

1. Have you ever used a webcam?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	2012	266	182	140	698	567	158	404	630	978	328	1684
Weighted	2013	266	205	131	771	491	149	397	631	985	400	1613
Yes	1119	163	99	58	411	312	75	229	338	552	260	859
	56%	61%	48%	45%	53%	63%	51%	58%	54%	56%	65%	53%
		BCDF				BCDF					K	
No	894	102	106	72	360	179	73	168	293	433	140	754
	44%	39%	52%	55%	47%	37%	49%	42%	46%	44%	35%	47%
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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used.

2. How often do you use a webcam?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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 Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Ever (NET)	1064 95%	159 98%	95 96%	58 99%	385 94%	293 94%	73 96%	218 95%	318 94%	528 96%	242 93%	821 96%
Daily	47 4%	5 3%	7 7%	0 -	18 4%	14 5%	3 4%	15 7%	14 4%	18 3%	10 4%	37 4%
Weekly	123 11%	23 14%	8 8%	10 18%	45 11%	32 10%	5 7%	24 11%	41 12%	58 11%	33 13%	90 10%
Once or twice a month	202 18%	36 22%	22 22%	5 9%	66 16%	59 19%	13 17%	46 20%	59 18%	96 17%	38 15%	164 19%
Rarely	691 62%	C 95 58%	59 59%	42 72%	256 62%	188 60%	52 68%	133 58%	204 60%	355 64%	160 62%	531 62%
Never	55 5%	4 2%	4 4%	1 1%	25 6%	18 6%	3 4%	11 5%	20 6%	24 4%	17 7%	37 4%

