

1. Thinking about watching your favourite TV programs, would you rather watch them

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COM	SIN- GLE	WIDW DIVR SEPA	REF- RTED	SED	1	2	3-5	6+	NO KIDS UNDE	NET KIDS UNDE	5 DER	6-10 & NO KIDS	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ TO	NET BOO- MER	NET 65+
UNWEIGHTED SAMPLE	1003	620	181	185	17	227	341	386	38	688	303	124	69	84	55	134	198	197	164	121	104	189	395	389	381	225
WEIGHTED SAMPLE	1003	614	225	148	16	192	315	444	41	644	347	155	73	88	110	181	203	193	136	81	69	290	396	287	367	150
on a Television screen	960 95.7	597 97.2	207 92.0	141 95.1	16 95.9	183 95.8	303 96.3	424 95.5	39 94.3	615 95.5	333 96.1	148 95.7	73 100	83 94.0	101 92.4	166 91.7	196 96.5	191 98.6	132 97.0	77 95.9	67 97.1	267 91.9	386 97.5	277 96.7	356 97.0	145 96.4
on a Computer screen	21 2.1	7 1.1	10 4.4	4 3.0	-	-	5 1.7	16 3.5	-	13 2.0	8 2.3	4 2.6	-	2 2.7	8 7.6	10 5.3	2 1.1	-	-	1 0.8	-	18 6.2	2 0.6	1 0.2	5 1.4	1 0.4
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
or on something else	7 0.7	4 0.6	4 1.7	-	-	2 0.9	3 0.9	2 0.5	1 2.1	5 0.7	3 0.8	-	-	3 3.2	-	1 0.7	3 1.5	1 0.5	2 1.2	1 0.8	-	1 0.4	4 1.0	2 0.8	3 0.7	1 0.4
Don't Know/Refused	14 1.4	7 1.1	4 1.8	3 1.9	1 4.1	6 3.3	4 1.2	2 0.5	1 3.6	12 1.8	3 0.8	3 1.8	-	-	-	4 2.3	2 0.9	2 0.9	2 1.8	2 2.5	2 2.9	4 1.4	4 0.9	6 2.3	3 0.9	4 2.7

1. Thinking about watching your favourite TV programs, would you rather watch them

	LANGUAGE				EMPLOYMENT							OCCUPAT.				E D U C A T I O N					HOME		
	TOTAL	ENG	FRE	NCH	OTHER	WORK FULL TIME	WORK PART TIME	SELF EMPLOYED	NET EMPLOYED	UNEMPLOYED	RETIRED	HOME MA-KER	STU-DENT	OTHER	BLUE COL-LAR	WHT. COL-LAR	H.S. OR LESS	SOME COMP COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT
UNWEIGHTED SAMPLE	1003	704	230	69	430	89	81	600	383	264	30	14	75	192	375	312	303	197	154	615	351	224	727
WEIGHTED SAMPLE	1003	687	234	81	471	106	78	656	327	191	30	26	81	211	406	291	318	206	151	609	358	236	704
on a Television screen	960	656	231	74	447	105	75	627	315	186	29	24	77	201	388	283	309	193	142	592	335	222	682
	95.7	95.5	98.3	90.6	94.8	99.2	96.2	95.7	96.4	97.5	96.1	95.2	95.0	95.3	95.5	97.1	97.2	93.4	94.0	97.1	93.6	94.3	96.9
on a Computer screen	21	15	1	5	15	-	1	17	3	1	-	1	1	6	11	2	5	9	3	8	12	6	10
	2.1	2.1	0.6	6.0	3.2		1.9	2.5	1.0	0.4		4.8	1.5	2.8	2.6	0.8	1.7	4.5	1.7	1.3	3.4	2.5	1.4
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
or on something else	7	7	-	-	4	1	-	5	3	1	1	-	1	1	4	1	1	3	3	2	5	3	4
	0.7	1.1			0.8	0.8		0.7	0.8	0.4	3.9		1.1	0.4	0.9	0.3	0.4	1.2	1.9	0.3	1.5	1.3	0.5
Don't Know/Refused	14	9	2	3	6	-	1	7	6	3	-	-	2	3	4	5	2	2	4	8	5	5	8
	1.4	1.3	1.0	3.4	1.2		1.9	1.1	1.8	1.8			2.3	1.5	1.0	1.8	0.7	0.9	2.4	1.2	1.5	2.0	1.2

1. Thinking about watching your favourite TV programs, would you rather watch them

	I N C O M E											GENDER		INT. LANG			PROVINCE					URB/RUR		
	TOTAL	40		60		80		NET		NET	NOT	FE-	ENGL	FRE	PRAI	REST			UR-					
		UNDR 50K	50K PLUS	UNDR 40K	40K TO 59K	60 TO 79K	80 TO 99K	100K PLUS	L.T. 60K	STA-	MALE					MALE	ISH	NCH	BC	RIES	ON	GTA	ONT	QC
UNWEIGHTED SAMPLE	1003	344	483	228	164	144	75	126	433	345	176	501	502	774	229	133	169	383	160	223	244	74	793	210
WEIGHTED SAMPLE	1003	334	501	224	170	150	78	129	429	357	168	486	517	767	235	127	160	393	173	220	251	72	804	198
on a Television screen	960	316	482	214	157	146	77	124	403	346	162	460	500	728	232	121	154	368	161	207	247	70	766	194
	95.7	94.5	96.3	95.8	92.5	97.4	98.1	95.4	94.0	96.8	96.6	94.7	96.7	94.8	98.7	95.3	95.9	93.7	93.4	93.9	98.4	97.9	95.2	97.8
on a Computer screen	21	13	7	6	7	1	1	1	16	4	1	10	11	19	1	1	-	17	9	9	1	1	21	-
	2.1	3.9	1.3	2.8	3.8	1.0	1.9	0.9	3.6	1.2	0.7	2.0	2.1	2.5	0.6	0.5		4.4	4.9	4.0	0.6	2.1	2.6	
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
or on something else	7	1	6	1	2	1	-	3	2	4	1	4	3	7	-	3	4	1	-	1	-	-	6	2
	0.7	0.3	1.1	0.4	0.9	0.6		2.6	0.6	1.2	0.5	0.9	0.6	1.0		2.4	2.2	0.2		0.4			0.7	0.9
Don't Know/Refused	14	4	6	2	5	2	-	1	8	3	4	12	3	13	1	2	3	7	3	4	2	-	12	3
	1.4	1.3	1.2	1.0	2.7	1.1		1.1	1.8	0.9	2.2	2.4	0.5	1.7	0.6	1.8	1.9	1.7	1.6	1.7	1.0		1.5	1.3

2. How would you most prefer to watch TV programs

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4						A G E										
	MAR/ LIVG COMM	WIDW DIVR SIN-	SEPA REF-	RTED SED		1	2	3-5	6+	NO KIDS UNDE	NET KIDS UNDE	6-10 & NO KIDS	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ TO	NET BOO- MER	NET 65+ TO	
UNWEIGHTED SAMPLE	1003	620	181	185	17	227	341	386	38	688	303	124	69	84	55	134	198	197	164	121	104	189	395	389	381	225
WEIGHTED SAMPLE	1003	614	225	148	16	192	315	444	41	644	347	155	73	88	110	181	203	193	136	81	69	290	396	287	367	150
in the comfort of your home in front of your Television set	962 95.9	591 96.3	211 94.0	143 96.8	16 100	185 96.5	299 94.9	428 96.4	39 94.3	618 96.0	332 95.6	146 94.1	72 98.0	85 96.7	99 90.8	164 90.8	199 98.2	190 98.5	133 97.6	77 95.0	69 99.0	264 90.8	389 98.3	279 97.2	360 98.1	146 96.9
at a computer work station at work or at home	17 1.7	8 1.4	7 3.0	1 0.9	- 0.3	1 0.3	7 2.3	9 1.9	- 1.6	10 1.8	6 1.9	3 1.9	1 2.0	- 7.6	8 3.3	6 0.5	1 0.5	- 1.7	- 1.7	1 1.7	- 4.9	14 0.2	1 0.2	1 0.5	- 0.5	1 0.9
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.1	1 0.1	- -	- -	- -	- -	1 0.2	- -	- 0.3	1 0.6	1 0.6	- -	- -	- -	- 0.5	1 0.5	- -	- -	- -	- -	- -	1 0.2	- -	- -	- -	- -
or somewhere else	8 0.8	4 0.7	4 1.8	- -	- -	- -	4 1.4	4 0.9	- 0.8	5 0.9	3 0.8	1 0.8	- 2.3	2 1.5	2 2.9	5 -	- -	2 1.2	- -	- -	- -	7 2.4	- 0.6	2 0.6	3 0.9	- -
Don't Know/Refused	15 1.5	9 1.5	3 1.2	3 2.3	- 3.1	6 1.4	4 0.6	2 0.6	2 5.7	10 1.6	5 1.4	4 2.6	- 1.0	1 3.0	- 0.9	5 1.5	2 1.2	3 1.5	2 1.2	3 3.3	1 1.0	5 1.9	5 1.2	5 1.7	4 1.0	3 2.2

2. How would you most prefer to watch TV programs

	LANGUAGE				EMPLOYMENT							OCCUPAT.			E D U C A T I O N					HOME			
	TOTAL	ENG	FRE	NCH	OTHER	WORK FULL TIME	WORK PART TIME	SELF EMPLOYED	NET EMPLOYED	UNEMPLOYED	RETIRED	HOME MA-KER	STU-DENT	OTHER	BLUE COL-LAR	WHT. COL-LAR	H.S. OR LESS	SOME COMP COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT
UNWEIGHTED SAMPLE	1003	704	230	69	430	89	81	600	383	264	30	14	75	192	375	312	303	197	154	615	351	224	727
WEIGHTED SAMPLE	1003	687	234	81	471	106	78	656	327	191	30	26	81	211	406	291	318	206	151	609	358	236	704
in the comfort of your home in front of your Television set	962	663	226	73	449	104	73	625	317	184	30	26	79	196	390	281	307	196	143	588	339	219	683
	95.9	96.5	96.4	89.9	95.2	97.7	92.7	95.3	97.2	96.4	100	100	97.7	93.0	96.1	96.7	96.5	95.0	94.6	96.6	94.8	93.1	97.1
at a computer work station at work or at home	17	8	3	5	12	-	3	15	1	1	-	-	-	10	5	3	5	6	2	8	8	8	9
	1.7	1.2	1.3	6.8	2.6		3.8	2.3	0.4	0.7				4.9	1.2	1.0	1.7	2.7	1.6	1.4	2.3	3.3	1.2
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-	-	1
	0.1	0.1			0.2			0.1							0.2		0.3			0.2			0.1
or somewhere else	8	8	-	-	4	2	1	8	1	1	-	-	-	8	2	1	3	3	3	3	6	3	3
	0.8	1.2			0.8	2.3	1.6	1.2	0.3	0.4				1.9	0.6	0.4	1.4	1.8	0.5	1.6	1.2	0.5	
Don't Know/Refused	15	7	5	3	5	-	1	7	7	5	-	-	2	4	2	5	4	2	3	8	5	6	7
	1.5	1.0	2.3	3.4	1.1		1.9	1.0	2.2	2.4			2.3	2.1	0.6	1.7	1.1	0.9	2.0	1.4	1.3	2.5	1.1

2. How would you most prefer to watch TV programs

	I N C O M E											GENDER			INT. LANG			PROVINCE					URB/RUR		
	TOTAL	UNDR 50K	50K PLUS	UNDR 40K	40K 59K	59K 79K	79K 99K	100K PLUS	NET L.T. 60K	NET 60K PLUS	NOT STA-TED	MALE	FE-MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN	RU- RAL	
UNWEIGHTED SAMPLE	1003	344	483	228	164	144	75	126	433	345	176	501	502	774	229	133	169	383	160	223	244	74	793	210	
WEIGHTED SAMPLE	1003	334	501	224	170	150	78	129	429	357	168	486	517	767	235	127	160	393	173	220	251	72	804	198	
in the comfort of your home in front of your Television set	962	314	484	213	159	146	75	126	403	347	163	459	502	734	228	118	155	379	169	210	242	68	773	188	
	95.9	94.0	96.7	95.4	93.2	97.2	96.5	97.2	94.1	97.0	97.3	94.5	97.2	95.6	96.8	92.6	96.7	96.4	97.8	95.2	96.6	95.0	96.2	94.9	
at a computer work station at work or at home	17	14	2	7	6	-	1	-	15	1	-	11	6	14	3	5	1	7	3	5	3	-	14	3	
	1.7	4.2	0.5	3.1	3.8		1.9		3.5	0.4		2.2	1.1	1.8	1.3	3.7	0.9	1.9	1.5	2.2	1.2		1.7	1.3	
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	
	0.1		0.2					0.7		0.3		0.2		0.1				0.2		0.4			0.1		
or somewhere else	8	2	6	2	-	3	1	1	2	5	1	5	4	8	-	2	1	2	-	2	-	3	6	3	
	0.8	0.5	1.2	0.7		1.8	1.6	1.0	0.4	1.5	0.5	1.0	0.7	1.1		1.9	0.5	0.6		1.0		4.0	0.7	1.5	
Don't Know/Refused	15	4	7	2	5	2	-	1	8	3	4	10	5	11	5	2	3	4	1	3	5	1	10	5	
	1.5	1.2	1.5	0.7	3.0	1.0		1.1	2.0	0.8	2.2	2.1	1.0	1.4	1.9	1.8	1.9	1.0	0.7	1.1	2.2	0.9	1.3	2.4	

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COMM	SIN- GLE	WIDW DIVR SEPA	REF- SED		1	2	3-5	6+	NO KIDS UNDE	NET KIDS UNDE	6-10 UN- DER	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ MER	NET BOO- MER	NET 65+	
UNWEIGHTED SAMPLE	1003	620	181	185	17	227	341	386	38	688	303	124	69	84	55	134	198	197	164	121	104	189	395	389	381	225
WEIGHTED SAMPLE	1003	614	225	148	16	192	315	444	41	644	347	155	73	88	110	181	203	193	136	81	69	290	396	287	367	150
Yes	149	90	44	13	2	18	43	79	10	87	60	29	13	15	28	43	33	22	12	5	3	71	55	20	43	8
	14.9	14.7	19.8	8.6	12.3	9.3	13.7	17.7	23.3	13.6	17.3	18.9	17.5	17.0	25.9	23.8	16.3	11.5	9.2	6.6	3.8	24.6	14.0	7.2	11.8	5.3
No	820	505	174	127	14	163	261	360	26	534	276	120	58	71	81	134	165	162	118	73	61	215	326	252	310	134
	81.8	82.3	77.4	85.9	87.7	84.9	83.0	80.9	63.5	83.0	79.7	77.5	79.7	80.9	74.1	74.0	81.2	83.6	86.6	90.1	87.5	74.0	82.3	87.8	84.4	88.9
Don't Know/Refused	33	19	6	8	-	11	10	6	5	22	11	6	2	2	-	4	5	10	6	3	6	4	15	15	14	9
	3.3	3.0	2.8	5.5		5.8	3.2	1.4	13.2	3.5	3.1	3.6	2.8	2.1		2.2	2.5	4.9	4.3	3.3	8.7	1.4	3.7	5.1	3.8	5.8

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

	LANGUAGE				EMPLOYMENT								OCCUPAT.				E D U C A T I O N						HOME	
	TOTAL	ENG LISH	FRE NCH	OTHR	WORK FULL TIME	WORK PART TIME	SELF EMPL OYED	NET EMPL OYED	UN EMPL OYED	RETI RED	HOME MA- KER	STU- DENT	OTHR	BLUE COL- LAR	WHT. COL- LAR	H.S. OR LESS	SOME COMP COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT	OWN	
UNWEIGHTED SAMPLE	1003	704	230	69	430	89	81	600	383	264	30	14	75	192	375	312	303	197	154	615	351	224	727	
WEIGHTED SAMPLE	1003	687	234	81	471	106	78	656	327	191	30	26	81	211	406	291	318	206	151	609	358	236	704	
Yes	149	97	33	19	88	13	12	112	34	12	2	5	15	34	71	29	40	54	24	69	78	50	90	
	14.9	14.2	14.0	23.5	18.6	12.3	14.7	17.1	10.3	6.5	8.0	17.8	19.0	15.9	17.4	10.0	12.6	26.1	16.2	11.4	21.9	21.0	12.8	
No	820	568	195	57	375	92	63	530	275	166	28	21	59	169	330	244	274	151	119	518	269	177	591	
	81.8	82.7	83.3	70.2	79.5	86.6	80.8	80.8	84.1	87.0	92.0	82.2	73.6	80.1	81.3	83.9	86.1	73.1	78.4	85.0	75.3	75.1	84.0	
Don't Know/Refused	33	22	6	5	9	1	4	14	18	12	-	-	6	8	5	18	4	2	8	22	10	9	23	
	3.3	3.1	2.7	6.3	1.9	1.2	4.5	2.1	5.6	6.4			7.5	4.0	1.3	6.1	1.4	0.8	5.4	3.6	2.8	3.9	3.2	

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

	I N C O M E											GENDER		INT. LANG		PROVINCE						URB/RUR		
	TOTAL	UNDR 50K	50K PLUS	40		60	80	100K PLUS	NET	NET	NOT	MALE	FE-	ENGL	FRE	BC	PRAI		REST			ATL	UR-	RU-
				UNDR 40K	TO 59K	TO 79K	TO 99K		L.T. 60K	STA-	MALE		ISH		NCH		RIES	ON	GTA	ONT	QC		BAN	RAL
UNWEIGHTED SAMPLE	1003	344	483	228	164	144	75	126	433	345	176	501	502	774	229	133	169	383	160	223	244	74	793	210
WEIGHTED SAMPLE	1003	334	501	224	170	150	78	129	429	357	168	486	517	767	235	127	160	393	173	220	251	72	804	198
Yes	149	49	87	27	34	23	9	31	68	63	13	91	58	116	33	17	18	68	34	33	34	13	130	19
	14.9	14.6	17.4	11.9	20.3	15.7	10.9	23.6	15.8	17.5	8.0	18.8	11.2	15.1	14.1	13.1	11.0	17.2	19.9	15.1	13.6	18.5	16.2	9.5
No	820	270	401	185	132	121	70	94	344	285	149	377	443	625	196	106	136	314	134	180	209	55	648	172
	81.8	80.9	80.0	82.8	77.8	80.9	89.1	72.4	80.4	79.6	89.0	77.6	85.8	81.4	83.2	83.0	85.1	79.9	77.6	81.8	83.4	77.2	80.6	86.8
Don't Know/Refused	33	15	13	12	3	5	-	5	17	10	5	18	15	27	6	5	6	11	4	7	8	3	26	7
	3.3	4.5	2.6	5.3	2.0	3.4		3.9	3.9	2.9	3.0	3.6	3.0	3.5	2.7	3.9	3.9	2.9	2.4	3.2	3.0	4.3	3.2	3.7

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COMM	WIDW DIVR SIN-	SEPA RTED	REF-		1	2	3-5	6+	NO UNDE	NET UNDE	6-10 UN- DER	11+ & NO & NO	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ TO	NET BOO- MER	NET 65+ TO	
UNWEIGHTED SAMPLE	1003	620	181	185	17	227	341	386	38	688	303	124	69	84	55	134	198	197	164	121	104	189	395	389	381	225
WEIGHTED SAMPLE	1003	614	225	148	16	192	315	444	41	644	347	155	73	88	110	181	203	193	136	81	69	290	396	287	367	150
Yes	272	161	84	25	3	33	78	144	15	152	117	51	26	29	54	67	65	50	23	6	1	121	115	31	88	7
	27.2	26.2	37.4	16.7	17.5	17.3	24.8	32.4	36.2	23.6	33.8	32.7	35.0	33.1	49.6	36.8	32.0	25.8	17.1	7.4	1.9	41.6	29.0	10.7	23.9	4.9
No	727	450	141	122	13	158	234	300	26	488	229	104	48	59	55	113	138	143	111	74	68	168	281	254	279	142
	72.5	73.3	62.6	82.8	82.5	82.3	74.2	67.6	63.8	75.8	66.2	67.3	65.0	66.9	50.4	62.4	68.0	74.2	81.7	91.7	98.1	57.8	71.0	88.5	76.1	94.7
Don't Know/Refused	4	3	-	1	-	1	3	-	-	4	-	-	-	-	-	1	-	-	2	1	-	1	-	2	-	1
	0.4	0.5	-	0.6	-	0.4	1.0	-	-	0.6	-	-	-	-	-	0.8	-	-	1.2	0.8	-	0.5	-	0.8	-	0.4

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

	LANGUAGE				EMPLOYMENT								OCCUPAT.				E D U C A T I O N						HOME	
	TOTAL	ENG	FRE	NCH	OTHER	FULL TIME	WORK PART TIME	SELF EMPLOYED	NET EMPLOYED	UNEMPLOYED	RETIRED	HOME MA-KER	STU-DENT	OTHER	BLUE COL-LAR	WHT. COL-LAR	H.S. OR LESS	SOME COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET UNIV RSTY	RENT	OWN
UNWEIGHTED SAMPLE	1003	704	230	69	430	89	81	600	383	264	30	14	75	192	375	312	303	197	154	615	351	224	727	
WEIGHTED SAMPLE	1003	687	234	81	471	106	78	656	327	191	30	26	81	211	406	291	318	206	151	609	358	236	704	
Yes	272	188	62	23	148	44	23	215	51	14	6	16	17	55	147	52	79	90	43	131	134	76	175	
	27.2	27.3	26.3	28.3	31.5	41.3	28.8	32.7	15.7	7.5	19.1	61.8	20.6	26.2	36.3	18.0	24.8	43.8	28.7	21.5	37.4	32.4	24.8	
No	727	497	171	58	322	62	56	440	273	176	24	10	62	156	257	238	238	116	106	476	222	157	528	
	72.5	72.3	73.1	71.7	68.2	58.7	71.2	67.0	83.6	92.2	80.9	38.2	77.3	73.8	63.4	81.7	75.0	56.2	70.3	78.2	62.2	66.6	75.0	
Don't Know/Refused	4	2	1	-	1	-	-	1	2	1	-	-	2	-	1	1	1	-	1	2	1	2	1	
	0.4	0.3	0.6		0.3			0.2	0.7	0.4			2.1		0.4	0.3	0.3		1.0	0.3	0.4	1.0	0.1	

