

Rogers
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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

* 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												
	1030	166	81	73	329	308	73	215	341	473	268	762
Weighted	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Communicate with friends and family (email, IM, or social networking sites like Facebook or MySpace)	880	128	93	56	335	206	61	186	288	405	229	651
	85%	94% CDEF	89%	84%	85%	82%	81%	82%	83%	89% GH	87%	85%
Shop / browse online	636	97	76	41	276	103	43	102	190	343	166	471
	62%	71% EF	72% E	61% E	70% EF	41% E	56% E	45%	55% G	76% GH	63%	62%
Pay bills	608	86	72	38	237	129	45	103	192	312	170	438
	59%	63% E	68% E	57%	60% E	51%	59%	45%	55% G	69% GH	64%	57%
Download and listen to music	447	51	51	31	167	108	38	120	143	182	150	297
	43%	38%	49%	46%	42%	43%	50%	53% HI	41%	40%	57% K	39%
Upload, manage and share digital photos with friends and family	405	71	39	24	170	72	30	71	134	199	110	295
	39%	52% BCE	37%	35%	43% E	29%	40%	31%	38%	44% G	42%	39%
Play online video games	395	47	42	30	163	87	25	102	136	155	132	263
	38%	35%	40%	45%	41%	35%	33%	45% I	39%	34%	50% K	34%
Stream videos / music / TV shows / movies	243	32	24	18	90	59	20	65	77	101	75	169
	24%	24%	23%	27%	23%	23%	26%	29%	22%	22%	28%	22%
Download TV shows / movies (including trailers) / games	167	23	13	14	72	34	11	52	47	68	56	111
	16%	17%	12%	21%	18%	13%	15%	23% HI	14%	15%	21% K	15%
Research/ school work	25	3	2	0	9	8	2	8	10	7	7	17
	2%	2%	2%	-	2%	3%	3%	3%	3%	2%	3%	2%
Work/ working	7	2	1	0	4	1	0	1	0	6	3	4
	1%	1%	1%	-	1%	0	-	1%	-	1% H	1%	1%
Banking/ investing/ stock trading	6	1	1	1	4	0	0	2	1	3	0	6
	1%	0	1%	1%	1%	-	-	1%	0	1%	-	1%
News	5	2	0	0	1	1	0	0	2	2	1	3
	0	2%	-	-	0	0	-	-	1%	0	1%	0
Website creation/ maintenance	3	1	0	0	1	1	0	0	1	2	1	2
	0	1%	-	-	0	0	-	-	0	0	0	0

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
 * 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
Genealogical research	3 0	1 1% D	0 -	0 -	0 -	1 0	0 -	0 -	3 1%	0 -	1 0	2 0
Recipes	3 0	1 0	0 -	0 -	0 -	2 1%	0 -	1 0	2 1%	0 -	0 -	3 0
Play games (unspecified)	2 0	0 -	0 -	0 -	0 -	1 0	1 1% D	0 -	1 0	1 0	0 -	2 0
Email	2 0	1 1%	0 -	0 -	0 -	1 0	0 -	0 -	0 -	2 0	0 -	2 0
Blog/ forums/ chat	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 1%	0 -
Contests	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0
Other	10 1%	1 1%	1 1%	0 -	4 1%	4 1%	0 -	1 0	5 1%	4 1%	4 2%	6 1%
Nothing	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	2 1% I	0 -	0 -	1 0	1 0
None of these	59 6%	6 4%	5 5%	3 5%	22 5%	18 7%	5 7%	19 8% I	28 8% I	12 3%	8 3%	51 7% J
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	1 0	1 1% K	0 -

