

Table: 5

[You like] In which of the following media are you most likely to find advertising that ...?

		Nation	
	Total	TV Nation	Marketing Nation
Base: All Respondents	774	600	174
Base: All Respondents (wtd)	774	600	174
TV (e.g. paid TV subscription, TV apps, and streaming services)	236	200	36
	30.5%	33.4%	20.7%
		B	
Radio	38	36	2
	4.9%	6.0%	1.1%
		B	
Newspapers	13	11	2
	1.7%	1.8%	1.1%
Websites (other than search engines and social media)	43	33	10
	5.6%	5.5%	5.7%
Online search pages (e.g. Google)	31	22	9
	4.0%	3.7%	5.2%
Social media sites (e.g. X or Facebook)	162	92	70
	20.9%	15.3%	40.2%
			A
Outdoor posters / billboards	23	9	14
	3.0%	1.5%	8.0%
			A
YouTube	89	72	17
	11.6%	12.1%	9.8%
TikTok	45	34	11
	5.8%	5.6%	6.3%

Digital/ Retail networks (e.g. in store)	6	5	1
	0.8%	0.8%	0.6%
None of these	88	86	2
	11.4%	14.3%	1.1%
		B	
Sigma	774	600	174
	100.0%	100.0%	100.0%
Summary			
TV (Net)	236	200	36
	30.5%	33.4%	20.7%
		B	
Traditional Media (Net)	74	56	18
	9.5%	9.3%	10.3%
Social + Traditional Media (Net)	235	147	88
	30.4%	24.6%	50.6%
			A
Digital Media (Net)	214	166	48
	27.7%	27.7%	27.6%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

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Table: 10

[Draws your attention to a product, brand or service you had not heard of before] In which of the following media are you most likely to find advertising that ...?

		Nation	
	Total	TV Nation	Marketing Nation
		A	B
Base: All Respondents	774	600	174
Base: All Respondents (wtd)	774	600	174
TV (e.g. paid TV subscription, TV apps, and streaming services)	169	153	16
	21.8%	25.5%	9.2%
		B	
Radio	14	11	3
	1.8%	1.8%	1.7%
Newspapers	12	10	2
	1.6%	1.7%	1.1%
Websites (other than search engines and social media)	45	38	7
	5.8%	6.3%	4.0%
Online search pages (e.g. Google)	40	31	9
	5.2%	5.2%	5.2%
Social media sites (e.g. X or Facebook)	209	124	85
	27.0%	20.6%	48.9%
			A
Outdoor posters / billboards	40	31	9
	5.2%	5.2%	5.2%

YouTube	84	67	17
	10.9%	11.2%	9.8%
TikTok	66	49	17
	8.5%	8.1%	9.8%
Digital/ Retail networks (e.g. in store)	16	10	6
	2.1%	1.7%	3.4%
None of these	79	76	3
	10.2%	12.7%	1.7%
		B	
Sigma	774	600	174
	100.0%	100.0%	100.0%
Summary			
TV (Net)	169	153	16
	21.8%	25.5%	9.2%
		B	
Traditional Media (Net)	66	52	14
	8.5%	8.7%	8.0%
Social + Traditional Media (Net)	275	176	99
	35.5%	29.3%	56.9%
			A
Digital Media (Net)	251	195	56
	32.4%	32.5%	32.2%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

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Table: 12

[Is misleading] In which of the following media are you most likely to find advertising that ...?

		Nation	
	Total	TV Nation	Marketing Nation
		A	B
Base: All Respondents	774	600	174
Base: All Respondents (wtd)	774	600	174
TV (e.g. paid TV subscription, TV apps, and streaming services)	60	57	3
	7.7%	9.5%	1.7%
		B	
Radio	16	13	3
	2.1%	2.2%	1.7%
Newspapers	18	16	2
	2.3%	2.7%	1.1%
Websites (other than search engines and social media)	65	47	18
	8.4%	7.8%	10.3%
Online search pages (e.g. Google)	43	26	17
	5.6%	4.3%	9.8%
			A
Social media sites (e.g. X or Facebook)	290	199	91
	37.5%	33.2%	52.3%
			A
Outdoor posters / billboards	7	5	2
	0.9%	0.8%	1.1%

YouTube	36	33	3
	4.7%	5.5%	1.7%
		B	
TikTok	132	99	33
	17.0%	16.4%	19.0%
Digital/ Retail networks (e.g. in store)	4	4	-
	0.5%	0.7%	-
None of these	103	101	2
	13.3%	16.9%	1.1%
		B	
Sigma	774	600	174
	100.0%	100.0%	100.0%
Summary			
TV (Net)	60	57	3
	7.7%	9.5%	1.7%
		B	
Traditional Media (Net)	41	34	7
	5.3%	5.7%	4.0%
Social + Traditional Media (Net)	331	233	98
	42.8%	38.9%	56.3%
			A
Digital Media (Net)	280	209	71
	36.2%	34.8%	40.8%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,

Minimum Base: 30 (**), Small Base: 100 (*)

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Table: 15

. [TV Nation - GRID TABLE] In which of the following media are you most likely to find advertising that ...?

