21%	36 12%	88 21% H	88 32% K	99 13%
36-45	189 19%	17 12%	22 22%	12 18%	75 19%	48 20%	14 18%	47 16%	54 18%	88 21%	49 18%	140 19%
45 years old or older	293 29%	38 27%	26 27%	21 32%	111 29%	77 32%	20 26%	84 29%	110 37% I	99 24%	16 6%	277 38% J

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
1	60 6%	7 5%	4 5%	4 6%	21 6%	20 8%	3 4%	26 9%	13 4%	21 5%	26 9% K	34 5%
2	61 6%	5 4%	4 4%	2 3%	31 8%	15 6%	4 5%	20 7%	26 9% I	15 4%	23 9%	38 5%
3	66 6%	4 3%	9 9%	6 8%	27 7%	16 7%	4 5%	20 7%	19 6%	26 6%	27 10% K	39 5%
4	77 8%	30 21%	4 4%	5 8%	20 5%	12 5%	5 7%	39 13% I	20 7%	17 4%	14 5%	63 8%
5	97 10%	10 7%	6 7%	2 2%	38 10%	29 12% C	12 16% C	36 12%	22 7%	39 9%	30 11%	68 9%
6	89 9%	13 9%	10 11%	10 14% D	24 6%	25 10% D	8 10%	28 9%	27 9%	35 8%	21 8%	68 9%
7	95 9%	7 5%	7 7%	7 10%	41 11%	26 11%	8 10%	28 9%	34 11%	33 8%	22 8%	74 10%
8	105 10%	29 21%	13 13% F	7 10%	31 8%	24 10% F	2 2%	31 10%	29 10%	46 11%	19 7%	87 12%
9	51 5%	3 2%	5 5%	3 5%	27 7%	10 4%	4 5%	17 6%	10 3%	24 6%	13 5%	39 5%
10	148 15%	13 9%	21 22% DE	13 19%	55 14%	32 13%	15 20%	29 10%	47 16%	73 17%	42 15%	107 14%
11	21 2%	4 3%	2 2%	2 2%	6 1%	5 2%	2 3%	1 0	6 2%	14 3%	4 2%	16 2%
12	35 3%	6 5%	2 2%	2 2%	17 4%	7 3%	1 1%	4 2%	15 5%	15 4%	10 4%	25 3%
13	21 2%	2 1%	3 3%	1 1%	10 2%	3 1%	2 2%	5 2%	6 2%	10 2%	8 3%	13 2%
14	12 1%	1 0	0 0	0 -	8 2%	3 1%	0 -	3 1%	2 1%	7 2%	5 2%	7 1%

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 - J/K
Overlap formulae used. * 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
15	37 4%	0 -	4 4%	3 4%	18 5%	8 3%	5 6%	5 2%	10 3%	22 5%	5 2%	32 4%
16	4 0	3 2%	0 -	0 -	1 0	1 0	0 -	0 -	1 0	4 1%	0 -	4 1%
17	3 0	0 -	1 1% D	0 -	0 -	1 0	1 2% D	0 -	1 0	3 1%	2 1%	1 0
18	9 1%	1 1%	0 0	0 -	7 2% E	0 -	0 -	0 -	2 1%	6 2%	2 1%	7 1%
19	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	2 0
20	17 2%	3 2%	1 1%	2 4%	7 2%	2 1%	1 2%	1 0	8 3%	8 2%	2 1%	15 2%
Summary												
1 to 5 years	361 36%	56 40%	28 29%	19 28%	137 35%	93 39%	28 36%	142 48% HI	101 34%	117 28%	120 44% K	241 33%
6 to 10 years	490 48%	65 46%	56 57% D	39 58%	178 46%	116 49%	36 48%	132 45%	147 49%	211 50%	115 42%	374 51% J
More than 10 years	160 16%	20 15%	14 14%	9 14%	74 19% E	30 13%	13 16%	20 7%	51 17% G	90 21% G	39 14%	122 17%

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Q14. How many email addresses do you maintain?

