

# Televisions

Now I'd like to ask you some questions about your experience with TVs. Suppose you had a big screen television, which of the following activities would you MOST like to use it for?

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
Watching sports events with friends or family	114 11%	85 17% B	29 6% D	38 13% E	34 8% E	41 13% D	2 5%	23 13%	53 12%	36 11%
Watching movies or having a movie night with friends or family	414 41%	178 36% A	235 46% A	153 52% E	188 47% E	73 24%	15 45%	75 43%	194 43%	130 38%
Playing video games with your friends or family	25 3%	21 4% B	4 1%	20 7% DE	6 1% E	0 -	0 -	6 3%	14 3%	5 1%
Accessing or surfing digital content, such as music, your photos or email	19 2%	8 2%	10 2%	4 1%	4 1%	11 4% D	0 -	2 1%	10 2%	7 2%
Watching your favourite television programs with friends or family	394 39%	178 36%	216 42%	74 25%	159 40% C	161 52% CD	15 46%	64 36%	165 36%	150 44% H
Some other type of activity	36 4%	20 4%	16 3%	6 2%	8 2%	22 7% CD	1 4%	6 4%	18 4%	11 3%

# Televisions

(I would like a home theatre system that would allow me to access movies, the Internet and the stereo all in one central media hub) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
I would like a home theatre system that would allow me to access movies, the Internet and the stereo all in one central media hub										
Strongly agree	237 24%	128 26%	109 21%	80 27% E	115 29% E	42 13%	8 23%	48 27%	115 25%	66 20%
Somewhat agree	361 36%	184 37%	177 35%	104 35%	149 37%	107 35%	13 40%	59 34%	154 34%	134 40%
Somewhat disagree	230 23%	96 20%	133 26% A	58 20%	80 20%	91 30% CD	7 22%	34 19%	98 22%	90 27%
Strongly disagree	175 17%	83 17%	92 18%	53 18%	54 14%	68 22% D	5 14%	36 20%	87 19%	48 14%
Summary										
Top2Box - Agree	597 60%	312 64% B	286 56%	184 62% E	264 66% E	149 48%	21 63%	108 61%	268 59%	200 59%
Low2Box - Disagree	405 40%	179 36% A	226 44% A	111 38%	134 34%	160 52% CD	12 37%	70 39%	185 41%	138 41%

# Televisions

(I would be very excited to receive a big screen TV as a gift) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
<b>I would be very excited to receive a big screen TV as a gift</b>										
Strongly agree	453 45%	241 49%	212 41%	151 51%	200 50%	102 33%	15 46%	85 48%	217 48%	135 40%
Somewhat agree	277 28%	137 28%	140 27%	70 24%	105 26%	101 33%	7 21%	48 27%	119 26%	103 31%
Somewhat disagree	102 10%	44 9%	58 11%	25 8%	34 9%	42 14%	6 19%	12 7%	39 9%	45 13%
Strongly disagree	171 17%	70 14%	101 20%	49 17%	59 15%	63 20%	5 15%	33 18%	78 17%	55 16%
<b>Summary</b>										
Top2Box - Agree	730 73%	377 77%	352 69%	221 75%	305 77%	203 66%	22 66%	133 75%	336 74%	238 70%
Low2Box - Disagree	272 27%	114 23%	159 31%	74 25%	93 23%	106 34%	11 34%	44 25%	117 26%	100 30%

## Televisions

. (Watching movies on my TV at home is a much more intimate and enjoyable experience than going to the movie theatres) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
Watching movies on my TV at home is a much more intimate and enjoyable experience than going to the movie theatres										
Strongly agree	268 27%	112 23%	156 30% A	80 27%	124 31% E	64 21%	16 48% HI	57 32% I	122 27%	72 21%
Somewhat agree	380 38%	188 38%	193 38%	102 35%	153 38%	125 40%	8 23%	58 33%	176 39%	139 41% F
Somewhat disagree	224 22%	122 25%	102 20%	71 24%	73 18%	80 26% D	5 14%	37 21%	85 19%	98 29% GH
Strongly disagree	130 13%	69 14%	61 12%	42 14%	48 12%	40 13%	5 15%	25 14%	71 16%	29 9% I
Summary										
Top2Box - Agree	648 65%	300 61%	348 68% A	182 62%	277 70% CE	188 61%	24 71%	115 65%	298 66%	212 63%
Low2Box - Disagree	354 35%	191 39% B	163 32%	113 38% D	121 30%	120 39% D	10 29%	62 35%	156 34%	127 37%