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

	I N C O M E												GENDER		INT. LANG		PROVINCE						URB/RUR		
	TOTAL	UNDR 50K	50K PLUS	40		60		80		NET 100K PLUS	NET L.T. 60K PLUS	NOT STA-TED	FE-MALE	ENGL ISH	FRE NCH	BC	PRAI			REST			UR-ATL	RU-BAN	RU-RAL
				UNDR 40K	TO 59K	TO 79K	TO 99K	PLUS	60K								PLUS	ON	GTA	ONT	QC				
UNWEIGHTED SAMPLE	1003	344	483	228	164	144	75	126	433	345	176	501	502	774	229	133	169	383	160	223	244	74	793	210	
WEIGHTED SAMPLE	1003	334	501	224	170	150	78	129	429	357	168	486	517	767	235	127	160	393	173	220	251	72	804	198	
Yes	272	67	174	44	52	52	32	45	99	129	32	131	141	206	66	32	34	116	61	56	69	21	235	37	
	27.2	19.9	34.6	19.5	30.5	34.7	40.7	34.9	23.2	36.1	19.1	26.9	27.3	26.9	28.0	24.9	21.2	29.6	35.1	25.3	27.7	29.0	29.2	18.8	
No	727	267	326	179	117	98	46	84	327	229	134	354	373	559	168	96	125	276	112	164	180	50	566	161	
	72.5	79.8	65.1	80.1	68.7	65.3	59.3	65.1	76.3	63.9	80.0	72.8	72.2	72.8	71.4	75.1	78.3	70.2	64.9	74.3	71.7	70.0	70.4	80.9	
Don't Know/Refused	4	1	1	1	1	-	-	-	2	-	2	1	2	2	1	-	1	1	-	1	1	1	3	1	
	0.4	0.3	0.3	0.4	0.9				0.5		0.9	0.3	0.5	0.3	0.6		0.5	0.2		0.4	0.6	0.9	0.4	0.3	

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COMM TOTAL	SIN- GLE	SEPA RTED	REF- SED		1	2	3-5	6+	NO KIDS UNDE	NET KIDS UNDE	UN- DER	6-10 & NO KIDS	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ NET	NET BOO- MER	NET 65+
UNWEIGHTED SAMPLE	234	149	57	25	3	32	72	114	14	130	101	41	23	27	27	49	63	50	28	9	2	76	113	39	89	11
WEIGHTED SAMPLE	272	161	84	25	3	33	78	144	15	152	117	51	26	29	54	67	65	50	23	6	1	121	115	31	88	7
Download episodes or watch online episodes	27	14	10	3	-	6	3	16	2	13	14	6	2	5	9	7	5	4	2	1	-	16	9	2	8	1
	10.1	8.9	11.9	12.7		19.6	3.8	10.9	15.4	8.7	12.1	10.9	8.1	18.9	16.9	10.0	8.2	8.0	7.0	11.1		13.1	8.1	7.5	9.5	9.1
look for exclusive online video content	26	14	11	-	-	4	5	14	2	14	12	5	3	3	8	9	3	4	2	1	-	16	7	2	6	1
	9.5	9.0	13.6			12.8	6.4	9.9	15.9	9.3	10.0	9.9	11.6	8.7	13.8	13.0	5.0	8.2	7.1	11.1		13.4	6.4	7.6	7.0	9.1
read about your favorite characters	55	32	19	4	1	6	19	26	4	36	18	11	1	5	15	11	12	10	4	1	-	26	23	5	13	1
	20.4	19.7	22.3	16.9	29.7	18.5	24.3	17.7	25.8	23.8	15.7	22.3	5.8	16.0	27.7	16.4	19.1	20.5	18.0	11.1		21.4	19.7	15.9	14.3	9.1
chat with your favourite characters	5	4	1	-	-	2	1	2	-	3	2	1	1	-	-	-	3	-	2	-	-	-	3	2	-	-
	1.8	2.5	1.1			5.3	1.1	1.6		1.7	2.0	2.3	4.5				5.0		7.1				2.8	5.4		
participate in online forums	6	1	5	-	-	1	4	1	-	6	-	-	-	-	2	1	2	-	-	1	-	3	2	1	1	1
	2.1	0.4	5.9			2.8	4.9	0.6		3.7					3.1	2.2	2.8			11.1		2.6	1.6	2.2	1.1	9.1
search for other information about the program	161	93	53	14	1	19	48	82	11	96	64	27	16	15	31	36	46	27	13	3	1	67	73	17	48	4
	59.2	58.2	62.5	57.3	35.2	57.8	61.8	56.9	71.8	63.3	54.4	54.0	60.7	51.5	57.0	54.6	70.6	53.6	57.4	44.4	100	55.7	63.2	56.7	54.4	54.5
buy merchandise related to the program	6	3	2	1	-	3	3	-	-	6	-	-	-	-	2	1	-	2	1	-	-	3	2	1	3	-
	2.0	1.8	2.0	3.5		7.7	3.8			3.6					3.1	1.9		3.6	3.5			2.4	1.6	2.7	3.0	
other (general other)	95	55	31	8	1	12	25	56	3	56	38	18	8	8	26	19	19	19	7	3	-	45	37	11	30	3
	34.8	34.2	36.6	32.7	35.2	34.8	31.4	38.6	20.5	36.5	32.5	35.2	32.2	28.7	47.7	28.2	28.7	37.3	32.1	55.6		37.0	32.4	35.3	34.8	45.5
Don't Know/Refused	11	7	1	4	-	1	4	7	-	3	8	3	-	2	-	4	1	3	2	-	-	4	4	2	6	-
	4.0	4.1	1.0	14.4		2.5	4.5	4.6		2.1	6.7	6.7		7.9		5.9	1.4	6.9	7.0			3.3	3.8	5.3	7.2	

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

	LANGUAGE				EMPLOYMENT							OCCUPAT.				E D U C A T I O N					HOME		
	ENG TOTAL	FRE LISH	NCH	OTHR	WORK FULL TIME	WORK PART TIME	SELF EMPL OYED	NET EMPL OYED	UN EMPL OYED	RETI RED	MA- KER	STU- DENT	OTHR	BLUE COL- LAR	WHT. COL- LAR	H.S. OR LESS	SOME COMP COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET UNIV	NET UNIV RSTY	RENT	OWN
UNWEIGHTED SAMPLE	234	164	51	19	130	32	20	182	46	19	5	8	15	47	125	44	67	76	40	111	116	64	156
WEIGHTED SAMPLE	272	188	62	23	148	44	23	215	51	14	6	16	17	55	147	52	79	90	43	131	134	76	175
Download episodes or watch online episodes	27 10.1	22 11.5	5 7.4	1 5.4	15 10.0	4 8.3	1 6.6	20 9.3	8 14.6	2 16.9	1 20.2	1 7.8	3 16.4	5 8.7	13 8.8	5 8.7	11 13.9	9 10.0	2 3.9	15 11.8	11 8.0	13 16.6	11 6.3
look for exclusive online video content	26 9.5	12 6.4	12 19.9	1 6.5	14 9.7	4 8.1	2 10.2	20 9.4	6 10.8	2 10.6	1 20.2	3 18.3	- 11.9	7 8.3	12 6.0	3 11.7	9 9.6	9 11.1	5 9.4	12 10.1	13 15.5	12 6.6	11 6.6
read about your favorite characters	55 20.4	46 24.3	8 12.6	2 9.0	29 19.3	10 22.6	1 4.5	40 18.4	16 31.0	3 22.4	4 62.0	7 44.6	2 12.5	12 21.3	26 17.8	15 28.6	14 17.5	16 17.7	10 22.5	29 21.9	26 19.3	12 15.5	41 23.5
chat with your favourite characters	5 1.8	4 2.0	1 1.9	- 1.4	2 2.6	1 2.6	- 1.5	3 3.2	2 11.7	2 11.7	- -	- -	- -	2 3.7	1 0.8	2 3.4	2 2.5	- 2.7	1 2.8	4 0.9	1 1.5	1 2.1	4 2.1
participate in online forums	6 2.1	3 1.7	2 3.9	- 1.6	2 5.9	3 5.9	- 2.3	5 1.3	1 4.7	1 4.7	- -	- -	- -	- 3.4	5 3.2	2 1.2	1 -	- 7.1	3 2.0	3 2.3	3 3.2	2 1.9	3 1.9
search for other information about the program	161 59.2	108 57.7	41 66.0	12 52.8	93 62.8	24 54.2	11 48.9	128 59.6	29 56.5	8 52.7	2 41.8	10 65.9	10 58.8	35 63.4	92 62.4	27 52.1	48 60.7	54 59.2	28 65.1	75 57.2	82 61.1	46 60.3	101 57.9
buy merchandise related to the program	6 2.0	6 2.9	- -	- -	2 1.2	1 2.8	- 1.4	3 3.2	2 3.2	- -	- -	2 10.5	- -	2 3.2	1 0.8	2 3.3	1 1.1	2 1.8	1 2.8	3 2.0	3 2.2	3 3.3	3 1.7
other (general other)	95 34.8	60 32.0	24 39.0	11 46.3	46 31.1	19 43.2	7 31.3	72 33.6	21 41.8	7 46.6	2 38.0	7 42.2	7 42.5	15 27.8	50 34.2	27 51.9	26 33.2	32 35.5	8 19.2	53 40.7	40 30.2	25 33.3	63 36.0
Don't Know/Refused	11 4.0	10 5.2	- -	1 5.0	6 4.3	1 2.8	2 9.2	10 4.5	- -	- -	- -	- -	- -	1 2.1	7 4.8	- -	3 4.3	5 5.8	2 5.3	3 2.6	8 5.7	1 1.2	10 5.7

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

	I N C O M E											GENDER		INT. LANG			PROVINCE						URB/RUR	
	TOTAL	UNDR 50K	50K PLUS	40K	40 TO 59K	60 TO 79K	80 TO 99K	100K PLUS	NET L.T. 60K	NET 60K PLUS	NOT STA-	FE- MALE	MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN	RU- RAL
UNWEIGHTED SAMPLE	234	54	151	35	41	43	30	42	79	115	29	118	116	179	55	28	32	97	49	48	59	18	200	34
WEIGHTED SAMPLE	272	67	174	44	52	52	32	45	99	129	32	131	141	206	66	32	34	116	61	56	69	21	235	37
Download episodes or watch online episodes	27 10.1	9 13.3	17 9.7	8 17.5	5 10.3	5 8.7	4 11.5	2 4.6	14 14.3	10 8.0	2 5.7	15 11.4	13 8.9	23 11.1	5 6.9	2 7.4	3 8.8	17 14.3	6 10.2	10 18.8	5 6.6	1 4.4	23 9.9	4 11.4
look for exclusive online video content	26 9.5	12 18.6	12 6.7	6 13.4	9 18.1	4 8.0	1 3.6	3 5.8	15 15.3	8 6.2	2 5.7	17 12.7	9 6.5	14 6.6	12 18.6	5 14.6	1 3.4	6 5.4	3 5.2	3 5.6	13 18.6	1 4.0	19 8.0	7 19.1
read about your favorite characters	55 20.4	15 22.2	38 21.9	10 23.6	11 21.5	10 18.5	3 9.4	15 32.9	21 21.6	27 21.3	3 8.4	26 19.6	30 21.1	48 23.1	8 11.8	10 30.0	7 20.2	25 21.5	14 23.6	11 19.3	9 13.4	5 22.4	48 20.6	7 18.6
chat with your favourite characters	5 1.8	-	2 1.3	-	1 2.2	-	-	1 2.6	1 1.2	1 0.9	3 8.0	2 1.3	3 2.2	4 1.8	1 1.7	-	-	4 3.2	-	4 6.7	1 1.7	-	4 1.7	1 2.2
participate in online forums	6 2.1	1 2.2	3 1.9	-	3 6.1	1 1.3	-	1 2.0	3 3.2	2 1.2	1 2.9	6 4.3	-	3 1.6	2 3.7	-	1 2.7	2 1.4	-	2 3.0	3 4.4	-	6 2.4	-
search for other information about the program	161 59.2	38 57.3	106 60.9	28 63.7	30 57.2	35 66.8	15 47.3	27 59.2	59 59.1	77 59.4	17 54.3	68 52.2	93 65.7	117 56.9	44 66.5	21 67.8	22 64.7	63 54.2	35 56.9	29 51.4	44 63.9	10 49.4	138 58.8	23 61.8
buy merchandise related to the program	6 2.0	2 2.5	3 1.7	2 3.8	1 1.7	-	-	2 4.8	3 2.6	2 1.7	1 2.5	4 3.3	1 0.9	6 2.7	-	2 6.8	-	3 2.2	2 2.7	1 1.6	-	1 3.9	5 2.0	1 2.2
other (general other)	95 34.8	19 29.3	60 34.7	14 32.7	12 23.6	19 37.5	13 39.8	15 32.8	29 29.3	47 36.4	15 46.5	47 35.7	48 34.0	70 33.7	25 38.2	5 16.9	10 29.5	43 37.1	23 38.3	20 35.7	27 39.6	9 41.8	81 34.5	14 36.4
Don't Know/Refused	11 4.0	1 1.7	5 2.8	-	2 4.4	-	2 5.5	2 4.4	2 2.3	4 2.9	5 15.4	5 3.9	6 4.2	11 5.3	-	-	2 5.8	9 7.7	7 11.3	2 3.9	-	-	10 4.2	1 2.7

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E												
	MAR/ LIVG COMM	SIN- GLE	WIDW DIVR SEPA	REF- SED		1	2	3-5	6+	NO UNDE	NET UNDE	6-10 UN- DER	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET TO	NET TO	NET TO	NET BOO- MER	NET TO		
UNWEIGHTED SAMPLE	1003	620	181	185	17	227	341	386	38	688	303	124	69	84	55	134	198	197	164	121	104	189	395	389	381	225	
WEIGHTED SAMPLE	1003	614	225	148	16	192	315	444	41	644	347	155	73	88	110	181	203	193	136	81	69	290	396	287	367	150	
Yes	414	266	100	40	8	59	120	217	15	240	170	79	37	40	58	94	97	81	48	17	6	152	179	71	157	23	
	41.3	43.3	44.7	26.9	48.7	30.9	37.9	48.9	35.4	37.3	48.9	50.8	50.5	45.5	53.4	51.9	47.9	42.1	35.4	20.7	8.7	52.4	45.1	24.8	42.7	15.1	
No	581	345	124	104	8	127	195	225	27	398	175	75	36	47	51	86	106	111	85	63	62	137	216	210	206	125	
	57.9	56.2	55.0	70.1	51.3	66.3	61.8	50.5	64.6	61.8	50.4	48.4	49.5	53.2	46.6	47.5	52.1	57.3	62.1	77.7	89.4	47.1	54.6	73.1	56.2	83.1	
Don't Know/Refused	8	3	1	5	-	5	1	2	-	6	2	1	-	1	-	1	-	1	3	1	1	1	1	1	6	4	3
	0.8	0.5	0.4	3.1		2.8	0.2	0.5		0.9	0.7	0.8		1.3		0.7		0.6	2.5	1.7	1.9	0.4	0.3	2.1	1.1	1.8	

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

	LANGUAGE				EMPLOYMENT								OCCUPAT.			E D U C A T I O N						HOME	
	TOTAL	ENG LISH	FRE NCH	OTHR	WORK FULL TIME	WORK PART TIME	SELF EMPL OYED	NET EMPL OYED	UN EMPL OYED	RETI RED	HOME MA- KER	STU- DENT	OTHR	BLUE COL- LAR	WHT. COL- LAR	H.S. OR LESS	SOME COMP COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT	OWN
UNWEIGHTED SAMPLE	1003	704	230	69	430	89	81	600	383	264	30	14	75	192	375	312	303	197	154	615	351	224	727
WEIGHTED SAMPLE	1003	687	234	81	471	106	78	656	327	191	30	26	81	211	406	291	318	206	151	609	358	236	704
Yes	414	297	93	24	226	43	39	308	99	40	16	13	30	95	195	102	152	81	66	253	147	96	291
	41.3	43.2	39.6	29.4	48.0	40.5	49.3	46.9	30.3	20.8	53.2	52.0	37.3	44.9	48.1	34.9	47.7	39.4	43.4	41.6	41.1	40.8	41.4
No	581	385	138	57	242	61	40	343	224	148	14	12	50	116	206	186	165	124	84	350	207	136	407
	57.9	56.0	58.9	70.6	51.4	57.7	50.7	52.3	68.6	77.8	46.8	48.0	61.7	55.1	50.8	63.9	51.8	60.0	55.2	57.6	58.0	57.9	57.8
Don't Know/Refused	8	5	3	-	3	2	-	5	4	3	-	-	1	-	5	4	2	1	2	5	3	3	5
	0.8	0.7	1.4		0.6	1.8		0.7	1.1	1.5			1.0		1.2	1.2	0.5	0.6	1.3	0.9	0.9	1.3	0.8

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

	I N C O M E											GENDER		INT. LANG		PROVINCE						URB/RUR		
	TOTAL	UNDR	50K	UNDR	TO	TO	TO	100K	NET	NET	NOT	MALE	FE-	ENGL	FRE	BC	PRAI	REST			UR-	RU-		
		50K	PLUS	40K	59K	79K	99K	PLUS	60K	PLUS	STA-		MALE	ISH	NCH		RIES	ON	GTA	ONT	QC	ATL	BAN	RAL
UNWEIGHTED SAMPLE	1003	344	483	228	164	144	75	126	433	345	176	501	502	774	229	133	169	383	160	223	244	74	793	210
WEIGHTED SAMPLE	1003	334	501	224	170	150	78	129	429	357	168	486	517	767	235	127	160	393	173	220	251	72	804	198
Yes	414	109	246	67	68	79	39	75	143	192	58	226	188	322	91	51	68	168	71	97	97	29	331	83
	41.3	32.7	49.2	30.0	39.8	52.5	50.1	57.6	33.4	53.8	34.6	46.5	36.3	42.0	38.9	40.3	42.7	42.8	41.3	44.1	38.5	40.6	41.1	41.8
No	581	221	254	154	102	71	39	54	282	164	106	259	322	440	141	75	91	221	99	122	151	43	465	116
	57.9	66.3	50.6	69.0	59.8	47.5	49.9	41.7	65.8	45.9	62.9	53.2	62.3	57.3	59.7	59.2	56.8	56.2	57.1	55.5	60.1	59.4	57.8	58.2
Don't Know/Refused	8	4	1	2	1	-	-	1	4	1	4	1	7	5	3	1	1	4	3	1	3	-	8	-
	0.8	1.1	0.2	1.0	0.4			0.7	0.8	0.2	2.4	0.3	1.4	0.7	1.4	0.5	0.5	0.9	1.6	0.4	1.3		1.0	

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COMM TOTAL	SIN- GLE	SEPA RTED	REF- SED		1	2	3-5	6+	NO KIDS UNDE	NET KIDS UNDE	UN- DER	6-10 & NO KIDS	11+ & NO KIDS	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+	NET 18 TO	NET 35 TO	NET 55+ TO	NET BOO- MER	NET 65+
UNWEIGHTED SAMPLE	383	255	75	45	8	62	119	186	13	233	146	62	35	38	30	69	96	84	58	25	9	99	180	92	163	34
WEIGHTED SAMPLE	414	266	100	40	8	59	120	217	15	240	170	79	37	40	58	94	97	81	48	17	6	152	179	71	157	23
buy anything	90	53	25	11	1	11	29	44	4	50	39	18	4	9	11	22	24	18	12	3	-	33	42	14	39	3
	21.8	20.1	24.9	26.8	12.6	19.3	24.3	20.4	28.1	20.9	22.9	23.4	11.2	22.9	18.5	23.5	24.4	22.2	24.1	16.0		21.6	23.4	20.2	24.8	11.8
order anything such as brochures, samples, or free stuff	77	47	20	9	1	8	25	40	2	42	34	19	4	8	8	22	19	10	12	4	2	30	28	18	26	6
	18.6	17.7	20.0	22.4	12.6	14.1	20.9	18.5	16.4	17.5	20.0	24.5	10.6	21.0	12.8	24.0	19.2	11.7	24.1	24.0	33.3	19.7	15.8	24.9	16.3	26.5
request information	148	90	40	14	4	16	45	77	7	81	64	35	12	11	20	37	31	28	20	5	3	57	59	29	58	9
	35.8	33.9	40.0	35.4	49.5	27.5	37.4	35.5	48.1	33.7	37.9	44.1	31.8	27.3	34.3	39.0	31.8	34.5	41.4	32.0	55.6	37.2	33.0	40.4	36.9	38.2
research the product or service	298	188	75	29	6	43	91	151	11	177	118	58	22	28	42	70	73	58	34	10	3	111	131	47	117	13
	72.0	70.9	74.3	72.8	74.7	72.6	76.2	69.4	73.7	73.6	69.6	74.1	58.2	69.6	71.4	74.4	75.4	70.6	70.8	60.0	55.6	73.3	73.2	67.0	74.8	58.8
did something else	62	44	10	6	2	7	15	36	4	31	30	13	6	7	8	14	10	13	7	3	1	23	24	11	24	4
	14.9	16.6	9.9	14.6	25.3	11.2	12.2	16.5	24.8	12.9	17.6	16.8	16.3	17.4	14.3	15.3	10.4	16.5	15.5	16.0	22.2	14.9	13.2	16.2	15.2	17.6
Don't Know/Refused	16	12	2	1	1	3	5	8	-	11	5	-	1	3	-	1	3	6	2	1	-	1	9	4	9	1
	3.9	4.6	1.7	2.6	12.6	4.7	4.6	3.6		4.7	2.8		2.5	7.0		1.6	2.8	7.3	5.1	8.0		1.0	4.9	5.3	5.5	5.9

