Detailed Tables

How many televisions do you currently have in your home ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
One	270	40	25	25	94	73	14	92	87	82	136	135
	27%	30%	26%	36%	25%	29%	18%	31%	22%	28%	28%	26%
		F		DF		F		H				
Two	380	50	36	20	149	92	32	103	142	125	179	202
	38%	38%	37%	30%	39%	37%	41%	35%	36%	42%	37%	39%
Three or more	341	39	34	22	133	81	32	98	158	83	167	174
	34%	29%	35%	32%	35%	32%	41%	33%	40%	28%	34%	33%
									I			
Don't have a television	12	4	1	1	3	2	1	3	5	4	5	7
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know/Refused	5	0	1	1	2	1	0	0	1	2	1	4
	0	-	1%	1%	1%	0	-	-	0	1%	0	1%

How many televisions do you currently have in your home ?

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
One	270	48	223	44	57	90	78	102	76	57
	27%	28%	27%	33%	25%	26%	26%	42%	24%	19%
								HI		
Two	380	65	315	43	77	142	115	89	138	105
	38%	38%	38%	32%	34%	41%	39%	36%	43%	34%
									I	
Three or more	341	57	284	44	91	109	96	51	103	143
	34%	33%	34%	33%	40%	32%	32%	21%	32%	47%
					E				G	GH
Don't have a television	12	3	10	2	1	4	5	4	4	2
	1%	2%	1%	1%	0	1%	2%	2%	1%	1%
Don't know/Refused	5	0	5	0	0	1	2	0	0	0
	0	-	1%	-	-	0	1%	-	-	-

Detailed Tables

How do you most frequently keep yourself entertained when at home ? Is it by...

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Watching television	358	52	42	18	132	85	28	93	146	110	190	168
	35%	39%	43% C	26%	35%	34%	36%	31%	37%	37%	39% K	32%
Reading a book	248	29	20	18	94	63	24	54	82	105	73	175
	25%	22%	20%	26%	25%	25%	30%	18%	21%	36% GH	15%	34% J
Listening to music	128	8	9	11	45	47	8	42	55	30	62	66
	13%	6%	9%	16% A	12%	19% ABDF	10%	14%	14%	10%	13%	13%
Using a personal computer	110	15	10	8	48	24	6	53	44	13	70	40
	11%	12%	10%	11%	12%	10%	7%	18% HI	11% I	4%	14% K	8%
Hobbies/ crafts (building models, woodworking, needlepoint etc)	43	8	6	2	15	7	6	8	13	18	18	25
	4%	6%	6%	3%	4%	3%	7%	3%	3%	6% G	4%	5%
Spending time with children	21	5	1	2	8	3	2	10	11	0	6	15
	2%	3%	1%	4%	2%	1%	3%	3% I	3% I	-	1%	3%
Playing video games	19	3	2	1	7	5	0	13	4	2	15	4
	2%	2%	2%	2%	2%	2%	-	4% HI	1%	1%	3% K	1%
Physical activities/ exercising	13	3	4	2	1	1	1	2	8	3	9	4
	1%	2% D	4% DE	3% DE	0	0	2%	1%	2%	1%	2%	1%
Other	61	11	4	4	27	12	3	20	27	13	42	19
	6%	8%	4%	6%	7%	5%	4%	7%	7%	4%	9% K	4%
Don't know/Refused	9	1	1	1	5	1	1	2	2	4	4	5
	1%	1%	1%	2%	1%	0	1%	1%	1%	1%	1%	1%

Detailed Tables

How do you most frequently keep yourself entertained when at home ? Is it by...

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Watching television	358	60	298	53	94	110	97	84	113	119
	35%	35%	36%	40%	42% EF	32%	33%	34%	35%	39%
Reading a book	248	41	207	23	45	88	90	58	72	79
	25%	24%	25%	17%	20%	26%	31% CD	23%	22%	26%
Listening to music	128	22	106	14	33	49	32	40	47	25
	13%	13%	13%	10%	15%	14%	11%	16% I	15% I	8%
Using a personal computer	110	15	95	12	20	43	35	28	38	32
	11%	8%	11%	9%	9%	12%	12%	11%	12%	10%
Hobbies/ crafts (building models, woodworking, needlepoint etc)	43	12	31	7	9	15	11	8	14	9
	4%	7% B	4%	6%	4%	4%	4%	3%	4%	3%
Spending time with children	21	4	18	3	7	4	7	4	5	9
	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%
Playing video games	19	1	18	2	4	11	2	6	8	5
	2%	1%	2%	2%	2%	3% F	1%	2%	2%	2%
Physical activities/ exercising	13	2	11	1	3	7	2	1	3	7
	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Other	61	13	48	16	8	17	19	15	20	20
	6%	8%	6%	12% DE	4%	5%	6%	6%	6%	6%
Don't know/Refused	9	3	6	2	2	2	2	3	1	4
	1%	2%	1%	2%	1%	1%	1%	1%	0	1%

