

Rogers

Table of Contents

VN1. Which activities were you doing online a year ago?..... 1

VN2. Which online activities do you currently do online?..... 3

VN3. On average, how much time do you spend online each week? 5

VN4. How satisfied are you with your Internet experience? 6

VN5. What is preventing you from taking full advantage of what the Internet can offer?..... 7

VN6_1.
(Watch live TV on my computer - domestic and international) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 8

VN6_2. (Video blogging) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:..... 9

VN6_3. (High quality videoconferencing by webcam) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 10

VN6_4. (Make and share videos with friends and family) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:11

VN6_5. (Download or read books online) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:..... 12

VN6_6. (Video classifieds) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 13

VN6_7. (Video phone calls from my computer) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 14

VN6. (Top2Box - Interested Summary) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 15

VN6. (Low2Box - Not Interested Summary) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following: 16

VN1. Which activities were you doing online a year ago?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Communicate with friends and family (email, IM, or social networking sites like Facebook or MySpace)	880	423	458	245	343	292	83	294	354	149	425	423	32
	85%	85%	86%	85%	84%	87%	77%	82%	88% FG	94% FGH	85%	86%	83%
Shop / browse online	636	312	324	181	260	196	50	195	266	126	319	300	18
	62%	63%	61%	63%	64%	59%	46%	54%	66% FG	79% FGH	64% L	61%	46%
Pay bills	608	304	304	170	251	187	49	179	257	122	308	282	18
	59%	61%	57%	59%	61%	56%	46%	50%	64% FG	77% FGH	62%	57%	46%
Download and listen to music	447	237	210	199	174	74	48	142	189	68	230	200	18
	43%	47% B	40%	69% DE	43% E	22%	45%	39%	47% G	43%	46%	40%	45%
Upload, manage and share digital photos with friends and family	405	183	222	134	157	115	35	124	179	68	220	174	11
	39%	37%	42%	47% DE	38%	34%	32%	34%	44% FG	43%	44% K	35%	29%
Play online video games	395	171	223	156	153	86	48	160	143	44	209	171	14
	38%	34%	42% A	54% DE	37% E	26%	45% I	44% HI	35%	28%	42% K	35%	37%
Stream videos / music / TV shows / movies	243	145	98	114	93	36	23	71	109	41	140	99	4
	24%	29% B	19%	40% DE	23% E	11%	21%	20%	27% G	26%	28% KL	20%	11%
Download TV shows / movies (including trailers) / games	167	100	68	92	53	22	14	49	75	30	94	69	4
	16%	20% B	13%	32% DE	13% E	7%	13%	13%	18%	19%	19% K	14%	11%
Research/ school work	25	10	14	6	11	8	3	7	11	4	8	14	3
	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	6%
Work/ working	7	3	4	0	5	2	0	4	2	1	3	4	0
	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-
Banking/ investing/ stock trading	6	3	3	0	3	3	0	2	3	1	3	3	0
	1%	1%	1%	-	1%	1%	-	0	1%	1%	1%	1%	-
News	5	3	1	1	0	3	1	1	0	2	3	1	0
	0	1%	0	0	-	1%	1%	0	-	1% H	1%	0	-
Website creation/ maintenance	3	1	2	1	1	1	0	1	1	1	1	2	0
	0	0	0	0	0	0	-	0	0	1%	0	0	-
Genealogical research	3	1	1	0	1	2	0	1	1	1	2	1	0
	0	0	0	-	0	1%	-	0	0	0	0	0	-

VN1. Which activities were you doing online a year ago?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Recipes	3 0	0 -	3 0	0 -	1 0	1 0	0 -	2 1%	1 0	0 -	2 0	1 0	0 -
Play games (unspecified)	2 0	1 0	1 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -
Email	2 0	1 0	1 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -
Blog/ forums/ chat	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	1 0	0 -	0 -
Contests	1 0	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Other	10 1%	6 1%	4 1%	3 1%	5 1%	2 1%	1 1%	2 1%	3 1%	4 3%	5 1%	4 1%	1 3%
Nothing	2 0	0 -	2 0	1 0	0 -	1 0	1 1%	1 0	0 -	0 -	1 0	1 0	0 -
None of these	59 6%	33 7%	26 5%	16 6%	22 5%	21 6%	11 10% HI	27 7% I	18 4%	3 2%	21 4%	35 7%	3 9%
(Dk/Ns)	1 0	1 0	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -	1 0	1 0	0 -