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

	LANGUAGE				EMPLOYMENT							OCCUPAT.		E D U C A T I O N						HOME			
	ENG	FRE			WORK FULL	WORK PART	SELF EMPL	NET EMPL	UN EMPL	HOME RETI	MA-	STU-	BLUE COL-	WHT. COL-	H.S. OR LESS	SOME COMP	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	HOME RENT	HOME OWN	
TOTAL	LLSH	NCH	OTHR	TIME	TIME	OYED	OYED	OYED	RED	KER	DENT	OTHR	LAR	LAR	LESS	COLL	UNDR	SOME	UNIV	RSTY	RENT	OWN	
UNWEIGHTED SAMPLE	383	277	86	20	204	34	40	278	98	51	14	7	26	81	181	93	137	76	64	230	140	78	285
WEIGHTED SAMPLE	414	297	93	24	226	43	39	308	99	40	16	13	30	95	195	102	152	81	66	253	147	96	291
buy anything	90	64	19	7	54	7	6	67	22	9	2	5	6	23	36	15	32	24	17	46	40	20	62
	21.8	21.6	20.6	28.8	23.9	16.2	15.3	21.8	22.2	21.8	15.0	40.6	18.5	24.1	18.4	14.6	20.8	29.0	25.3	18.3	27.3	21.3	21.3
order anything such as brochures, samples, or free stuff	77	56	19	2	39	6	4	49	26	11	4	5	7	9	35	12	29	14	18	41	32	19	55
	18.6	18.9	20.0	9.4	17.2	13.5	11.2	15.9	26.4	28.3	22.7	34.2	22.5	9.8	18.0	12.3	19.0	17.2	27.5	16.3	21.8	19.6	18.7
request information	148	93	44	11	83	14	9	106	38	16	3	7	12	31	62	35	58	24	26	93	50	31	102
	35.8	31.4	47.1	47.4	36.9	32.1	23.4	34.5	38.6	40.9	19.2	53.0	39.6	33.2	32.0	34.4	38.1	29.6	39.1	36.6	33.8	32.0	34.9
research the product or service	298	219	59	20	166	31	32	228	64	20	12	10	22	68	147	67	109	58	55	176	113	72	205
	72.0	73.7	63.3	84.4	73.3	71.9	81.7	74.2	65.1	51.5	76.7	71.9	73.9	71.3	75.5	66.3	71.7	71.3	83.1	69.5	76.6	74.8	70.4
did something else	62	42	16	4	28	4	5	36	24	12	4	4	4	9	26	15	24	11	8	39	19	9	47
	14.9	14.3	17.0	15.0	12.2	8.2	12.8	11.7	24.0	30.0	23.3	28.1	14.8	9.2	13.4	14.4	16.0	13.4	12.5	15.4	13.0	9.5	16.1
Don't Know/Refused	16	14	1	1	11	1	1	13	2	1	-	-	1	3	10	3	3	7	2	6	9	2	13
	3.9	4.7	1.1	3.9	4.7	2.4	2.3	4.1	2.4	3.8			3.1	2.7	5.1	2.7	2.2	8.7	2.8	2.4	6.1	2.0	4.5

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

	I N C O M E											GENDER		INT. LANG		PROVINCE						URB/RUR		
	TOTAL	UNDR 50K	50K PLUS	40 UNDR 40K	60 TO 59K	80 TO 79K	99K	100K PLUS	NET L.T. 60K	NET 60K PLUS	NOT STA-	TE	MALE	FE-MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN
UNWEIGHTED SAMPLE	383	97	231	58	59	76	36	73	125	185	55	219	164	299	84	50	66	150	63	87	90	27	303	80
WEIGHTED SAMPLE	414	109	246	67	68	79	39	75	143	192	58	226	188	322	91	51	68	168	71	97	97	29	331	83
buy anything	90 21.8	27 24.7	52 20.9	20 29.9	5 8.1	17 21.1	9 24.2	19 25.8	28 19.3	45 23.6	11 19.7	48 21.0	42 22.7	71 22.2	19 20.2	9 16.8	12 17.0	41 24.6	22 30.8	19 20.0	20 20.4	9 29.8	74 22.4	16 19.1
order anything such as brochures, samples, or free stuff	77 18.6	27 24.4	44 18.0	17 25.7	8 11.5	15 19.7	8 20.9	17 22.7	27 18.6	41 21.1	6 10.1	38 16.8	39 20.7	58 18.0	19 20.7	5 9.6	7 10.7	33 19.5	17 24.1	16 16.1	19 19.9	13 43.3	55 16.5	22 26.9
request information	148 35.8	45 41.4	78 31.8	31 46.3	18 26.5	28 35.9	7 19.0	29 38.8	53 37.1	65 33.6	25 42.4	83 36.7	65 34.8	104 32.3	44 48.2	11 21.0	15 22.4	62 37.1	29 41.2	33 34.1	45 46.1	15 52.3	111 33.4	38 45.4
research the product or service	298 72.0	77 70.2	176 71.3	41 60.8	54 79.7	49 62.4	27 68.6	62 82.7	101 70.7	138 71.6	45 77.9	163 72.1	135 71.8	238 74.0	59 64.9	36 70.1	50 72.6	128 75.9	61 85.1	67 69.2	64 66.1	20 70.3	247 74.6	51 61.6
did something else	62 14.9	13 12.3	33 13.3	9 13.3	10 14.7	12 15.2	7 18.4	6 7.6	20 13.8	25 12.9	16 26.8	29 12.9	33 17.4	49 15.3	13 13.8	8 16.6	4 5.7	32 19.1	12 17.1	20 20.5	14 14.6	3 11.0	49 14.8	13 15.5
Don't Know/Refused	16 3.9	3 2.8	10 4.0	1 1.5	1 1.7	4 5.1	2 4.4	4 5.6	3 2.2	10 5.2	3 5.2	10 4.5	6 3.1	15 4.7	1 1.1	3 5.5	7 10.3	4 2.2	1 1.3	3 2.8	1 1.0	1 5.1	13 4.0	3 3.2

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	973	973	207	484	436	529	302	395	482	389	303
WEIGHTED SAMPLE	973	973	308	587	490	577	309	396	374	287	215
on a Television screen	930 95.6	930 95.6	285 92.4	555 94.6	466 95.3	552 95.7	301 97.4	386 97.5	363 97.0	277 96.7	209 97.1
on a Computer screen	21 2.2	21 2.2	18 5.8	20 3.5	12 2.4	12 2.1	2 0.7	2 0.6	1 0.2	1 0.2	1 0.3
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	7 0.8	7 0.8	1 0.4	4 0.7	4 0.9	5 0.9	3 1.0	4 1.0	3 0.9	2 0.8	1 0.3
Don't Know/Refused	14 1.5	14 1.5	4 1.4	7 1.2	7 1.4	8 1.4	3 0.9	4 0.9	7 2.0	6 2.3	5 2.2

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	492	107	257	229	279	168	218	229	179	138
WEIGHTED SAMPLE	486	477	158	292	245	289	155	198	175	132	98
on a Television screen	460 94.7	451 94.6	146 92.3	275 94.2	232 94.5	274 94.7	150 97.0	192 96.8	166 94.9	125 94.5	93 95.1
on a Computer screen	10 2.0	10 2.1	9 5.9	9 3.2	6 2.4	6 2.1	-	-	1 0.4	1 0.5	1 0.7
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	4 0.9	4 0.9	-	2 0.6	2 0.7	3 0.9	2 1.2	3 1.4	2 1.3	1 1.1	1 0.7
Don't Know/Refused	12 2.4	12 2.5	3 1.9	6 2.0	6 2.3	7 2.3	3 1.8	4 1.8	6 3.4	5 3.9	3 3.6

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	502	481	100	227	207	250	134	177	253	210	165
WEIGHTED SAMPLE	517	496	150	295	244	288	154	198	198	155	117
on a Television screen	500	479	139	280	235	278	151	194	196	153	116
	96.7	96.6	92.5	95.0	96.1	96.7	97.8	98.3	98.9	98.6	98.9
on a Computer screen	11	11	9	11	6	6	2	2	-	-	-
	2.1	2.2	5.8	3.7	2.5	2.1	1.5	1.2			
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	3	3	1	2	2	2	1	1	1	1	-
	0.6	0.7	0.8	0.8	1.0	0.8	0.7	0.6	0.4	0.5	
Don't Know/Refused	3	3	1	1	1	1	-	-	1	1	1
	0.5	0.5	0.8	0.4	0.5	0.4			0.7	0.9	1.1

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	774	746	157	357	318	388	222	292	382	312	254
WEIGHTED SAMPLE	767	739	234	434	356	421	226	292	293	228	180
on a Television screen	728 94.8	700 94.6	214 91.3	405 93.4	336 94.3	400 94.8	218 96.4	282 96.6	282 96.2	218 95.8	173 96.6
on a Computer screen	19 2.5	19 2.6	17 7.0	19 4.3	10 2.9	10 2.5	2 1.0	2 0.8	1 0.2	1 0.3	1 0.4
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	7 1.0	7 1.0	1 0.5	4 1.0	4 1.2	5 1.2	3 1.3	4 1.3	3 1.1	2 1.0	1 0.4
Don't Know/Refused	13 1.7	13 1.7	3 1.2	5 1.3	5 1.5	6 1.5	3 1.2	4 1.2	7 2.5	6 2.8	5 2.7

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	227	50	127	118	141	80	103	100	77	49
WEIGHTED SAMPLE	235	233	74	153	134	155	82	104	80	59	36
on a Television screen	232 98.7	230 98.7	71 96.0	150 98.1	131 97.8	152 98.1	82 100	104 100	80 100	59 100	36 100
on a Computer screen	1 0.6	1 0.6	1 2.0	1 1.0	1 1.1	1 1.0	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 0.6	1 0.6	1 2.0	1 1.0	1 1.1	1 1.0	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	225	48	125	116	139	80	103	100	77	49
WEIGHTED SAMPLE	233	231	71	151	131	153	82	104	80	59	36
on a Television screen	230 98.7	228 98.7	68 95.8	148 98.0	128 97.7	150 98.1	82 100	104 100	80 100	59 100	36 100
on a Computer screen	1 0.6	1 0.6	1 2.1	1 1.0	1 1.1	1 1.0	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 0.6	1 0.6	1 2.1	1 1.0	1 1.1	1 1.0	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	72	17	35	30	36	19	25	37	31	25
WEIGHTED SAMPLE	72	70	23	41	33	39	19	25	28	23	18
on a Television screen	70 97.9	68 97.9	22 93.6	40 96.4	32 95.5	37 96.2	19 100	25 100	28 100	23 100	18 100
on a Computer screen	1 2.1	1 2.1	1 6.4	1 3.6	1 4.5	1 3.8	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	240	51	132	122	146	84	108	108	84	54
WEIGHTED SAMPLE	251	247	77	160	138	161	87	109	86	64	39
on a Television screen	247 98.4	243 98.4	74 96.1	156 97.6	135 97.2	157 97.6	86 98.9	108 99.2	86 100	64 100	39 100
on a Computer screen	1 0.6	1 0.6	1 1.9	1 0.9	1 1.1	1 0.9	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 1.0	2 1.0	1 1.9	2 1.5	2 1.7	2 1.5	1 1.1	1 0.8	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE: ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	383	368	88	188	164	201	114	151	175	138	114
WEIGHTED SAMPLE	393	378	134	233	186	221	118	153	135	100	80
on a Television screen	368	353	118	214	175	209	115	149	130	96	78
	93.7	93.4	87.8	91.7	94.0	94.6	97.3	97.3	96.1	95.6	96.5
on a Computer screen	17	17	15	17	9	9	2	2	-	-	-
	4.4	4.6	11.2	7.4	4.8	4.1	2.0	1.5			
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	1	1	-	-	-	-	-	-	1	1	-
	0.2	0.2							0.6	0.8	
Don't Know/Refused	7	7	1	2	2	3	1	2	5	4	3
	1.7	1.8	0.9	0.9	1.2	1.4	0.8	1.2	3.3	3.6	3.5

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	12	29	27	33	18	24	35	29	26
WEIGHTED SAMPLE	63	61	17	35	30	36	18	23	27	21	19
on a Television screen	62 97.6	60 97.6	17 100	35 100	30 100	36 100	18 100	23 100	25 94.4	20 93.0	18 96.4
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 2.4	1 2.4	-	-	-	-	-	-	1 5.6	1 7.0	1 3.6

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:ALBERTA

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	103	101	17	42	39	48	27	36	58	49	37
WEIGHTED SAMPLE	97	95	25	49	42	51	27	35	44	36	26
on a Television screen	92 94.8	90 94.7	24 94.1	46 93.2	39 92.2	47 91.7	25 93.2	33 92.3	42 96.1	35 97.6	26 100
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	4 3.7	4 3.7	- 3.7	2 4.3	2 4.3	3 5.3	2 6.8	3 7.7	2 3.9	1 2.4	-
Don't Know/Refused	1 1.5	1 1.6	1 5.9	1 3.0	1 3.5	1 2.9	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	128	22	58	54	65	40	51	69	58	47
WEIGHTED SAMPLE	127	122	32	68	59	70	41	51	53	42	33
on a Television screen	121 95.3	116 95.1	31 96.1	64 95.1	56 94.4	66 95.3	38 94.9	49 95.9	50 95.0	40 93.7	31 92.0
on a Computer screen	1 0.5	1 0.5	-	-	-	-	-	-	1 1.3	1 1.6	1 2.0
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	3 2.4	3 2.5	1 3.9	2 3.5	2 4.0	2 3.4	1 2.8	1 2.3	1 1.3	1 1.6	1 2.0
Don't Know/Refused	2 1.8	2 1.8	- 1.4	1 1.6	1 1.3	1 2.3	1 1.8	1 2.5	1 2.5	1 3.1	1 4.0

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	390	382	83	193	169	206	126	163	183	146	119
WEIGHTED SAMPLE	376	368	123	220	180	212	116	148	139	106	84
on a Television screen	354 93.9	346 93.8	114 92.5	206 93.7	169 94.1	200 94.2	111 96.0	142 95.7	130 93.5	99 93.2	79 94.3
on a Computer screen	8 2.2	8 2.3	8 6.3	8 3.5	4 2.5	4 2.1	-	-	1 0.5	1 0.6	1 0.8
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	4 1.1	4 1.1	-	2 0.8	2 1.0	3 1.3	2 1.6	3 1.8	2 1.7	1 1.4	1 0.8
Don't Know/Refused	10 2.7	10 2.8	1 1.2	4 1.9	4 2.4	5 2.4	3 2.4	4 2.5	6 4.3	5 4.8	3 4.1

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
on a Television screen	107 97.3	106 97.3	32 91.6	69 95.9	62 95.5	74 96.1	39 100	50 100	37 100	25 100	14 100
on a Computer screen	1 1.4	1 1.4	1 4.2	1 2.1	1 2.3	1 1.9	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 1.4	1 1.4	1 4.2	1 2.1	1 2.3	1 1.9	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
on a Television screen	107 97.3	106 97.3	32 91.6	69 95.9	62 95.5	74 96.1	39 100	50 100	37 100	25 100	14 100
on a Computer screen	1 1.4	1 1.4	1 4.2	1 2.1	1 2.3	1 1.9	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 1.4	1 1.4	1 4.2	1 2.1	1 2.3	1 1.9	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	8	19	14	18	12	16	17	13	8
WEIGHTED SAMPLE	37	36	12	22	14	17	11	15	13	10	6
on a Television screen	35 95.9	34 95.8	11 87.8	21 93.3	13 89.4	16 91.5	11 100	15 100	13 100	10 100	6 100
on a Computer screen	1 4.1	1 4.2	1 12.2	1 6.7	1 10.6	1 8.5	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	26	68	64	78	44	58	52	38	22
WEIGHTED SAMPLE	120	118	38	77	70	82	40	53	41	29	16
on a Television screen	116	114	35	73	66	79	40	52	41	29	16
	96.8	96.7	92.2	94.9	94.5	95.3	97.7	98.3	100	100	100
on a Computer screen	1	1	1	1	1	1	-	-	-	-	-
	1.2	1.3	3.9	1.9	2.1	1.8					
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2	2	1	2	2	2	1	1	-	-	-
	2.0	2.0	3.9	3.1	3.4	2.9	2.3	1.7			

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	191	187	50	98	83	101	58	76	85	67	58
WEIGHTED SAMPLE	190	186	74	116	91	106	53	69	64	48	41
on a Television screen	178 93.8	174 93.6	68 91.5	108 93.7	87 95.7	101 95.5	52 98.3	67 97.4	59 92.7	45 92.2	39 94.7
on a Computer screen	6 3.3	6 3.4	6 8.5	6 5.5	3 3.3	3 2.8	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	1 0.4	1 0.4	-	-	-	-	-	-	1 1.3	1 1.7	-
Don't Know/Refused	5 2.5	5 2.6	-	1 0.8	1 1.0	2 1.7	1 1.7	2 2.6	4 6.0	3 6.1	2 5.3

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	7	18	17	21	12	16	16	12	11
WEIGHTED SAMPLE	32	32	10	20	18	22	11	15	12	9	8
on a Television screen	31 95.4	31 95.4	10 100	20 100	18 100	22 100	11 100	15 100	11 87.7	7 82.7	7 91.4
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 4.6	1 4.6	-	-	-	-	-	-	1 12.3	1 17.3	1 8.6

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	5	22	21	26	18	23	28	23	16
WEIGHTED SAMPLE	45	45	8	23	21	25	17	21	21	17	11
on a Television screen	41	41	6	19	18	21	15	18	20	17	11
	90.7	90.7	80.9	85.3	84.2	83.5	88.9	87.0	95.8	100	100
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	3	3	-	2	2	3	2	3	1	-	-
	6.0	6.0		8.1	8.8	10.7	11.1	13.0	4.2		
Don't Know/Refused	1	1	1	1	1	1	-	-	-	-	-
	3.3	3.3	19.1	6.6	7.1	5.9					

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	11	32	30	35	24	29	31	26	23
WEIGHTED SAMPLE	62	60	16	34	31	35	22	26	24	19	17
on a Television screen	59 95.2	57 95.1	16 100	33 97.3	30 97.0	34 97.4	21 95.8	26 96.5	22 91.5	17 89.6	15 88.0
on a Computer screen	1 1.1	1 1.1	-	-	-	-	-	-	1 2.8	1 3.5	1 4.0
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	1 1.1	1 1.1	-	-	-	-	-	-	1 2.8	1 3.5	1 4.0
Don't Know/Refused	2 2.6	2 2.7	-	1 2.7	1 3.0	1 2.6	1 4.2	1 3.5	1 2.8	1 3.5	1 4.0

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	384	364	74	164	149	182	96	129	199	166	135
WEIGHTED SAMPLE	391	371	111	214	176	209	111	144	155	121	95
on a Television screen	374 95.7	354 95.5	100 89.9	199 93.1	166 94.5	200 95.4	107 96.9	141 97.6	153 98.6	119 98.2	94 98.6
on a Computer screen	11 2.8	11 3.0	9 7.8	11 5.2	6 3.4	6 2.9	2 2.1	2 1.6	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	3 0.8	3 0.9	1 1.1	2 1.1	2 1.4	2 1.1	1 1.0	1 0.8	1 0.5	1 0.7	-
Don't Know/Refused	3 0.7	3 0.7	1 1.1	1 0.6	1 0.7	1 0.6	-	-	1 0.9	1 1.1	1 1.4

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F FRENCH

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	118	117	26	63	58	68	38	48	54	44	30
WEIGHTED SAMPLE	126	125	38	81	68	79	44	54	44	33	22
on a Television screen	126	125	38	81	68	79	44	54	44	33	22
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	115	24	61	56	66	38	48	54	44	30
WEIGHTED SAMPLE	123	122	36	79	66	76	44	54	44	33	22
on a Television screen	123	122	36	79	66	76	44	54	44	33	22
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	9	16	16	18	7	9	20	18	17
WEIGHTED SAMPLE	35	34	11	19	19	21	8	10	15	13	12
on a Television screen	35	34	11	19	19	21	8	10	15	13	12
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	25	64	58	68	40	50	56	46	32
WEIGHTED SAMPLE	130	128	38	83	68	78	46	56	45	35	23
on a Television screen	130	128	38	83	68	78	46	56	45	35	23
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	192	181	38	90	81	100	56	75	90	71	56
WEIGHTED SAMPLE	203	192	59	118	95	115	64	84	71	52	39
on a Television screen	190	179	49	106	88	107	62	81	71	51	39
	93.6	93.3	83.2	89.6	92.4	93.7	96.4	97.3	99.1	98.7	98.3
on a Computer screen	11	11	9	11	6	6	2	2	-	-	-
	5.4	5.8	14.7	9.4	6.3	5.2	3.6	2.7			
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2	2	1	1	1	1	-	-	1	1	1
	0.9	1.0	2.1	1.0	1.3	1.1			0.9	1.3	1.7

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	32	30	5	11	10	12	6	8	19	17	15
WEIGHTED SAMPLE	31	29	7	14	12	14	7	9	15	13	11
on a Television screen	31	29	7	14	12	14	7	9	15	13	11
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	52	50	12	20	18	22	9	13	30	26	21
WEIGHTED SAMPLE	52	50	17	26	21	26	10	14	23	19	15
on a Television screen	51 98.4	49 98.3	17 100	26 100	21 100	26 100	10 100	14 100	22 96.4	18 95.6	15 100
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	1 1.6	1 1.7	-	-	-	-	-	-	1 3.6	1 4.4	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. Thinking about watching your favourite TV programs, would you rather watch them

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	64	11	26	24	30	16	22	38	32	24
WEIGHTED SAMPLE	66	63	16	33	28	34	18	25	29	23	17
on a Television screen	63 95.4	60 95.1	15 92.3	31 92.8	26 91.6	32 93.1	17 93.8	23 95.3	29 97.7	23 97.1	16 96.0
on a Computer screen	-	-	-	-	-	-	-	-	-	-	-
on the screen of a mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or on something else	2 3.6	2 3.8	1 7.7	2 7.2	2 8.4	2 6.9	1 6.3	1 4.7	-	-	-
Don't Know/Refused	1 1.0	1 1.1	-	-	-	-	-	-	1 2.3	1 2.9	1 4.0

2. How would you most prefer to watch TV programs

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	973	973	207	484	436	529	302	395	482	389	303
WEIGHTED SAMPLE	973	973	308	587	490	577	309	396	374	287	215
in the comfort of your home in front of your Television set	932 95.8	932 95.8	280 91.0	555 94.6	468 95.6	554 96.0	304 98.4	389 98.3	364 97.4	279 97.2	210 97.4
at a computer work station at work or at home	17 1.7	17 1.7	14 4.6	15 2.6	7 1.4	7 1.2	1 0.3	1 0.2	1 0.4	1 0.5	1 0.6
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.1	1 0.1	- 0.2	1 0.2	1 0.2	1 0.2	1 0.3	1 0.2	-	-	-
or somewhere else	8 0.9	8 0.9	7 2.2	7 1.2	5 1.1	5 0.9	-	-	2 0.4	2 0.6	-
Don't Know/Refused	15 1.6	15 1.6	7 2.1	8 1.4	8 1.7	10 1.8	3 1.0	5 1.2	7 1.8	5 1.7	4 1.9