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

* 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 Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Communicate with friends and family (email, IM, or social networking sites like Facebook or MySpace)	914	133	93	57	359	205	67	196	297	419	235	679
	89%	98% BCDEF	88%	86%	91% E	81%	88%	86%	85%	93% GH	89%	89%
Shop / browse online	725	105	84	53	299	131	52	134	219	370	191	534
	70%	77% E	80% E	79% E	76% E	52% E	69% E	59% E	63% E	82% GH	72% K	70% K
Pay bills	667	96	76	43	259	145	47	122	214	330	186	482
	65%	71% E	73% E	64% E	66% E	58% E	61% E	53% E	62% E	73% GH	70% K	63% K
Upload, manage and share digital photos with friends and family	479	78	53	30	190	91	37	100	145	232	142	337
	47%	57% E	50% E	44% E	48% E	36% E	49% E	44% E	42% E	51% H	54% K	44% K
Download and listen to music	451	53	50	32	175	104	37	123	142	185	154	297
	44%	39% E	48% E	47% E	44% E	41% E	49% E	54% HI	41% E	41% E	58% K	39% K
Play online video games	387	47	37	29	159	87	28	105	135	147	136	252
	38%	34% E	35% E	44% E	40% E	35% E	37% E	46% I	39% E	32% E	51% K	33% K
Stream videos / music / TV shows / movies	316	35	35	20	117	81	28	86	102	127	103	213
	31%	25% E	34% E	30% E	30% E	32% E	36% E	38% I	29% E	28% E	39% K	28% K
Download TV shows / movies (including trailers) /games	204	23	21	21	77	42	19	64	58	82	74	130
	20%	17% E	20% E	31% ADE	20% E	17% E	26% E	28% HI	17% E	18% E	28% K	17% K
Research/ school work	27	5	2	0	9	9	1	9	9	8	9	19
	3%	4% E	2% E	- E	2% E	4% E	1% E	4% E	3% E	2% E	3% E	2% E
Doing surveys	19	1	0	1	4	14	0	3	11	5	6	13
	2%	1% E	- E	1% E	1% E	5% ABDF	- E	1% E	3% E	1% E	2% E	2% E
Banking/ investing/ stock trading	11	2	4	1	4	1	0	3	2	7	1	10
	1%	2% E	3% E	1% E	1% E	0 E	- E	1% E	0 E	1% E	0 E	1% E
Work/ working	10	3	1	0	3	2	0	0	1	9	3	6
	1%	3% E	1% E	- E	1% E	1% E	- E	- E	0 E	2% GH	1% E	1% E
News	6	2	0	0	1	2	1	0	3	3	1	5
	1%	2% E	- E	- E	0 E	1% E	1% E	- E	1% E	1% E	1% E	1% E
Blog/ forums/ chat	5	0	1	0	2	2	0	1	1	4	3	3
	1%	- E	1% E	- E	1% E	1% E	- E	1% E	0 E	1% E	1% E	0 E

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

* 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
Contests	3 0	1 1%	0 -	0 -	0 -	2 1%	0 -	0 -	1 0	2 0	0 -	3 0
Website creation/ maintenance	3 0	1 1%	0 -	0 -	1 0	1 0	0 -	0 -	1 0	2 0	1 0	2 0
Email	3 0	1 1%	0 -	0 -	0 -	2 1%	0 -	0 -	1 0	2 0	1 0	2 0
Genealogical research	3 0	3 2% DE	0 -	0 -	0 -	0 -	0 -	1 1%	1 0	0 -	1 0	2 0
Recipes	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0
Play games (unspecified)	1 0	0 -	0 -	0 -	0 -	0 -	1 1% D	0 -	0 -	1 0	0 -	1 0
Other	8 1%	1 1%	0 -	0 -	4 1%	3 1%	0 -	1 0	5 1%	2 1%	2 1%	6 1%
None of these	23 2%	2 2%	3 3%	1 1%	7 2%	9 4%	1 1%	7 3%	8 2%	7 2%	7 3%	16 2%