VN2. Which online activities do you currently do online?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Communicate with friends and family (email, IM, or social networking sites like Facebook or MySpace)	914	439	475	258	365	291	87	301	376	149	446	434	34
	89%	88%	89%	90%	89%	87%	81%	84%	93% FG	94% FG	90%	88%	88%
Shop / browse online	725	356	369	213	295	216	61	232	295	136	353	345	26
	70%	71%	69%	74% E	72% E	65%	57%	65%	73% FG	85% FGH	71%	70%	67%
Pay bills	667	325	343	195	280	192	52	209	279	127	338	309	20
	65%	65%	64%	68% E	68% E	58%	48%	58%	69% FG	80% FGH	68%	63%	51%
Upload, manage and share digital photos with friends and family	479	212	267	155	192	132	51	148	196	84	255	207	17
	47%	43%	50% A	54% E	47%	40%	47%	41%	49%	53% G	51% K	42%	44%
Download and listen to music	451	247	205	201	176	74	49	136	193	73	243	194	15
	44%	49% B	39%	70% DE	43% E	22%	45%	38%	48% G	46%	49% K	39%	37%
Play online video games	387	166	222	146	159	83	46	153	144	44	203	170	14
	38%	33% A	42%	51% DE	39% E	25%	43% I	43% I	36%	28%	41% K	34%	36%
Stream videos / music / TV shows / movies	316	177	139	149	123	44	38	100	123	55	172	133	12
	31%	35% B	26%	52% DE	30% E	13%	35%	28%	30%	35%	35% K	27%	30%
Download TV shows / movies (including trailers) /games	204	117	87	110	72	21	20	57	90	37	117	82	6
	20%	23% B	16%	38% DE	18% E	6%	18%	16%	22% G	23%	24% K	17%	14%
Research/ school work	27	11	16	8	12	7	3	8	12	4	8	17	3
	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	6%
Doing surveys	19	11	8	2	6	11	3	8	3	4	15	4	0
	2%	2%	2%	1%	2%	3% C	3%	2%	1%	3%	3% K	1%	-
Banking/ investing/ stock trading	11	6	5	1	5	5	0	4	5	2	7	5	0
	1%	1%	1%	0	1%	1%	-	1%	1%	1%	1%	1%	-

VN2. Which online activities do you currently do online?

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

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Work/ working	10 1%	4 1%	5 1%	0 -	7 2% C	3 1%	0 -	5 1%	5 1%	0 -	4 1%	6 1%	0 -
News	6 1%	3 1%	3 0	1 0	1 0	4 1%	1 1%	1 0	1 0	3 2% H	4 1%	2 0	0 -
Blog/ forums/ chat	5 1%	3 1%	3 1%	5 2% DE	0 -	0 -	1 1%	0 -	3 1%	1 1%	4 1%	2 0	0 -
Contests	3 0	0 -	3 1%	0 -	2 0	1 0	0 -	2 1%	1 0	0 -	2 0	1 0	0 -
Website creation/ maintenance	3 0	1 0	2 0	1 0	1 0	1 0	0 -	1 0	1 0	1 1%	1 0	2 0	0 -
Email	3 0	0 -	3 1%	0 -	3 1%	0 -	0 -	3 1%	0 -	0 -	1 0	2 0	0 -
Genealogical research	3 0	3 1%	0 -	0 -	1 0	2 1%	0 -	1 0	1 0	1 0	2 0	1 0	0 -
Recipes	1 0	0 -	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -
Play games (unspecified)	1 0	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Other	8 1%	5 1%	3 1%	2 1%	5 1%	1 0	1 1%	2 1%	2 0	3 2% H	4 1%	3 1%	1 3%
None of these	23 2%	13 3%	10 2%	5 2%	7 2%	11 3%	4 4%	12 3%	5 1%	2 2%	6 1%	16 3% J	2 4%