2. How would you most prefer to watch TV programs

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	492	107	257	229	279	168	218	229	179	138
WEIGHTED SAMPLE	486	477	158	292	245	289	155	198	175	132	98
in the comfort of your home in front of your Television set	459 94.5	450 94.4	143 90.3	273 93.5	231 94.3	273 94.5	151 97.6	193 97.3	168 95.6	126 95.5	95 96.4
at a computer work station at work or at home	11 2.2	11 2.3	9 5.9	10 3.5	7 2.8	7 2.4	1 0.6	1 0.5	1 0.4	1 0.5	1 0.7
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.2	1 0.2	-	1 0.3	1 0.4	1 0.3	1 0.6	1 0.5	-	-	-
or somewhere else	5 1.0	5 1.0	3 2.0	3 1.1	1 0.6	1 0.5	-	-	2 0.9	2 1.2	-
Don't Know/Refused	10 2.1	10 2.1	3 1.9	5 1.6	5 2.0	7 2.3	2 1.2	4 1.8	5 3.1	4 2.8	3 2.9

2. How would you most prefer to watch TV programs

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	502	481	100	227	207	250	134	177	253	210	165
WEIGHTED SAMPLE	517	496	150	295	244	288	154	198	198	155	117
in the comfort of your home in front of your Television set	502 97.2	481 97.1	137 91.8	282 95.8	237 97.0	281 97.5	153 99.3	197 99.4	196 99.0	153 98.7	115 98.3
at a computer work station at work or at home	6 1.1	6 1.2	5 3.4	5 1.7	-	-	-	-	1 0.3	1 0.4	1 0.6
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	4 0.7	4 0.7	4 2.5	4 1.3	4 1.5	4 1.3	-	-	-	-	-
Don't Know/Refused	5 1.0	5 1.0	4 2.4	4 1.2	4 1.5	4 1.3	1 0.7	1 0.6	1 0.7	1 0.9	1 1.1

2. How would you most prefer to watch TV programs

SUBSAMPLE: ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	774	746	157	357	318	388	222	292	382	312	254
WEIGHTED SAMPLE	767	739	234	434	356	421	226	292	293	228	180
in the comfort of your home in front of your Television set	734 95.6	706 95.5	212 90.4	408 94.2	341 95.7	405 96.0	224 98.8	288 98.5	285 97.2	221 97.1	175 97.7
at a computer work station at work or at home	14 1.8	14 1.8	13 5.5	13 3.0	4 1.3	4 1.1	-	-	1 0.2	1 0.3	1 0.4
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.1	1 0.1	-	1 0.2	1 0.3	1 0.2	1 0.4	1 0.3	-	-	-
or somewhere else	8 1.1	8 1.1	7 2.9	7 1.6	5 1.5	5 1.2	-	-	2 0.6	2 0.7	-
Don't Know/Refused	11 1.4	11 1.4	3 1.2	5 1.1	5 1.3	6 1.5	2 0.8	4 1.2	6 2.1	4 1.9	3 1.9

2. How would you most prefer to watch TV programs

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	227	50	127	118	141	80	103	100	77	49
WEIGHTED SAMPLE	235	233	74	153	134	155	82	104	80	59	36
in the comfort of your home in front of your Television set	228	226	68	147	128	149	80	102	79	57	34
	96.8	96.7	92.7	95.9	95.3	96.0	97.5	98.0	98.3	97.7	96.2
at a computer work station at work or at home	3	3	1	2	2	2	1	1	1	1	1
	1.3	1.3	2.0	1.6	1.8	1.6	1.1	0.9	0.8	1.1	1.9
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	5	5	4	4	4	4	1	1	1	1	1
	1.9	1.9	5.3	2.5	2.9	2.5	1.4	1.1	0.8	1.1	1.9

2. How would you most prefer to watch TV programs

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	225	48	125	116	139	80	103	100	77	49
WEIGHTED SAMPLE	233	231	71	151	131	153	82	104	80	59	36
in the comfort of your home in front of your Television set	225	223	66	144	125	147	80	102	79	57	34
	96.7	96.7	92.5	95.8	95.2	95.9	97.5	98.0	98.3	97.7	96.2
at a computer work station at work or at home	3	3	1	2	2	2	1	1	1	1	1
	1.3	1.3	2.1	1.6	1.8	1.6	1.1	0.9	0.8	1.1	1.9
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	5	5	4	4	4	4	1	1	1	1	1
	1.9	2.0	5.4	2.6	2.9	2.5	1.4	1.1	0.8	1.1	1.9

2. How would you most prefer to watch TV programs

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	72	17	35	30	36	19	25	37	31	25
WEIGHTED SAMPLE	72	70	23	41	33	39	19	25	28	23	18
in the comfort of your home in front of your Television set	68 95.0	66 94.9	20 87.6	39 93.0	32 96.3	37 96.8	19 100	25 100	28 97.6	22 97.1	17 96.3
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	3 4.0	3 4.2	3 12.4	3 7.0	1 3.7	1 3.2	-	-	-	-	-
Don't Know/Refused	1 0.9	1 1.0	-	-	-	-	-	-	1 2.4	1 2.9	1 3.7

2. How would you most prefer to watch TV programs

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	240	51	132	122	146	84	108	108	84	54
WEIGHTED SAMPLE	251	247	77	160	138	161	87	109	86	64	39
in the comfort of your home in front of your Television set	242	238	71	153	131	154	84	106	85	63	38
	96.6	96.5	93.0	95.5	94.8	95.5	96.5	97.3	98.5	97.9	96.6
at a computer work station at work or at home	3	3	1	2	2	2	1	1	1	1	1
	1.2	1.2	1.9	1.5	1.7	1.5	1.1	0.8	0.8	1.0	1.7
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	5	5	4	5	5	5	2	2	1	1	1
	2.2	2.2	5.0	3.0	3.5	3.0	2.4	1.9	0.8	1.0	1.7

2. How would you most prefer to watch TV programs

SUBSAMPLE: ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	383	368	88	188	164	201	114	151	175	138	114
WEIGHTED SAMPLE	393	378	134	233	186	221	118	153	135	100	80
in the comfort of your home in front of your Television set	379 96.4	364 96.2	124 92.5	223 95.3	181 97.2	215 97.3	117 99.2	151 98.8	132 97.5	98 97.6	80 99.0
at a computer work station at work or at home	7 1.9	7 1.9	7 5.5	7 3.1	1 0.8	1 0.7	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.2	1 0.2	-	1 0.4	1 0.5	1 0.4	1 0.8	1 0.6	-	-	-
or somewhere else	2 0.6	2 0.6	1 1.1	1 0.6	1 0.8	1 0.7	-	-	1 0.6	1 0.8	-
Don't Know/Refused	4 1.0	4 1.0	1 0.9	1 0.5	1 0.7	2 1.0	-	1 0.6	3 1.9	2 1.6	1 1.0

2. How would you most prefer to watch TV programs

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	12	29	27	33	18	24	35	29	26
WEIGHTED SAMPLE	63	61	17	35	30	36	18	23	27	21	19
in the comfort of your home in front of your Television set	98.9	98.9	100	100	100	100	100	100	97.5	96.9	96.4
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1.1	1.1	-	-	-	-	-	-	2.5	3.2	3.6

2. How would you most prefer to watch TV programs

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	103	101	17	42	39	48	27	36	58	49	37
WEIGHTED SAMPLE	97	95	25	49	42	51	27	35	44	36	26
in the comfort of your home in front of your Television set	92 95.2	90 95.1	22 88.1	46 93.9	39 93.0	47 92.4	27 100	34 97.5	42 96.2	35 97.7	26 100
at a computer work station at work or at home	1 1.5	1 1.6	1 5.9	1 3.0	1 3.5	1 2.9	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	1 0.8	1 0.9	-	-	-	-	-	-	1 1.9	1 2.3	-
Don't Know/Refused	2 2.4	2 2.5	1 5.9	1 3.0	1 3.5	2 4.6	-	1 2.5	1 2.0	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE: B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	128	22	58	54	65	40	51	69	58	47
WEIGHTED SAMPLE	127	122	32	68	59	70	41	51	53	42	33
in the comfort of your home in front of your Television set	118 92.6	113 92.3	25 79.7	60 89.1	54 91.8	65 93.0	40 97.7	50 98.2	51 96.2	40 95.3	31 94.0
at a computer work station at work or at home	5 3.7	5 3.8	4 12.6	4 5.9	1 2.5	1 2.1	-	-	1 1.3	1 1.6	1 2.0
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	2 1.9	2 2.0	2 7.7	2 3.6	2 4.2	2 3.5	-	-	-	-	-
Don't Know/Refused	2 1.8	2 1.8	-	1 1.4	1 1.6	1 1.3	1 2.3	1 1.8	1 2.5	1 3.1	1 4.0

2. How would you most prefer to watch TV programs

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	390	382	83	193	169	206	126	163	183	146	119
WEIGHTED SAMPLE	376	368	123	220	180	212	116	148	139	106	84
in the comfort of your home in front of your Television set	354 94.1	346 94.0	111 89.9	205 93.1	170 94.3	200 94.4	113 97.6	144 97.0	132 94.9	101 95.0	81 96.7
at a computer work station at work or at home	8 2.2	8 2.3	8 6.3	8 3.5	4 2.5	4 2.1	-	-	1 0.5	1 0.6	1 0.8
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1 0.2	1 0.2	-	1 0.4	1 0.5	1 0.4	1 0.8	1 0.6	-	-	-
or somewhere else	5 1.3	5 1.3	3 2.6	3 1.4	1 0.8	1 0.7	-	-	2 1.2	2 1.5	-
Don't Know/Refused	8 2.1	8 2.2	1 1.2	3 1.5	3 1.8	5 2.4	2 1.6	4 2.4	5 3.4	3 2.8	2 2.6

2. How would you most prefer to watch TV programs

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
in the comfort of your home in front of your Television set	105 95.8	104 95.8	32 91.6	68 94.6	62 94.0	73 94.9	38 97.6	49 98.2	36 98.2	25 97.4	13 95.2
at a computer work station at work or at home	2 2.2	2 2.2	1 4.2	2 3.3	2 3.7	2 3.1	1 2.4	1 1.8	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 2.0	2 2.0	1 4.2	1 2.1	1 2.3	1 1.9	-	-	1 1.8	1 2.6	1 4.8

2. How would you most prefer to watch TV programs

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
in the comfort of your home in front of your Television set	105	104	32	68	62	73	38	49	36	25	13
	95.8	95.8	91.6	94.6	94.0	94.9	97.6	98.2	98.2	97.4	95.2
at a computer work station at work or at home	2	2	1	2	2	2	1	1	-	-	-
	2.2	2.2	4.2	3.3	3.7	3.1	2.4	1.8			
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2	2	1	1	1	1	-	-	1	1	1
	2.0	2.0	4.2	2.1	2.3	1.9			1.8	2.6	4.8

2. How would you most prefer to watch TV programs

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	8	19	14	18	12	16	17	13	8
WEIGHTED SAMPLE	37	36	12	22	14	17	11	15	13	10	6
in the comfort of your home in front of your Television set	35 95.5	34 95.3	11 86.4	21 92.5	14 100	17 100	11 100	15 100	13 100	10 100	6 100
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	2 4.5	2 4.7	2 13.6	2 7.5	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	26	68	64	78	44	58	52	38	22
WEIGHTED SAMPLE	120	118	38	77	70	82	40	53	41	29	16
in the comfort of your home in front of your Television set	115 95.4	113 95.4	35 92.2	72 93.7	65 93.1	78 94.2	39 95.5	51 96.5	41 98.4	28 97.7	15 95.8
at a computer work station at work or at home	2 2.0	2 2.0	1 3.9	2 3.1	2 3.4	2 2.9	1 2.3	1 1.7	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	3 2.6	3 2.6	1 3.9	2 3.1	2 3.4	2 2.9	1 2.3	1 1.7	1 1.6	1 2.3	1 4.2

2. How would you most prefer to watch TV programs

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	191	187	50	98	83	101	58	76	85	67	58
WEIGHTED SAMPLE	190	186	74	116	91	106	53	69	64	48	41
in the comfort of your home in front of your Television set	180	176	68	108	87	101	52	67	61	46	40
	94.5	94.3	91.5	93.7	95.7	95.5	98.3	97.4	94.8	94.9	98.0
at a computer work station at work or at home	5	5	5	5	1	1	-	-	-	-	-
	2.5	2.6	6.5	4.2	1.6	1.4					
someplace else on mobile device such as a cellular phone, blackberry or video ipod	1	1	-	1	1	1	1	1	-	-	-
	0.5	0.5		0.8	1.0	0.9	1.7	1.3			
or somewhere else	2	2	1	1	1	1	-	-	1	1	-
	1.2	1.2	2.0	1.3	1.6	1.4			1.3	1.7	
Don't Know/Refused	3	3	-	-	-	1	-	1	3	2	1
	1.3	1.3				0.8		1.3	3.9	3.4	2.0

2. How would you most prefer to watch TV programs

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	7	18	17	21	12	16	16	12	11
WEIGHTED SAMPLE	32	32	10	20	18	22	11	15	12	9	8
in the comfort of your home in front of your Television set	32	32	10	20	18	22	11	15	11	8	7
	97.9	97.9	100	100	100	100	100	100	94.5	92.3	91.4
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	1
	2.1	2.1							5.5	7.7	8.6

2. How would you most prefer to watch TV programs

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	5	22	21	26	18	23	28	23	16
WEIGHTED SAMPLE	45	45	8	23	21	25	17	21	21	17	11
in the comfort of your home in front of your Television set	41 89.7	41 89.7	5 61.8	20 86.9	18 85.8	22 84.8	17 100	20 95.8	19 91.9	16 95.1	11 100
at a computer work station at work or at home	1 3.3	1 3.3	1 19.1	1 6.6	1 7.1	1 5.9	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	1 1.8	1 1.8	-	-	-	-	-	-	1 3.9	1 4.9	-
Don't Know/Refused	2 5.2	2 5.2	1 19.1	1 6.6	1 7.1	2 9.3	-	1 4.2	1 4.2	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	11	32	30	35	24	29	31	26	23
WEIGHTED SAMPLE	62	60	16	34	31	35	22	26	24	19	17
in the comfort of your home in front of your Television set	58 93.9	56 93.7	14 90.6	32 93.0	29 92.2	33 93.2	21 95.8	26 96.5	22 94.3	18 93.0	15 92.0
at a computer work station at work or at home	2 3.5	2 3.6	1 9.4	1 4.3	1 4.8	1 4.2	-	-	1 2.8	1 3.5	1 4.0
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 2.6	2 2.7	-	1 2.7	1 3.0	1 2.6	1 4.2	1 3.5	1 2.8	1 3.5	1 4.0

2. How would you most prefer to watch TV programs

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	384	364	74	164	149	182	96	129	199	166	135
WEIGHTED SAMPLE	391	371	111	214	176	209	111	144	155	121	95
in the comfort of your home in front of your Television set	380 97.1	360 97.0	101 91.1	204 95.3	171 97.2	204 97.6	111 100	144 100	154 99.1	120 98.9	94 98.6
at a computer work station at work or at home	5 1.3	5 1.4	5 4.5	5 2.4	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	4 0.9	4 1.0	4 3.3	4 1.7	4 2.1	4 1.8	-	-	-	-	-
Don't Know/Refused	3 0.7	3 0.7	1 1.1	1 0.6	1 0.7	1 0.6	-	-	1 0.9	1 1.1	1 1.4

2. How would you most prefer to watch TV programs

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	118	117	26	63	58	68	38	48	54	44	30
WEIGHTED SAMPLE	126	125	38	81	68	79	44	54	44	33	22
in the comfort of your home in front of your Television set	123	122	36	79	66	76	43	53	43	33	21
	97.6	97.6	93.8	97.1	96.5	97.0	97.4	97.9	98.5	98.0	96.9
at a computer work station at work or at home	1	1	-	-	-	-	-	-	1	1	1
	0.5	0.5							1.5	2.0	3.1
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2	2	2	2	2	2	1	1	-	-	-
	1.9	1.9	6.2	2.9	3.5	3.0	2.6	2.1			

2. How would you most prefer to watch TV programs

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	115	24	61	56	66	38	48	54	44	30
WEIGHTED SAMPLE	123	122	36	79	66	76	44	54	44	33	22
in the comfort of your home in front of your Television set	120 97.5	119 97.5	34 93.4	76 97.0	64 96.4	74 96.9	43 97.4	53 97.9	43 98.5	33 98.0	21 96.9
at a computer work station at work or at home	1 0.5	1 0.5	-	-	-	-	-	-	1 1.5	1 2.0	1 3.1
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 1.9	2 2.0	2 6.6	2 3.0	2 3.6	2 3.1	1 2.6	1 2.1	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	9	16	16	18	7	9	20	18	17
WEIGHTED SAMPLE	35	34	11	19	19	21	8	10	15	13	12
in the comfort of your home in front of your Television set	33 94.6	32 94.4	10 88.9	18 93.6	18 93.6	20 94.2	8 100	10 100	14 95.5	12 94.8	11 94.5
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	1 3.5	1 3.6	1 11.1	1 6.4	1 6.4	1 5.8	-	-	-	-	-
Don't Know/Refused	1 1.9	1 2.0	-	-	-	-	-	-	1 4.5	1 5.2	1 5.5

2. How would you most prefer to watch TV programs

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	25	64	58	68	40	50	56	46	32
WEIGHTED SAMPLE	130	128	38	83	68	78	46	56	45	35	23
in the comfort of your home in front of your Television set	127 97.7	125 97.6	36 93.8	81 97.1	66 96.5	76 97.0	45 97.5	55 98.0	44 98.5	34 98.1	22 97.1
at a computer work station at work or at home	1 0.5	1 0.5	-	-	-	-	-	-	1 1.5	1 1.9	1 2.9
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 1.8	2 1.9	2 6.2	2 2.9	2 3.5	2 3.0	1 2.5	1 2.0	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	192	181	38	90	81	100	56	75	90	71	56
WEIGHTED SAMPLE	203	192	59	118	95	115	64	84	71	52	39
in the comfort of your home in front of your Television set	199 98.1	188 98.0	56 93.7	114 96.8	94 98.7	113 98.9	64 100	84 100	71 100	52 100	39 100
at a computer work station at work or at home	3 1.2	3 1.3	3 4.2	3 2.1	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	1 0.6	1 0.6	1 2.1	1 1.0	1 1.3	1 1.1	-	-	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	32	30	5	11	10	12	6	8	19	17	15
WEIGHTED SAMPLE	31	29	7	14	12	14	7	9	15	13	11
in the comfort of your home in front of your Television set	31	29	7	14	12	14	7	9	15	13	11
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	52	50	12	20	18	22	9	13	30	26	21
WEIGHTED SAMPLE	52	50	17	26	21	26	10	14	23	19	15
in the comfort of your home in front of your Television set	52 100	50 100	17 100	26 100	21 100	26 100	10 100	14 100	23 100	19 100	15 100
at a computer work station at work or at home	-	-	-	-	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. How would you most prefer to watch TV programs

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	64	11	26	24	30	16	22	38	32	24
WEIGHTED SAMPLE	66	63	16	33	28	34	18	25	29	23	17
in the comfort of your home in front of your Television set	60 91.4	57 91.0	11 68.9	28 85.0	26 91.3	32 92.8	18 100	25 100	29 97.7	23 97.1	16 96.0
at a computer work station at work or at home	3 3.8	3 4.0	3 15.7	3 7.6	-	-	-	-	-	-	-
someplace else on mobile device such as a cellular phone, blackberry or video ipod	-	-	-	-	-	-	-	-	-	-	-
or somewhere else	2 3.7	2 3.9	2 15.4	2 7.4	2 8.7	2 7.2	-	-	-	-	-
Don't Know/Refused	1 1.0	1 1.1	-	-	-	-	-	-	1 2.3	1 2.9	1 4.0

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	973	973	207	484	436	529	302	395	482	389	303
WEIGHTED SAMPLE	973	973	308	587	490	577	309	396	374	287	215
Yes	147 15.1	147 15.1	74 23.9	117 19.9	88 18.1	98 17.1	45 14.7	55 14.0	31 8.2	20 7.2	14 6.4
No	792 81.5	792 81.5	231 74.9	457 77.8	388 79.3	460 79.7	254 82.3	326 82.3	323 86.5	252 87.8	190 88.4
Don't Know/Refused	33 3.4	33 3.4	4 1.3	13 2.2	13 2.7	19 3.2	9 3.0	15 3.7	20 5.3	15 5.1	11 5.2

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	492	107	257	229	279	168	218	229	179	138
WEIGHTED SAMPLE	486	477	158	292	245	289	155	198	175	132	98
Yes	91	90	48	72	54	61	26	33	18	11	9
	18.8	18.9	30.0	24.8	22.0	21.1	16.7	16.5	10.3	8.4	8.8
No	377	369	109	214	185	217	124	156	146	114	84
	77.6	77.4	69.1	73.1	75.5	75.3	80.4	79.0	83.2	86.2	85.6
Don't Know/Refused	18	18	1	6	6	10	5	9	11	7	5
	3.6	3.7	0.9	2.1	2.5	3.6	3.0	4.5	6.6	5.4	5.6

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	502	481	100	227	207	250	134	177	253	210	165
WEIGHTED SAMPLE	517	496	150	295	244	288	154	198	198	155	117
Yes	58 11.2	57 11.5	26 17.4	44 15.1	34 14.1	37 13.0	20 12.7	23 11.4	12 6.3	9 6.1	5 4.5
No	443 85.8	423 85.4	121 81.0	243 82.5	203 83.0	242 84.2	130 84.3	170 85.7	178 89.5	138 89.1	106 90.7
Don't Know/Refused	15 3.0	15 3.1	2 1.6	7 2.4	7 2.9	8 2.8	5 3.0	6 2.8	8 4.2	7 4.8	6 4.9

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	774	746	157	357	318	388	222	292	382	312	254
WEIGHTED SAMPLE	767	739	234	434	356	421	226	292	293	228	180
Yes	116 15.1	114 15.4	57 24.3	90 20.9	64 17.9	71 16.9	34 14.8	41 14.0	24 8.0	16 7.1	11 6.2
No	625 81.4	599 81.0	174 74.0	332 76.6	281 79.0	335 79.4	186 82.0	240 82.0	254 86.7	200 88.0	158 88.0
Don't Know/Refused	27 3.5	27 3.6	4 1.7	11 2.6	11 3.1	15 3.7	7 3.2	11 3.9	16 5.3	11 4.9	10 5.8