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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
One	333 33%	26 18%	29 30%	31 46% B	127 33%	95 40%	26 33%	91 31%	114 38%	128 31%	80 29%	253 34%
Two	352 35%	50 36%	31 32%	20 29%	128 33%	95 39%	29 38%	90 31%	115 38%	147 35%	99 36%	254 34%
Three	220 22%	60 42%	20 21%	15 22%	74 19%	37 15%	14 19%	79 27% H	45 15%	96 23% H	61 22%	159 22%
Four or more	106 10%	5 4%	17 18% CE	2 3%	60 16% CE	13 5%	8 10%	34 12%	25 8%	47 11%	35 13%	71 10%

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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 - 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: All respondents Weighted	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
Professional/Business: (My name, my company, etc.)	234	22	31	13	119	31	17	48	62	123	83	151
	23%	16%	32% E	19%	31% E	13%	22%	16%	21%	29% GH	30% K	20%
Personal (A variation of my name, a nickname, a personality trait, a fun or suggestive name, etc.)	784	108	73	56	312	178	57	244	241	299	225	559
	78%	76%	75%	83%	80%	74%	75%	83% I	81% I	72%	82%	76%
Community (Reflects my personal interests, hobbies, etc.)	95	6	12	7	43	21	5	34	25	36	35	60
	9%	4%	13%	10%	11%	9%	7%	11%	8%	9%	13%	8%
Other	131	30	9	6	41	33	11	28	30	72	27	103
	13%	22%	10%	9%	11%	14%	14%	10%	10%	17% H	10%	14%
I don't have an email account	13	0	1	0	3	9	0	5	6	3	0	13
	1%	-	1%	-	1%	4% D	-	2%	2%	1%	-	2%

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I use my name	421 42%	39 28%	43 45%	29 43%	191 49%	84 35%	34 44%	94 32%	132 44%	194 46%	114 41%	307 42%
I was unable to get my real name so it's a variation of it	170 17%	19 13%	18 18%	9 14%	64 16%	43 18%	18 23%	46 16%	56 19%	68 16%	59 22% K	111 15%
I use a fun word or name that reflects my interests, hobbies, etc.	235 23%	52 37%	18 19%	8 13%	89 23%	54 22%	14 18%	109 37% HI	61 20%	65 15%	52 19%	183 25%
I use a fun word or name that represents an image I would like to portray online	135 13%	10 7%	15 16%	15 22% F	55 14%	34 14%	6 7%	44 15%	42 14%	49 12%	44 16%	91 12%
Other	196 19%	35 25%	17 17%	13 20%	71 18%	44 18%	17 23%	49 17%	46 16%	101 24% H	52 19%	144 20%
I don't have a personal email account	15 2%	0 -	3 3% D	0 -	3 1%	8 4% D	1 1%	3 1%	7 2%	5 1%	3 1%	12 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 - 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: All respondents Weighted	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I moved or changed Internet Service Providers (ISP)	283	50	27	18	134	39	15	73	80	131	86	197
	28%	35%	28% E	26%	35% EF	16%	20%	25%	27%	31%	32%	27%
I switched from an ISP-based email account to web-based email so I could access it anywhere	64	10	5	6	31	9	3	15	25	25	26	38
	6%	7%	5%	9%	8% E	4%	4%	5%	8%	6%	10% K	5%
I wanted to portray a more professional image	79	3	10	4	44	15	2	21	22	35	30	49
	8%	2%	10%	6%	11% EF	6%	3%	7%	7%	8%	11%	7%
I wanted something that more accurately represented my current interests or hobbies	59	5	5	2	23	19	5	23	22	14	16	44
	6%	3%	6%	2%	6%	8%	7%	8%	7% I	3%	6%	6%
Other	155	41	16	5	51	29	14	40	44	71	35	120
	15%	29%	16%	8%	13%	12%	18%	13%	15%	17%	13%	16%
I have never changed my email address	487	44	48	38	168	144	46	143	151	193	127	360
	48%	31%	49%	56%	43%	60% BD	60% D	48%	51%	46%	46%	49%

Q18. Which of the following applies to you?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I regret the email alias/login ID I have chosen	23	3	0	5	11	3	2	9	6	8	3	20
	2%	2%	-	7% BE	3%	1%	2%	3%	2%	2%	1%	3%
I would change my email alias/login ID if I could get my first request	37	2	9	1	18	5	2	9	18	10	10	27
	4%	1%	9% CE	1%	5%	2%	3%	3%	6% I	2%	4%	4%
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	3	3	3	10	5	0	8	9	8	10	14
	2%	2%	3%	4%	3%	2%	-	3%	3%	2%	4%	2%
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	40	6	4	26	21	5	51	22	28	18	83
	10%	28%	6%	6%	7%	9%	6%	17% HI	7%	7%	7%	11%
I am happy with my email alias/login ID	754	73	80	52	322	164	63	212	233	309	219	535
	75%	52%	82% E	78%	83% E	68%	82% E	72%	78%	74%	80%	73%
None	148	28	8	7	42	56	7	29	42	77	36	112
	15%	20%	8%	11%	11%	23% BCDF	9%	10%	14%	18%	13%	15%

