

WATCHING TELEVISION (35%) MOST POPULAR FORM OF HOME ENTERTAINMENT FOR CANADIANS

*News (35%) is the Most Frequently Watched Type of Program
Nine in Ten (92%) Say Image Quality is Important, While Seven
in Ten (72%) Would Buy an HDTV if Money Were not an Issue*



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News (35%) is the Most Frequently Watched Type of Program, Nine in Ten (92%) Say Image Quality is Important, While Seven in Ten (72%) Would Buy an HDTV if Money Were Not an Issue

Toronto, ONTARIO (Tuesday, May 13th, 2003) – According to a new study conducted by Ipsos-Reid on behalf of Samsung Electronics, watching television is the most popular form of home entertainment for Canadians (35%) followed by reading a book (25%).

Two-thirds (63%) of Canadians indicate that they rely mostly on television for accurate news and information, while approximately one in ten opt for radio (13%) or daily newspapers (12%). Seven percent say they rely on the Internet most for accurate news and information.

As for what types of programs Canadians are most likely to be watching on television, one in three (33%) say they most frequently watch news programs, followed by documentaries or educational programs (16%), sports (14%) drama (12%) and sitcoms (12%).

Asked specifically about television sets, nine in ten (92%) say a television's image quality is important, including two-thirds (64%) who say it is very important to them. Further, when asked what the single most important factor they consider when evaluating or purchasing a new television, four in ten (39%) cite image quality, while half that number (21%) say price is the most important factor for them. In fact, if money were not an issue, seven in ten (72%) Canadians say they would buy a high definition television (HDTV) with high picture quality.

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As for uses of the household television, aside from watching regular television programs, seven in ten Canadians (69%) indicate that they use their television to watch videos and previously recorded programs on a VCR, while 49% use the TV to watch DVDs, and one in four use it to watch movies and programs by satellite (25%) or to play console video games (23%).

Looking ahead to the future, Canadians appear to be evenly divided as to whether television will be more important (49% much more important/somewhat more important) or less important (46% much less important/somewhat less important) as a source of entertainment and news.

And finally, one in three Canadians (35%) believes that the future of television will be a convergent device that acts as a television, computer, and stereo in one, while one in five believes television will continue to add new features without an additional cost (18%) or that television will continue to improve picture quality (18%).

These are the findings of an Ipsos-Reid poll conducted on behalf of Samsung Electronics between April 15th and April 17th, 2003. The poll is based on a randomly selected sample of 1,009 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.



Watching Television Most Popular Means of Home Entertainment

News is the Most Frequently Watched Television Program

Watching television is the most popular form of home entertainment for Canadians (35%), while reading a book (25%) is the second most reported activity followed by listening to music (13%) and using a personal computer (11%).

- There is a greater number of Albertans (43%) who say watching television is the way in which they most frequently keep themselves entertained at home; the number of individuals who report listening to music as their most frequent home entertainment activity is largest in Quebec (19%).
- Older Canadians (36%) are significantly more likely than their younger (18%) and middle-aged counterparts (21%) to say they most frequently keep themselves entertained by reading a book; similarly, there is a significantly larger proportion of young adults (18%) who keep themselves entertained by using a personal computer.
- Men (39%) are significantly more likely than women (32%) to entertain themselves by watching television; they (14%) are significantly more likely than women (8%) to use a personal computer; and women (34%) are significantly more likely than men (15%) to be entertained by reading a book.
- Individuals with an annual household income of less than \$30,000 (16%) and individuals with a household income between \$30,000 and \$60,000 (15%) are significantly more likely than those with household incomes of \$60,000 or more (8%) to entertained at home by listening to music.



- Those respondents who report having at least three televisions in their home (40%) are significantly more likely than those who have only one (31%) television to be most frequently entertained by watching television.

Nearly two thirds of Canadians (63%) say they rely mostly on television for accurate news and information, while 13% rely mostly on radio, 12% rely on daily newspapers, and 7% say they rely mostly on the Internet.

- While television was the most frequently reported source for accurate news and information across all the regions, those individuals residing in British Columbia (73%) were especially apt to feel this way, followed by residents of Atlantic Canada (71%) and Quebec (69%). There is a greater number of residents of Saskatchewan/Manitoba (22%) who say they rely mostly on the radio; and a greater number of residents of Ontario (17%) and Saskatchewan/Manitoba (16%) who rely mostly on daily newspapers.
- Older Canadians (69%) are significantly more likely than younger Canadians (59%) to rely mostly on television for accurate news and information.
- Canadians without a university degree (68%) are significantly more likely than those with a degree (52%) to rely on television for accurate news and information; university graduates are significantly more likely to rely on daily newspapers (19%) or the internet (11%) than are their other counterparts.
- Canadians with household incomes of less than \$60,000 per annum (68%) are significantly more likely than those earning more (56%) to rely on television for accurate news and information; individuals with household incomes of more than \$60,000 (15%) are significantly more likely than those with household incomes of between \$30,000-\$59,000



(9%) to rely on the radio; and they (16%) are also significantly more likely than those with household incomes of less than \$30,000 (9%) to rely on daily newspapers.