VN3. On average, how much time do you spend online each week?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Weighted	1030	500	530	257	461	312	83	282	505	160	492	503	35
	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
0 hours	2 0	0 -	2 0	2 1%	0 -	0 -	2 2% GH	0 -	0 -	0 -	2 0	0 -	0 -
1-5 hours	174 17%	73 15%	102 19%	31 11%	86 21% C	57 17% C	19 18%	60 17%	68 17%	27 17%	65 13%	104 21% J	6 16%
6-10 hours	292 28%	142 28%	150 28%	87 30%	103 25%	102 30%	35 33%	95 26%	121 30%	40 25%	129 26%	154 31%	9 22%
11-15 hours	161 16%	81 16%	80 15%	43 15%	61 15%	57 17%	14 13%	57 16%	56 14%	33 21% H	82 17%	72 15%	6 16%
16-20 hours	154 15%	82 16%	73 14%	38 13%	65 16%	51 15%	8 7%	65 18% F	61 15%	20 13%	77 16%	70 14%	7 18%
21-25 hours	78 8%	42 8%	36 7%	25 9%	30 7%	23 7%	9 9%	23 6%	33 8%	13 8%	39 8%	36 7%	2 6%
26-30 hours	53 5%	23 5%	30 6%	20 7%	21 5%	12 4%	1 1%	17 5%	24 6%	11 7% F	35 7% K	17 3%	2 5%
31-35 hours	22 2%	13 3%	9 2%	7 2%	8 2%	8 2%	0 -	8 2%	9 2%	5 3%	17 3% K	4 1%	1 3%
36-40 hours	41 4%	20 4%	22 4%	13 5%	18 4%	10 3%	7 6%	17 5%	14 4%	3 2%	23 5%	17 3%	2 4%
More than 40 hours	53 5%	25 5%	27 5%	22 8% D	16 4%	15 4%	12 11% HI	20 5%	17 4%	4 3%	29 6%	20 4%	4 10%
Summary													
Mean	16.8	17.5	16.2	19.0 DE	16.3	15.6	18.0	17.3	16.4	16.0	18.3 K	15.0	21.0 K
Standard Deviation	14.1	14.8	13.2	15.4	13.8	12.8	18.4	14.2	13.2	12.4	14.1	13.2	20.3
Standard Error	0.4	0.7	0.6	1.0	0.6	0.7	2.0	0.8	0.6	1.0	0.6	0.6	3.4
Median	14.0	14.0	14.0	15.0	14.0	12.0	10.0	15.0	14.0	14.0	15.0	10.0	15.0

VN4. How satisfied are you with your Internet experience?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Very satisfied	497 48%	248 50%	249 47%	147 51%	193 47%	158 47%	50 47%	183 51%	193 48%	71 45%	497 100% KL	0 -	0 -
Somewhat satisfied	494 48%	231 46%	263 49%	131 45%	199 49%	164 49%	53 49%	164 46%	199 49%	77 49%	0 -	494 100% JL	0 -
Not very satisfied	34 3%	15 3%	19 4%	8 3%	15 4%	11 3%	4 4%	12 3%	9 2%	9 6% H	0 -	0 -	34 87% JK
Not at all satisfied	5 1%	5 1%	1 0	1 0	3 1%	1 0	0 -	1 0	3 1%	1 1%	0 -	0 -	5 13% JK
Summary													
Top2Box - Satisfied	991 96%	479 96%	512 96%	278 97%	392 96%	322 96%	103 96%	347 96%	393 97% I	148 93%	497 100% L	494 100% L	0 -
Low2Box - Not Satisfied	39 4%	19 4%	20 4%	10 3%	17 4%	12 4%	4 4%	13 4%	11 3%	10 7% H	0 -	0 -	39 100% JK

VN5. What is preventing you from taking full advantage of what the Internet can offer?

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1030	500	530	257	461	312	83	282	505	160	492	503	35
	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
I don't need to do more / I'm not interested in doing more with the Internet	312	144	168	67	124	121	35	100	130	47	159	153	0
	30%	29%	32%	23%	30%	36% C	32%	28%	32%	29%	32% L	31% L	-
I feel I am taking full advantage of the internet	261	130	131	97	91	74	27	85	96	53	187	73	1
	25%	26%	25%	34% DE	22%	22%	25%	24%	24%	33% GH	38% KL	15%	3%
I don't know enough about what the Internet has to offer	166	79	86	29	69	68	12	72	64	18	58	105	2
	16%	16%	16%	10%	17% C	20% C	11%	20% I	16%	11%	12%	21% JL	6%
I don't have the time to use the Internet for the things I want to do online	143	66	77	41	73	29	14	49	52	28	50	93	0
	14%	13%	14%	14%	18% E	9%	13%	14%	13%	18%	10%	19% JL	-
My connection is too slow - so it takes too long to get things done online	131	66	65	42	55	33	14	48	49	19	18	92	21
	13%	13%	12%	15%	13%	10%	13%	13%	12%	12%	4%	19% J	55% JK
My computer is too old to do more	82	39	43	29	32	21	10	26	30	16	26	53	3
	8%	8%	8%	10%	8%	6%	10%	7%	7%	10%	5%	11% J	6%
Security concerns (incl. virus, scams, identity theft)	5	4	1	1	2	2	0	2	3	0	3	3	0
	1%	1%	0	0	1%	1%	-	1%	1%	-	1%	1%	-
Unreliable internet connection	5	2	3	3	0	2	0	3	1	0	0	1	3
	0	0	1%	1%	-	1%	-	1%	0	-	-	0	9% JK
Not experienced enough with computer/ internet	4	0	4	1	0	3	2	1	1	0	0	2	2
	0	-	1%	0	-	1%	2%	0	0	-	-	0	4% JK
Other	13	7	6	1	7	5	0	3	8	2	1	6	6
	1%	1%	1%	0	2%	2%	-	1%	2%	1%	0	1%	16% JK
Nothing	70	43	27	21	25	24	9	23	27	11	46	20	4
	7%	9% B	5%	7%	6%	7%	8%	6%	7%	7%	9% K	4%	10%