Detailed Tables

How do you most frequently keep yourself entertained when at home ? Is it by...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Watching television	358	2	84	137	135
	35%	12%	31%	36%	40%
					B
Reading a book	248	7	74	96	71
	25%	55%	27%	25%	21%
Listening to music	128	1	44	46	37
	13%	10%	16%	12%	11%
Using a personal computer	110	0	28	41	40
	11%	-	10%	11%	12%
Hobbies/ crafts (building models, woodworking, needlepoint etc)	43	0	13	21	8
	4%	-	5%	6%	2%
				D	
Spending time with children	21	1	3	9	8
	2%	10%	1%	2%	2%
Playing video games	19	0	2	7	9
	2%	-	1%	2%	3%
Physical activities/ exercising	13	1	0	4	8
	1%	7%	-	1%	2%
					B
Other	61	1	22	17	22
	6%	7%	8%	4%	6%
Don't know/Refused	9	0	2	3	3
	1%	-	1%	1%	1%

Detailed Tables

Upon which one source do you rely on most for accurate news and information ?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Television	635	97	64	36	211	171	56	174	244	204	300	335
	63%	73%	66%	53%	55%	69%	71%	59%	62%	69%	62%	64%
		CD				CD	CD			G		
Radio	135	14	11	15	58	24	13	32	61	38	65	69
	13%	11%	11%	22%	15%	10%	17%	11%	16%	13%	13%	13%
				ABE								
Daily newspapers	124	8	13	11	64	25	4	41	44	36	58	66
	12%	6%	13%	16%	17%	10%	5%	14%	11%	12%	12%	13%
				AF	AEF							
The Internet	69	9	7	3	32	14	4	33	26	9	38	31
	7%	6%	7%	4%	8%	6%	5%	11%	7%	3%	8%	6%
								HI	I			
Word-of-mouth/friend/family	10	0	1	1	5	3	1	2	7	1	6	4
	1%	-	1%	1%	1%	1%	1%	1%	2%	0	1%	1%
Magazines	4	0	0	1	1	2	0	1	1	2	1	3
	0	-	-	1%	0	1%	-	0	0	1%	0	1%
Word of mouth	3	0	0	1	2	0	0	3	0	0	3	0
	0	-	-	1%	1%	-	-	1%	-	-	1%	-
								H				
Other	8	2	1	0	3	2	1	2	5	1	4	4
	1%	1%	1%	-	1%	1%	1%	1%	1%	0	1%	1%
None/ no reliable source	6	3	0	1	0	2	0	1	2	2	4	2
	1%	2%	-	1%	-	1%	-	0	0	1%	1%	0
		D		D								
Don't know/Refused	15	1	1	1	7	5	0	6	3	4	7	8
	1%	1%	1%	1%	2%	2%	-	2%	1%	1%	1%	1%

Detailed Tables

Upon which one source do you rely on most for accurate news and information ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Television	635	114	522	100	151	229	154	166	222	172
	63%	66%	62%	75%	67%	66%	52%	67%	69%	56%
				F	F	F		I	I	
Radio	135	29	106	17	35	46	36	34	29	46
	13%	17%	13%	13%	15%	13%	12%	14%	9%	15%
										H
Daily newspapers	124	15	109	6	25	35	56	23	38	49
	12%	9%	13%	4%	11%	10%	19%	9%	12%	16%
					C		CDE			G
The Internet	69	7	62	5	6	26	32	11	21	25
	7%	4%	7%	4%	3%	7%	11%	5%	6%	8%
						D	CD			
Word-of-mouth/friend/family	10	3	7	1	0	6	3	3	2	4
	1%	2%	1%	1%	-	2%	1%	1%	1%	1%
Magazines	4	0	4	0	1	0	3	0	3	1
	0	-	0	-	1%	-	1%	-	1%	0
Word of mouth	3	2	1	0	1	1	1	0	2	1
	0	1%	0	-	0	0	0	-	1%	0
		B								
Other	8	1	6	1	1	0	6	2	1	4
	1%	1%	1%	1%	1%	-	2%	1%	0	1%
							E			
None/ no reliable source	6	0	6	1	2	1	2	2	0	3
	1%	-	1%	1%	1%	0	1%	1%	-	1%
Don't know/Refused	15	1	14	3	4	3	2	6	4	2
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%