High Road Communications

Detailed tables

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have used a search engine to see what comes up when I search my own name												
Strongly agree	334 33%	30 21%	40 41%	21 31%	149 38%	73 30%	21 27%	78 26%	101 34%	155 37%	92 33%	242 33%
Somewhat agree	267 26%	55 39%	28 29%	14 21%	88 23%	60 25%	22 29%	97 33%	69 23%	101 24%	79 29%	188 26%
Somewhat disagree	159 16%	39 28%	7 7%	8 12%	42 11%	54 22%	9 12%	38 13%	57 19%	64 15%	38 14%	121 16%
Strongly disagree	251 25%	17 12%	23 23%	24 36%	109 28%	54 22%	24 32%	82 28%	72 24%	98 23%	65 24%	186 25%
Summary												
Top2Box - Agree	601 59%	85 60%	68 69%	35 52%	238 61%	133 55%	43 56%	175 59%	170 57%	256 61%	171 62%	430 58%
Low2Box - Disagree	410 41%	56 40%	30 31%	32 48%	151 39%	107 45%	33 44%	119 41%	129 43%	162 39%	103 38%	307 42%

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
When I am online I am conscious of the impact my activities could have on my image												
Strongly agree	305 30%	22 16%	30 31%	22 33%	121 31%	85 35%	24 31%	65 22%	98 33%	142 34%	81 30%	223 30%
Somewhat agree	459 45%	53 38%	47 49%	25 37%	184 47%	115 48%	35 45%	134 46%	138 46%	187 45%	141 52%	318 43%
Somewhat disagree	173 17%	58 41%	12 12%	11 17%	49 12%	30 12%	14 18%	72 25%	39 13%	62 15%	32 12%	141 19%
Strongly disagree	74 7%	8 5%	8 8%	9 14%	35 9%	10 4%	4 5%	23 8%	24 8%	27 6%	19 7%	55 7%
Summary												
Top2Box - Agree	764 76%	75 54%	77 80%	47 69%	305 78%	200 84%	59 76%	199 68%	236 79%	329 79%	223 81%	541 73%
Low2Box - Disagree	247 24%	65 46%	20 20%	21 31%	84 22%	40 16%	18 24%	95 32%	63 21%	89 21%	52 19%	196 27%

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
When I am online I like to keep my private life separate from my professional life												
Strongly agree	501 50%	74 53%	44 45%	33 49%	177 45%	134 56% BD	39 51%	150 51%	153 51%	197 47%	130 47%	371 50%
Somewhat agree	377 37%	38 27%	41 42%	21 31%	158 41%	88 37%	31 40%	113 38%	111 37%	153 37%	113 41%	264 36%
Somewhat disagree	106 10%	29 20%	11 11% E	7 11% E	40 10% E	13 5% E	7 9% E	21 7%	28 9%	57 14%	23 8%	83 11%
Strongly disagree	27 3%	0 -	2 2%	6 9% EF	14 4% E	4 2%	0 -	10 3%	6 2%	11 3%	9 3%	18 2%
Summary												
Top2Box - Agree	878 87%	112 80%	84 86%	54 80%	335 86%	223 93% BCD	70 91%	263 89%	264 88%	350 84%	242 88%	635 86%
Low2Box - Disagree	133 13%	29 20%	13 14% E	13 20% E	54 14% E	17 7%	7 9%	31 11%	35 12%	68 16%	32 12%	101 14%