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	227	50	127	118	141	80	103	100	77	49
WEIGHTED SAMPLE	235	233	74	153	134	155	82	104	80	59	36
Yes	33	33	17	26	25	27	12	14	7	4	3
	14.1	14.2	22.6	17.2	18.4	17.5	14.2	13.8	8.7	7.4	7.5
No	196	194	57	125	107	125	69	86	69	51	32
	83.2	83.0	77.4	81.5	80.1	80.5	83.2	83.2	85.9	87.0	90.1
Don't Know/Refused	6	6	-	2	2	3	2	3	4	3	1
	2.7	2.7		1.4	1.5	2.0	2.5	3.0	5.4	5.7	2.4

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	225	48	125	116	139	80	103	100	77	49
WEIGHTED SAMPLE	233	231	71	151	131	153	82	104	80	59	36
Yes	33 14.3	33 14.4	17 23.3	26 17.5	25 18.7	27 17.8	12 14.2	14 13.8	7 8.7	4 7.4	3 7.5
No	193 83.0	191 82.8	55 76.7	122 81.2	105 79.7	123 80.2	69 83.2	86 83.2	69 85.9	51 87.0	32 90.1
Don't Know/Refused	6 2.8	6 2.8	- 1.4	2 1.6	2 1.6	3 2.0	2 2.5	3 3.0	4 5.4	3 5.7	1 2.4

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	72	17	35	30	36	19	25	37	31	25
WEIGHTED SAMPLE	72	70	23	41	33	39	19	25	28	23	18
Yes	13 18.5	13 19.0	9 37.6	10 23.9	7 19.9	7 19.3	1 6.0	2 8.2	3 11.8	2 10.9	2 13.9
No	55 77.2	53 76.6	15 62.4	32 76.1	27 80.1	29 76.2	18 94.0	21 84.7	22 77.3	19 83.3	14 78.6
Don't Know/Refused	3 4.3	3 4.4	-	-	-	2 4.5	-	2 7.1	3 10.9	1 5.9	1 7.5

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	240	51	132	122	146	84	108	108	84	54
WEIGHTED SAMPLE	251	247	77	160	138	161	87	109	86	64	39
Yes	34	34	17	27	26	28	13	15	7	4	3
	13.6	13.8	21.7	17.0	18.4	17.5	14.6	14.0	8.0	6.8	6.8
No	209	205	60	130	110	128	71	89	75	56	36
	83.4	83.1	78.3	81.0	79.2	79.9	81.6	82.1	86.9	88.1	91.0
Don't Know/Refused	8	8	-	3	3	4	3	4	4	3	1
	3.0	3.1		2.0	2.3	2.6	3.7	3.9	5.0	5.2	2.2

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	383	368	88	188	164	201	114	151	175	138	114
WEIGHTED SAMPLE	393	378	134	233	186	221	118	153	135	100	80
Yes	68	68	34	56	37	41	22	26	11	8	4
	17.2	17.9	25.6	24.1	19.9	18.4	18.5	16.8	8.5	7.7	5.4
No	314	299	97	174	145	174	95	123	116	88	71
	79.9	79.1	72.5	74.4	78.2	78.7	80.5	80.8	85.9	87.4	88.4
Don't Know/Refused	11	11	2	4	4	6	1	4	8	5	5
	2.9	3.0	1.8	1.5	1.9	2.8	1.0	2.5	5.6	5.0	6.2

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	12	29	27	33	18	24	35	29	26
WEIGHTED SAMPLE	63	61	17	35	30	36	18	23	27	21	19
Yes	10 15.8	10 16.3	5 26.6	8 22.1	6 19.7	6 16.7	3 16.7	3 12.8	2 8.7	2 11.0	2 8.1
No	53 83.2	51 82.6	13 73.4	27 77.9	24 80.3	30 83.3	15 83.3	20 87.2	24 88.8	18 85.9	17 88.3
Don't Know/Refused	1 1.1	1 1.1	-	-	-	-	-	-	1 2.5	1 3.2	1 3.6

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	103	101	17	42	39	48	27	36	58	49	37
WEIGHTED SAMPLE	97	95	25	49	42	51	27	35	44	36	26
Yes	8 7.9	8 8.1	- 9.4	5 10.8	5 10.8	5 17.1	5 15.5	5 6.9	3 6.1	2 5.2	1 5.2
No	84 86.4	82 86.1	24 94.1	41 83.4	34 80.8	42 82.3	20 75.2	28 78.7	39 88.5	32 88.3	22 87.0
Don't Know/Refused	6 5.7	6 5.9	1 5.9	4 7.2	4 8.4	4 7.0	2 7.7	2 5.9	2 4.5	2 5.6	2 7.8

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	128	22	58	54	65	40	51	69	58	47
WEIGHTED SAMPLE	127	122	32	68	59	70	41	51	53	42	33
Yes	17 13.1	15 12.0	9 28.9	11 16.6	9 14.7	11 15.2	2 5.1	4 7.8	3 6.4	1 3.5	1 4.5
No	106 83.0	103 84.0	23 71.1	54 79.3	48 80.6	56 80.8	36 88.1	44 86.8	47 89.5	39 91.4	30 91.5
Don't Know/Refused	5 3.9	5 4.0	-	3 4.1	3 4.7	3 4.0	3 6.8	3 5.4	2 4.1	2 5.1	1 4.0

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	390	382	83	193	169	206	126	163	183	146	119
WEIGHTED SAMPLE	376	368	123	220	180	212	116	148	139	106	84
Yes	71 18.8	70 19.0	35 28.0	57 25.7	40 22.2	44 20.9	22 19.0	26 17.8	13 9.6	9 8.4	7 8.6
No	291 77.2	284 77.0	87 70.8	158 71.9	135 74.9	158 74.6	90 77.8	114 76.7	116 83.3	92 86.5	72 84.8
Don't Know/Refused	15 4.0	15 4.1	1 1.2	5 2.4	5 2.9	10 4.5	4 3.2	8 5.4	10 7.1	5 5.2	5 6.5

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	21 18.7	21 18.9	13 36.8	16 21.9	14 21.5	17 21.8	4 9.5	6 12.6	5 13.0	2 8.5	1 9.6
No	87 79.0	86 78.8	22 63.2	55 76.9	50 77.0	59 77.0	34 88.1	43 85.6	30 82.5	22 85.0	13 90.4
Don't Know/Refused	3 2.3	3 2.4	- 1.3	1 1.4	1 1.2	1 2.4	1 1.8	1 4.5	2 6.5	2	-

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	21	21	13	16	14	17	4	6	5	2	1
	18.7	18.9	36.8	21.9	21.5	21.8	9.5	12.6	13.0	8.5	9.6
No	87	86	22	55	50	59	34	43	30	22	13
	79.0	78.8	63.2	76.9	77.0	77.0	88.1	85.6	82.5	85.0	90.4
Don't Know/Refused	3	3	-	1	1	1	1	1	2	2	-
	2.3	2.4		1.3	1.4	1.2	2.4	1.8	4.5	6.5	

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	8	19	14	18	12	16	17	13	8
WEIGHTED SAMPLE	37	36	12	22	14	17	11	15	13	10	6
Yes	9 24.0	9 24.7	6 51.6	6 28.2	3 21.2	4 22.0	-	1 6.0	3 18.8	2 16.6	2 28.3
No	25 69.4	24 68.6	6 48.4	16 71.8	11 78.8	12 68.1	11 100	12 82.0	8 63.2	8 76.7	3 60.2
Don't Know/Refused	2 6.6	2 6.7	-	-	-	2 10.0	-	2 12.0	2 18.0	1 6.8	1 11.5

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	26	68	64	78	44	58	52	38	22
WEIGHTED SAMPLE	120	118	38	77	70	82	40	53	41	29	16
Yes	21 17.8	21 18.1	13 34.0	17 21.7	15 21.4	18 21.4	5 11.4	7 13.7	5 11.5	2 7.4	1 8.3
No	96 80.0	94 79.7	25 66.0	59 77.1	54 77.3	64 77.5	35 86.4	45 84.6	35 84.5	25 87.0	15 91.7
Don't Know/Refused	3 2.1	3 2.2	- 1.2	1 1.3	1 1.1	1 1.1	1 2.3	1 1.7	2 4.0	2 5.6	-

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	191	187	50	98	83	101	58	76	85	67	58
WEIGHTED SAMPLE	190	186	74	116	91	106	53	69	64	48	41
Yes	39 20.6	39 21.0	21 27.7	34 29.8	23 25.1	24 23.0	14 25.9	16 22.5	5 7.4	3 6.1	2 5.3
No	147 77.3	143 76.8	54 72.3	81 70.2	68 74.9	79 74.5	40 74.1	51 73.7	55 86.2	44 90.8	37 91.1
Don't Know/Refused	4 2.2	4 2.2	-	-	-	3 2.5	-	3 3.8	4 6.4	1 3.1	1 3.6

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	7	18	17	21	12	16	16	12	11
WEIGHTED SAMPLE	32	32	10	20	18	22	11	15	12	9	8
Yes	8 24.7	8 24.7	5 46.3	6 32.2	5 26.1	5 21.9	2 16.7	2 12.7	1 12.3	1 17.3	1 8.6
No	24 73.2	24 73.2	5 53.7	14 67.8	14 73.9	17 78.1	9 83.3	13 87.3	10 82.2	6 75.0	6 82.9
Don't Know/Refused	1 2.1	1 2.1	-	-	-	-	-	-	1 5.5	1 7.7	1 8.6

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	5	22	21	26	18	23	28	23	16
WEIGHTED SAMPLE	45	45	8	23	21	25	17	21	21	17	11
Yes	7 15.0	7 15.0	- 20.3	5 21.9	5 21.6	5 27.8	5 26.2	5 10.5	2 8.1	1 12.3	1 12.3
No	35 76.7	35 76.7	6 80.9	16 69.1	14 66.7	17 69.0	11 66.7	15 69.4	17 83.1	14 83.9	8 75.3
Don't Know/Refused	4 8.3	4 8.3	1 19.1	2 10.6	2 11.5	2 9.5	1 5.6	1 4.4	1 6.4	1 8.1	1 12.3

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	11	32	30	35	24	29	31	26	23
WEIGHTED SAMPLE	62	60	16	34	31	35	22	26	24	19	17
Yes	7 11.8	6 10.5	3 18.9	4 11.3	4 12.6	5 13.5	1 4.2	2 6.8	2 10.0	1 7.8	1 8.9
No	50 81.6	49 82.6	13 81.1	28 80.6	24 78.5	28 78.7	18 83.3	22 82.8	20 84.3	16 85.3	14 83.1
Don't Know/Refused	4 6.7	4 6.9	-	3 8.0	3 8.9	3 7.8	3 12.5	3 10.4	1 5.7	1 7.0	1 8.0

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	384	364	74	164	149	182	96	129	199	166	135
WEIGHTED SAMPLE	391	371	111	214	176	209	111	144	155	121	95
Yes	45	44	22	34	24	27	12	15	10	7	4
	11.6	11.9	20.1	15.9	13.6	12.8	10.4	10.1	6.6	6.0	4.1
No	334	315	86	174	146	177	96	126	139	108	87
	85.5	85.0	77.7	81.4	83.1	84.3	86.5	87.5	89.7	89.3	90.8
Don't Know/Refused	12	12	2	6	6	6	3	3	6	6	5
	3.0	3.1	2.2	2.8	3.4	2.8	3.1	2.4	3.7	4.7	5.1

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	118	117	26	63	58	68	38	48	54	44	30
WEIGHTED SAMPLE	126	125	38	81	68	79	44	54	44	33	22
Yes	13 10.1	13 10.2	4 9.4	11 13.0	11 15.4	11 13.4	8 18.4	8 15.0	2 5.0	2 6.5	1 6.2
No	109 86.8	108 86.7	35 90.6	69 85.6	57 82.9	66 83.8	35 78.9	44 81.0	39 88.8	30 88.4	19 89.9
Don't Know/Refused	4 3.1	4 3.1	- 1.4	1 1.7	1 2.8	2 2.6	1 4.0	2 6.2	3 6.2	2 5.0	1 3.9

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3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	115	24	61	56	66	38	48	54	44	30
WEIGHTED SAMPLE	123	122	36	79	66	76	44	54	44	33	22
Yes	13	13	4	11	11	11	8	8	2	2	1
	10.3	10.4	10.1	13.4	16.0	13.8	18.4	15.0	5.0	6.5	6.2
No	107	106	32	67	54	63	35	44	39	30	19
	86.5	86.4	89.9	85.1	82.3	83.3	78.9	81.0	88.8	88.4	89.9
Don't Know/Refused	4	4	-	1	1	2	1	2	3	2	1
	3.1	3.2		1.5	1.7	2.8	2.6	4.0	6.2	5.0	3.9

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	9	16	16	18	7	9	20	18	17
WEIGHTED SAMPLE	35	34	11	19	19	21	8	10	15	13	12
Yes	4 12.7	4 13.1	2 22.2	4 18.9	4 18.9	4 17.1	1 14.3	1 11.4	1 5.6	1 6.5	1 7.0
No	30 85.4	29 85.0	9 77.8	16 81.1	16 81.1	18 82.9	7 85.7	9 88.6	13 89.9	11 88.3	11 87.5
Don't Know/Refused	1 1.9	1 2.0	-	-	-	-	-	-	1 4.5	1 5.2	1 5.5

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	25	64	58	68	40	50	56	46	32
WEIGHTED SAMPLE	130	128	38	83	68	78	46	56	45	35	23
Yes	13 9.7	13 9.9	4 9.4	11 12.6	11 15.4	11 13.4	8 17.5	8 14.3	2 4.8	2 6.2	1 5.8
No	113 86.4	111 86.2	35 90.6	71 84.6	55 81.2	65 82.3	36 77.5	45 79.8	40 89.2	31 88.9	21 90.6
Don't Know/Refused	5 3.8	5 3.9	- 2.8	2 3.4	2 4.2	3 4.2	2 5.0	3 5.9	3 6.0	2 4.8	1 3.6

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	192	181	38	90	81	100	56	75	90	71	56
WEIGHTED SAMPLE	203	192	59	118	95	115	64	84	71	52	39
Yes	29	29	14	22	14	16	8	10	7	5	2
	14.1	14.9	23.1	18.5	14.9	14.2	12.5	12.0	9.5	9.1	5.5
No	167	156	43	93	77	95	55	73	61	44	34
	82.4	81.4	72.8	78.5	81.3	82.7	85.7	86.6	85.6	84.2	85.5
Don't Know/Refused	7	7	2	4	4	4	1	1	4	4	4
	3.5	3.7	4.1	3.1	3.8	3.2	1.8	1.4	4.9	6.8	8.9

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	32	30	5	11	10	12	6	8	19	17	15
WEIGHTED SAMPLE	31	29	7	14	12	14	7	9	15	13	11
Yes	2 6.4	2 6.9	-	1 8.0	1 9.7	1 8.3	1 16.7	1 12.9	1 5.8	1 6.7	1 7.7
No	29 93.6	27 93.1	7 100	13 92.0	11 90.3	13 91.7	6 83.3	8 87.1	14 94.2	12 93.3	10 92.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	52	50	12	20	18	22	9	13	30	26	21
WEIGHTED SAMPLE	52	50	17	26	21	26	10	14	23	19	15
Yes	1 1.6	1 1.7	-	-	-	-	-	-	1 3.6	1 4.4	-
No	49 94.8	47 94.6	17 100	25 95.7	20 94.6	24 95.5	9 88.9	13 92.0	22 93.5	18 92.1	14 95.5
Don't Know/Refused	2 3.5	2 3.7	-	1 4.3	1 5.4	1 4.5	1 11.1	1 8.0	1 2.9	1 3.5	1 4.5

3. Could watching TV online with a computer or mobile device ever replace the need for watching traditional TV on your television set at home?

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	64	11	26	24	30	16	22	38	32	24
WEIGHTED SAMPLE	66	63	16	33	28	34	18	25	29	23	17
Yes	9 14.3	8 13.4	6 38.7	7 22.1	5 17.1	6 17.1	1 6.3	2 8.8	1 3.5	-	-
No	55 84.4	53 85.3	10 61.3	26 77.9	23 82.9	29 82.9	17 93.8	22 91.2	28 93.7	22 96.4	17 100
Don't Know/Refused	1 1.3	1 1.3	-	-	-	-	-	-	1 2.9	1 3.6	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	973	973	207	484	436	529	302	395	482	389	303
WEIGHTED SAMPLE	973	973	308	587	490	577	309	396	374	287	215
Yes	266	266	126	208	160	181	93	115	52	31	18
	27.4	27.4	40.8	35.5	32.7	31.4	30.3	29.0	13.9	10.7	8.4
No	703	703	181	377	328	394	215	281	319	254	195
	72.2	72.2	58.7	64.2	67.0	68.3	69.7	71.0	85.5	88.5	90.5
Don't Know/Refused	4	4	1	1	1	1	-	-	2	2	2
	0.4	0.4	0.5	0.3	0.3	0.3			0.6	0.8	1.1

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	492	107	257	229	279	168	218	229	179	138
WEIGHTED SAMPLE	486	477	158	292	245	289	155	198	175	132	98
Yes	131 26.9	129 27.0	66 41.7	100 34.1	76 31.1	88 30.6	40 26.2	53 26.6	26 14.9	14 10.6	8 8.4
No	354 72.8	347 72.7	91 57.4	191 65.4	168 68.3	199 68.9	114 73.8	145 73.4	149 85.1	118 89.4	90 91.6
Don't Know/Refused	1 0.3	1 0.3	1 0.9	1 0.5	1 0.6	1 0.5	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	502	481	100	227	207	250	134	177	253	210	165
WEIGHTED SAMPLE	517	496	150	295	244	288	154	198	198	155	117
Yes	141 27.3	137 27.7	60 39.8	109 37.0	84 34.3	93 32.3	53 34.3	62 31.4	26 13.0	17 10.8	10 8.5
No	373 72.2	356 71.8	90 60.2	186 63.0	160 65.7	195 67.7	101 65.7	136 68.6	170 85.8	136 87.7	105 89.5
Don't Know/Refused	2 0.5	2 0.5	-	-	-	-	-	-	2 1.2	2 1.5	2 2.0

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	774	746	157	357	318	388	222	292	382	312	254
WEIGHTED SAMPLE	767	739	234	434	356	421	226	292	293	228	180
Yes	206 26.9	201 27.2	92 39.2	154 35.4	118 33.1	134 31.9	71 31.5	88 30.2	42 14.3	25 11.0	14 8.0
No	559 72.8	536 72.4	143 60.8	280 64.6	238 66.9	287 68.1	155 68.5	204 69.8	249 84.9	200 87.9	163 90.7
Don't Know/Refused	2 0.3	2 0.3	-	-	-	-	-	-	2 0.8	2 1.0	2 1.3

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	227	50	127	118	141	80	103	100	77	49
WEIGHTED SAMPLE	235	233	74	153	134	155	82	104	80	59	36
Yes	66	65	34	55	42	47	22	27	10	5	4
	28.0	27.8	45.8	35.9	31.7	30.2	26.8	25.6	12.4	9.3	10.8
No	168	167	38	97	90	107	60	77	70	53	32
	71.4	71.5	52.2	63.1	67.2	68.9	73.2	74.4	87.6	90.7	89.2
Don't Know/Refused	1	1	1	1	1	1	-	-	-	-	-
	0.6	0.6	2.0	1.0	1.1	1.0					

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	225	48	125	116	139	80	103	100	77	49
WEIGHTED SAMPLE	233	231	71	151	131	153	82	104	80	59	36
Yes	65 27.8	64 27.6	33 45.7	54 35.6	41 31.3	46 29.9	22 26.8	27 25.6	10 12.4	5 9.3	4 10.8
No	167 71.6	166 71.8	37 52.3	95 63.4	89 67.5	106 69.2	60 73.2	77 74.4	70 87.6	53 90.7	32 89.2
Don't Know/Refused	1 0.6	1 0.6	1 2.1	1 1.0	1 1.1	1 1.0	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	72	17	35	30	36	19	25	37	31	25
WEIGHTED SAMPLE	72	70	23	41	33	39	19	25	28	23	18
Yes	21 29.0	21 29.9	12 49.7	17 40.1	10 30.1	11 28.1	5 26.5	6 24.1	4 14.8	3 14.6	2 9.4
No	50 70.0	48 69.2	12 50.3	25 59.9	23 69.9	28 71.9	14 73.5	19 75.9	23 82.8	19 82.5	15 86.8
Don't Know/Refused	1 0.9	1 1.0	-	-	-	-	-	-	1 2.4	1 2.9	1 3.7

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	240	51	132	122	146	84	108	108	84	54
WEIGHTED SAMPLE	251	247	77	160	138	161	87	109	86	64	39
Yes	69 27.7	68 27.7	34 44.3	56 35.0	44 31.4	48 29.9	23 26.6	28 25.3	12 14.2	8 12.2	5 13.7
No	180 71.7	177 71.7	41 53.7	103 64.1	93 67.5	111 69.2	64 73.4	81 74.7	74 85.8	56 87.8	34 86.3
Don't Know/Refused	1 0.6	1 0.6	1 1.9	1 0.9	1 1.1	1 0.9	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	383	368	88	188	164	201	114	151	175	138	114
WEIGHTED SAMPLE	393	378	134	233	186	221	118	153	135	100	80
Yes	116 29.6	113 30.0	56 41.8	89 38.1	66 35.8	74 33.5	41 34.6	48 31.6	19 13.7	11 10.9	7 8.5
No	276 70.2	264 69.8	78 58.2	144 61.9	119 64.2	147 66.5	77 65.4	105 68.4	116 85.7	89 88.2	73 90.5
Don't Know/Refused	1 0.2	1 0.2	-	-	-	-	-	-	1 0.6	1 0.8	1 1.0