- Those individuals who report having three or more televisions in the home (69%) are significantly more likely than those with only one (57%) to rely mostly on television for accurate news and information; those with only one television (16%) are more likely than those with two (11%) to rely on the radio; and those with two televisions (14%) are more likely than those with three or more (9%) to rely on daily newspapers.

News programs are reported to be the most frequently watched television programs by Canadians (33%), followed by documentaries/educational programming (16%), sports (14%), dramas (12%), sitcoms (12%), and reality television (5%).

- News is the most frequently watched program across all regions, although there is a greater proportion of Quebecers (21%) who report watching documentaries/educational programming; Albertans (25%) who report watching sports; and residents of British Columbia (21%) who report watching dramas.
- The number of Canadians who report watching news most frequently significantly increases with age – 20% young adults; 28% middle-aged adults; and 50% older adults.
- Men (37%) are significantly more likely than women (29%) to report watching the news; they (20%) are also significantly more likely than women (8%) to watch sports; while women (17%) are significantly more likely than men (7%) to report watching dramas; and women (15%) are significantly more likely than men (9%) to watch sitcoms.



- University graduates (40%) are significantly more likely than those individuals with a high school diploma (27%) and those with post-secondary or some university education (30%) to watch the news.
- Individuals with a higher annual household incomes (36%) are significantly more likely than those with a lower household incomes (27%) to watch the news; and middle income households (22%) are significantly more likely than higher income households (13%) and lower income households (14%) to report watching documentaries/educational programming.
- Canadians who report having one television in the house (40%) are significantly more likely than those with two (31%) or three or more (29%) to report news as the program they watch most frequently.

Nine in Ten Canadians Say Image Quality is Important and Seven in Ten would Buy an HDTV if Money were not an Issue

Nine in ten Canadians (92%) say a television's image quality is important--64% of those say it's "very important," 28% say it's "somewhat important." Only 8% say it's "not very important" or "not at all important".

- Residents of Alberta (97%) are significantly more likely than residents of Saskatchewan/Manitoba (89%) to say image quality is important.
- Individuals with an annual household incomes of \$30,000-\$59,000 (94%) are significantly more likely than those individuals with household incomes of less than \$30,000 (89%) to think image quality is important.



Four in ten Canadians (39%) say image quality is the single most important factor when evaluating or purchasing a new television. One fifth of Canadians (21%) think price is the most important factor, 12% say screen size, and 11% say brand name is most important when evaluating or purchasing a new television.

- There is a nominally larger proportion of Albertans (46%) who say image quality is the single most important factor to consider when evaluating or purchasing a new television.
- Younger Canadians (34%) are nominally less likely than their older counterparts (40%) to think image quality is important when evaluating or purchasing a new television; young adults (25%) are significantly more likely than older Canadians (18%) to think price is most important; and they (15%) are nominally more likely than their older counterparts (10%) to think screen size is important.
- Image quality appears to be nominally more important to Canadians with household incomes of \$60,000 or more per annum (43%) than it is for those with household incomes of less than \$30,000 (36%).

If money were not an issue, seven in ten Canadians (72%) would buy a high definition television (HDTV) with high picture quality, 22% would buy a standard television with regular picture quality, and 5% say they wouldn't buy a television.

- Residents of British Columbia (85%) are significantly more likely than Canadians residing in all other regions to say they would buy an HDTV if money were not an issue; conversely they are the least likely to say they would buy a standard television (12%).



- Younger (81%) and middle-aged (76%) are significantly more likely than older adults (60%) to say they would buy an HDTV; older adults (31%) are significantly more likely than their younger (16%) and middle-aged (19%) counterparts to say they would buy a standard television; and older Canadians (7%) are significantly more likely than younger Canadians (2%) to say they wouldn't buy a television.
- Men (76%) are significantly more likely than women (69%) to buy an HDTV if money were not an issue; while women (24%) are significantly more likely than men (18%) to say they would buy a standard television.
- Canadians with at least some post-secondary education (76%) are significantly more likely than those with at least some high school (66%) to say they would buy an HDTV; while those with at least some high school (29%) are significantly more likely than those with at least some post-secondary education (17%) to say they would buy a standard television.
- Canadians with an annual household income of \$60,000 or greater (78%) are significantly more likely than those with an annual household income of less than \$30,000 (69%) to say they would buy an HDTV, while those with an annual household income of less than \$30,000 (27%) are significantly more likely than those with an annual household income of \$60,000 or greater (16%) to say they would buy a standard television if money were not an issue.
- Those respondents who report having at least three televisions in the home (79%) are significantly more likely than those who report having only one (67%) to say they would buy an HDTV if money were not an issue; while those with one television (26%) are significantly more likely than those with three or more (17%) to say they would buy a standard television with regular picture quality.