VN6_1. (Watch live TV on my computer - domestic and international) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Watch live TV on my computer - domestic and international													
Very interested	204 20%	120 24% B	84 16%	86 30% DE	77 19% E	41 12%	22 20%	69 19%	85 21%	28 18%	115 23% K	80 16%	9 24%
Somewhat interested	311 30%	156 31%	156 29%	102 36% E	124 30%	85 25%	30 28%	83 23%	139 34% G	59 37% G	147 30%	156 32%	8 22%
Not very interested	244 24%	123 25%	121 23%	53 19%	104 25% C	87 26% C	27 25%	88 24%	87 22%	41 26%	113 23%	122 25%	9 24%
Not at all interested	271 26%	101 20%	171 32% A	46 16%	104 25% C	122 36% CD	29 27%	120 33% HI	93 23%	29 18%	123 25%	137 28%	12 31%
Summary													
Top2Box - Interested	515 50%	275 55% B	240 45%	188 65% DE	202 49% E	126 38%	52 48%	152 42%	224 55% G	88 55% G	262 53%	236 48%	18 45%
Low2Box - Not Interested	515 50%	223 45%	292 55% A	99 35%	207 51% C	208 62% CD	56 52%	208 58% HI	180 45%	71 45%	235 47%	258 52%	21 55%

VN6_2. (Video blogging) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

		GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted													
	1030	500	530	257	461	312	83	282	505	160	492	503	35
	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Video blogging													
Very interested	17 2%	11 2%	7 1%	10 3% E	7 2% E	0 -	3 2%	7 2%	6 1%	2 1%	11 2%	6 1%	0 -
Somewhat interested	97 9%	50 10%	46 9%	42 14% E	38 9% E	17 5%	13 12%	30 8%	43 11%	11 7%	56 11%	37 8%	3 7%
Not very interested	412 40%	212 43%	200 38%	128 44%	163 40%	121 36%	41 38%	135 38%	159 39%	77 49% GH	198 40%	204 41%	11 29%
Not at all interested	504 49%	225 45%	279 52% A	108 38%	200 49% C	196 59% CD	52 48%	188 52%	196 48%	69 44%	232 47%	247 50%	25 64%
Summary													
Top2Box - Interested	114 11%	61 12%	53 10%	51 18% DE	46 11% E	17 5%	15 14%	37 10%	49 12%	12 8%	67 14% K	43 9%	3 7%
Low2Box - Not Interested	916 89%	437 88%	479 90%	236 82%	363 89% C	317 95% CD	92 86%	323 90%	355 88%	146 92%	430 86%	450 91% J	36 93%

VN6_3. (High quality videoconferencing by webcam) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
High quality videoconferencing by webcam													
Very interested	117 11%	65 13%	52 10%	56 19% DE	44 11% E	17 5%	14 13%	41 12%	42 10%	19 12%	70 14% K	44 9%	2 6%
Somewhat interested	236 23%	124 25%	112 21%	81 28% E	97 24% E	58 17%	23 22%	66 18%	104 26% G	42 27% G	113 23% L	121 24% L	3 7%
Not very interested	311 30%	170 34% B	141 27%	79 28%	129 31%	103 31%	35 32%	94 26%	130 32%	53 33%	141 28%	155 31%	15 38%
Not at all interested	366 36%	140 28%	227 43% A	71 25%	140 34% C	156 47% CD	36 33%	158 44% HI	128 32%	44 28%	173 35%	174 35%	19 49%
Summary													
Top2Box - Interested	353 34%	189 38% B	164 31%	137 48% DE	141 34% E	75 22%	37 35%	108 30%	146 36%	62 39%	182 37% L	165 33% L	5 13%
Low2Box - Not Interested	677 66%	309 62%	368 69% A	150 52%	268 66% C	259 78% CD	71 65%	252 70%	258 64%	97 61%	315 63%	329 67%	34 87% JK