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	12	29	27	33	18	24	35	29	26
WEIGHTED SAMPLE	63	61	17	35	30	36	18	23	27	21	19
Yes	12 19.6	12 20.3	1 8.5	8 24.3	8 27.7	9 26.3	7 38.5	8 33.7	4 15.0	3 14.1	3 16.0
No	51 80.4	49 79.7	16 91.5	26 75.7	22 72.3	26 73.7	11 61.5	16 66.3	23 85.0	18 85.9	16 84.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	103	101	17	42	39	48	27	36	58	49	37
WEIGHTED SAMPLE	97	95	25	49	42	51	27	35	44	36	26
Yes	22 22.2	21 21.6	9 36.3	16 33.0	14 32.3	16 32.1	8 30.8	11 30.8	4 9.7	2 4.7	-
No	75 76.9	74 77.5	16 63.7	33 67.0	29 67.7	35 67.9	19 69.2	24 69.2	39 88.4	33 93.0	25 96.7
Don't Know/Refused	1 0.9	1 0.9	-	-	-	-	-	-	1 1.9	1 2.4	1 3.3

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	128	22	58	54	65	40	51	69	58	47
WEIGHTED SAMPLE	127	122	32	68	59	70	41	51	53	42	33
Yes	32	31	14	22	18	23	9	14	9	4	1
	24.9	25.1	42.5	32.6	30.1	32.5	23.3	27.9	16.3	9.1	4.0
No	96	92	18	46	41	47	31	37	44	39	32
	75.1	74.9	57.5	67.4	69.9	67.5	76.7	72.1	83.7	90.9	96.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	390	382	83	193	169	206	126	163	183	146	119
WEIGHTED SAMPLE	376	368	123	220	180	212	116	148	139	106	84
Yes	101	99	50	76	57	66	32	41	20	12	7
	26.9	27.0	40.4	34.5	32.0	31.2	27.8	27.6	14.6	10.8	8.8
No	275	269	73	144	122	146	84	107	118	95	77
	73.1	73.0	59.6	65.5	68.0	68.8	72.2	72.4	85.4	89.2	91.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	30	30	16	24	19	22	8	12	6	2	1
	27.0	27.2	46.3	32.9	28.6	28.9	21.4	23.5	16.2	9.7	5.9
No	79	78	17	47	45	53	30	38	31	23	13
	71.6	71.4	49.5	65.1	69.1	69.2	78.6	76.5	83.8	90.3	94.1
Don't Know/Refused	1	1	1	1	1	1	-	-	-	-	-
	1.4	1.4	4.2	2.1	2.3	1.9					

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	30	30	16	24	19	22	8	12	6	2	1
	27.0	27.2	46.3	32.9	28.6	28.9	21.4	23.5	16.2	9.7	5.9
No	79	78	17	47	45	53	30	38	31	23	13
	71.6	71.4	49.5	65.1	69.1	69.2	78.6	76.5	83.8	90.3	94.1
Don't Know/Refused	1	1	1	1	1	1	-	-	-	-	-
	1.4	1.4	4.2	2.1	2.3	1.9					

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	8	19	14	18	12	16	17	13	8
WEIGHTED SAMPLE	37	36	12	22	14	17	11	15	13	10	6
Yes	12 32.5	12 33.4	7 54.5	9 42.2	3 19.7	4 20.7	3 25.0	4 25.0	3 18.8	2 16.6	-
No	25 67.5	24 66.6	6 45.5	13 57.8	11 80.3	14 79.3	8 75.0	11 75.0	11 81.2	8 83.4	6 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	26	68	64	78	44	58	52	38	22
WEIGHTED SAMPLE	120	118	38	77	70	82	40	53	41	29	16
Yes	34	34	18	26	21	25	9	13	7	4	1
	27.9	28.4	46.6	33.9	30.0	29.8	22.7	24.1	18.0	13.5	9.3
No	85	83	19	49	48	56	31	40	34	25	15
	70.9	70.4	49.5	64.1	67.8	68.4	77.3	75.9	82.0	86.5	90.7
Don't Know/Refused	1	1	1	1	1	1	-	-	-	-	-
	1.2	1.3	3.9	1.9	2.1	1.8					

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	191	187	50	98	83	101	58	76	85	67	58
WEIGHTED SAMPLE	190	186	74	116	91	106	53	69	64	48	41
Yes	53	52	29	40	30	33	17	20	9	5	5
	28.0	28.0	38.4	34.6	33.1	31.5	31.0	29.0	13.9	11.2	11.2
No	137	134	46	76	61	73	37	49	55	43	36
	72.0	72.0	61.6	65.4	66.9	68.5	69.0	71.0	86.1	88.8	88.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	7	18	17	21	12	16	16	12	11
WEIGHTED SAMPLE	32	32	10	20	18	22	11	15	12	9	8
Yes	8	8	1	6	6	6	5	5	1	1	1
	23.5	23.5	14.8	30.2	32.9	27.7	41.7	31.7	12.3	17.3	19.1
No	25	25	9	14	12	16	6	10	11	7	6
	76.5	76.5	85.2	69.8	67.1	72.3	58.3	68.3	87.7	82.7	80.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	5	22	21	26	18	23	28	23	16
WEIGHTED SAMPLE	45	45	8	23	21	25	17	21	21	17	11
Yes	10 22.3	10 22.3	3 38.2	7 29.3	7 31.7	9 36.5	4 22.2	6 30.1	3 16.4	1 4.9	-
No	35 77.7	35 77.7	5 61.8	16 70.7	14 68.3	16 63.5	13 77.8	15 69.9	17 83.6	16 95.1	11 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	11	32	30	35	24	29	31	26	23
WEIGHTED SAMPLE	62	60	16	34	31	35	22	26	24	19	17
Yes	15 23.9	14 23.0	9 54.2	11 32.9	10 31.1	11 32.2	4 16.7	5 20.5	2 10.2	1 3.5	1 4.0
No	47 76.1	46 77.0	7 45.8	23 67.1	21 68.9	24 67.8	18 83.3	21 79.5	21 89.8	19 96.5	16 96.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	384	364	74	164	149	182	96	129	199	166	135
WEIGHTED SAMPLE	391	371	111	214	176	209	111	144	155	121	95
Yes	105 26.9	102 27.5	42 37.9	78 36.4	60 34.2	68 32.6	39 35.4	47 32.8	22 14.0	14 11.2	7 7.2
No	284 72.5	267 71.9	69 62.1	136 63.6	116 65.8	141 67.4	71 64.6	97 67.2	131 84.4	105 86.8	86 90.3
Don't Know/Refused	2 0.6	2 0.6	-	-	-	-	-	-	2 1.5	2 1.9	2 2.5

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	118	117	26	63	58	68	38	48	54	44	30
WEIGHTED SAMPLE	126	125	38	81	68	79	44	54	44	33	22
Yes	36	35	17	31	24	25	14	15	4	3	3
	28.9	28.3	45.4	38.6	34.6	31.4	31.6	27.5	9.3	9.0	14.0
No	89	89	21	50	45	54	30	39	40	30	19
	71.1	71.7	54.6	61.4	65.4	68.6	68.4	72.5	90.7	91.0	86.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	115	24	61	56	66	38	48	54	44	30
WEIGHTED SAMPLE	123	122	36	79	66	76	44	54	44	33	22
Yes	35	34	16	30	22	23	14	15	4	3	3
	28.5	27.9	45.0	38.2	34.0	30.8	31.6	27.5	9.3	9.0	14.0
No	88	88	20	49	43	53	30	39	40	30	19
	71.5	72.1	55.0	61.8	66.0	69.2	68.4	72.5	90.7	91.0	86.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	9	16	16	18	7	9	20	18	17
WEIGHTED SAMPLE	35	34	11	19	19	21	8	10	15	13	12
Yes	9 25.4	9 26.2	5 44.4	7 37.8	7 37.8	7 34.1	2 28.6	2 22.8	2 11.3	2 13.1	2 14.0
No	25 72.7	24 71.9	6 55.6	12 62.2	12 62.2	14 65.9	6 71.4	8 77.2	13 84.2	11 81.7	10 80.5
Don't Know/Refused	1 1.9	1 2.0	-	-	-	-	-	-	1 4.5	1 5.2	1 5.5

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	25	64	58	68	40	50	56	46	32
WEIGHTED SAMPLE	130	128	38	83	68	78	46	56	45	35	23
Yes	36	35	16	30	22	23	14	15	5	4	4
	27.5	27.2	42.1	36.0	32.9	29.9	30.0	26.4	10.8	11.1	16.7
No	95	94	22	53	46	55	32	41	40	31	19
	72.5	72.8	57.9	64.0	67.1	70.1	70.0	73.6	89.2	88.9	83.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	192	181	38	90	81	100	56	75	90	71	56
WEIGHTED SAMPLE	203	192	59	118	95	115	64	84	71	52	39
Yes	63 31.2	61 31.9	27 46.2	49 41.6	37 38.3	41 35.4	24 37.5	28 33.7	10 13.5	6 10.7	2 5.5
No	139 68.4	130 67.6	32 53.8	69 58.4	59 61.7	74 64.6	40 62.5	56 66.3	61 85.3	46 87.7	36 92.3
Don't Know/Refused	1 0.4	1 0.4	-	-	-	-	-	-	1 1.2	1 1.6	1 2.1

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	32	30	5	11	10	12	6	8	19	17	15
WEIGHTED SAMPLE	31	29	7	14	12	14	7	9	15	13	11
Yes	5 15.6	5 16.7	-	2 16.0	2 19.5	3 23.9	2 33.3	3 37.1	3 17.3	2 12.0	2 13.9
No	26 84.4	24 83.3	7 100	12 84.0	10 80.5	11 76.1	5 66.7	6 62.9	12 82.7	11 88.0	9 86.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	52	50	12	20	18	22	9	13	30	26	21
WEIGHTED SAMPLE	52	50	17	26	21	26	10	14	23	19	15
Yes	11 22.1	10 21.0	6 35.5	10 36.2	7 33.0	7 27.7	5 44.4	5 31.9	1 3.6	1 4.4	-
No	39 76.2	38 77.3	11 64.5	17 63.8	14 67.0	18 72.3	6 55.6	10 68.1	21 92.7	17 91.2	14 94.3
Don't Know/Refused	1 1.6	1 1.7	-	-	-	-	-	-	1 3.6	1 4.4	1 5.7

4. Do you search the internet for more information relating to your favourite television programs or access their websites?

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	64	11	26	24	30	16	22	38	32	24
WEIGHTED SAMPLE	66	63	16	33	28	34	18	25	29	23	17
Yes	17 25.8	17 27.1	5 31.1	11 32.2	8 29.1	11 32.8	6 31.2	9 35.9	6 21.2	3 13.7	1 4.0
No	49 74.2	46 72.9	11 68.9	23 67.8	20 70.9	23 67.2	13 68.8	16 64.1	23 78.8	20 86.3	16 96.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	228	228	81	163	139	162	90	113	62	39	24
WEIGHTED SAMPLE	266	266	126	208	160	181	93	115	52	31	18
Download episodes or watch online episodes	27	27	16	22	15	16	8	9	3	2	1
	10.3	10.3	12.6	10.8	9.4	8.8	8.9	8.1	6.4	7.5	8.2
look for exclusive online video content	26	26	16	23	15	16	6	7	3	2	2
	9.7	9.7	12.9	10.9	9.5	8.8	6.9	6.4	6.2	7.6	12.8
read about your favorite characters	53	53	27	40	29	34	18	23	10	5	5
	20.1	20.1	21.5	19.3	17.9	18.5	19.0	19.7	18.8	15.9	26.8
chat with your favourite characters	5	5	-	3	3	3	3	3	2	2	2
	1.8	1.8		1.5	2.0	1.8	3.4	2.8	3.2	5.4	9.2
participate in online forums	6	6	3	3	3	3	2	2	1	1	1
	2.1	2.1	2.5	1.6	2.1	1.8	2.0	1.6	1.3	2.2	3.7
search for other information about the program	157	157	70	123	96	109	60	73	30	17	12
	59.0	59.0	55.9	58.9	60.0	60.1	63.8	63.2	58.3	56.7	67.8
buy merchandise related to the program	6	6	3	4	2	3	1	2	2	1	-
	2.1	2.1	2.3	1.8	1.3	1.7	1.0	1.6	3.3	2.7	
other (general other)	93	93	47	70	47	56	28	37	20	11	6
	34.8	34.8	37.0	33.7	29.3	30.9	30.0	32.4	38.4	35.3	32.0
Don't Know/Refused	10	10	4	8	8	8	4	4	2	2	-
	3.7	3.7	3.1	4.0	5.2	4.6	4.7	3.8	3.2	5.3	

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	118	116	44	82	68	82	44	58	32	18	11
WEIGHTED SAMPLE	131	129	66	100	76	88	40	53	26	14	8
Download episodes or watch online episodes	15	15	10	12	7	7	4	4	2	2	1
	11.4	11.6	14.6	11.7	8.7	7.5	9.1	7.0	6.3	11.7	9.9
look for exclusive online video content	17	17	12	14	9	10	2	3	2	1	1
	12.7	12.9	18.8	14.3	12.2	11.5	4.5	5.1	9.0	10.6	18.0
read about your favorite characters	26	26	16	20	13	14	7	8	2	1	1
	19.6	19.9	24.1	20.1	17.5	16.0	18.2	15.6	9.0	10.6	18.0
chat with your favourite characters	2	2	-	1	1	1	1	1	1	1	1
	1.3	1.3		0.9	1.2	1.0	2.3	1.7	3.1	5.9	9.9
participate in online forums	6	6	3	3	3	3	2	2	1	1	1
	4.3	4.4	4.8	3.3	4.4	3.8	4.5	3.5	2.6	4.8	8.1
search for other information about the program	68	68	33	53	42	50	24	32	13	5	5
	52.2	53.0	50.0	53.7	54.8	56.1	59.1	60.3	50.7	38.8	65.8
buy merchandise related to the program	4	4	2	3	1	2	1	2	2	1	-
	3.3	3.3	2.5	2.6	1.2	2.0	2.3	3.4	6.5	5.9	
other (general other)	47	46	24	34	21	27	12	18	12	5	3
	35.7	35.5	36.5	34.4	27.4	30.5	29.5	34.3	44.0	38.8	36.0
Don't Know/Refused	5	4	1	2	2	2	1	1	2	2	-
	3.9	3.1	2.3	2.4	3.2	2.7	2.3	1.7	6.3	11.7	

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	112	37	81	71	80	46	55	30	21	13
WEIGHTED SAMPLE	141	137	60	109	84	93	53	62	26	17	10
Download episodes or watch online episodes	13 8.9	13 9.1	6 10.4	11 9.9	8 9.9	9 10.0	5 8.7	6 9.1	2 6.5	1 4.0	1 6.7
look for exclusive online video content	9 6.5	9 6.7	4 6.3	8 7.7	6 7.0	6 6.3	5 8.7	5 7.4	1 3.3	1 5.1	1 8.5
read about your favorite characters	30 21.1	28 20.2	11 18.6	20 18.7	15 18.3	19 20.8	10 19.6	14 23.2	7 28.8	3 20.3	3 34.0
chat with your favourite characters	3 2.2	3 2.3	-	2 2.1	2 2.7	2 2.5	2 4.3	2 3.7	1 3.3	1 5.1	1 8.5
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	93 65.7	89 64.7	37 62.5	69 63.6	54 64.7	59 63.8	36 67.4	41 65.7	17 66.0	12 71.7	7 69.5
buy merchandise related to the program	1 0.9	1 0.9	1 2.1	1 1.1	1 1.5	1 1.3	-	-	-	-	-
other (general other)	48 34.0	47 34.2	22 37.6	36 33.1	26 31.0	29 31.2	16 30.4	19 30.9	8 32.7	5 32.3	3 28.7
Don't Know/Refused	6 4.2	6 4.3	2 4.1	6 5.4	6 7.1	6 6.4	3 6.5	3 5.6	-	-	-

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5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	179	174	59	121	103	121	69	87	50	32	19
WEIGHTED SAMPLE	206	201	92	154	118	134	71	88	42	25	14
Download episodes or watch online episodes	23 11.1	23 11.4	14 15.4	19 12.2	13 11.0	14 10.3	6 8.7	7 8.2	3 6.0	1 5.9	1 10.4
look for exclusive online video content	14 6.6	14 6.7	8 8.5	11 7.3	8 6.7	8 5.9	3 4.8	3 3.9	2 5.5	2 9.3	2 16.3
read about your favorite characters	48 23.1	46 22.7	23 25.1	33 21.7	22 18.4	27 19.8	15 20.6	20 22.3	9 21.3	4 16.0	4 28.0
chat with your favourite characters	4 1.8	4 1.9	- 1.3	2 1.8	2 1.5	2 2.9	2 2.3	2 4.0	2 6.6	2 11.6	2 11.6
participate in online forums	3 1.6	3 1.6	2 1.8	1 0.6	1 0.8	1 0.7	1 1.3	1 1.0	1 1.6	1 2.7	1 4.7
search for other information about the program	117 56.9	114 56.8	47 51.4	85 55.4	69 58.8	79 59.0	45 62.9	55 62.4	25 60.0	15 59.8	10 69.7
buy merchandise related to the program	6 2.7	6 2.7	3 3.2	4 2.5	2 1.8	3 2.2	1 1.3	2 2.0	2 4.0	1 3.3	-
other (general other)	70 33.7	68 33.5	35 37.8	51 33.0	31 26.7	38 28.2	19 27.1	26 29.3	14 34.2	8 31.1	4 25.6
Don't Know/Refused	11 5.3	10 4.9	4 4.3	8 5.4	8 7.1	8 6.2	4 6.1	4 5.0	2 3.9	2 6.5	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	55	54	22	42	36	41	21	26	12	7	5
WEIGHTED SAMPLE	66	65	34	55	42	47	22	27	10	5	4
Download episodes or watch online episodes	5 6.9	5 7.0	2 4.9	4 6.8	2 4.9	2 4.4	2 9.4	2 7.8	1 8.2	1 14.9	-
look for exclusive online video content	12 18.6	12 18.9	8 24.9	11 20.7	7 17.0	8 17.2	3 13.5	4 14.5	1 8.7	-	-
read about your favorite characters	8 11.8	8 12.0	4 11.7	7 12.6	7 16.4	7 14.8	3 13.5	3 11.2	1 8.5	1 15.4	1 22.0
chat with your favourite characters	1 1.7	1 1.8	-	1 2.1	1 2.7	1 2.5	1 5.2	1 4.3	-	-	-
participate in online forums	2 3.7	2 3.7	1 4.4	2 4.4	2 5.7	2 5.1	1 4.2	1 3.5	-	-	-
search for other information about the program	44 66.5	43 66.0	23 68.2	38 68.7	27 63.4	30 63.2	15 66.7	17 65.8	5 51.0	2 42.5	2 60.7
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	25 38.2	25 38.8	12 34.9	20 35.7	15 36.4	18 38.5	9 39.6	11 42.7	6 56.0	3 54.3	2 56.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	54	53	21	41	35	40	21	26	12	7	5
WEIGHTED SAMPLE	65	64	33	54	41	46	22	27	10	5	4
Download episodes or watch online episodes	5 7.0	5 7.2	2 5.1	4 7.0	2 5.0	2 4.5	2 9.4	2 7.8	1 8.2	1 14.9	-
look for exclusive online video content	12 19.0	12 19.2	8 25.8	11 21.2	7 17.5	8 17.7	3 13.5	4 14.5	1 8.7	-	-
read about your favorite characters	8 12.0	8 12.2	4 12.2	7 12.9	7 16.9	7 15.2	3 13.5	3 11.2	1 8.5	1 15.4	1 22.0
chat with your favourite characters	1 1.8	1 1.8	-	1 2.1	1 2.8	1 2.5	1 5.2	1 4.3	-	-	-
participate in online forums	2 3.7	2 3.8	1 4.6	2 4.5	2 5.9	2 5.3	1 4.2	1 3.5	-	-	-
search for other information about the program	43 65.9	42 65.3	22 67.0	37 68.0	26 62.3	28 62.2	15 66.7	17 65.8	5 51.0	2 42.5	2 60.7
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	25 39.0	25 39.6	12 36.2	20 36.5	15 37.5	18 39.5	9 39.6	11 42.7	6 56.0	3 54.3	2 56.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	18	18	8	13	9	10	5	6	5	4	2
WEIGHTED SAMPLE	21	21	12	17	10	11	5	6	4	3	2
Download episodes or watch online episodes	1 4.4	1 4.4	-	1 5.5	1 9.2	1 8.5	1 18.2	1 15.5	-	-	-
look for exclusive online video content	1 4.0	1 4.0	-	-	-	-	-	-	1 20.1	1 25.4	1 50.0
read about your favorite characters	5 22.4	5 22.4	3 25.0	4 22.9	2 21.5	2 19.8	1 18.2	1 15.5	1 20.1	1 25.4	1 50.0
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	10 49.4	10 49.4	5 46.3	9 51.6	7 69.3	8 71.7	3 63.7	4 69.0	2 40.9	1 25.4	1 50.0
buy merchandise related to the program	1 3.9	1 3.9	-	-	-	-	-	-	1 19.5	1 24.6	-
other (general other)	9 41.8	9 41.8	8 68.1	8 47.4	1 12.3	1 11.3	-	-	1 19.5	1 24.6	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	59	58	22	43	37	42	22	27	15	10	7
WEIGHTED SAMPLE	69	68	34	56	44	48	23	28	12	8	5
Download episodes or watch online episodes	5 6.6	5 6.7	2 4.9	4 6.7	2 4.8	2 4.3	2 9.0	2 7.5	1 6.7	1 10.5	-
look for exclusive online video content	13 18.6	13 18.9	8 24.7	11 20.3	7 16.5	8 16.8	3 13.0	4 14.0	2 12.5	1 8.6	1 12.5
read about your favorite characters	9 13.4	9 13.6	4 11.6	7 12.4	7 15.9	7 14.5	3 13.0	3 10.9	2 19.1	2 30.1	2 44.0
chat with your favourite characters	1 1.7	1 1.7	-	1 2.1	1 2.6	1 2.4	1 5.0	1 4.2	-	-	-
participate in online forums	3 4.4	3 4.5	1 4.4	2 4.3	2 5.5	2 5.0	1 4.0	1 3.3	1 5.4	1 8.6	1 12.5
search for other information about the program	44 63.9	43 63.4	22 64.0	37 66.7	27 60.9	29 61.0	16 68.0	18 66.9	6 48.2	3 40.6	3 59.3
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	27 39.6	27 40.2	13 39.0	21 37.6	17 38.8	20 40.6	9 38.0	11 41.3	6 52.0	4 48.6	2 40.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE: ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	97	94	35	69	58	66	39	47	22	14	9
WEIGHTED SAMPLE	116	113	56	89	66	74	41	48	19	11	7
Download episodes or watch online episodes	17 14.3	17 14.7	11 20.2	14 15.7	10 14.8	11 14.6	4 10.7	5 11.2	1 5.5	-	-
look for exclusive online video content	6 5.4	6 5.5	3 5.6	5 6.1	4 5.7	4 5.1	2 5.7	2 4.8	1 4.4	1 7.5	1 12.1
read about your favourite characters	25 21.5	24 21.2	12 21.7	16 18.2	10 15.6	13 17.9	7 18.1	10 21.3	5 24.6	2 15.1	2 24.5
chat with your favourite characters	4 3.2	4 3.3	- 2.3	2 3.1	2 2.8	2 5.1	2 4.3	2 9.0	2 15.1	2 24.5	2
participate in online forums	2 1.4	2 1.5	2 3.0	-	-	-	-	-	-	-	-
search for other information about the program	63 54.2	61 53.9	27 48.7	44 50.0	34 51.8	39 52.8	22 54.8	27 55.9	12 67.3	8 71.3	5 78.1
buy merchandise related to the program	3 2.2	3 2.2	2 3.0	2 1.9	-	1 1.2	-	1 1.8	1 4.7	-	-
other (general other)	43 37.1	42 37.2	20 35.6	32 35.6	19 28.8	23 31.2	15 37.3	19 39.6	8 42.8	4 36.6	2 34.3
Don't Know/Refused	9 7.7	8 7.0	4 7.1	7 8.1	7 10.8	7 9.7	3 7.9	3 6.7	1 4.4	1 7.5	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	13	1	8	8	9	7	8	5	4	4
WEIGHTED SAMPLE	12	12	1	8	8	9	7	8	4	3	3
Download episodes or watch online episodes	2 14.0	2 14.0	- 11.0	1 11.0	1 9.8	1 13.3	1 11.6	1 20.4	1 27.3	1 27.3	1 27.3
look for exclusive online video content	1 9.3	1 9.3	- 13.7	1 13.7	1 12.2	1 16.7	1 14.5	-	-	-	-
read about your favorite characters	1 9.3	1 9.3	- 13.7	1 13.7	1 12.2	1 16.7	1 14.5	-	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	9 74.0	9 74.0	1 100	5 61.6	5 61.6	6 65.7	4 53.3	5 59.3	4 100	3 100	3 100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	3 26.0	3 26.0	- 38.4	3 38.4	3 34.3	3 46.7	3 40.7	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:ALBERTA