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
* 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												
Weighted	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
0 hours	2 0	0 -	0 -	0 -	2 0	0 -	0 -	2 1%	0 -	0 -	0 -	2 0
1-5 hours	174 17%	14 10%	19 18%	15 22% A	54 14%	57 23% AD	15 20%	32 14%	64 18%	78 17%	50 19%	124 16%
6-10 hours	292 28%	36 27%	36 34%	17 25%	114 29%	73 29%	16 21%	53 23%	99 29%	140 31%	78 29%	214 28%
11-15 hours	161 16%	27 20%	11 10%	9 14%	61 15%	37 15%	16 21%	35 15%	51 15%	73 16%	42 16%	118 15%
16-20 hours	154 15%	25 18%	14 13%	12 18%	61 15%	35 14%	8 10%	36 16%	56 16%	63 14%	34 13%	120 16%
21-25 hours	78 8%	12 9%	8 8%	6 9%	30 8%	17 7%	5 7%	24 10% I	30 9%	25 5%	18 7%	60 8%
26-30 hours	53 5%	8 6% C	6 6%	0 -	22 6%	13 5% C	3 5%	10 4%	14 4%	30 7%	13 5%	41 5%
31-35 hours	22 2%	2 1%	2 2%	2 3%	11 3%	3 1%	2 3%	4 2%	8 2%	10 2%	1 0	21 3% J
36-40 hours	41 4%	6 4%	5 5%	3 4%	17 4%	7 3%	3 4%	13 6%	13 4%	15 3%	11 4%	30 4%
More than 40 hours	53 5%	6 4%	4 4%	3 4%	24 6%	9 4%	7 9%	19 8% H	13 4%	20 4%	17 7%	35 5%
Summary												
Mean	16.8	17.2	16.3	15.8	17.9 E	15.0	18.4	19.2 HI	15.9	16.4	17.2	16.7
Standard Deviation	14.1	11.8	14.3	13.7	14.8	13.1	16.3	15.1	13.0	14.2	16.4	13.1
Standard Error	0.4	0.9	1.6	1.6	0.8	0.7	1.9	1.0	0.7	0.7	1.0	0.5
Median	14.0	15.0	10.0	12.0	14.0	10.0	15.0	15.0	12.0	12.0	12.0	14.0

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
* 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												
Weighted	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Very satisfied	497 48%	72 53%	40 38%	33 49%	193 49%	113 45%	47 61%	118 52%	159 46%	219 48%	134 51%	363 47%
Somewhat satisfied	494 48%	63 46%	57 55%	32 48%	180 46%	133 53%	28 37%	102 45%	173 50%	218 48%	117 44%	377 49%
Not very satisfied	34 3%	1 1%	7 7%	2 3%	18 5%	5 2%	0 -	8 3%	11 3%	15 3%	13 5%	20 3%
Not at all satisfied	5 1%	0 -	0 -	1 1%	3 1%	0 -	1 2%	0 -	4 1%	1 0	0 -	5 1%
Summary												
Top2Box - Satisfied	991 96%	135 99%	98 93%	65 97%	373 95%	246 98%	75 98%	220 97%	332 96%	437 96%	252 95%	739 97%
Low2Box - Not Satisfied	39 4%	1 1%	7 7%	2 3%	21 5%	5 2%	1 2%	8 3%	15 4%	16 4%	13 5%	26 3%

