

Detailed Tables

HDTV STUDY

1. Do you have an HD-ready television set ?

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	1000	132	97	68	379	247	77	260	437	267	459	541
Weighted Base	1000	132	97*	68*	379	247	77*	293	384	294	483	517
Yes	143 14%	17 13%	19 19%	10 15%	58 15%	29 12%	10 13%	48 17%	58 15%	30 10%	75 15%	68 13%
No	838 84%	112 84%	75 78%	56 82%	316 83%	213 86%	66 85%	241 82%	318 83%	257 87%	402 83%	436 84%
Don't know/Refused	20 2%	4 3%	3 3%	2 3%	5 1%	5 2%	1 1%	4 1%	7 2%	7 2%	7 1%	13 3%

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1. Do you have an HD-ready television set ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1000	779	217	100	231	364	298	200	276	396
Weighted Base	1000	783	213	108*	234	363	290	208	281	387
Yes	143 14%	114 15%	28 13%	11 10%	29 12%	49 14%	53 18%	13 6%	33 12%	79 20%
No	838 84%	659 84%	175 82%	93 87%	201 86%	305 84%	233 80%	193 93%	241 86%	303 78%
Don't know/Refused	20 2%	10 1%	10 5%	3 3%	4 2%	9 3%	4 1%	3 1%	6 2%	5 1%

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HDTV STUDY

2. Do you have an HD set top box to allow you to receive HD television channels and HD broadcast programming in HD ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		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: Respondents who have an HD-ready television set												
Unweighted Base	144	17	18	11	59	28	11	43	66	28	71	73
Weighted Base	143	17**	19**	10**	58*	29**	10**	48*	58*	30**	75*	68*
Yes	57 40%	6 35%	6 32%	5 52%	29 49%	7 25%	4 37%	22 45%	19 33%	14 46%	33 44%	24 35%
No	78 54%	10 58%	13 68%	4 41%	28 49%	18 61%	5 46%	24 49%	36 62%	15 51%	39 52%	39 57%
Don't know/Refused	8 6%	1 6%	0 -	1 7%	1 1%	4 14%	2 17%	3 6%	3 5%	1 4%	3 4%	5 8%

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2. Do you have an HD set top box to allow you to receive HD television channels and HD broadcast programming in HD ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents who have an HD-ready television set										
Unweighted Base	144	116	28	10	28	51	54	12	32	82
Weighted Base	143	114	28**	11**	29**	49*	53*	13**	33*	79*
Yes	57 40%	42 36%	15 54%	4 32%	8 29%	22 44%	23 44%	5 43%	13 40%	36 46%
No	78 54%	65 57%	12 44%	7 61%	20 71%	23 46%	27 51%	6 51%	18 55%	38 48%
Don't know/Refused	8 6%	8 7%	1 3%	1 7%	0 -	5 10%	3 5%	1 6%	2 5%	5 6%

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HDTV STUDY

3. Which of the following reasons best describes why you don't have an HD set top box ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		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
TOTAL MENTIONS												
Base: Respondents who don't have an HD set top box												
Unweighted Base	79	10	13	5	29	17	5	21	41	14	37	42
Weighted Base	78*	10**	13**	4**	28**	18**	5**	24**	36*	15**	39*	39*
I didn't know I needed one	12 16%	2 18%	0 -	0 -	6 20%	2 13%	3 59%	5 22%	3 9%	4 25%	3 9%	9 23%
I'm only interested in watching DVDs in HD	15 19%	0 -	5 42%	3 61%	3 10%	4 24%	0 -	5 21%	7 20%	1 7%	9 23%	6 16%
There's not enough HD content currently available from broadcasters to make it worth my while	31 41%	5 54%	5 37%	1 21%	14 48%	6 34%	1 16%	12 50%	15 41%	4 25%	19 49%	13 33%
None of the above	18 23%	2 18%	3 21%	1 17%	6 22%	5 29%	1 24%	2 7%	9 26%	7 43%	7 18%	11 28%
Don't know/Refused	1 1%	1 10%	0 -	0 -	0 -	0 -	0 -	0 -	1 3%	0 -	1 3%	0 -