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	19	18	6	13	12	15	8	11	5	2	-
WEIGHTED SAMPLE	22	21	9	16	14	16	8	11	4	2	-
Download episodes or watch online episodes	1 5.7	1 6.0	1 13.5	1 7.6	1 9.0	1 7.5	-	-	-	-	-
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favourite characters	6 26.5	5 23.0	3 29.0	5 29.0	5 34.3	5 28.8	3 38.9	3 29.6	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	1 4.3	1 4.5	-	1 5.7	1 6.7	1 5.6	1 11.1	1 8.4	-	-	-
search for other information about the program	13 59.3	12 57.3	5 53.8	11 67.0	8 61.0	9 56.5	7 86.1	8 73.5	1 20.4	-	-
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	7 31.6	7 33.1	4 46.2	4 25.9	4 30.7	6 36.4	-	2 16.0	3 60.5	1 50.7	-
Don't Know/Refused	2 9.2	2 9.6	-	1 7.1	1 8.4	1 7.0	1 13.9	1 10.6	1 19.2	1 49.3	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	28	27	9	17	15	20	9	14	10	5	2
WEIGHTED SAMPLE	32	31	14	22	18	23	9	14	9	4	1
Download episodes or watch online episodes	2 7.4	2 7.6	2 12.3	2 7.6	-	-	-	-	1 7.7	1 17.3	1 50.0
look for exclusive online video content	5 14.6	5 15.1	5 34.3	5 21.1	3 16.7	3 13.1	-	-	-	-	-
read about your favorite characters	10 30.0	10 31.0	5 40.1	7 34.0	3 18.5	5 23.6	2 21.9	4 28.8	2 23.4	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	21 67.8	21 70.0	10 70.4	16 73.5	15 81.4	17 76.3	8 80.5	10 72.8	5 61.1	3 65.4	-
buy merchandise related to the program	2 6.8	2 7.0	1 9.1	2 9.8	2 12.1	2 9.5	1 9.7	1 6.5	-	-	-
other (general other)	5 16.9	4 14.2	1 9.1	2 9.8	2 12.1	3 13.4	1 9.7	2 12.6	2 25.5	1 34.6	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	92	90	33	63	52	62	35	45	25	15	10
WEIGHTED SAMPLE	101	99	50	76	57	66	32	41	20	12	7
Download episodes or watch online episodes	12	12	8	9	6	6	3	3	1	1	1
	11.4	11.6	16.0	12.0	10.0	8.7	8.6	6.7	4.0	7.1	11.0
look for exclusive online video content	9	9	8	8	4	4	-	-	1	1	1
	9.2	9.3	15.7	10.3	7.8	6.7			7.3	12.9	20.0
read about your favorite characters	22	22	14	17	10	11	6	6	2	1	1
	22.0	22.5	29.1	22.0	17.4	16.4	17.1	15.6	11.6	12.9	20.0
chat with your favourite characters	2	2	-	1	1	1	1	1	1	1	1
	1.7	1.7		1.2	1.6	1.4	2.9	2.2	4.0	7.1	11.0
participate in online forums	3	3	2	1	1	1	1	1	1	1	1
	3.2	3.3	3.4	1.2	1.6	1.4	2.9	2.2	3.3	5.8	9.0
search for other information about the program	51	51	24	39	30	36	18	24	11	5	5
	50.3	51.3	47.8	51.0	52.7	55.0	57.1	59.9	52.9	40.0	62.0
buy merchandise related to the program	4	4	2	3	1	2	1	2	2	1	-
	4.2	4.3	3.4	3.4	1.6	2.7	2.9	4.4	8.4	7.1	
other (general other)	36	35	19	28	16	20	10	14	7	4	2
	35.5	35.2	37.3	36.6	28.0	29.5	31.4	33.3	36.0	32.9	29.0
Don't Know/Refused	5	4	1	2	2	2	1	1	2	2	-
	5.0	4.1	3.0	3.2	4.2	3.6	2.9	2.2	8.1	14.2	

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	26	26	11	19	16	20	9	13	7	3	1
WEIGHTED SAMPLE	30	30	16	24	19	22	8	12	6	2	1
Download episodes or watch online episodes	3 11.5	3 11.5	2 10.2	3 10.9	1 4.9	1 4.1	1 11.1	1 7.8	1 13.8	1 33.3	-
look for exclusive online video content	7 24.8	7 24.8	5 28.4	6 27.4	5 25.8	6 25.6	2 22.2	3 23.0	1 14.7	-	-
read about your favorite characters	3 11.2	3 11.2	1 9.1	3 14.0	3 17.8	3 15.0	2 22.2	2 15.6	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	2 8.1	2 8.1	1 9.1	2 10.2	2 12.9	2 10.9	1 11.1	1 7.8	-	-	-
search for other information about the program	17 58.6	17 58.6	9 56.8	15 62.5	11 61.4	13 59.6	6 66.7	7 61.7	3 43.1	1 33.3	1 100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	11 36.2	11 36.2	6 34.1	6 27.4	5 25.8	7 33.5	2 22.2	4 37.9	4 71.6	2 66.7	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	26	26	11	19	16	20	9	13	7	3	1
WEIGHTED SAMPLE	30	30	16	24	19	22	8	12	6	2	1
Download episodes or watch online episodes	3 11.5	3 11.5	2 10.2	3 10.9	1 4.9	1 4.1	1 11.1	1 7.8	1 13.8	1 33.3	-
look for exclusive online video content	7 24.8	7 24.8	5 28.4	6 27.4	5 25.8	6 25.6	2 22.2	3 23.0	1 14.7	-	-
read about your favorite characters	3 11.2	3 11.2	1 9.1	3 14.0	3 17.8	3 15.0	2 22.2	2 15.6	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	2 8.1	2 8.1	1 9.1	2 10.2	2 12.9	2 10.9	1 11.1	1 7.8	-	-	-
search for other information about the program	17 58.6	17 58.6	9 56.8	15 62.5	11 61.4	13 59.6	6 66.7	7 61.7	3 43.1	1 33.3	1 100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	11 36.2	11 36.2	6 34.1	6 27.4	5 25.8	7 33.5	2 22.2	4 37.9	4 71.6	2 66.7	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	10	10	4	7	3	4	3	4	3	2	-
WEIGHTED SAMPLE	12	12	7	9	3	4	3	4	3	2	-
Download episodes or watch online episodes	1 7.7	1 7.7	-	1 9.8	1 33.3	1 25.3	1 33.3	1 25.3	-	-	-
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favourite characters	3 21.7	3 21.7	2 25.0	3 27.4	1 33.3	1 25.3	1 33.3	1 25.3	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	3 29.0	3 29.0	2 25.0	3 27.4	1 33.3	2 49.3	1 33.3	2 49.3	1 34.7	-	-
buy merchandise related to the program	1 6.9	1 6.9	-	-	-	-	-	-	1 32.6	1 50.0	-
other (general other)	7 62.7	7 62.7	7 100	7 70.7	-	-	-	-	1 32.6	1 50.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	30	12	21	18	22	10	14	9	5	2
WEIGHTED SAMPLE	34	34	18	26	21	25	9	13	7	4	1
Download episodes or watch online episodes	3 10.2	3 10.2	2 9.3	3 9.9	1 4.4	1 3.7	1 10.0	1 7.3	1 11.0	1 20.8	-
look for exclusive online video content	8 23.9	8 23.9	5 26.0	6 24.8	5 22.8	6 23.1	2 20.0	3 21.4	2 20.7	1 16.9	1 44.9
read about your favorite characters	4 11.9	4 11.9	1 8.4	3 12.8	3 15.8	3 13.5	2 20.0	2 14.5	1 9.0	1 16.9	1 44.9
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	3 9.2	3 9.2	1 8.4	2 9.2	2 11.4	2 9.8	1 10.0	1 7.3	1 9.0	1 16.9	1 44.9
search for other information about the program	18 54.5	18 54.5	9 52.1	16 60.2	12 58.7	14 57.5	6 70.0	8 64.5	3 34.5	1 20.8	1 55.1
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	13 38.9	13 38.9	7 39.6	8 30.5	6 29.9	9 36.3	2 20.0	4 35.1	5 68.3	2 62.3	1 55.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	47	46	19	33	27	31	18	22	11	7	6
WEIGHTED SAMPLE	53	52	29	40	30	33	17	20	9	5	5
Download episodes or watch online episodes	7 13.6	7 13.8	6 22.1	6 13.9	4 13.0	4 11.7	1 5.6	1 4.6	-	-	-
look for exclusive online video content	4 7.5	4 7.6	3 11.0	3 7.9	1 5.0	1 4.5	-	-	1 9.2	1 15.1	1 17.8
read about your favorite characters	14 26.5	14 27.0	10 33.7	9 22.7	6 19.2	7 19.8	3 16.7	4 18.1	2 19.0	1 15.1	1 17.8
chat with your favourite characters	2 3.3	2 3.3	-	1 2.3	1 3.1	1 2.8	1 5.6	1 4.6	1 9.2	1 15.1	1 17.8
participate in online forums	2 3.1	2 3.2	2 5.8	-	-	-	-	-	-	-	-
search for other information about the program	26 48.3	26 49.3	14 47.4	18 45.8	13 44.4	16 47.6	7 44.4	10 49.8	6 64.4	3 57.5	3 67.8
buy merchandise related to the program	3 4.8	3 4.9	2 5.8	2 4.2	-	1 2.6	-	1 4.3	1 9.8	-	-
other (general other)	17 32.2	17 32.8	7 25.9	15 37.0	10 32.6	11 31.8	8 50.0	9 45.7	2 26.4	1 27.4	1 32.2
Don't Know/Refused	4 7.9	3 6.2	1 5.2	2 6.0	2 8.0	2 7.2	1 5.6	1 4.6	1 9.2	1 15.1	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	8	8	1	6	6	6	5	5	2	2	2
WEIGHTED SAMPLE	8	8	1	6	6	6	5	5	1	1	1
Download episodes or watch online episodes	23.0	23.0	-	15.1	15.1	15.1	20.0	20.0	55.1	55.1	55.1
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favorite characters	-	-	-	-	-	-	-	-	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	87.9	87.9	100	84.9	84.9	84.9	80.0	80.0	100	100	100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	12.1	12.1	-	15.1	15.1	15.1	20.0	20.0	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	10	10	2	6	6	9	4	7	4	1	-
WEIGHTED SAMPLE	10	10	3	7	7	9	4	6	3	1	-
Download episodes or watch online episodes	-	-	-	-	-	-	-	-	-	-	-
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favourite characters	23.9	23.9	50.0	36.2	36.2	26.0	25.0	14.6	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	9.1	9.1	13.8	13.8	9.9	25.0	14.6	-	-	-	-
search for other information about the program	45.1	45.1	55.3	55.3	49.1	100	72.3	25.4	1	-	-
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	46.8	46.8	100	44.7	44.7	50.9	27.7	50.8	2	2	-
Don't Know/Refused	8.1	8.1	-	-	-	-	-	-	23.9	1	100

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	12	6	9	8	10	4	6	3	1	1
WEIGHTED SAMPLE	15	14	9	11	10	11	4	5	2	1	1
Download episodes or watch online episodes	2 11.3	2 12.1	2 19.5	2 14.7	-	-	-	-	-	-	-
look for exclusive online video content	5 31.6	5 33.9	5 54.4	5 41.1	3 30.9	3 26.2	-	-	-	-	-
read about your favorite characters	3 17.6	3 18.9	2 19.5	3 22.9	1 9.6	1 8.1	1 25.0	1 17.0	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	10 66.0	10 70.8	7 82.6	8 70.5	6 65.4	8 70.7	2 50.0	4 66.1	2 72.3	-	-
buy merchandise related to the program	1 6.3	1 6.7	-	1 8.1	1 9.6	1 8.1	1 25.0	1 17.0	-	-	-
other (general other)	3 23.5	2 17.9	-	1 8.1	1 9.6	2 15.7	1 25.0	2 33.0	2 63.9	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	87	84	26	58	51	59	34	42	25	17	9
WEIGHTED SAMPLE	105	102	42	78	60	68	39	47	22	14	7
Download episodes or watch online episodes	11 10.8	11 11.1	6 14.7	10 12.4	7 11.9	8 12.0	3 8.8	4 9.5	2 7.7	1 4.9	1 9.7
look for exclusive online video content	4 4.1	4 4.2	- 4.4	3 5.7	3 5.1	3 8.8	3 7.3	3 3.9	1 6.2	1 12.2	1 12.2
read about your favorite characters	25 24.1	23 22.8	9 20.5	17 21.5	12 19.4	16 23.1	9 23.5	13 28.1	7 30.3	3 18.6	3 36.7
chat with your favourite characters	2 1.9	2 2.0	- 1.5	1 1.9	1 1.7	1 2.9	1 2.4	1 3.9	1 6.2	1 12.2	1 12.2
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	66 63.2	63 62.1	24 55.7	46 59.6	39 64.6	43 62.8	26 67.6	31 64.6	14 66.6	10 76.5	5 78.1
buy merchandise related to the program	1 1.2	1 1.2	1 2.9	1 1.6	1 2.0	1 1.8	-	-	-	-	-
other (general other)	34 31.9	33 31.9	16 38.4	23 29.5	15 25.6	18 27.0	9 23.5	12 25.9	7 32.6	4 29.6	2 21.9
Don't Know/Refused	6 5.6	6 5.8	2 5.8	6 7.6	6 9.8	6 8.7	3 8.8	3 7.3	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	29	28	11	23	20	21	12	13	5	4	4
WEIGHTED SAMPLE	36	35	17	31	24	25	14	15	4	3	3
Download episodes or watch online episodes	1 3.2	1 3.3	-	1 3.7	1 4.9	1 4.7	1 8.3	1 7.8	-	-	-
look for exclusive online video content	5 13.5	5 13.9	4 21.5	5 15.7	2 10.1	2 9.7	1 8.3	1 7.8	-	-	-
read about your favorite characters	4 12.3	4 12.6	2 14.1	4 11.6	4 15.3	4 14.6	1 8.3	1 7.8	1 20.9	1 27.9	1 27.9
chat with your favourite characters	1 3.2	1 3.3	-	1 3.7	1 4.9	1 4.7	1 8.3	1 7.8	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	26 72.9	25 72.2	14 78.8	23 73.4	15 64.9	16 66.4	9 66.7	10 68.9	3 62.6	2 50.0	2 50.0
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	14 39.9	14 41.0	6 35.7	13 42.0	11 44.8	11 43.0	7 50.0	7 46.6	1 33.1	1 44.2	1 44.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	28	27	10	22	19	20	12	13	5	4	4
WEIGHTED SAMPLE	35	34	16	30	22	23	14	15	4	3	3
Download episodes or watch online episodes	1 3.3	1 3.4	-	1 3.8	1 5.1	1 4.9	1 8.3	1 7.8	-	-	-
look for exclusive online video content	5 14.0	5 14.4	4 23.2	5 16.3	2 10.6	2 10.2	1 8.3	1 7.8	-	-	-
read about your favorite characters	4 12.7	4 13.1	2 15.2	4 12.1	4 16.1	4 15.4	1 8.3	1 7.8	1 20.9	1 27.9	1 27.9
chat with your favourite characters	1 3.3	1 3.4	-	1 3.8	1 5.1	1 4.9	1 8.3	1 7.8	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	25 72.0	24 71.2	12 77.2	22 72.3	14 63.0	15 64.6	9 66.7	10 68.9	3 62.6	2 50.0	2 50.0
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	14 41.3	14 42.5	6 38.4	13 43.7	11 47.3	11 45.2	7 50.0	7 46.6	1 33.1	1 44.2	1 44.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	8	8	4	6	6	6	2	2	2	2	2
WEIGHTED SAMPLE	9	9	5	7	7	7	2	2	2	2	2
Download episodes or watch online episodes	-	-	-	-	-	-	-	-	-	-	-
look for exclusive online video content	1 9.5	1 9.5	-	-	-	-	-	-	1 50.0	1 50.0	1 50.0
read about your favorite characters	2 23.3	2 23.3	1 25.0	1 17.0	1 17.0	1 17.0	-	-	1 50.0	1 50.0	1 50.0
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	7 76.7	7 76.7	4 75.0	6 83.0	6 83.0	6 83.0	2 100	2 100	1 50.0	1 50.0	1 50.0
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	1 13.8	1 13.8	1 25.0	1 17.0	1 17.0	1 17.0	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	29	28	10	22	19	20	12	13	6	5	5
WEIGHTED SAMPLE	36	35	16	30	22	23	14	15	5	4	4
Download episodes or watch online episodes	1 3.2	1 3.3	-	1 3.8	1 5.1	1 4.9	1 8.3	1 7.8	-	-	-
look for exclusive online video content	5 13.7	5 14.1	4 23.2	5 16.3	2 10.6	2 10.2	1 8.3	1 7.8	-	-	-
read about your favourite characters	5 14.8	5 15.2	2 15.2	4 12.1	4 16.1	4 15.4	1 8.3	1 7.8	2 34.6	2 43.6	2 43.6
chat with your favourite characters	1 3.2	1 3.3	-	1 3.8	1 5.1	1 4.9	1 8.3	1 7.8	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	26 72.7	25 71.9	12 77.2	22 72.3	14 63.0	15 64.6	9 66.7	10 68.9	3 69.0	2 60.9	2 60.9
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	14 40.3	14 41.5	6 38.4	13 43.7	11 47.3	11 45.2	7 50.0	7 46.6	1 27.4	1 34.6	1 34.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	50	48	16	36	31	35	21	25	11	7	3
WEIGHTED SAMPLE	63	61	27	49	37	41	24	28	10	6	2
Download episodes or watch online episodes	9 14.9	9 15.4	5 18.2	8 17.2	6 16.2	7 17.1	3 14.3	4 15.8	1 10.6	-	-
look for exclusive online video content	2 3.6	2 3.8	-	2 4.7	2 6.3	2 5.7	2 9.5	2 8.2	-	-	-
read about your favorite characters	11 17.4	10 16.3	3 9.2	7 14.5	5 12.6	7 16.4	5 19.0	7 23.5	3 29.9	1 15.2	1 38.7
chat with your favourite characters	2 3.2	2 3.3	-	1 2.3	1 3.2	1 2.8	1 4.8	1 4.1	1 8.8	1 15.2	1 38.7
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	37 59.2	35 57.9	14 50.0	26 53.3	21 57.9	23 57.1	15 61.9	17 60.2	7 70.1	5 84.8	2 100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	26 41.2	25 40.9	13 45.7	17 34.5	9 25.7	12 30.6	7 28.6	10 35.2	6 58.0	3 45.6	1 38.7
Don't Know/Refused	5 7.5	5 7.8	2 9.0	5 9.7	5 13.1	5 11.8	2 9.5	2 8.2	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	5	5	-	2	2	3	2	3	3	2	2
WEIGHTED SAMPLE	5	5	-	2	2	3	2	3	3	2	2
Download episodes or watch online episodes	-	-	-	-	-	-	-	-	-	-	-
look for exclusive online video content	1 23.9	1 23.9	-	1 50.0	1 50.0	1 34.7	1 50.0	1 34.7	-	-	-
read about your favorite characters	1 23.9	1 23.9	-	1 50.0	1 50.0	1 34.7	1 50.0	1 34.7	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	3 52.3	3 52.3	-	-	-	1 30.6	-	1 30.6	3 100	2 100	2 100
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	2 47.7	2 47.7	-	2 100	2 100	2 69.4	2 100	2 69.4	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	9	8	4	7	6	6	4	4	1	1	-
WEIGHTED SAMPLE	11	10	6	10	7	7	5	5	1	1	-
Download episodes or watch online episodes	10.8	11.8	20.1	12.8	17.4	17.4	-	-	-	-	-
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favourite characters	28.9	22.1	18.8	24.0	32.6	32.6	50.0	50.0	-	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	71.8	69.1	79.9	75.1	66.3	66.3	75.0	75.0	-	-	-
buy merchandise related to the program	-	-	-	-	-	-	-	-	-	-	-
other (general other)	18.1	19.9	20.1	12.8	17.4	17.4	-	-	100	100	-
Don't Know/Refused	10.1	11.0	-	12.0	16.3	16.3	25.0	25.0	-	-	-