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

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
I don't need to do more / I'm not interested in doing more with the Internet	312	52	33	21	107	73	27	61	99	150	62	250
	30%	38% DE	31%	32%	27%	29%	35%	27%	29%	33%	23%	33% J
I feel I am taking full advantage of the internet	261	35	17	13	88	88	20	68	75	118	75	187
	25%	26%	16%	20%	22%	35% ABCD	26%	30% H	22%	26%	28%	24%
I don't know enough about what the Internet has to offer	166	25	22	15	67	28	10	32	63	71	32	134
	16%	18% E	21% E	22% E	17% E	11%	13%	14%	18%	16%	12%	17%
I don't have the time to use the Internet for the things I want to do online	143	16	11	11	65	27	12	27	44	72	51	92
	14%	12%	11%	17%	16% E	11%	16%	12%	13%	16%	19% K	12%
My connection is too slow - so it takes too long to get things done online	131	10	16	8	65	28	4	35	41	54	36	95
	13%	7%	15%	12%	17% AF	11%	5%	15%	12%	12%	13%	12%
My computer is too old to do more	82	10	12	8	27	19	5	23	34	25	20	62
	8%	7%	12%	13%	7%	8%	6%	10% I	10% I	5%	7%	8%
Security concerns (incl. virus, scams, identity theft)	5	1	1	0	1	2	0	3	1	1	1	5
	1%	1%	1%	-	0	1%	-	1%	0	0	0	1%
Unreliable internet connection	5	0	0	0	5	0	0	0	5	0	3	2
	0	-	-	-	1%	-	-	-	1% I	-	1%	0
Not experienced enough with computer/ internet	4	1	2	0	1	0	0	0	2	2	0	4
	0	1%	2%	-	0	-	-	-	0	0	-	1%
Other	13	1	0	1	9	2	0	4	3	6	5	8
	1%	0	-	2%	2%	1%	-	2%	1%	1%	2%	1%
Nothing	70	5	11	3	34	13	4	13	28	29	18	52
	7%	4%	10%	4%	9%	5%	5%	6%	8%	7%	7%	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:

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Watch live TV on my computer - domestic and international												
Very interested	204	27	22	13	83	45	13	64	53	86	60	143
	20%	20%	21%	19%	21%	18%	18%	28% HI	15%	19%	23%	19%
Somewhat interested	311	35	44	18	113	78	22	67	113	131	89	222
	30%	26%	42% AD	27%	29%	31%	29%	29%	33%	29%	34%	29%
Not very interested	244	33	20	20	94	56	19	49	80	114	57	186
	24%	25%	19%	31%	24%	22%	25%	22%	23%	25%	22%	24%
Not at all interested	271	40	19	16	104	72	21	48	101	122	58	214
	26%	30% B	18%	23%	26%	28%	27%	21%	29% G	27%	22%	28%
Summary												
Top2Box - Interested	515	62	67	31	196	123	36	131	167	218	150	365
	50%	46%	64% ACDEF	46%	50%	49%	47%	57% HI	48%	48%	56% K	48%
Low2Box - Not Interested	515	74	38	36	198	128	40	97	181	236	115	400
	50%	54% B	36%	54% B	50% B	51% B	53% B	43%	52% G	52% G	44%	52% J

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

* 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 Weighted	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Video blogging												
Very interested	17 2%	1 1%	2 2%	0 -	7 2%	5 2%	2 3%	5 2%	3 1%	9 2%	4 2%	13 2%
Somewhat interested	97 9%	14 10%	12 12%	12 18% DEF	31 8%	23 9%	5 7%	34 15% I	34 10%	29 6%	27 10%	69 9%
Not very interested	412 40%	56 41%	46 44%	28 41%	154 39%	93 37%	36 47%	83 36%	134 39%	195 43%	117 44%	295 39%
Not at all interested	504 49%	65 48%	45 43%	27 40%	202 51%	131 52%	33 44%	107 47%	176 51%	220 49%	116 44%	387 51%
Summary												
Top2Box - Interested	114 11%	14 11%	14 13%	12 18% D	38 10%	28 11%	7 10%	39 17% HI	37 11%	37 8%	31 12%	82 11%
Low2Box - Not Interested	916 89%	122 89%	91 87%	55 82% C	357 90%	224 89%	69 90%	189 83%	310 89% G	416 92% G	233 88%	683 89%