# Televisions

(I spend a lot of time with friends or family relaxing together in front of the TV) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
<b>I spend a lot of time with friends or family relaxing together in front of the TV</b>										
Strongly agree	91 9%	34 7%	58 11%	33 11%	38 9%	21 7%	1 2%	15 8%	41 9%	35 10%
Somewhat agree	312 31%	161 33%	151 30%	107 36%	132 33%	73 24%	12 37%	65 37%	141 31%	94 28%
Somewhat disagree	357 36%	183 37%	173 34%	101 34%	144 36%	112 36%	11 32%	59 33%	160 35%	127 38%
Strongly disagree	242 24%	113 23%	129 25%	54 18%	84 21%	103 33%	9 28%	39 22%	111 25%	82 24%
<b>Summary</b>										
Top2Box - Agree	404 40%	195 40%	209 41%	140 47%	169 43%	93 30%	13 40%	79 45%	182 40%	129 38%
Low2Box - Disagree	598 60%	296 60%	302 59%	155 53%	228 57%	215 70%	20 60%	98 55%	271 60%	209 62%

# Televisions

(I usually get to hold the remote control when everyone is gathered around the television) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
I usually get to hold the remote control when everyone is gathered around the television										
Strongly agree	157 16%	84 17%	73 14%	47 16%	62 16%	48 16%	6 17%	33 18%	67 15%	51 15%
Somewhat agree	337 34%	187 38%	150 29%	106 36%	135 34%	96 31%	13 40%	51 29%	161 36%	112 33%
Somewhat disagree	316 32%	144 29%	172 34%	91 31%	122 31%	103 33%	8 24%	62 35%	133 29%	113 33%
Strongly disagree	192 19%	76 15%	116 23%	51 17%	79 20%	62 20%	6 19%	31 18%	92 20%	62 18%
Summary										
Top2Box - Agree	494 49%	271 55%	223 44%	153 52%	197 50%	144 47%	19 57%	84 47%	228 50%	163 48%
Low2Box - Disagree	508 51%	220 45%	289 56%	142 48%	201 50%	165 53%	14 43%	93 53%	225 50%	175 52%

# Televisions

(Top2box Summary) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
I would like a home theatre system that would allow me to access movies, the Internet and the stereo all in one central media hub	597	312	286	184	264	149	21	108	268	200
	60%	64% B	56%	62% E	66% E	48%	63%	61%	59%	59%
I would be very excited to receive a big screen TV as a gift	730	377	352	221	305	203	22	133	336	238
	73%	77% B	69%	75% E	77% E	66%	66%	75%	74%	70%
Watching movies on my TV at home is a much more intimate and enjoyable experience than going to the movie theatres	648	300	348	182	277	188	24	115	298	212
	65%	61% A	68% A	62%	70% CE	61%	71%	65%	66%	63%
I spend a lot of time with friends or family relaxing together in front of the TV	404	195	209	140	169	93	13	79	182	129
	40%	40%	41%	47% E	43% E	30%	40%	45%	40%	38%
I usually get to hold the remote control when everyone is gathered around the television	494	271	223	153	197	144	19	84	228	163
	49%	55% B	44%	52%	50%	47%	57%	47%	50%	48%

# Televisions

(Low2box Summary) Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
I would like a home theatre system that would allow me to access movies, the Internet and the stereo all in one central media hub	405	179	226	111	134	160	12	70	185	138
	40%	36%	44% A	38%	34%	52% CD	37%	39%	41%	41%
I would be very excited to receive a big screen TV as a gift	272	114	159	74	93	106	11	44	117	100
	27%	23%	31% A	25%	23%	34% CD	34%	25%	26%	30%
Watching movies on my TV at home is a much more intimate and enjoyable experience than going to the movie theatres	354	191	163	113	121	120	10	62	156	127
	35%	39% B	32%	38% D	30%	39% D	29%	35%	34%	37%
I spend a lot of time with friends or family relaxing together in front of the TV	598	296	302	155	228	215	20	98	271	209
	60%	60%	59%	53%	57%	70% CD	60%	55%	60%	62%
I usually get to hold the remote control when everyone is gathered around the television	508	220	289	142	201	165	14	93	225	175
	51%	45%	56% A	48%	50%	53%	43%	53%	50%	52%

# Televisions

If money were no object, which of the following, do you think would be the ideal sized TV for you?

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
Under 26 inches	25 2%	10 2%	15 3%	4 1%	5 1%	16 5% CD	0 -	3 2%	6 1%	16 5% H
26-37 inches	306 31%	132 27%	174 34% A	92 31% D	95 24%	119 39% D	12 37%	50 28%	127 28%	116 34%
42-50 inches	442 44%	212 43%	230 45%	123 42%	188 47%	132 43%	15 46%	90 51% I	203 45%	135 40%
50-65 inches	229 23%	137 28% B	92 18%	77 26% E	110 28% E	42 13%	6 18%	35 20%	117 26%	71 21%

# Televisions

*Do you think that watching television together, in today's hectic world, is a good way for family, spouses or friends to spend quality time together?*

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

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: All respondents	1002	445	557	276	404	321	34	181	457	330
Weighted	1002	491	511	295	398	309	33*	177	453	338
Yes	546 54%	270 55%	275 54%	150 51%	235 59%	160 52%	22 67%	109 61%	253 56%	161 48%
No	456 46%	220 45%	236 46%	145 49%	163 41%	148 48%	11 33%	68 39%	200 44%	177 52% FGH