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

		REGION						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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation												
Strongly agree	532 53%	81 58%	47 48%	31 47%	192 49%	138 58%	42 55%	165 56%	166 56%	200 48%	140 51%	391 53%
Somewhat agree	328 32%	30 21%	35 36%	23 35%	138 36%	75 31%	27 35%	99 34%	84 28%	145 35%	96 35%	232 32%
Somewhat disagree	113 11%	29 20%	12 12%	5 7%	40 10%	21 9%	7 9%	21 7%	32 11%	60 14%	27 10%	86 12%
Strongly disagree	39 4%	1 1%	4 4%	8 12% EF	19 5%	6 3%	1 1%	9 3%	17 6%	13 3%	11 4%	28 4%
Summary												
Top2Box - Agree	860 85%	111 79%	82 84%	55 81%	330 85%	213 89%	69 90%	264 90%	250 84%	345 83%	236 86%	623 85%
Low2Box - Disagree	151 15%	30 21%	15 16%	12 19%	59 15%	27 11%	8 10%	30 10%	49 16%	73 17%	38 14%	113 15%

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 - J/K
Overlap formulae used. * 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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have seen pictures of myself on the Internet that I have not posted myself												
Strongly agree	96 10%	8 6%	13 13%	4 6%	53 14%	9 4%	8 11%	23 8%	35 12%	39 9%	22 8%	75 10%
Somewhat agree	105 10%	10 7%	16 17%	1 1%	44 11%	24 10%	10 13%	35 12%	25 8%	45 11%	40 15%	65 9%
Somewhat disagree	130 13%	10 7%	4 4%	9 14%	41 10%	54 23%	12 15%	40 13%	43 14%	47 11%	44 16%	86 12%
Strongly disagree	680 67%	112 80%	64 66%	53 78%	252 65%	152 63%	47 61%	196 67%	196 65%	287 69%	168 61%	511 69%
Summary												
Top2Box - Agree	201 20%	18 13%	29 30%	5 8%	97 25%	33 14%	18 24%	58 20%	60 20%	83 20%	62 23%	140 19%
Low2Box - Disagree	810 80%	123 87%	68 70%	62 92%	292 75%	206 86%	58 76%	236 80%	239 80%	335 80%	212 77%	597 81%

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 - J/K
Overlap formulae used. * 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: All respondents Weighted	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have used a search engine to see what comes up when I search my own name	601	85	68	35	238	133	43	175	170	256	171	430
	59%	60%	69% CE	52%	61%	55%	56%	59%	57%	61%	62%	58%
When I am online I am conscious of the impact my activities could have on my image	764	75	77	47	305	200	59	199	236	329	223	541
	76%	54%	80%	69%	78%	84% C	76%	68%	79%	79%	81% K	73%
When I am online I like to keep my private life separate from my professional life	878	112	84	54	335	223	70	263	264	350	242	635
	87%	80%	86%	80%	86%	93% BCD	91%	89%	88%	84%	88%	86%
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation	860	111	82	55	330	213	69	264	250	345	236	623
	85%	79%	84%	81%	85%	89%	90%	90%	84%	83%	86%	85%
I have seen pictures of myself on the Internet that I have not posted myself	201	18	29	5	97	33	18	58	60	83	62	140
	20%	13%	30% CE	8%	25% CE	14%	24% CE	20%	20%	20%	23%	19%

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Detailed tables

Q19. (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 - J/K
Overlap formulae used. * 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: All respondents Weighted	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have used a search engine to see what comes up when I search my own name	410	56	30	32	151	107	33	119	129	162	103	307
	41%	40%	31%	48% B	39%	45% B	44%	41%	43%	39%	38%	42%
When I am online I am conscious of the impact my activities could have on my image	247	65	20	21	84	40	18	95	63	89	52	196
	24%	46%	20%	31% E	22%	16%	24%	32%	21%	21%	19%	27% J
When I am online I like to keep my private life separate from my professional life	133	29	13	13	54	17	7	31	35	68	32	101
	13%	20%	14% E	20% E	14% E	7%	9%	11%	12%	16%	12%	14%
I avoid posting personal information about myself on the Internet because I'd like to protect my privacy and reputation	151	30	15	12	59	27	8	30	49	73	38	113
	15%	21%	16%	19%	15%	11%	10%	10%	16%	17%	14%	15%
I have seen pictures of myself on the Internet that I have not posted myself	810	123	68	62	292	206	58	236	239	335	212	597
	80%	87%	70%	92% BDF	75%	86% BDF	76%	80%	80%	80%	77%	81%