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

3. What have you used a webcam for?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
To communicate with a friend, significant other or family member in another city or country	817 73%	132 81% DE	78 78%	47 80%	286 70%	215 69%	60 79%	165 72%	238 70%	414 75%	197 76%	621 72%
To communicate with a friend, significant other or family member in the same city	381 34%	39 24%	30 31%	14 25%	151 37% A	122 39% A	25 34%	90 39%	120 35%	172 31%	94 36%	287 33%
Record videos and capture photos to be shared on-line	199 18%	24 15%	14 14%	13 22%	85 21%	49 16%	14 19%	58 25% HI	58 17%	83 15%	50 19%	149 17%
To meet new people (ie. online dating site, chat roulette, etc.)	134 12%	11 7%	9 9%	5 9%	54 13%	50 16% AF	4 5%	40 17% I	44 13%	50 9%	23 9%	110 13%
Business	68 6%	16 10% E	5 5%	8 14% DE	20 5%	13 4%	7 9%	6 3%	14 4%	48 9% GH	9 4%	59 7%
Job interview	12 1%	2 1%	3 3%	1 2%	4 1%	1 0	0 -	1 0	5 2%	6 1%	0 -	12 1%
None of the above	36 3%	6 4%	4 4%	0 -	9 2%	12 4%	5 7%	9 4%	12 4%	15 3%	6 2%	30 4%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Clarity and sharpness of image	791 71%	111 68%	72 73%	41 69%	295 72%	222 71%	51 68%	164 72%	243 72%	385 70%	190 73%	601 70%
Sound quality	188 17%	36 22%	16 16%	10 17%	71 17%	44 14%	10 14%	29 13%	55 16%	104 19%	42 16%	146 17%
HD quality video	102 9%	8 5%	10 10%	5 9%	37 9%	33 11%	9 12%	26 11%	29 9%	48 9%	25 10%	78 9%
Some other aspect	37 3%	8 5%	1 1%	3 4%	8 2%	13 4%	5 7%	11 5%	11 3%	15 3%	3 1%	34 4%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Strongly agree	596 53%	88 54%	58 58%	31 54%	224 54%	151 48%	44 58%	134 58%	166 49%	296 54%	140 54%	455 53%
Somewhat agree	457 41%	66 41%	38 38%	24 42%	162 39%	138 44%	28 37%	76 33%	153 45%	228 41%	108 41%	349 41%
Somewhat disagree	55 5%	8 5%	1 1%	2 4%	21 5%	21 7%	2 2%	13 6%	18 5%	25 4%	11 4%	44 5%
Strongly disagree	11 1%	1 1%	3 3%	0 -	4 1%	1 0	2 3%	6 3%	1 0	4 1%	1 0	10 1%
Summary												
Top2Box (agree)	1052 94%	154 95%	96 97%	56 96%	386 94%	289 93%	71 94%	210 92%	319 94%	523 95%	248 95%	804 94%
Low2Box (disagree)	66 6%	9 5%	3 3%	2 4%	25 6%	22 7%	4 6%	19 8%	19 6%	28 5%	12 5%	54 6%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Strongly agree	424 38%	68 41%	35 35%	23 39%	152 37%	108 35%	38 51%	91 40%	136 40%	197 36%	103 40%	321 37%
Somewhat agree	544 49%	77 47%	53 53%	29 50%	200 49%	153 49%	34 45%	106 46%	161 48%	277 50%	119 46%	425 50%
Somewhat disagree	132 12%	17 10%	9 9%	7 11%	55 13%	44 14%	1 1%	21 9%	39 12%	71 13%	34 13%	97 11%
Strongly disagree	19 2%	2 1%	3 3%	0 -	5 1%	7 2%	2 3%	10 4%	2 1%	7 1%	4 1%	15 2%
Summary												
Top2Box (agree)	968 87%	144 88%	88 88%	52 89%	352 86%	261 84%	72 96%	198 86%	296 88%	474 86%	222 85%	746 87%
Low2Box (disagree)	150 13%	19 12%	12 12%	7 11%	59 14%	51 16%	3 4%	31 14%	42 12%	78 14%	38 15%	113 13%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Strongly agree	273 24%	45 28%	21 21%	14 23%	97 24%	78 25%	18 23%	67 29%	78 23%	127 23%	66 25%	207 24%
Somewhat agree	609 54%	88 54%	59 59%	34 59%	226 55%	164 53%	38 51%	104 45%	199 59%	305 55%	134 52%	475 55%
Somewhat disagree	185 17%	22 13%	15 15%	10 17%	72 18%	49 16%	18 23%	39 17%	51 15%	96 17%	50 19%	135 16%
Strongly disagree	52 5%	8 5%	5 5%	1 1%	15 4%	21 7%	2 3%	19 8%	10 3%	23 4%	10 4%	42 5%
Summary								HI				
Top2Box (agree)	881 79%	133 81%	80 80%	48 82%	323 79%	242 78%	56 74%	171 75%	277 82%	433 78%	200 77%	681 79%
Low2Box (disagree)	237 21%	30 19%	20 20%	10 18%	88 21%	69 22%	20 26%	58 25%	61 18%	119 22%	60 23%	177 21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Strongly agree	517 46%	73 45%	47 47%	34 58%	205 50%	121 39%	38 50%	112 49%	146 43%	259 47%	134 52%	383 45%
Somewhat agree	498 45%	77 47%	41 41%	19 33%	178 43%	152 49%	31 41%	96 42%	159 47%	243 44%	109 42%	389 45%
Somewhat disagree	73 7%	12 7%	8 8%	4 6%	22 5%	22 7%	5 7%	7 3%	26 8%	39 7%	9 4%	63 7%
Strongly disagree	30 3%	1 1%	4 4%	1 2%	5 1%	17 6%	2 2%	13 6%	6 2%	11 2%	7 3%	23 3%
Summary												
Top2Box (agree)	1016 91%	151 92%	88 88%	53 91%	383 93%	273 87%	68 91%	208 91%	305 90%	502 91%	244 94%	772 90%
Low2Box (disagree)	103 9%	13 8%	12 12%	5 9%	28 7%	39 13%	7 9%	21 9%	33 10%	50 9%	16 6%	87 10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Strongly agree	320 29%	55 34%	22 23%	18 30%	111 27%	87 28%	27 36%	71 31%	87 26%	163 30%	89 34%	231 27%
Somewhat agree	644 58%	82 50%	68 69%	35 60%	245 60%	171 55%	43 57%	119 52%	210 62%	316 57%	146 56%	498 58%
Somewhat disagree	110 10%	19 12%	6 6%	5 8%	40 10%	38 12%	2 3%	24 11%	33 10%	52 9%	18 7%	93 11%
Strongly disagree	44 4%	7 4%	3 3%	1 2%	15 4%	16 5%	2 3%	15 7%	9 3%	21 4%	7 3%	38 4%
Summary												
Top2Box (agree)	964 86%	137 84%	91 91%	52 90%	356 87%	257 83%	71 94%	189 83%	296 88%	479 87%	236 91%	728 85%
Low2Box (disagree)	155 14%	26 16%	9 9%	6 10%	55 13%	54 17%	5 6%	40 17%	42 12%	73 13%	24 9%	130 15%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Using a webcam to communicate with loved ones helps you feel closer to them	1052 94%	154 95%	96 97%	56 96%	386 94%	289 93%	71 94%	210 92%	319 94%	523 95%	248 95%	804 94%
Using a webcam to communicate with loved ones helps ensure you don't miss out on big moments/events	968 87%	144 88%	88 88%	52 89%	352 86%	261 84%	72 96%	198 86%	296 88%	474 86%	222 85%	746 87%
Conducting business meetings over a webcam is more effective than a phone call	881 79%	133 81%	80 80%	48 82%	323 79%	242 78%	56 74%	171 75%	277 82%	433 78%	200 77%	681 79%
Conducting business meetings over a webcam saves companies on travel costs	1016 91%	151 92%	88 88%	53 91%	383 93%	273 87%	68 91%	208 91%	305 90%	502 91%	244 94%	772 90%
Conducting business meetings over a webcam helps employees in different locations feel more part of the team	964 86%	137 84%	91 91%	52 90%	356 87%	257 83%	71 94%	189 83%	296 88%	479 87%	236 91%	728 85%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Have used webcam	1064	153	84	60	349	343	75	215	319	530	212	852
Weighted	1119	163	99*	58*	411	312	75*	229	338	552	260	859
Using a webcam to communicate with loved ones helps you feel closer to them	66 6%	9 5%	3 3%	2 4%	25 6%	22 7%	4 6%	19 8%	19 6%	28 5%	12 5%	54 6%
Using a webcam to communicate with loved ones helps ensure you don't miss out on big moments/events	150 13%	19 12%	12 12%	7 11%	59 14%	51 16%	3 4%	31 14%	42 12%	78 14%	38 15%	113 13%
Conducting business meetings over a webcam is more effective than a phone call	237 21%	30 19%	20 20%	10 18%	88 21%	69 22%	20 26%	58 25%	61 18%	119 22%	60 23%	177 21%
Conducting business meetings over a webcam saves companies on travel costs	103 9%	13 8%	12 12%	5 9%	28 7%	39 13%	7 9%	21 9%	33 10%	50 9%	16 6%	87 10%
Conducting business meetings over a webcam helps employees in different locations feel more part of the team	155 14%	26 16%	9 9%	6 10%	55 13%	54 17%	5 6%	40 17%	42 12%	73 13%	24 9%	130 15%

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