Detailed Tables

Upon which one source do you rely on most for accurate news and information ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Television	635	3	154	241	234
	63%	25%	57%	63%	69%
					B
Radio	135	6	44	41	44
	13%	50%	16%	11%	13%
			C		
Daily newspapers	124	2	36	54	32
	12%	15%	13%	14%	9%
				D	
The Internet	69	0	22	30	17
	7%	-	8%	8%	5%
Word-of-mouth/friend/family	10	1	3	4	2
	1%	9%	1%	1%	1%
Magazines	4	0	4	0	0
	0	-	1%	-	-
			CD		
Word of mouth	3	0	0	1	2
	0	-	-	0	1%
Other	8	0	2	2	3
	1%	-	1%	1%	1%
None/ no reliable source	6	0	0	3	3
	1%	-	-	1%	1%
Don't know/Refused	15	0	4	5	3
	1%	-	2%	1%	1%

Detailed Tables

Thinking about what you watch on television, would you describe the kinds of programs you watch most frequently as...

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
News	329	42	30	26	120	79	32	58	111	150	178	151
	33%	31%	31%	38%	31%	32%	41%	20%	28%	50%	37%	29%
									G	GH	K	
Documentaries/Educational programming	165	23	15	9	58	52	8	39	76	45	80	85
	16%	17%	16%	14%	15%	21%	11%	13%	19%	15%	16%	16%
						F			G			
Sports	138	21	24	7	54	25	6	51	57	30	99	39
	14%	16%	25%	10%	14%	10%	8%	17%	14%	10%	20%	8%
			CDEF					I			K	
Dramas	124	28	11	6	47	21	11	29	53	39	36	88
	12%	21%	11%	9%	12%	9%	14%	10%	13%	13%	7%	17%
		BCDE										J
Sitcoms	119	11	7	10	52	27	12	69	44	6	43	77
	12%	8%	7%	15%	14%	11%	15%	23%	11%	2%	9%	15%
								HI	I			J
Reality television	53	3	4	5	26	12	4	25	23	5	17	36
	5%	2%	4%	7%	7%	5%	5%	9%	6%	2%	3%	7%
					A			I	I			J
Other	49	2	4	3	14	23	4	19	15	14	18	31
	5%	1%	4%	4%	4%	9%	5%	6%	4%	5%	4%	6%
						AD						
None	3	2	0	0	1	0	0	0	3	0	2	1
	0	1%	-	-	0	-	-	-	1%	-	0	0
Don't know/Refused	30	3	3	3	10	11	1	6	14	9	17	12
	3%	2%	3%	4%	3%	4%	1%	2%	4%	3%	4%	2%

Detailed Tables

Thinking about what you watch on television, would you describe the kinds of programs you watch most frequently as...

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
News	329 33%	57 33%	271 32%	47 35%	60 27%	102 30%	120 40% DE	67 27%	105 33%	110 36% G
Documentaries/Educational programming	165 16%	24 14%	141 17%	23 17%	34 15%	65 19%	41 14%	35 14%	70 22% GI	40 13%
Sports	138 14%	22 13%	116 14%	15 11%	40 18%	42 12%	41 14%	29 12%	43 13%	50 16%
Dramas	124 12%	23 13%	101 12%	14 10%	23 10%	48 14%	38 13%	32 13%	35 11%	34 11%
Sitcoms	119 12%	16 9%	103 12%	10 8%	35 15% C	41 12%	32 11%	33 13%	37 12%	34 11%
Reality television	53 5%	10 6%	43 5%	8 6%	15 7%	18 5%	12 4%	13 5%	15 5%	21 7%
Other	49 5%	9 5%	41 5%	11 8% F	13 6% F	19 6% F	6 2%	25 10% HI	9 3%	10 3%
None	3 0	0 -	3 0	0 -	0 -	2 0	1 0	1 0	0 -	2 1%
Don't know/Refused	30 3%	11 7% B	18 2%	7 5%	6 3%	10 3%	6 2%	10 4%	6 2%	8 3%