VN6_4. (Make and share videos with friends and family) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Make and share videos with friends and family													
Very interested	131 13%	48 10%	82 15% A	58 20% DE	43 10%	30 9%	21 20% HI	52 15% I	45 11%	12 8%	77 15% K	50 10%	4 9%
Somewhat interested	346 34%	165 33%	181 34%	110 38% E	146 36% E	90 27%	35 33%	110 30%	150 37%	51 32%	166 33%	169 34%	11 29%
Not very interested	293 28%	168 34% B	126 24%	77 27%	116 28%	100 30%	28 26%	99 27%	115 29%	51 32%	134 27%	149 30%	10 26%
Not at all interested	260 25%	117 23%	143 27%	43 15%	104 25% C	113 34% CD	23 21%	99 28%	94 23%	44 28%	120 24%	126 25%	14 36%
Summary													
Top2Box - Interested	477 46%	214 43%	263 49% A	167 58% DE	189 46% E	121 36%	57 53%	162 45%	194 48%	63 40%	243 49%	219 44%	15 38%
Low2Box - Not Interested	553 54%	285 57% B	268 51%	120 42%	220 54% C	213 64% CD	51 47%	198 55%	209 52%	95 60%	255 51%	275 56%	24 62%

VN6_5. (Download or read books online) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

		GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Download or read books online													
Very interested	123 12%	56 11%	67 13%	50 17% DE	39 9%	34 10%	15 14%	36 10%	53 13%	19 12%	70 14%	49 10%	3 9%
Somewhat interested	284 28%	143 29%	141 27%	85 29%	120 29%	79 24%	23 21%	99 28%	112 28%	50 31%	131 26%	142 29%	11 29%
Not very interested	283 27%	156 31% B	126 24%	77 27%	123 30%	83 25%	21 19%	93 26%	125 31% F	44 28%	131 26%	141 29%	10 25%
Not at all interested	341 33%	143 29%	197 37% A	75 26%	128 31%	138 41% CD	49 45% HI	132 37% H	114 28%	47 29%	165 33%	162 33%	14 37%
Summary													
Top2Box - Interested	407 39%	199 40%	208 39%	135 47% DE	159 39%	113 34%	38 35%	135 38%	165 41%	68 43%	201 40%	191 39%	15 38%
Low2Box - Not Interested	623 61%	300 60%	323 61%	153 53%	250 61% C	220 66% C	70 65%	225 62%	238 59%	90 57%	296 60%	303 61%	24 62%

VN6_6. (Video classifieds) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

		GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted													
	1030	500	530	257	461	312	83	282	505	160	492	503	35
	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Video classifieds													
Very interested	59 6%	31 6%	28 5%	23 8%	22 5%	14 4%	7 7%	23 6%	20 5%	9 5%	37 7% K	20 4%	2 5%
Somewhat interested	219 21%	117 24%	101 19%	65 23% E	106 26% E	48 14%	29 26% I	73 20%	94 23% I	23 14%	117 23%	97 20%	5 12%
Not very interested	367 36%	196 39% B	171 32%	108 38%	139 34%	121 36%	30 28%	123 34%	144 36%	70 44% FG	161 32%	190 39%	16 41%
Not at all interested	385 37%	155 31%	231 43% A	91 32%	143 35%	151 45% CD	42 39%	141 39%	146 36%	57 36%	182 37%	186 38%	17 43%
Summary													
Top2Box - Interested	278 27%	148 30%	130 24%	88 31% E	128 31% E	62 19%	36 33% I	96 27%	115 28% I	31 20%	154 31% K	117 24%	6 16%
Low2Box - Not Interested	752 73%	351 70%	402 76%	199 69%	281 69%	272 81% CD	72 67%	264 73%	289 72%	127 80% FH	343 69%	376 76% J	33 84%