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3. Which of the following reasons best describes why you don't have an HD set top box ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Respondents who don't have an HD set top box										
Unweighted Base	79	67	12	6	20	24	28	7	17	40
Weighted Base	78*	65*	12**	7**	20**	23**	27**	6**	18**	38*
I didn't know I needed one	12 16%	11 16%	2 15%	4 56%	4 17%	2 10%	3 11%	1 11%	1 5%	6 17%
I'm only interested in watching DVDs in HD	15 19%	14 21%	1 12%	0 -	4 18%	5 23%	6 23%	2 32%	4 20%	9 22%
There's not enough HD content currently available from broadcasters to make it worth my while	31 41%	29 45%	2 19%	0 -	7 33%	12 52%	12 45%	2 25%	10 52%	14 37%
None of the above	18 23%	11 17%	7 54%	3 44%	6 32%	3 11%	6 21%	2 31%	4 23%	9 24%
Don't know/Refused	1 1%	1 2%	0 -	0 -	0 -	1 5%	0 -	0 -	0 -	0 -

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HDTV STUDY

4. Are you planning to buy an HD-ready TV set ?

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: Respondents who don't have an HD-ready television set												
Unweighted Base	856	115	79	57	320	219	66	217	371	239	388	468
Weighted Base	857	115	78*	58*	321	218	67*	245	325	263	409	449
Yes	159 19%	26 23%	18 24%	13 22%	59 18%	37 17%	6 9%	63 26%	65 20%	27 10%	96 24%	63 14%
No	692 81%	89 77%	59 76%	44 77%	260 81%	179 82%	61 90% AB	180 74%	257 79%	237 90% GH	308 75%	383 85% J
Don't know/Refused	6 1%	0 -	1 1%	1 2%	2 1%	2 1%	1 1%	2 1%	3 1%	0 -	4 1%	2 1%

HDTV STUDY

4. Are you planning to buy an HD-ready TV set ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents who don't have an HD-ready television set										
Unweighted Base	856	663	189	90	203	313	244	188	244	314
Weighted Base	857	669	185	96*	205	314	237	195	247	308
Yes	159 19%	132 20%	27 15%	13 13%	31 15%	70 22% D	45 19%	26 13%	38 15%	82 27% GH
No	692 81%	534 80%	154 83%	84 87%	171 83%	243 77%	190 80%	168 86% I	207 84% I	224 73%
Don't know/Refused	6 1%	3 0	4 2% A	0 -	4 2%	1 0	2 1%	1 0	2 1%	2 1%

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5. And, when are you planning to buy one ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		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: Respondents who are planning to buy an HD-ready TV set												
Unweighted Base	158	24	19	12	60	37	6	53	73	26	90	68
Weighted Base	159	26**	18**	13**	59*	37*	6**	63*	65*	27**	96*	63*
In the next 3 months	16 10%	2 9%	3 17%	1 8%	5 8%	3 8%	2 27%	5 8%	9 14%	1 4%	11 11%	5 9%
In 3 to 6 months	9 6%	0 -	0 -	1 7%	3 5%	4 11%	1 26%	3 5%	3 5%	2 8%	5 5%	5 7%
6 months to 1 year from now	48 30%	11 43%	7 41%	3 23%	18 31%	6 16%	1 23%	22 35%	17 26%	8 30%	28 29%	20 32%
More than a year from now	85 53%	12 47%	8 42%	8 62%	32 54%	24 65%	1 23%	33 52%	35 55%	15 55%	52 54%	33 53%
Don't know/Refused	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	1 4%	1 1%	0 -

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5. And, when are you planning to buy one ?