Detailed Tables

Thinking about what you watch on television, would you describe the kinds of programs you watch most frequently as...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
News	329	4	107	119	99
	33%	32%	40%	31%	29%
			CD		
Documentaries/Educational programming	165	1	41	67	55
	16%	7%	15%	18%	16%
Sports	138	1	21	63	53
	14%	7%	8%	17%	16%
				B	B
Dramas	124	0	33	45	44
	12%	-	12%	12%	13%
Sitcoms	119	0	33	43	43
	12%	-	12%	11%	13%
Reality television	53	1	10	22	20
	5%	10%	4%	6%	6%
Other	49	0	14	16	19
	5%	-	5%	4%	6%
None	3	0	1	0	2
	0	-	0	-	1%
Don't know/Refused	30	5	10	6	7
	3%	45%	4%	2%	2%

Detailed Tables

How important is a television's image quality to you. Would you say it is very important, somewhat important, not very important, or not at all important?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Very important	644	89	64	43	232	167	49	176	252	199	324	319
	64%	67%	66%	62%	61%	67%	63%	60%	64%	67%	67%	61%
Somewhat important	286	33	30	18	119	64	22	98	115	68	125	161
	28%	25%	31%	27%	31%	26%	28%	33%	29%	23%	26%	31%
								I				
Not very important	51	8	3	5	18	12	5	16	15	19	27	24
	5%	6%	3%	7%	5%	5%	6%	5%	4%	6%	6%	5%
Not at all important	26	3	0	3	12	7	1	4	12	10	9	16
	3%	2%	-	4%	3%	3%	2%	1%	3%	4%	2%	3%
				B								
Don't know/Refused	3	0	0	0	3	0	0	1	0	0	1	1
	0	-	-	-	1%	-	-	0	-	-	0	0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	930	122	95	61	350	231	72	275	366	267	450	480
	92%	91%	97%	89%	92%	93%	92%	93%	93%	90%	92%	92%
			C									
Not important (Low2Box)	77	12	3	8	30	19	6	20	27	29	37	40
	8%	9%	3%	11%	8%	7%	8%	7%	7%	10%	8%	8%
				B								

Detailed Tables

How important is a television's image quality to you. Would you say it is very important, somewhat important, not very important, or not at all important?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Very important	644	90	554	93	150	216	179	147	211	201
	64%	52%	66%	70%	67%	62%	61%	60%	66%	65%
			A							
Somewhat important	286	68	218	25	65	103	91	73	93	86
	28%	39%	26%	18%	29%	30%	31%	30%	29%	28%
		B			C	C	C			
Not very important	51	8	44	7	8	22	15	18	14	13
	5%	4%	5%	5%	3%	6%	5%	7%	4%	4%
Not at all important	26	7	19	9	2	5	10	8	4	7
	3%	4%	2%	7%	1%	2%	3%	3%	1%	2%
				DE						
Don't know/Refused	3	0	3	0	0	0	1	0	0	0
	0	-	0	-	-	-	0	-	-	-
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	930	158	772	118	215	319	271	220	303	287
	92%	92%	92%	88%	96%	92%	91%	89%	94%	93%
					C					G
Not important (Low2Box)	77	15	62	16	10	27	24	26	18	20
	8%	8%	7%	12%	4%	8%	8%	11%	6%	7%
				D				H		

Detailed Tables

How important is a television's image quality to you. Would you say it is very important, somewhat important, not very important, or not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Very important	644	5	167	228	242
	64%	43%	62%	60%	71%
					BC
Somewhat important	286	1	80	129	74
	28%	7%	30%	34%	22%
			D	D	
Not very important	51	0	18	15	17
	5%	-	7%	4%	5%
Not at all important	26	5	5	8	8
	3%	39%	2%	2%	2%
Don't know/Refused	3	1	0	0	0
	0	11%	-	-	-
TOPBOX & LOWBOX SUMMARY					
Important (Top2Box)	930	6	247	358	317
	92%	50%	91%	94%	93%
Not important (Low2Box)	77	5	24	23	24
	8%	39%	9%	6%	7%