VN6_7. (Video phone calls from my computer) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Video phone calls from my computer													
Very interested	183 18%	97 19%	86 16%	61 21%	72 18%	50 15%	21 19%	60 17%	74 18%	28 18%	96 19%	79 16%	8 22%
Somewhat interested	326 32%	173 35% B	153 29%	98 34% E	142 35% E	86 26%	34 31%	103 29%	135 33%	55 35%	154 31%	161 33%	12 30%
Not very interested	237 23%	122 24%	115 22%	61 21%	95 23%	81 24%	22 21%	83 23%	90 22%	42 26%	107 21%	120 24%	10 27%
Not at all interested	284 28%	106 21%	177 33% A	67 23%	99 24%	118 35% CD	31 29%	114 32% I	105 26%	34 21%	141 28%	134 27%	9 22%
Summary													
Top2Box - Interested	510 49%	270 54% B	239 45%	160 56% E	215 52% E	135 41%	54 50%	163 45%	209 52%	83 52%	250 50%	240 49%	20 51%
Low2Box - Not Interested	520 51%	228 46%	292 55% A	128 44%	194 48%	198 59% CD	53 50%	197 55%	195 48%	75 48%	248 50%	254 51%	19 49%

VN6. (Top2Box - Interested Summary) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Watch live TV on my computer - domestic and international	515	275	240	188	202	126	52	152	224	88	262	236	18
	50%	55% B	45%	65% DE	49% E	38%	48%	42%	55% G	55% G	53%	48%	45%
Video phone calls from my computer	510	270	239	160	215	135	54	163	209	83	250	240	20
	49%	54% B	45%	56% E	52% E	41%	50%	45%	52%	52%	50%	49%	51%
Make and share videos with friends and family	477	214	263	167	189	121	57	162	194	63	243	219	15
	46%	43% A	49% A	58% DE	46% E	36%	53%	45%	48%	40%	49%	44%	38%
Download or read books online	407	199	208	135	159	113	38	135	165	68	201	191	15
	39%	40%	39%	47% DE	39%	34%	35%	38%	41%	43%	40%	39%	38%
High quality videoconferencing by webcam	353	189	164	137	141	75	37	108	146	62	182	165	5
	34%	38% B	31%	48% DE	34% E	22%	35%	30%	36%	39%	37% L	33% L	13%
Video classifieds	278	148	130	88	128	62	36	96	115	31	154	117	6
	27%	30%	24%	31% E	31% E	19%	33% I	27%	28% I	20%	31% K	24%	16%
Video blogging	114	61	53	51	46	17	15	37	49	12	67	43	3
	11%	12%	10%	18% DE	11% E	5%	14%	10%	12%	8%	14% K	9%	7%

VN6. (Low2Box - Not Interested Summary) Following is a list of online activities that either currently exist or will be available in the next year or so. Please tell me how interested you are in doing each of the following:

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

* small base

	Total	GENDER		AGE			EDUCATION				Satisfaction With Internet Experience		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Very satisfied	Somewhat satisfied	Not very/ Not at all satisfied
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1030	500	530	257	461	312	83	282	505	160	492	503	35
Weighted	1030	498	532	287	409	334	108*	360	404	159	497	494	39*
Video blogging	916 89%	437 88%	479 90%	236 82%	363 89%	317 95%	92 86%	323 90%	355 88%	146 92%	430 86%	450 91%	36 93%
Video classifieds	752 73%	351 70%	402 76%	199 69%	281 69%	272 81%	72 67%	264 73%	289 72%	127 80%	343 69%	376 76%	33 84%
High quality videoconferencing by webcam	677 66%	309 62%	368 69%	150 52%	268 66%	259 78%	71 65%	252 70%	258 64%	97 61%	315 63%	329 67%	34 87%
Download or read books online	623 61%	300 60%	323 61%	153 53%	250 61%	220 66%	70 65%	225 62%	238 59%	90 57%	296 60%	303 61%	24 62%
Make and share videos with friends and family	553 54%	285 57%	268 51%	120 42%	220 54%	213 64%	51 47%	198 55%	209 52%	95 60%	255 51%	275 56%	24 62%
Video phone calls from my computer	520 51%	228 46%	292 55%	128 44%	194 48%	198 59%	53 50%	197 55%	195 48%	75 48%	248 50%	254 51%	19 49%
Watch live TV on my computer - domestic and international	515 50%	223 45%	292 55%	99 35%	207 51%	208 62%	56 52%	208 58%	180 45%	71 45%	235 47%	258 52%	21 55%