Aside from regular television programs such as the news, seven in ten Canadians (69%) use their television to watch videos and previously recorded programs on a VCR; 49% use it to watch DVDs. A quarter of Canadians (25%) use their television to watch satellite movies and programming, 23% use it to play console video games, 17% use it to watch previously recorded programs on a Personal Video Recorder (PVR), and 5% use their television as a computer monitor.

- Watching videos and previously recorded programs on a VCR is the most common use for a television (other than watching regular television programs) across all regions, but this is less popular among residents of Saskatchewan/Manitoba (55%) and Atlantic Canada (56%). Watching DVDs is significantly more common among Albertans (58%), British Columbians (57%), and Ontarians (52%) than it is among Quebecers (39%).
- Canadians over the age of 55 are significantly less likely to watch movies or programs on a VCR (55%), watch DVDs (29%), watch satellite movies or programs (20%), watch programs on a PVR (11%), or play video games (3%).
- Men are significantly more likely than women to watch DVDs (53% vs. 46%); watch satellite TV (28% vs. 22%); and play video games (26% vs. 20%).
- Individuals with household incomes of \$60,000 per annum or greater (77%) are significantly more likely than those from middle (68%) and lower income households (64%) to watch videos or programs on a VCR; individuals with household incomes of more than \$30,000 per annum (55%) are significantly more likely than those individuals with lower household incomes (42%) to watch DVDs.



- Those respondents who report having only one television in the home are significantly less likely to watch videos or programs on a VCR (66%), watch DVDs (35%), watch satellite movies and programming (18%), play console video games (12%), or watch movies and previously recorded programs on PVR (12%).

Canadians Divided on Importance of Television in the Future

Canadians are divided as to whether, as a source of entertainment and news, television will be more important (49%--13% much more important and 35% somewhat more important) or less important (46%--11% much less important and 35% somewhat less important) in the future.

- Atlantic Canadians (59%) are significantly more likely than residents of British Columbia (46%) and Ontario (47%) to believe television will be more important in the future as a source of entertainment and news.
- Older adults (61%) are significantly more likely than their younger (40%) and middle-aged counterparts (45%) to believe television will be more important in the future; younger Canadians (57%) and middle-aged Canadians (50%) are significantly more likely than their older counterparts (32%) to believe television will be less important.
- Canadians with an annual household incomes of under \$60,000 (53%) are significantly more likely than those with household incomes equal to this amount or greater (41%) to believe that in the future television will be a more important source of entertainment and news; while Canadians whose annual household income is at least \$60,000 (54%) are significantly more likely than those with lower household incomes (44%) to believe television will be less important in the future.



- Respondents who report having two (50%) or three or more (55%) televisions in the home are significantly more likely than those who report having only one (40%) to believe television will be more important in the future; while respondents who have only one television (53%) are significantly more likely than those with three or more (41%) to believe television will be less important in the future as a source of entertainment and news.

A third of Canadians (35%) believe that the future of television will be a convergent device that acts as a television, computer, and stereo in one; 18% think television will add new features without additional cost; another 18% think television will continue to improve its picture quality; 11% think television will become mobile; and another 11% say the most likely future of television is that it will allow for two-way communication.

- There is a significantly greater proportion of Quebecers (27%) who believe the future of television will be continuous improvement in its picture quality.
- Younger adults (39%) are significantly more likely than older adults (30%) to believe the future of television is a convergent device that acts as a television, computer, and stereo in one.
- Women (38%) are significantly more likely than men (32%) to think that future televisions will be convergent devices; while men (20%) are significantly more likely than women (15%) to think that in the future television will continue to improve its picture quality.
- Canadians with an annual household income equal to or greater than \$60,000 (40%) are significantly more likely than those with a household income of less than \$30,000 (29%) to believe that the future of television will be a convergent device; individuals whose household income is less than \$30,000 (22%) are significantly more likely than individuals



whose annual household income is between \$30,000 and \$60,000 (15%) to believe that the future of television will be continuous improvement in its picture quality.

- Those individuals who report having only one television in the home (22%) are significantly more likely than those who have three or more (15%) to believe television will continue to improve its picture quality in the future; those respondents who have three or more televisions (14%) are significantly more likely than those with one (8%) to believe the future of television will allow for two-way communication.

Majority of Canadians have at Least Two televisions in the Home

The majority of Canadians report having at least two televisions in their home (38% two, 34% three or more); 27% report only having one.

- Residents of British Columbia (30%), Saskatchewan/Manitoba (36%), and Quebec (29%) are significantly more likely than Atlantic Canadians (18%) to have only one television in their home.
- Younger adults (31%) are significantly more likely than their middle-aged counterparts (22%) to have just one television in their home; and middle-aged Canadians (40%) are significantly more likely than their older counterparts (28%) to have three or more televisions.
- Canadians with an annual household income of less than \$30,000 (42%) are more likely to have only one television; individuals in the \$30,000-\$59,000 household income bracket (43%) are more likely to have two televisions; and those with an annual household income of \$60,000 or greater (47%) are more likely to have three or more televisions.



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-30-

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