Detailed Tables

When evaluating or purchasing a new television, what is the single most important factor you consider ?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Image quality	392	49	45	28	146	96	28	102	156	120	192	200
	39%	37%	46%	41%	38%	39%	35%	34%	40%	40%	39%	38%
Price	212	34	15	12	79	55	18	75	82	53	101	111
	21%	25%	15%	17%	21%	22%	22%	25% I	21%	18%	21%	21%
Screen size	119	12	13	8	51	23	11	44	42	31	63	56
	12%	9%	13%	11%	13%	9%	15%	15%	11%	10%	13%	11%
Brand name	112	15	12	6	41	29	9	29	47	35	59	53
	11%	11%	13%	9%	11%	12%	11%	10%	12%	12%	12%	10%
Quality - unspecified	23	3	1	0	9	8	2	10	7	5	7	16
	2%	2%	1%	-	2%	3%	3%	3%	2%	2%	1%	3%
Energy efficiency	16	2	1	1	7	3	1	7	5	4	10	6
	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%
Warranty/ guarantee	15	3	1	2	4	3	1	6	6	4	9	6
	2%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	1%
Reliability	10	2	0	1	3	5	0	2	5	3	8	2
	1%	1%	-	1%	1%	2%	-	1%	1%	1%	2% K	0
Television set design	9	0	1	1	6	1	1	2	5	2	3	6
	1%	-	1%	1%	2%	0	1%	1%	1%	1%	1%	1%
Other	64	10	5	5	21	18	4	13	27	23	22	42
	6%	7%	5%	7%	6%	7%	6%	4%	7%	8%	4%	8% J
None	5	1	0	1	1	1	0	1	2	2	1	4
	0	1%	-	2% D	0	0	-	0	0	1%	0	1%
Don't know/Refused	32	3	3	4	13	6	3	6	9	15	13	20
	3%	2%	3%	6%	3%	2%	4%	2%	2%	5% GH	3%	4%

Detailed Tables

When evaluating or purchasing a new television, what is the single most important factor you consider ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Image quality	392	63	329	40	81	154	115	89	118	131
	39%	36%	39%	30%	36%	44% C	39%	36%	37%	43%
Price	212	34	179	25	55	59	72	53	68	59
	21%	20%	21%	19%	25% E	17%	24% E	22%	21%	19%
Screen size	119	24	95	14	27	45	31	24	48	35
	12%	14%	11%	10%	12%	13%	11%	10%	15%	11%
Brand name	112	18	95	21	27	29	34	29	36	34
	11%	10%	11%	16% E	12%	8%	12%	12%	11%	11%
Quality - unspecified	23	3	19	2	3	10	9	7	6	8
	2%	2%	2%	1%	1%	3%	3%	3%	2%	3%
Energy efficiency	16	4	12	3	3	7	4	6	2	3
	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%
Warranty/ guarantee	15	6	10	4	6	3	2	3	5	7
	2%	3% B	1%	3%	3%	1%	1%	1%	2%	2%
Reliability	10	1	9	1	3	4	2	4	1	5
	1%	1%	1%	1%	1%	1%	1%	2%	0	2%
Television set design	9	1	8	1	0	3	5	1	4	1
	1%	1%	1%	1%	-	1%	2%	0	1%	0
Other	64	12	52	10	13	27	13	17	27	16
	6%	7%	6%	8%	6%	8%	4%	7%	8%	5%
None	5	2	3	1	1	2	1	2	0	1
	0	1%	0	1%	0	0	0	1%	-	0
Don't know/Refused	32	5	27	11	7	4	9	12	7	7
	3%	3%	3%	8% DEF	3%	1%	3%	5%	2%	2%

Detailed Tables

When evaluating or purchasing a new television, what is the single most important factor you consider ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Image quality	392	2	111	145	133
	39%	14%	41%	38%	39%
Price	212	2	56	80	74
	21%	13%	21%	21%	22%
Screen size	119	0	27	43	47
	12%	-	10%	11%	14%
Brand name	112	0	30	42	40
	11%	-	11%	11%	12%
Quality - unspecified	23	1	6	8	8
	2%	10%	2%	2%	2%
Energy efficiency	16	0	3	8	5
	2%	-	1%	2%	1%
Warranty/ guarantee	15	0	3	7	5
	2%	-	1%	2%	1%
Reliability	10	0	3	4	4
	1%	-	1%	1%	1%
Television set design	9	1	1	3	4
	1%	7%	0	1%	1%
Other	64	3	18	27	16
	6%	28%	7%	7%	5%
None	5	1	1	2	1
	0	11%	0	0	0
Don't know/Refused	32	2	12	12	5
	3%	18%	5%	3%	1%
			D		