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

* 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 Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
High quality videoconferencing by webcam												
Very interested	117	10	13	10	44	31	8	36	31	50	39	78
	11%	8%	13%	15%	11%	12%	11%	16% H	9%	11%	15%	10%
Somewhat interested	236	39	28	15	85	55	14	49	76	112	61	174
	23%	29%	26%	22%	22%	22%	18%	21%	22%	25%	23%	23%
Not very interested	311	31	31	21	126	78	24	73	105	133	83	228
	30%	23%	30%	31%	32% A	31%	32%	32%	30%	29%	31%	30%
Not at all interested	366	55	33	21	139	88	29	71	136	158	82	284
	36%	41%	32%	31%	35%	35%	39%	31%	39%	35%	31%	37%
Summary												
Top2Box - Interested	353	50	41	25	130	85	22	85	107	161	100	253
	34%	37%	39%	37%	33%	34%	29%	37%	31%	36%	38%	33%
Low2Box - Not Interested	677	86	64	42	265	166	54	144	241	292	165	513
	66%	63%	61%	63%	67%	66%	71%	63%	69%	64%	62%	67%

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Make and share videos with friends and family												
Very interested	131	15	12	15	52	24	12	40	41	49	50	80
	13%	11%	12%	23%	13%	10%	16%	18%	12%	11%	19%	10%
Somewhat interested	346	40	46	28	145	62	24	80	111	155	104	242
	34%	30%	44%	42%	37%	25%	31%	35%	32%	34%	39%	32%
Not very interested	293	36	27	14	111	84	21	58	105	130	62	231
	28%	26%	25%	21%	28%	34%	27%	25%	30%	29%	23%	30%
Not at all interested	260	45	20	9	86	80	20	50	90	119	48	212
	25%	33%	19%	13%	22%	32%	26%	22%	26%	26%	18%	28%
Summary												
Top2Box - Interested	477	55	58	44	197	87	36	120	152	204	155	322
	46%	40%	55%	65%	50%	34%	47%	53%	44%	45%	58%	42%
Low2Box - Not Interested	553	81	47	23	197	165	40	108	196	249	110	443
	54%	60%	45%	35%	50%	66%	53%	47%	56%	55%	42%	58%

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

* 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 Weighted	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Download or read books online												
Very interested	123	14	10	12	51	24	13	39	31	52	41	82
	12%	10%	9%	17%	13%	9%	16%	17%	9%	11%	15%	11%
Somewhat interested	284	31	34	18	115	61	24	63	102	119	76	208
	28%	23%	32%	27%	29%	24%	32%	28%	29%	26%	29%	27%
Not very interested	283	40	29	19	95	80	19	58	96	129	72	210
	27%	29%	28%	28%	24%	32%	26%	25%	27%	29%	27%	27%
Not at all interested	341	51	32	18	133	87	20	68	118	153	75	265
	33%	37%	31%	27%	34%	34%	26%	30%	34%	34%	28%	35%
Summary												
Top2Box - Interested	407	45	44	30	166	85	37	102	134	171	117	289
	39%	33%	42%	45%	42%	34%	48%	45%	39%	38%	44%	38%
Low2Box - Not Interested	623	91	61	37	228	167	39	126	214	282	148	476
	61%	67%	58%	55%	58%	66%	52%	55%	61%	62%	56%	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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Video classifieds												
Very interested	59 6%	7 5%	6 6%	4 6%	26 7%	14 6%	2 3%	26 12% HI	12 4%	20 4%	20 8%	39 5%
	219 21% D	33 24% D	26 24% D	20 31% D	63 16% D	60 24% D	16 22% D	48 21% D	75 22% D	95 21% D	65 25% D	154 20% D
Not very interested	367 36%	40 29%	37 35%	22 33%	150 38%	93 37%	25 32%	78 34%	127 37%	162 36%	98 37%	269 35%
Not at all interested	385 37%	56 41%	37 35%	21 31%	156 40%	83 33%	33 43%	76 33%	133 38%	176 39%	82 31%	303 40% J
Summary												
Top2Box - Interested	278 27%	40 29%	31 30%	24 36% D	89 23%	75 30% D	19 25%	75 33%	87 25%	115 25%	85 32% K	193 25% K
Low2Box - Not Interested	752 73%	96 71%	74 70%	43 64% CE	306 77% CE	177 70%	57 75%	153 67%	260 75%	338 75%	180 68%	572 75% J