	You like	You trust
	A	B
Base: All TV Nation - Respondents	600	600
Base: All TV Nation - Respondents (wtd)	600	600
TV (e.g. paid TV subscription, TV apps, and streaming services)	200	140
	33.4%	23.3%
	BFGIJ	GIJ
Radio	36	41
	6.0%	6.8%
	DFGI	CDFGIJ
Newspapers	11	41
	1.8%	6.9%
		ACDEFGI
Websites (other than search engines and social media)	33	44
	5.5%	7.3%
	CDE	CDE
Online search pages (e.g. Google)	22	39
	3.7%	6.5%
	D	ACDEG
Social media sites (e.g. X or Facebook)	92	37
	15.3%	6.2%
	B	
Outdoor posters / billboards	9	10
	1.5%	1.7%
	72	49

YouTube	12.1%	8.2%
	BGIJ	J
TikTok	34	9
	5.6%	1.5%
	B	
Digital/ Retail networks (e.g. in store)	5	17
	0.8%	2.8%
		ACDEI
None of these	86	173
	14.3%	28.8%
		ACEFIJ
Sigma	600	600
	100.0%	100.0%
Summary		
TV (Net)	200	140
	33.4%	23.3%
	BFGIJ	GIJ
Traditional Media (Net)	56	92
	9.3%	15.3%
	DI	ACDEFGI
Social + Traditional Media (Net)	147	129
	24.6%	21.5%
	D	
Digital Media (Net)	166	158
	27.7%	26.3%
	D	

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Table: 37

Why do you watch any TV shows live at the time they are broadcast rather than watch later recorded or via catch up / on-demand?

		Nation	
	Total	TV Nation	Marketing Nation
		A	B
Base: All Respondents	774	600	174
Base: All Respondents (wtd)	774	600	174
I don't have the equipment to record or watch on-demand	40	37	3
	5.2%	6.2%	1.7%
		B	
So that I can discuss them with people right away	78	50	28
	10.1%	8.3%	16.1%
			A
I just come across shows and decide to watch them	123	106	17
	15.9%	17.6%	9.8%
		B	
I look forward to shows and want to watch them as soon as possible	134	104	30
	17.3%	17.3%	17.2%
It feels like more of an event	128	88	40
	16.6%	14.7%	23.0%
			A
So that I can follow what other people are saying about them online, while I'm watching	55	36	19
	7.1%	6.0%	10.9%
			A

To avoid 'spoilers' or other people revealing the plot	147	108	39
	19.0%	18.0%	22.4%
To watch live action as it happens (e.g. for sports, reality, or awards shows)	206	137	69
	26.7%	22.9%	39.7%
			A
I don't want to wait until it is available on-demand	66	45	21
	8.5%	7.5%	12.1%
So I can watch them with family or friends	119	94	25
	15.4%	15.7%	14.4%
Other	19	16	3
	2.5%	2.7%	1.7%
Don't know	31	29	2
	4.0%	4.9%	1.1%
		B	
I don't watch any TV shows live at the time they are broadcast	234	175	59
	30.2%	29.2%	33.9%
Sigma	1381	1026	355
	178.4%	170.9%	204.0%
Summary			
Average # of mentions	509	396	113
	65.7%	66.0%	64.9%

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,
Minimum Base: 30 (**), Small Base: 100 (*)

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Table: 92

App Usage

		Nation	
	Total	TV Nation	Marketing Nation
		A	B
Base: All Respondents	774	600	174
Base: All Respondents (wtd)	774	600	174
Facebook	584	431	153
	75.4%	71.8%	87.9%
			A
YouTube	622	461	161
	80.4%	76.9%	92.5%
			A
X	163	113	50
	21.0%	18.8%	28.7%
			A
LinkedIn	312	148	164
	40.3%	24.7%	94.3%
			A
Pinterest	182	118	64
	23.5%	19.7%	36.8%
			A
Instagram	526	358	168
	67.9%	59.6%	96.6%
			A
Snapchat	172	134	38
	22.2%	22.3%	21.8%
	377	230	147

WhatsApp	48.7%	38.3%	84.5%
			A
Reddit	266	166	100
	34.4%	27.7%	57.5%
			A
Netflix	502	351	151
	64.8%	58.4%	86.8%
			A
Prime Video	434	313	121
	56.1%	52.2%	69.5%
			A
Spotify	358	238	120
	46.2%	39.6%	69.0%
			A
Apple TV+	141	70	71
	18.3%	11.7%	40.8%
			A
TikTok	264	179	85
	34.2%	29.9%	48.9%
			A
Disney+	284	193	91
	36.7%	32.1%	52.3%
			A
Paramount +	107	78	29
	13.8%	13.0%	16.7%
Pluto TV	43	37	6
	5.6%	6.2%	3.4%
TV app (e.g. CBC GEM, STACKTV, Sportsnet+, etc.)	176	102	74
	22.8%	17.0%	42.5%
			A
Tubi	92	76	16
	11.9%	12.7%	9.2%
AI search engine (e.g. ChatGPT, Claude)	320	174	146
	41.4%	29.0%	83.9%
			A
	3	3	-

None of these	0.4%	0.5%	-
Sigma	5928	3973	1955
	765.9%	662.2%	1123.6%
Summary			
Communication Apps (Net)	718	544	174
	92.8%	90.7%	100.0%
			A
Newsfeed Apps (Net)	361	238	123
	46.6%	39.6%	70.7%
			A
Music Apps (Net)	358	238	120
	46.2%	39.6%	69.0%
			A
Video Apps-2023/2026 (Net)	742	568	174
	95.9%	94.7%	100.0%
			A
Full TV (Net)	746	572	174
	96.4%	95.4%	100.0%
			A

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G/H/I/J, K/L/M/N/O/P/Q/R, S/T/U, V/W/X/Y/Z/a,
Minimum Base: 30 (**), Small Base: 100 (*)

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