Detailed Tables

If money weren't an issue, what kind of television would you buy ?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Standard television - regular picture quality	217	16	18	17	90	59	17	48	74	90	90	127
	22%	12%	18%	25%	24%	24%	22%	16%	19%	31%	18%	24%
				A	A	A	A			GH		J
High definition television (HDTV) - high picture quality	730	114	71	47	261	181	57	240	299	178	370	360
	72%	85%	73%	68%	68%	73%	73%	81%	76%	60%	76%	69%
		BCDEF						I	I		K	
Wouldn't buy a television	46	4	5	3	22	9	3	6	17	20	20	26
	5%	3%	5%	5%	6%	4%	4%	2%	4%	7%	4%	5%
										G		
Don't know/Refused	16	0	4	1	9	0	1	3	3	8	8	8
	2%	-	4%	2%	2%	-	1%	1%	1%	3%	2%	2%
			AE	E	E							

If money weren't an issue, what kind of television would you buy ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Standard television - regular picture quality	217	54	163	39	65	57	54	66	65	48
	22%	31%	20%	29%	29%	17%	18%	27%	20%	16%
		B		EF	EF			I		
High definition television (HDTV) - high picture quality	730	105	625	85	151	268	221	169	240	240
	72%	61%	75%	64%	67%	77%	75%	69%	75%	78%
			A			CD	C			G
Wouldn't buy a television	46	11	35	6	7	15	18	10	10	13
	5%	6%	4%	5%	3%	4%	6%	4%	3%	4%
Don't know/Refused	16	3	13	3	2	6	4	1	6	7
	2%	2%	2%	3%	1%	2%	1%	0	2%	2%

Detailed Tables

If money weren't an issue, what kind of television would you buy ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Standard television - regular picture quality	217	2	71	84	58
	22%	19%	26%	22%	17%
			D		
High definition television (HDTV) - high picture quality	730	4	180	276	268
	72%	33%	67%	73%	79%
					B
Wouldn't buy a television	46	6	16	13	11
	5%	48%	6%	3%	3%
Don't know/Refused	16	0	4	7	5
	2%	-	1%	2%	1%

Detailed Tables

Other than for watching regular television programs, do you use your television...

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
ALL MENTIONS												
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
To watch videos and previously recorded programs on a VCR	700	98	71	38	282	167	44	218	304	163	327	373
	69%	74% CF	73% CF	55%	74% CF	67% C	56%	74% I	77% I	55%	67%	72%
To watch movies and previously recorded programs on DVD	497	76	57	30	201	97	37	205	204	85	257	240
	49%	57% E	58% E	44%	52% E	39%	48%	69% HI	52% I	29%	53% K	46%
To watch satellite movies and programming	252	27	26	18	93	70	18	82	107	59	137	116
	25%	20%	26%	26%	24%	28%	23%	28% I	27% I	20%	28% K	22%
To play console video games	231	33	25	9	90	61	13	119	100	10	126	105
	23%	25% C	26% C	13%	23% C	24% C	17%	40% HI	25% I	3%	26% K	20%
To watch movies and previously recorded programs on PVR (Personal Video Recorder)	174	15	19	8	73	46	13	60	79	32	90	84
	17%	11%	19%	12%	19%	18%	16%	20% I	20% I	11%	19%	16%
As a computer monitor	53	5	4	2	25	12	4	22	22	9	30	23
	5%	4%	5%	3%	7%	5%	5%	8% I	6%	3%	6%	4%
Don't know/Refused	102	9	4	9	39	31	9	7	20	68	48	54
	10%	7%	5%	14% B	10%	12% B	12%	2%	5%	23% GH	10%	10%

Detailed Tables

Other than for watching regular television programs, do you use your television...

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
ALL MENTIONS										
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
To watch videos and previously recorded programs on a VCR	700	106	594	75	153	245	224	158	219	238
	69%	61%	71% A	56%	68% C	71% C	76% C	64%	68%	77% GH
To watch movies and previously recorded programs on DVD	497	69	429	52	112	176	155	103	172	168
	49%	40%	51% A	39%	50% C	51% C	52% C	42%	54% G	55% G
To watch satellite movies and programming	252	65	187	42	72	77	60	62	87	80
	25%	38% B	22%	31% EF	32% EF	22%	20%	25%	27%	26%
To play console video games	231	36	194	30	57	94	49	67	71	69
	23%	21%	23%	22%	25% F	27% F	17%	27%	22%	22%
To watch movies and previously recorded programs on PVR (Personal Video Recorder)	174	31	143	34	38	53	49	38	57	58
	17%	18%	17%	25% EF	17%	15%	16%	15%	18%	19%
As a computer monitor	53	7	46	13	7	14	19	12	21	12
	5%	4%	5%	10% DE	3%	4%	7%	5%	6%	4%
Don't know/Refused	102	19	83	22	18	31	28	36	24	24
	10%	11%	10%	17% DEF	8%	9%	9%	15% HI	8%	8%