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

* small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents who are planning to buy an HD-ready TV set										
Unweighted Base	158	130	28	12	31	69	46	25	36	83
Weighted Base	159	132	27**	13**	31**	70*	45*	26**	38*	82*
In the next 3 months	16 10%	13 10%	3 10%	1 11%	4 12%	8 12%	3 6%	3 12%	4 10%	9 11%
In 3 to 6 months	9 6%	9 7%	0 -	1 9%	4 13%	2 2%	3 6%	2 8%	2 4%	5 5%
6 months to 1 year from now	48 30%	43 32%	5 19%	4 28%	8 27%	20 29%	15 34%	7 28%	15 41%	23 28%
More than a year from now	85 53%	65 50%	20 72%	6 44%	15 49%	40 57%	24 54%	13 51%	17 44%	45 55%
Don't know/Refused	1 1%	1 1%	0 -	1 8%	0 -	0 -	0 -	0 -	0 -	1 1%

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6. Which of the following reasons best describes why you aren't planning to buy an HD-ready TV set ?

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: Respondents who are not planning to buy an HD-ready TV set												
Unweighted Base	691	91	59	44	258	180	59	162	294	213	294	397
Weighted Base	692	89*	59*	44*	260	179	61*	180	257	237	308	383
The cost of the television sets	246	34	21	23	93	51	23	78	95	69	84	162
	36%	38%	36%	52% E	36%	29%	38%	43% I	37%	29%	27%	42% J
There's not enough HD content currently available from broadcasters to make it worth my while	51	8	5	2	20	16	1	14	21	15	38	14
	7%	9%	9%	4%	8%	9%	1%	8%	8%	6%	12% K	4%
I still don't know enough about HDTV	102	9	6	2	36	39	10	18	38	45	45	58
	15%	10%	11%	5%	14%	22% ACD	17%	10%	15%	19% G	14%	15%
Don't watch TV/ don't watch enough TV	23	3	4	2	12	0	3	3	9	9	9	14
	3%	3% E	7% E	4% E	5% E	-	4% E	2%	3%	4%	3%	4%
Not interested/ don't need it	17	4	2	2	8	0	2	2	7	8	9	9
	3%	4% E	4% E	4% E	3% E	-	3% E	1%	3%	3%	3%	2%
I am satisfied with my current TV/ set	17	4	2	2	8	0	2	2	7	8	9	9
	3%	4% E	4% E	4% E	3% E	-	3% E	1%	3%	3%	3%	2%
None of the above	194	28	17	13	74	41	20	53	68	64	91	103
	28%	32%	29%	30%	28%	23%	33%	29%	27%	27%	29%	27%
Don't know/Refused	58	4	3	0	17	32	2	12	19	27	34	25
	8%	4%	5%	-	7%	18% ABCD F	4%	7%	7%	12%	11% K	6%

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6. Which of the following reasons best describes why you aren't planning to buy an HD-ready TV set ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents who are not planning to buy an HD-ready TV set										
Unweighted Base	691	530	157	78	168	243	196	162	206	229
Weighted Base	692	534	154	84*	171	243	190	168	207	224
The cost of the television sets	246 36%	192 36%	53 34%	28 34%	48 28%	107 44% DF	62 32%	63 37%	80 39%	71 32%
There's not enough HD content currently available from broadcasters to make it worth my while	51 7%	40 8%	11 7%	3 3%	12 7%	11 4%	25 13% CE	10 6%	16 8%	25 11%
I still don't know enough about HDTV	102 15%	74 14%	27 18%	17 21% F	32 19%	31 13%	21 11%	25 15%	33 16%	34 15%
Don't watch TV/ don't watch enough TV	23 3%	20 4%	3 2%	1 1%	6 4%	11 4%	4 2%	9 5%	4 2%	5 2%
Not interested/ don't need it	17 3%	10 2%	7 5%	3 3%	5 3%	5 2%	5 3%	2 1%	3 1%	9 4%
I am satisfied with my current TV/ set	17 3%	10 2%	7 5%	3 3%	5 3%	5 2%	5 3%	2 1%	3 1%	9 4%
None of the above	194 28%	149 28%	43 28%	22 26%	54 31%	64 27%	52 27%	42 25%	58 28%	60 27%
Don't know/Refused	58 8%	48 9%	9 6%	9 11%	14 8%	14 6%	21 11% E	17 10%	15 7%	20 9%