

1. Have you ever used a webcam?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	2012	A	B	C	D	E	F	G	H	I
Weighted	2013	1042	970	377	707	928	177	626	939	270
		975	1038	561	799	653	220	773	656	364
Yes	1119	562	557	414	408	297	117	403	354	244
	56%	58%	54%	74%	51%	45%	53%	52%	54%	67%
No				DE	E					FGH
	894	413	481	148	391	356	103	370	302	120
	44%	42%	46%	26%	49%	55%	47%	48%	46%	33%
				C	CD		I	I	I	

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

2. How often do you use a webcam?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Ever (NET)	1064	538	526	380	394	290	112	379	336	237
	95%	96%	94%	92%	96%	98%	96%	94%	95%	97%
Daily					C	C				
	47	26	21	20	13	14	10	21	8	9
	4%	5%	4%	5%	3%	5%	9%	5%	2%	3%
Weekly							H	H		
	123	70	53	37	49	37	14	33	43	34
	11%	12%	10%	9%	12%	13%	12%	8%	12%	14%
Once or twice a month										
	202	113	89	86	55	60	18	63	71	50
	18%	20%	16%	21%	13%	20%	15%	16%	20%	20%
Rarely				D		D				
	691	328	363	236	277	178	70	262	215	145
	62%	58%	65%	57%	68%	60%	60%	65%	61%	59%
Never			A		CE					
	55	24	31	34	15	6	5	24	18	8
	5%	4%	6%	8%	4%	2%	4%	6%	5%	3%
				DE						

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

3. What have you used a webcam for?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
To communicate with a friend, significant other or family member in another city or country	817	388	429	291	290	236	81	287	258	191
	73%	69%	77%	70%	71%	80%	70%	71%	73%	78%
To communicate with a friend, significant other or family member in the same city		A				CD				
Record videos and capture photos to be shared on-line	381	183	198	182	129	70	47	147	117	71
	34%	33%	36%	44%	32%	24%	40%	36%	33%	29%
To meet new people (ie. online dating site, chat roulette, etc.)		DE	E							
Business	199	113	86	117	62	21	25	57	70	47
	18%	20%	15%	28%	15%	7%	22%	14%	20%	19%
Job interview		DE	E							
None of the above	134	97	37	66	54	14	24	42	39	29
	12%	17%	7%	16%	13%	5%	20%	10%	11%	12%
		B		E	E		GH			
	68	47	21	18	31	19	2	9	18	39
	6%	8%	4%	4%	8%	6%	1%	2%	5%	16%
		B							G	FGH
	12	6	6	4	9	0	2	0	4	6
	1%	1%	1%	1%	2%	-	1%	-	1%	2%
					E		G		G	G
	36	22	14	11	9	16	4	15	12	5
	3%	4%	2%	3%	2%	5%	3%	4%	3%	2%
						D				

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

4. What is most important to you when using a webcam?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Clarity and sharpness of image	791	409	383	305	294	193	90	279	266	156
	71%	73%	69%	74%	72%	65%	77%	69%	75%	64%
				E	E		I		I	
Sound quality	188	74	113	45	71	72	12	70	52	53
	17%	13%	20%	11%	17%	24%	11%	17%	15%	22%
			A		C	CD				FH
HD quality video	102	56	47	49	34	19	10	42	26	25
	9%	10%	8%	12%	8%	6%	8%	10%	7%	10%
				E						
Some other aspect	37	23	14	15	10	13	5	12	10	10
	3%	4%	3%	4%	2%	4%	4%	3%	3%	4%

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

5_1. (Using a webcam to communicate with loved ones helps you feel closer to them) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Strongly agree	596	244	352	203	230	163	63	235	178	120
	53%	43%	63%	49%	56%	55%	54%	58%	50%	49%
Somewhat agree		A						H		
	457	272	185	175	164	118	48	143	155	110
	41%	48%	33%	42%	40%	40%	41%	36%	44%	45%
Somewhat disagree		B							G	
	55	38	17	32	10	14	3	22	17	13
	5%	7%	3%	8%	2%	5%	2%	5%	5%	5%
Strongly disagree		B		D						
	11	7	4	4	5	2	3	3	4	1
	1%	1%	1%	1%	1%	1%	3%	1%	1%	0
Summary										
Top2Box (agree)	1052	516	536	378	394	281	111	378	333	230
	94%	92%	96%	91%	96%	95%	95%	94%	94%	94%
Low2Box (disagree)		A			C					
	66	46	20	36	15	16	6	25	21	14
	6%	8%	4%	9%	4%	5%	5%	6%	6%	6%
		B		D						

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

5_2. (Using a webcam to communicate with loved ones helps ensure you don't miss out on big moments/events) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Strongly agree	424 38%	164 29%	260 47%	135 33%	163 40%	126 43%	45 39%	164 41%	128 36%	86 35%
Somewhat agree	544 49%	316 56%	228 41%	192 46%	204 50%	148 50%	53 46%	193 48%	173 49%	125 51%
Somewhat disagree	132 12%	70 12%	62 11%	79 19%	34 8%	18 6%	12 11%	41 10%	47 13%	31 13%
Strongly disagree	19 2%	12 2%	7 1%	8 2%	7 2%	4 1%	6 5%	5 1%	5 2%	3 1%
Summary							G			
Top2Box (agree)	968 87%	480 85%	488 88%	326 79%	367 90%	274 93%	99 84%	358 89%	301 85%	210 86%
Low2Box (disagree)	150 13%	82 15%	69 12%	87 21%	41 10%	22 7%	18 16%	45 11%	53 15%	34 14%