Detailed Tables

Other than for watching regular television programs, do you use your television...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
ALL MENTIONS					
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
To watch videos and previously recorded programs on a VCR	700	4	178	281	233
	69%	29%	66%	74%	68%
				B	
To watch movies and previously recorded programs on DVD	497	2	94	192	208
	49%	18%	35%	51%	61%
				B	BC
To watch satellite movies and programming	252	0	48	86	117
	25%	-	18%	23%	34%
					BC
To play console video games	231	0	32	97	101
	23%	-	12%	25%	30%
				B	B
To watch movies and previously recorded programs on PVR (Personal Video Recorder)	174	0	31	78	64
	17%	-	12%	20%	19%
				B	B
As a computer monitor	53	1	8	22	23
	5%	7%	3%	6%	7%
					B
Don't know/Refused	102	7	35	38	20
	10%	58%	13%	10%	6%
			D	D	

Do you expect television to be more or less important to you in the future as a source of entertainment and news. Would you say that it will be much more important, somewhat more important, somewhat less important, or much less important to you than currently ?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Much more important	135	11	13	11	49	39	12	29	41	60	73	62
	13%	8%	13%	15%	13%	16%	16%	10%	10%	20% GH	15%	12%
Somewhat more important	358	50	34	23	131	86	34	90	137	122	164	194
	35%	38%	34%	34%	34%	35%	43%	30%	35%	41% G	34%	37%
Somewhat less important	353	45	37	29	139	84	20	122	154	72	167	186
	35%	34%	38%	42% F	36% F	34%	25%	41% I	39% I	24%	34%	36%
Much less important	113	17	12	3	40	31	10	46	42	23	56	57
	11%	13%	12%	5%	10%	12%	13%	16% I	11%	8%	11%	11%
Don't know/Refused	50	10	3	3	23	9	2	9	18	20	29	22
	5%	8%	3%	4%	6%	4%	3%	3%	5%	7%	6%	4%
TOPBOX & LOWBOX SUMMARY												
More Important (Top2Box)	493	61	46	34	180	125	46	119	178	182	237	256
	49%	46%	47%	49%	47%	50%	59% AD	40%	45%	61% GH	49%	49%
Less important (Low2Box)	466	62	49	32	179	115	30	168	196	95	222	243
	46%	46%	50%	47%	47%	46%	38%	57% I	50% I	32%	46%	47%

Detailed Tables

Do you expect television to be more or less important to you in the future as a source of entertainment and news. Would you say that it will be much more important, somewhat more important, somewhat less important, or much less important to you than currently ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Much more important	135	22	113	38	37	33	28	44	51	19
	13%	13%	14%	28%	17%	9%	9%	18%	16%	6%
				DEF	EF			I	I	
Somewhat more important	358	55	302	33	91	129	101	81	123	106
	35%	32%	36%	25%	40%	37%	34%	33%	38%	34%
					C	C				
Somewhat less important	353	69	284	38	61	141	111	78	94	136
	35%	40%	34%	28%	27%	41%	37%	32%	29%	44%
						CD	D			GH
Much less important	113	12	101	16	31	30	35	34	41	31
	11%	7%	12%	12%	14%	9%	12%	14%	13%	10%
Don't know/Refused	50	14	36	9	5	14	21	9	12	16
	5%	8%	4%	7%	2%	4%	7%	4%	4%	5%
		B		D			D			
TOPBOX & LOWBOX SUMMARY										
More Important (Top2Box)	493	78	416	71	128	161	129	125	174	125
	49%	45%	50%	53%	57%	47%	44%	51%	54%	41%
					EF			I	I	
Less important (Low2Box)	466	81	385	54	92	171	146	112	135	167
	46%	47%	46%	40%	41%	49%	49%	46%	42%	54%
										GH