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
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%	1 1%	7 8%	6 10%	31 8%	19 8%	4 5%	21 7%	23 8%	26 6%	27 10%	42 6%
Somewhat agree	199 20%	41 29%	21 22%	8 11%	82 21%	38 16%	8 10%	80 27%	40 14%	79 19%	47 17%	152 21%
Somewhat disagree	262 26%	28 20%	24 25%	19 28%	96 25%	69 29%	26 34%	66 22%	83 28%	113 27%	96 35%	166 22%
Strongly disagree	481 48%	70 50%	45 46%	34 51%	179 46%	114 48%	39 50%	128 43%	152 51%	201 48%	105 38%	377 51%
Summary												
Top2Box - Agree	268 27%	43 30%	28 29%	14 21%	114 29%	57 24%	12 16%	101 34%	63 21%	104 25%	73 27%	195 26%
Low2Box - Disagree	743 73%	98 70%	69 71%	53 79%	275 71%	183 76%	64 84%	194 66%	235 79%	314 75%	201 73%	542 74%

Q10_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 - J/K
Overlap formulae used. * 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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have used the Internet to promote myself and have carefully constructed a message and strategy												
Strongly agree	35 3%	1 1%	5 5%	4 5%	15 4%	8 3%	2 3%	6 2%	14 5%	15 4%	10 4%	25 3%
Somewhat agree	136 13%	8 6%	12 12%	5 8%	66 17%	33 14%	11 14%	44 15%	39 13%	53 13%	51 19% K	84 11%
Somewhat disagree	282 28%	26 18%	25 25%	18 27%	107 28%	83 34%	24 31%	78 27%	83 28%	121 29%	91 33%	191 26%
Strongly disagree	559 55%	106 75%	56 57%	40 60%	201 52%	116 48%	40 52%	166 56%	163 55%	230 55%	122 44%	437 59% J
Summary												
Top2Box - Agree	170 17%	9 7%	17 17%	9 13%	81 21%	41 17%	13 17%	50 17%	53 18%	67 16%	61 22% K	109 15%
Low2Box - Disagree	841 83%	131 93%	80 83%	58 87%	308 79%	199 83%	64 83%	244 83%	246 82%	351 84%	213 78%	628 85% J

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 - J/K
Overlap formulae used. * 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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have used the Internet to promote myself for personal or professional gain												
Strongly agree	58 6%	5 3%	10 10%	4 6%	26 7%	11 5%	2 3%	13 4%	17 6%	28 7%	25 9% K	33 5%
Somewhat agree	172 17%	13 9%	18 19%	9 13%	82 21%	37 15%	13 17%	50 17%	51 17%	70 17%	56 20%	115 16%
Somewhat disagree	250 25%	47 33%	20 21%	13 19%	83 21%	71 30% D	16 20%	85 29%	68 23%	98 23%	73 27%	177 24%
Strongly disagree	531 53%	76 54%	49 51%	41 61%	198 51%	121 50%	45 59%	146 50%	163 54%	222 53%	120 44%	411 56% J
Summary												
Top2Box - Agree	230 23%	18 13%	28 29%	13 19%	108 28% E	48 20%	15 20%	64 22%	68 23%	98 23%	81 30% K	149 20%
Low2Box - Disagree	781 77%	123 87%	69 71%	54 81%	281 72%	192 80% D	61 80%	231 78%	231 77%	320 77%	193 70%	588 80% J

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Detailed tables

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I have joined a social networking site to network with others and promote myself												
Strongly agree	64 6%	8 5%	9 9%	11 16% DEF	25 6%	10 4%	2 3%	18 6%	19 6%	28 7%	22 8%	42 6%
Somewhat agree	185 18%	41 29%	19 19%	6 9%	76 19%	32 13%	11 15%	80 27% HI	49 16%	56 13%	54 20%	130 18%
Somewhat disagree	230 23%	13 9%	23 24%	13 19%	85 22%	71 30%	25 33%	53 18%	79 26%	98 23%	76 28%	155 21%
Strongly disagree	532 53%	79 56%	47 48%	37 55%	204 52%	127 53%	38 50%	144 49%	152 51%	237 57%	122 44%	410 56% J
Summary												
Top2Box - Agree	249 25%	49 35%	28 28% E	17 25%	100 26% E	41 17%	14 18%	97 33% I	68 23%	83 20%	77 28%	172 23%
Low2Box - Disagree	762 75%	92 65%	70 72%	50 75%	289 74%	199 83% BD	63 82%	197 67%	231 77%	335 80% G	198 72%	565 77%