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

5_3. (Conducting business meetings over a webcam is more effective than a phone call) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Strongly agree	273	134	138	91	115	66	35	80	95	63
	24%	24%	25%	22%	28%	22%	30%	20%	27%	26%
Somewhat agree	609	307	302	223	224	162	48	244	189	127
	54%	55%	54%	54%	55%	55%	41%	61%	53%	52%
Somewhat disagree	185	95	90	78	52	55	23	66	56	40
	17%	17%	16%	19%	13%	19%	20%	16%	16%	16%
Strongly disagree	52	25	27	D	17	D	11	13	14	14
	5%	5%	5%	5%	4%	5%	9%	3%	4%	6%
Summary							G			
Top2Box (agree)	881	441	440	314	339	228	83	325	284	191
	79%	79%	79%	76%	83%	77%	71%	81%	80%	78%
Low2Box (disagree)	237	120	117	99	CE	69	34	79	71	54
	21%	21%	21%	24%	17%	23%	29%	19%	20%	22%
				D		D				

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

5_4. (Conducting business meetings over a webcam saves companies on travel costs) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Strongly agree	517 46%	256 46%	261 47%	202 49%	192 47%	123 41%	52 45%	167 41%	170 48%	128 52%
Somewhat agree	498 45%	254 45%	245 44%	175 42%	181 44%	142 48%	53 45%	198 49%	155 44%	92 38%
Somewhat disagree	73 7%	39 7%	34 6%	28 7%	19 5%	26 9%	4 3%	28 7%	21 6%	20 8%
Strongly disagree	30 3%	13 2%	17 3%	9 2%	16 4%	6 2%	8 7%	10 2%	8 2%	4 2%
Summary										
Top2Box (agree)	1016 91%	510 91%	506 91%	377 91%	373 91%	265 89%	105 90%	365 91%	325 92%	220 90%
Low2Box (disagree)	103 9%	52 9%	51 9%	36 9%	35 9%	32 11%	12 10%	38 9%	29 8%	24 10%

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

5_5. (Conducting business meetings over a webcam helps employees in different locations feel more part of the team) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Strongly agree	320 29%	147 26%	174 31%	117 28%	134 33%	69 23%	37 32%	105 26%	108 30%	71 29%
Somewhat agree	644 58%	325 58%	318 57%	242 58%	229 56%	173 58%	59 50%	247 61%	201 57%	137 56%
Somewhat disagree	110 10%	67 12%	43 8%	37 9%	30 7%	43 15%	13 11%	38 10%	35 10%	24 10%
Strongly disagree	44 4%	B 23 4%	22 4%	18 4%	16 4%	11 4%	9 7%	13 3%	10 3%	12 5%
Summary										
Top2Box (agree)	964 86%	472 84%	492 88%	359 87%	363 89%	243 82%	96 82%	351 87%	309 87%	208 85%
Low2Box (disagree)	155 14%	90 16%	65 12%	55 13%	46 11%	54 18%	21 18%	52 13%	45 13%	36 15%

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

5. (Top2Box (agree) Summary) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Using a webcam to communicate with loved ones helps you feel closer to them	1052 94%	516 92%	536 96%	378 91%	394 96%	281 95%	111 95%	378 94%	333 94%	230 94%
			A		C					
Using a webcam to communicate with loved ones helps ensure you don't miss out on big moments/events	968 87%	480 85%	488 88%	326 79%	367 90%	274 93%	99 84%	358 89%	301 85%	210 86%
					C	C				
Conducting business meetings over a webcam is more effective than a phone call	881 79%	441 79%	440 79%	314 76%	339 83%	228 77%	83 71%	325 81%	284 80%	191 78%
					CE					
Conducting business meetings over a webcam saves companies on travel costs	1016 91%	510 91%	506 91%	377 91%	373 91%	265 89%	105 90%	365 91%	325 92%	220 90%
Conducting business meetings over a webcam helps employees in different locations feel more part of the team	964 86%	472 84%	492 88%	359 87%	363 89%	243 82%	96 82%	351 87%	309 87%	208 85%
					E					

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

5. (Low2Box (disagree) Summary) To what extent do you agree or disagree with the following statements?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have used webcam	1064	A	B	C	D	E	F	G	H	I
Weighted	1119	574	490	275	367	422	89	315	486	174
		562	557	414	408	297	117*	403	354	244
Using a webcam to communicate with loved ones helps you feel closer to them	66 6%	46 8%	20 4%	36 9%	15 4%	16 5%	6 5%	25 6%	21 6%	14 6%
		B		D						
Using a webcam to communicate with loved ones helps ensure you don't miss out on big moments/events	150 13%	82 15%	69 12%	87 21%	41 10%	22 7%	18 16%	45 11%	53 15%	34 14%
				DE						
Conducting business meetings over a webcam is more effective than a phone call	237 21%	120 21%	117 21%	99 24%	69 17%	69 23%	34 29%	79 19%	71 20%	54 22%
				D		D				
Conducting business meetings over a webcam saves companies on travel costs	103 9%	52 9%	51 9%	36 9%	35 9%	32 11%	12 10%	38 9%	29 8%	24 10%
Conducting business meetings over a webcam helps employees in different locations feel more part of the team	155 14%	90 16%	65 12%	55 13%	46 11%	54 18%	21 18%	52 13%	45 13%	36 15%
						D				

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