Detailed Tables

Do you expect television to be more or less important to you in the future as a source of entertainment and news. Would you say that it will be much more important, somewhat more important, somewhat less important, or much less important to you than currently ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Much more important	135	2	28	54	51
	13%	19%	10%	14%	15%
Somewhat more important	358	2	81	137	136
	35%	14%	30%	36%	40%
					B
Somewhat less important	353	1	113	135	103
	35%	12%	42%	35%	30%
			D		
Much less important	113	5	32	38	38
	11%	44%	12%	10%	11%
Don't know/Refused	50	1	18	15	13
	5%	11%	7%	4%	4%
TOPBOX & LOWBOX SUMMARY					
More Important (Top2Box)	493	4	108	192	187
	49%	33%	40%	50%	55%
				B	B
Less important (Low2Box)	466	7	145	173	140
	46%	56%	53%	46%	41%
			D		

Ipsos

Detailed Tables

And of the following, which would you say is the most likely future of television? Would you say that...

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1009	135	104	100	337	233	100	286	412	285	464	545
Weighted Base	1009	133	98	69*	382	249	78*	296	393	296	488	521
Television will be a convergent device that acts as a television, computer, and stereo in one	351	54	39	28	123	81	27	115	142	88	154	197
	35%	40%	40%	41%	32%	32%	34%	39% I	36%	30%	32%	38% J
Television will add new features without additional cost	183	23	19	13	73	41	14	54	69	53	94	88
	18%	17%	19%	20%	19%	16%	18%	18%	18%	18%	19%	17%
Television will continue to improve its picture quality	178	22	11	7	56	67	15	59	70	46	98	79
	18%	17%	11%	10%	15%	27% ABCD	19%	20%	18%	15%	20% K	15%
Television will become mobile (on cell phones, in wallet-sized cards, etc.)	116	18	11	8	48	22	9	35	43	37	49	67
	11%	13%	11%	12%	13%	9%	11%	12%	11%	13%	10%	13%
Television will allow for two-way communication	113	10	10	7	44	35	8	30	45	35	61	51
	11%	7%	10%	10%	11%	14%	10%	10%	11%	12%	13%	10%
Don't know/Refused	69	7	9	5	38	4	6	4	24	37	30	39
	7%	5%	9% E	7% E	10% E	2%	8% E	1%	6% G	13% GH	6%	7%

Detailed Tables

And of the following, which would you say is the most likely future of television? Would you say that...

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1009	180	829	132	229	348	292	248	321	305
Weighted Base	1009	173	836	134	225	346	296	246	321	307
Television will be a convergent device that acts as a television, computer, and stereo in one	351	57	294	21	76	133	119	71	118	123
	35%	33%	35%	15%	34% C	38% C	40% C	29%	37%	40% G
Television will add new features without additional cost	183	32	151	33	46	50	53	46	55	61
	18%	18%	18%	25% E	20%	14%	18%	19%	17%	20%
Television will continue to improve its picture quality	178	23	155	21	36	75	46	54	49	49
	18%	13%	19%	16%	16%	22%	15%	22% H	15%	16%
Television will become mobile (on cell phones, in wallet-sized cards, etc.)	116	21	95	26	27	37	26	34	38	32
	11%	12%	11%	19% EF	12%	11%	9%	14%	12%	10%
Television will allow for two-way communication	113	19	93	16	27	36	32	27	41	30
	11%	11%	11%	12%	12%	10%	11%	11%	13%	10%
Don't know/Refused	69	21	48	16	13	16	20	15	21	12
	7%	12% B	6%	12% DE	6%	5%	7%	6%	6%	4%

Detailed Tables

And of the following, which would you say is the most likely future of television? Would you say that...

 Proportions/Means: Columns Tested (5% risk level) - A/B/C/D
** very small base (under 30) ineligible for sig testing

	TOTAL	None	One	Two	Three or more
		A	B	C	D
Base: All Respondents					
Unweighted Base	1009	12	272	379	341
Weighted Base	1009	12**	270	380	341
Television will be a convergent device that acts as a television, computer, and stereo in one	351	5	97	127	120
	35%	43%	36%	33%	35%
Television will add new features without additional cost	183	2	44	77	58
	18%	13%	16%	20%	17%
Television will continue to improve its picture quality	178	0	60	68	50
	18%	-	22% D	18%	15%
Television will become mobile (on cell phones, in wallet-sized cards, etc.)	116	1	31	42	42
	11%	9%	11%	11%	12%
Television will allow for two-way communication	113	2	21	41	48
	11%	17%	8%	11%	14% B
Don't know/Refused	69	2	17	24	24
	7%	19%	6%	6%	7%