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

* 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 Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Video phone calls from my computer												
Very interested	183	24	18	12	78	41	11	49	52	82	56	127
	18%	17%	17%	17%	20%	16%	15%	22%	15%	18%	21%	17%
Somewhat interested	326	49	37	21	118	77	25	69	115	142	84	242
	32%	36%	35%	31%	30%	30%	33%	30%	33%	31%	32%	32%
Not very interested	237	24	28	20	84	62	18	45	82	110	66	171
	23%	18%	27%	29%	21%	25%	24%	20%	24%	24%	25%	22%
Not at all interested	284	39	22	15	114	71	22	65	98	120	59	225
	28%	29%	21%	23%	29%	28%	29%	28%	28%	26%	22%	29% J
Summary												
Top2Box - Interested	510	73	54	32	196	118	36	118	168	224	140	369
	49%	54%	52%	48%	50%	47%	48%	52%	48%	49%	53%	48%
Low2Box - Not Interested	520	63	51	35	199	133	40	110	180	229	125	396
	51%	46%	48%	52%	50%	53%	52%	48%	52%	51%	47%	52%

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

* 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 Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Watch live TV on my computer - domestic and international	515	62	67	31	196	123	36	131	167	218	150	365
	50%	46%	64% ACDEF	46%	50%	49%	47%	57% HI	48%	48%	56% K	48%
Video phone calls from my computer	510	73	54	32	196	118	36	118	168	224	140	369
	49%	54%	52%	48%	50%	47%	48%	52%	48%	49%	53%	48%
Make and share videos with friends and family	477	55	58	44	197	87	36	120	152	204	155	322
	46%	40%	55% AE	65% ADEF	50% E	34%	47%	53% H	44%	45%	58% K	42%
Download or read books online	407	45	44	30	166	85	37	102	134	171	117	289
	39%	33%	42%	45% E	42% E	34%	48% AE	45%	39%	38%	44%	38%
High quality videoconferencing by webcam	353	50	41	25	130	85	22	85	107	161	100	253
	34%	37%	39%	37%	33%	34%	29%	37%	31%	36%	38%	33%
Video classifieds	278	40	31	24	89	75	19	75	87	115	85	193
	27%	29%	30%	36% D	23%	30% D	25%	33%	25%	25%	32% K	25%
Video blogging	114	14	14	12	38	28	7	39	37	37	31	82
	11%	11%	13%	18% D	10%	11%	10%	17% HI	11%	8%	12%	11%

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

* 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 Weighted												
	1030	166	81	73	329	308	73	215	341	473	268	762
	1030	136	105*	67*	394	251	76*	228	348	453	265	765
Video blogging												
	916	122	91	55	357	224	69	189	310	416	233	683
	89%	89%	87%	82%	90%	89%	90%	83%	89%	92%	88%	89%
Video classifieds												
	752	96	74	43	306	177	57	153	260	338	180	572
	73%	71%	70%	64%	77%	70%	75%	67%	75%	75%	68%	75%
High quality videoconferencing by webcam												
	677	86	64	42	265	166	54	144	241	292	165	513
	66%	63%	61%	63%	67%	66%	71%	63%	69%	64%	62%	67%
Download or read books online												
	623	91	61	37	228	167	39	126	214	282	148	476
	61%	67%	58%	55%	58%	66%	52%	55%	61%	62%	56%	62%
Make and share videos with friends and family												
	553	81	47	23	197	165	40	108	196	249	110	443
	54%	60%	45%	35%	50%	66%	53%	47%	56%	55%	42%	58%
Video phone calls from my computer												
	520	63	51	35	199	133	40	110	180	229	125	396
	51%	46%	48%	52%	50%	53%	52%	48%	52%	51%	47%	52%
Watch live TV on my computer - domestic and international												
	515	74	38	36	198	128	40	97	181	236	115	400
	50%	54%	36%	54%	50%	51%	53%	43%	52%	52%	44%	52%
		B		B	B	B	B		G	G		J