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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 - J/K
Overlap formulae used. * 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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I don't know how to use the Internet to promote myself or my career												
Strongly agree	123 12%	11 8%	19 19%	15 22%	48 12%	23 9%	8 10%	37 13%	40 13%	46 11%	28 10%	95 13%
Somewhat agree	248 24%	23 16%	23 23%	15 22%	106 27%	61 26%	20 26%	74 25%	74 25%	100 24%	67 24%	181 24%
Somewhat disagree	295 29%	34 24%	30 31%	18 27%	105 27%	86 36%	21 27%	86 29%	85 29%	124 30%	95 35%	199 27%
Strongly disagree	346 34%	73 52%	25 26%	20 29%	130 33%	70 29%	28 36%	98 33%	100 34%	148 35%	84 31%	262 36%
Summary												
Top2Box - Agree	370 37%	34 24%	42 43%	29 44%	154 39%	84 35%	28 36%	111 38%	113 38%	146 35%	95 35%	275 37%
Low2Box - Disagree	641 63%	107 76%	56 57%	38 56%	235 61%	156 65%	49 64%	183 62%	186 62%	272 65%	179 65%	462 63%

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Detailed tables

Q110. (Top2box - Agree 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 - J/K
Overlap formulae used. * 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: All respondents Weighted												
	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I am hoping to take my career to the next level and would like to use the Internet to promote myself	268	43	28	14	114	57	12	101	63	104	73	195
	27%	30%	29% F	21%	29% F	24%	16%	34% H	21%	25%	27%	26%
I have used the Internet to promote myself and have carefully constructed a message and strategy	170	9	17	9	81	41	13	50	53	67	61	109
	17%	7%	17%	13%	21%	17%	17%	17%	18%	16%	22% K	15%
I have used the Internet to promote myself for personal or professional gain	230	18	28	13	108	48	15	64	68	98	81	149
	23%	13%	29%	19%	28% E	20%	20%	22%	23%	23%	30% K	20%
I have joined a social networking site to network with others and promote myself	249	49	28	17	100	41	14	97	68	83	77	172
	25%	35%	28% E	25%	26% E	17%	18%	33% I	23%	20%	28%	23%
I don't know how to use the Internet to promote myself or my career	370	34	42	29	154	84	28	111	113	146	95	275
	37%	24%	43%	44%	39%	35%	36%	38%	38%	35%	35%	37%

Q110. (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 - J/K
Overlap formulae used. * 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: All respondents	1011	66	133	64	403	274	71	262	320	429	278	733
Weighted	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
I am hoping to take my career to the next level and would like to use the Internet to promote myself	743	98	69	53	275	183	64	194	235	314	201	542
	73%	70%	71%	79%	71%	76%	84% BD	66%	79% G	75%	73%	74%
I have used the Internet to promote myself and have carefully constructed a message and strategy	841	131	80	58	308	199	64	244	246	351	213	628
	83%	93%	83%	87%	79%	83%	83%	83%	82%	84%	78%	85% J
I have used the Internet to promote myself for personal or professional gain	781	123	69	54	281	192	61	231	231	320	193	588
	77%	87%	71%	81%	72%	80% D	80%	78%	77%	77%	70%	80% J
I have joined a social networking site to network with others and promote myself	762	92	70	50	289	199	63	197	231	335	198	565
	75%	65%	72%	75%	74%	83% BD	82%	67%	77%	80% G	72%	77%
I don't know how to use the Internet to promote myself or my career	641	107	56	38	235	156	49	183	186	272	179	462
	63%	76%	57%	56%	61%	65%	64%	62%	62%	65%	65%	63%

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

		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	1011	66	133	64	403	274	71	262	320	429	278	733
	1011	141**	97	67*	389	240	77*	294*	299	418	274	737
Email, Instant Messaging or social networking sites	455	58	52	25	203	78	38	131	137	187	130	325
	45%	41%	54% CE	37%	52% CE	32%	49% E	44%	46%	45%	48%	44%
The phone	448	77	36	30	142	133	30	128	122	198	117	331
	44%	55%	37%	45%	37%	55% BDF	40%	43%	41%	47%	43%	45%
Face-to-face communications	108	5	9	12	43	29	9	36	39	33	27	81
	11%	4%	9%	18%	11%	12%	11%	12%	13%	8%	10%	11%