5. When you search the internet for more information relating to your favourite television programs or access their websites, what do you do

SUBSAMPLE: SEARCH ON THE INTERNET FOR MORE INFORMATION

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	15	15	3	8	7	10	5	8	7	4	1
WEIGHTED SAMPLE	17	17	5	11	8	11	6	9	6	3	1
Download episodes or watch online episodes	1 3.9	1 3.9	-	-	-	-	-	-	1 10.7	1 20.9	1 100
look for exclusive online video content	-	-	-	-	-	-	-	-	-	-	-
read about your favorite characters	7 40.8	7 40.8	4 75.3	5 45.6	2 29.0	4 39.2	1 20.0	3 36.1	2 32.5	-	-
chat with your favourite characters	-	-	-	-	-	-	-	-	-	-	-
participate in online forums	-	-	-	-	-	-	-	-	-	-	-
search for other information about the program	12 69.3	12 69.3	2 49.4	8 76.5	8 100	9 82.0	6 100	7 77.0	4 56.8	3 79.1	-
buy merchandise related to the program	1 7.3	1 7.3	1 24.7	1 11.5	1 15.0	1 10.9	-	-	-	-	-
other (general other)	2 11.2	2 11.2	1 24.7	1 11.5	1 15.0	1 10.9	-	-	1 10.7	1 20.9	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	973	973	207	484	436	529	302	395	482	389	303
WEIGHTED SAMPLE	973	973	308	587	490	577	309	396	374	287	215
Yes	402 41.3	402 41.3	163 52.8	288 49.1	236 48.2	272 47.2	142 46.1	179 45.1	107 28.6	71 24.8	45 21.0
No	563 57.8	563 57.8	144 46.8	296 50.5	251 51.3	302 52.4	165 53.5	216 54.6	261 69.7	210 73.1	166 77.0
Don't Know/Refused	8 0.9	8 0.9	1 0.4	2 0.4	2 0.5	2 0.4	1 0.4	1 0.3	6 1.6	6 2.1	4 2.0

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	492	107	257	229	279	168	218	229	179	138
WEIGHTED SAMPLE	486	477	158	292	245	289	155	198	175	132	98
Yes	226 46.5	222 46.6	92 58.2	156 53.6	130 52.9	151 52.1	79 51.2	100 50.5	59 33.8	38 29.1	28 29.0
No	259 53.2	254 53.2	66 41.8	136 46.4	116 47.1	138 47.9	75 48.8	98 49.5	115 65.5	92 69.9	68 69.7
Don't Know/Refused	1 0.3	1 0.3	-	-	-	-	-	-	1 0.8	1 1.0	1 1.4

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	502	481	100	227	207	250	134	177	253	210	165
WEIGHTED SAMPLE	517	496	150	295	244	288	154	198	198	155	117
Yes	188 36.3	180 36.2	71 47.2	132 44.7	106 43.6	122 42.3	63 41.0	79 39.7	48 24.1	33 21.1	17 14.2
No	322 62.3	309 62.3	78 52.0	161 54.5	135 55.4	164 56.9	90 58.2	118 59.7	146 73.5	117 75.9	97 83.2
Don't Know/Refused	7 1.4	7 1.4	1 0.8	2 0.8	2 1.0	2 0.8	1 0.7	1 0.6	5 2.4	5 3.0	3 2.6

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	774	746	157	357	318	388	222	292	382	312	254
WEIGHTED SAMPLE	767	739	234	434	356	421	226	292	293	228	180
Yes	322 42.0	311 42.1	127 54.1	217 50.0	173 48.7	202 47.9	105 46.4	134 45.9	88 30.0	59 25.9	41 22.7
No	440 57.3	423 57.2	106 45.4	216 49.7	181 51.0	218 51.8	121 53.6	158 54.1	202 68.7	165 72.4	137 76.1
Don't Know/Refused	5 0.7	5 0.7	1 0.5	1 0.3	1 0.3	1 0.3	-	-	4 1.3	4 1.7	2 1.2

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	227	50	127	118	141	80	103	100	77	49
WEIGHTED SAMPLE	235	233	74	153	134	155	82	104	80	59	36
Yes	91	90	36	71	63	70	37	45	19	12	4
	38.9	38.8	48.8	46.6	47.1	45.2	45.2	42.9	23.8	20.1	12.1
No	141	140	38	81	70	84	44	58	59	45	29
	59.7	59.8	51.2	52.6	52.1	54.0	53.4	56.0	73.5	76.2	81.7
Don't Know/Refused	3	3	-	1	1	1	1	1	2	2	2
	1.4	1.4		0.8	0.9	0.7	1.4	1.1	2.7	3.7	6.1

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	225	48	125	116	139	80	103	100	77	49
WEIGHTED SAMPLE	233	231	71	151	131	153	82	104	80	59	36
Yes	90 38.7	89 38.6	35 48.7	70 46.6	62 47.0	69 45.2	37 45.2	45 42.9	19 23.8	12 20.1	4 12.1
No	139 59.8	138 59.9	37 51.3	79 52.7	68 52.1	83 54.1	44 53.4	58 56.0	59 73.5	45 76.2	29 81.7
Don't Know/Refused	3 1.4	3 1.4	- 0.8	1 0.9	1 0.8	1 1.4	1 1.1	1 2.7	2 2.7	2 3.7	2 6.1

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	72	17	35	30	36	19	25	37	31	25
WEIGHTED SAMPLE	72	70	23	41	33	39	19	25	28	23	18
Yes	29 40.6	28 40.3	13 54.2	21 50.4	16 48.0	18 45.7	8 43.4	10 40.7	7 25.5	5 24.0	5 26.1
No	43 59.4	42 59.7	11 45.8	21 49.6	17 52.0	21 54.3	11 56.6	15 59.3	21 74.5	17 76.0	13 73.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	240	51	132	122	146	84	108	108	84	54
WEIGHTED SAMPLE	251	247	77	160	138	161	87	109	86	64	39
Yes	97	96	36	73	64	72	38	46	23	15	6
	38.5	38.8	47.2	45.3	46.3	45.0	44.1	42.5	26.7	23.3	14.8
No	151	148	41	87	73	87	47	61	61	47	31
	60.1	59.9	52.8	54.0	52.8	54.3	54.5	56.4	70.8	73.3	79.6
Don't Know/Refused	3	3	-	1	1	1	1	1	2	2	2
	1.3	1.4		0.7	0.8	0.7	1.3	1.1	2.5	3.4	5.6

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	383	368	88	188	164	201	114	151	175	138	114
WEIGHTED SAMPLE	393	378	134	233	186	221	118	153	135	100	80
Yes	168 42.8	162 43.0	79 59.1	119 50.8	91 48.9	103 46.6	51 43.4	63 41.3	39 28.7	27 26.7	18 22.0
No	221 56.2	212 56.1	53 40.0	114 48.7	94 50.4	117 52.8	67 56.6	90 58.7	94 69.5	71 70.9	61 76.2
Don't Know/Refused	4 0.9	4 0.9	1 0.9	1 0.5	1 0.7	1 0.6	-	-	2 1.7	2 2.3	2 1.9

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	12	29	27	33	18	24	35	29	26
WEIGHTED SAMPLE	63	61	17	35	30	36	18	23	27	21	19
Yes	26 41.7	25 41.5	10 55.9	20 57.0	18 59.4	20 55.5	11 60.3	13 54.1	6 21.4	4 18.1	4 20.5
No	36 56.9	35 57.1	8 44.1	15 43.0	12 40.6	16 44.5	7 39.7	11 45.9	20 75.4	17 77.9	15 79.5
Don't Know/Refused	1 1.3	1 1.4	-	-	-	-	-	-	1 3.2	1 4.0	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	103	101	17	42	39	48	27	36	58	49	37
WEIGHTED SAMPLE	97	95	25	49	42	51	27	35	44	36	26
Yes	42 43.3	41 43.1	13 50.3	25 51.4	20 47.6	27 52.8	14 51.3	20 57.9	16 35.6	9 25.3	5 18.8
No	55 56.7	54 56.9	12 49.7	24 48.6	22 52.4	24 47.2	13 48.7	15 42.1	28 64.4	27 74.7	21 81.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	128	22	58	54	65	40	51	69	58	47
WEIGHTED SAMPLE	127	122	32	68	59	70	41	51	53	42	33
Yes	51 40.3	49 40.3	13 39.4	31 46.0	27 45.4	33 46.7	20 50.0	26 50.9	16 31.1	11 25.4	8 24.9
No	75 59.2	72 59.2	19 60.6	37 54.0	32 54.6	37 53.3	20 50.0	25 49.1	36 67.6	31 73.0	24 73.0
Don't Know/Refused	1 0.5	1 0.5	-	-	-	-	-	-	1 1.3	1 1.6	1 2.0

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	390	382	83	193	169	206	126	163	183	146	119
WEIGHTED SAMPLE	376	368	123	220	180	212	116	148	139	106	84
Yes	176 46.7	173 46.9	74 59.8	118 53.9	95 52.9	111 52.3	58 50.0	74 49.7	48 34.5	32 30.3	25 29.4
No	200 53.1	195 52.9	50 40.2	101 46.1	85 47.1	101 47.8	58 50.0	75 50.3	90 65.0	74 69.1	59 69.8
Don't Know/Refused	1 0.2	1 0.2	-	-	-	-	-	-	1 0.5	1 0.6	1 0.8

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	50 45.7	49 45.2	19 52.6	38 52.6	35 52.8	40 51.8	21 54.8	26 52.8	11 30.9	6 24.0	4 26.2
No	59 53.7	59 54.1	17 47.4	34 47.4	31 47.2	37 48.2	17 45.2	24 47.2	25 67.3	19 73.3	10 69.0
Don't Know/Refused	1 0.6	1 0.6	-	-	-	-	-	-	1 1.8	1 2.6	1 4.8

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	111	110	24	64	60	73	42	55	46	33	19
WEIGHTED SAMPLE	110	109	35	72	65	77	39	50	37	25	14
Yes	50 45.7	49 45.2	19 52.6	38 52.6	35 52.8	40 51.8	21 54.8	26 52.8	11 30.9	6 24.0	4 26.2
No	59 53.7	59 54.1	17 47.4	34 47.4	31 47.2	37 48.2	17 45.2	24 47.2	25 67.3	19 73.3	10 69.0
Don't Know/Refused	1 0.6	1 0.6	-	-	-	-	-	-	1 1.8	1 2.6	1 4.8

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	8	19	14	18	12	16	17	13	8
WEIGHTED SAMPLE	37	36	12	22	14	17	11	15	13	10	6
Yes	16 42.8	16 44.0	6 53.0	10 45.5	5 36.9	7 39.5	4 33.3	5 37.3	6 41.4	4 38.3	3 51.3
No	21 57.2	20 56.0	6 47.0	12 54.5	9 63.1	11 60.5	7 66.7	9 62.7	8 58.6	6 61.7	3 48.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	26	68	64	78	44	58	52	38	22
WEIGHTED SAMPLE	120	118	38	77	70	82	40	53	41	29	16
Yes	57 47.1	56 47.0	20 52.4	40 52.4	37 52.6	43 52.2	22 54.5	28 53.5	15 37.0	9 31.6	5 31.9
No	63 52.4	62 52.4	18 47.6	37 47.6	33 47.4	39 47.8	18 45.5	24 46.5	25 61.3	19 66.1	10 63.9
Don't Know/Refused	1 0.6	1 0.6	-	-	-	-	-	-	1 1.6	1 2.3	1 4.2

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	191	187	50	98	83	101	58	76	85	67	58
WEIGHTED SAMPLE	190	186	74	116	91	106	53	69	64	48	41
Yes	93 49.0	91 49.0	49 66.3	65 55.9	50 54.7	57 53.2	26 48.3	33 47.4	22 33.9	15 30.4	12 29.9
No	97 51.0	95 51.0	25 33.7	51 44.1	41 45.3	50 46.8	28 51.7	36 52.6	42 66.1	34 69.6	29 70.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	7	18	17	21	12	16	16	12	11
WEIGHTED SAMPLE	32	32	10	20	18	22	11	15	12	9	8
Yes	17 51.7	17 51.7	9 85.2	15 74.3	13 72.0	14 64.6	7 66.7	8 56.7	2 14.0	1 9.5	1 10.5
No	16 48.3	16 48.3	1 14.8	5 25.7	5 28.0	8 35.4	4 33.3	6 43.3	10 86.0	8 90.5	7 89.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	5	22	21	26	18	23	28	23	16
WEIGHTED SAMPLE	45	45	8	23	21	25	17	21	21	17	11
Yes	18 38.9	18 38.9	1 19.1	11 47.1	11 50.8	13 52.4	9 55.6	12 56.5	7 33.1	4 26.0	3 24.7
No	28 61.1	28 61.1	6 80.9	12 52.9	10 49.2	12 47.6	7 44.4	9 43.5	14 66.9	12 74.0	8 75.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	64	11	32	30	35	24	29	31	26	23
WEIGHTED SAMPLE	62	60	16	34	31	35	22	26	24	19	17
Yes	26 42.9	25 42.6	6 40.0	16 45.7	14 45.2	17 47.0	11 50.0	14 51.6	8 34.2	5 28.3	5 27.6
No	34 56.0	33 56.2	9 60.0	19 54.3	17 54.8	19 53.0	11 50.0	13 48.4	15 63.0	13 68.2	11 68.4
Don't Know/Refused	1 1.1	1 1.1	-	-	-	-	-	-	1 2.8	1 3.5	1 4.0

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	384	364	74	164	149	182	96	129	199	166	135
WEIGHTED SAMPLE	391	371	111	214	176	209	111	144	155	121	95
Yes	146 37.4	138 37.3	53 47.8	98 46.0	78 44.4	91 43.6	47 42.7	60 41.9	40 25.9	27 22.2	16 16.8
No	240 61.5	228 61.5	57 51.1	114 53.5	97 54.9	117 55.8	63 57.3	84 58.1	112 72.0	91 75.2	78 81.7
Don't Know/Refused	4 1.1	4 1.2	1 1.1	1 0.6	1 0.7	1 0.6	-	-	3 2.1	3 2.6	2 1.6

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	118	117	26	63	58	68	38	48	54	44	30
WEIGHTED SAMPLE	126	125	38	81	68	79	44	54	44	33	22
Yes	41 32.8	41 33.1	17 45.2	33 41.3	28 41.6	30 38.8	16 36.8	18 33.7	8 17.8	6 17.1	1 3.1
No	82 65.0	81 64.8	21 54.8	46 57.2	39 56.7	47 59.7	26 60.5	35 64.2	34 78.7	26 78.3	19 89.9
Don't Know/Refused	3 2.1	3 2.1	- 1.4	1 1.7	1 1.5	1 2.6	1 2.1	1 3.5	2 4.5	2 4.5	2 7.0

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	116	115	24	61	56	66	38	48	54	44	30
WEIGHTED SAMPLE	123	122	36	79	66	76	44	54	44	33	22
Yes	40 32.5	40 32.8	16 44.9	32 41.1	27 41.3	29 38.4	16 36.8	18 33.7	8 17.8	6 17.1	1 3.1
No	80 65.3	79 65.1	20 55.1	45 57.5	38 57.0	46 60.1	26 60.5	35 64.2	34 78.7	26 78.3	19 89.9
Don't Know/Refused	3 2.2	3 2.2	- 1.5	1 1.7	1 1.5	1 2.6	1 2.1	1 3.5	2 4.5	2 4.5	2 7.0

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	36	9	16	16	18	7	9	20	18	17
WEIGHTED SAMPLE	35	34	11	19	19	21	8	10	15	13	12
Yes	13 38.4	12 36.5	6 55.6	11 56.2	11 56.2	11 50.8	5 57.1	5 45.7	2 11.3	2 13.1	2 14.0
No	22 61.6	22 63.5	5 44.4	8 43.8	8 43.8	10 49.2	3 42.9	5 54.3	13 88.7	11 86.9	10 86.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	25	64	58	68	40	50	56	46	32
WEIGHTED SAMPLE	130	128	38	83	68	78	46	56	45	35	23
Yes	40 30.7	40 31.1	16 41.9	32 38.7	27 39.9	29 37.3	16 35.0	18 32.3	8 17.2	6 16.4	1 2.9
No	88 67.3	86 66.8	22 58.1	50 59.9	40 58.4	48 61.2	29 62.5	37 65.7	36 79.4	28 79.3	21 90.6
Don't Know/Refused	3 2.0	3 2.1	- 1.4	1 1.7	1 1.5	1 2.5	1 2.0	1 3.4	2 4.3	2 4.3	2 6.5

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	192	181	38	90	81	100	56	75	90	71	56
WEIGHTED SAMPLE	203	192	59	118	95	115	64	84	71	52	39
Yes	75 37.1	71 37.1	30 50.1	54 45.7	41 43.4	46 40.5	25 39.3	30 36.3	17 24.1	12 23.3	5 13.7
No	124 61.2	117 61.0	28 47.9	63 53.2	53 55.3	67 58.4	39 60.7	53 63.7	52 72.6	38 72.1	32 82.5
Don't Know/Refused	4 1.8	4 1.9	1 2.1	1 1.0	1 1.3	1 1.1	-	-	2 3.3	2 4.5	2 3.8

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	32	30	5	11	10	12	6	8	19	17	15
WEIGHTED SAMPLE	31	29	7	14	12	14	7	9	15	13	11
Yes	10 31.4	9 30.1	1 16.5	5 32.6	5 39.6	6 41.1	3 50.0	4 50.0	4 27.6	3 24.0	3 27.7
No	20 65.9	19 67.0	6 83.5	10 67.4	7 60.4	8 58.9	3 50.0	4 50.0	10 66.6	9 69.3	8 72.3
Don't Know/Refused	1 2.7	1 2.9	-	-	-	-	-	-	1 5.8	1 6.7	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	52	50	12	20	18	22	9	13	30	26	21
WEIGHTED SAMPLE	52	50	17	26	21	26	10	14	23	19	15
Yes	24 47.1	23 47.0	11 64.4	15 55.0	10 44.4	14 53.3	5 44.4	9 60.1	9 37.8	5 24.6	2 14.6
No	27 52.9	26 53.0	6 35.6	12 45.0	12 55.6	12 46.7	6 55.6	6 39.9	14 62.2	14 75.4	13 85.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

6. Have you ever gone online and searched for information or a website based on something you saw in a television commercial?

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	64	11	26	24	30	16	22	38	32	24
WEIGHTED SAMPLE	66	63	16	33	28	34	18	25	29	23	17
Yes	25 37.8	24 38.0	6 38.7	15 46.3	13 45.6	16 46.4	9 50.0	12 50.0	8 28.6	5 23.1	4 22.3
No	41 62.2	39 62.0	10 61.3	18 53.7	15 54.4	18 53.6	9 50.0	12 50.0	21 71.4	18 76.9	13 77.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	371	371	110	236	210	249	141	180	131	92	61
WEIGHTED SAMPLE	402	402	163	288	236	272	142	179	107	71	45
buy anything	89	89	36	62	55	64	33	42	23	14	8
	22.2	22.2	22.0	21.6	23.2	23.4	22.9	23.4	21.9	20.2	16.9
order anything such as brochures, samples, or free stuff	76	76	33	51	45	51	23	28	23	18	11
	18.9	18.9	20.1	17.7	19.1	18.6	15.8	15.8	21.8	24.9	24.4
request information	144	144	59	101	83	96	46	59	41	29	17
	35.9	35.9	36.5	35.2	35.2	35.1	32.6	33.0	38.4	40.4	37.5
research the product or service	290	290	119	215	177	200	107	131	71	47	28
	72.1	72.1	73.3	74.6	74.7	73.6	75.0	73.2	66.7	67.0	62.8
did something else	58	58	24	40	33	38	19	24	16	11	7
	14.4	14.4	14.5	13.9	14.2	13.9	13.4	13.2	14.9	16.2	16.2
Don't Know/Refused	14	14	1	6	6	10	5	9	8	4	3
	3.5	3.5	0.9	2.2	2.7	3.8	3.4	4.9	7.2	5.3	6.6

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:MALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	219	215	63	136	120	144	86	110	75	51	39
WEIGHTED SAMPLE	226	222	92	156	130	151	79	100	59	38	28
buy anything	48 21.0	48 21.4	24 25.6	30 19.4	25 19.5	31 20.9	12 15.1	18 18.1	14 23.4	8 20.2	6 21.4
order anything such as brochures, samples, or free stuff	38 16.8	38 17.1	17 18.1	23 14.9	20 15.4	23 15.0	11 14.0	14 13.6	13 22.0	10 27.2	7 25.1
request information	83 36.7	82 36.9	32 34.8	53 34.2	45 34.8	56 36.9	26 32.6	36 36.2	27 45.5	17 43.1	13 46.5
research the product or service	163 72.1	161 72.5	72 78.5	120 76.5	96 74.2	111 73.8	56 70.9	71 70.9	38 64.6	23 61.2	16 56.4
did something else	29 12.9	29 13.1	9 9.5	17 11.0	16 12.0	19 12.6	11 14.0	15 14.5	10 17.3	7 17.7	5 18.0
Don't Know/Refused	10 4.5	9 4.1	1 1.6	5 3.3	5 4.0	6 4.0	4 4.7	5 4.5	4 6.8	3 8.2	2 8.1

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:FEMALES

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	164	156	47	100	90	105	55	70	56	41	22
WEIGHTED SAMPLE	188	180	71	132	106	122	63	79	48	33	17
buy anything	42	41	12	32	29	32	21	24	10	7	2
	22.7	23.1	17.4	24.2	27.6	26.6	32.7	30.3	20.1	20.1	9.1
order anything such as brochures, samples, or free stuff	39	38	16	28	25	28	12	15	10	7	4
	20.7	21.1	22.8	21.0	23.5	23.1	18.2	18.5	21.5	22.2	23.3
request information	65	62	27	48	38	40	21	23	14	12	4
	34.8	34.7	38.7	36.5	35.7	32.9	32.7	29.0	29.6	37.1	22.2
research the product or service	135	129	47	95	80	89	51	60	33	24	12
	71.8	71.6	66.5	72.4	75.4	73.4	80.0	76.1	69.4	73.7	73.8
did something else	33	29	15	23	18	19	8	9	6	5	2
	17.4	16.0	21.1	17.4	16.8	15.6	12.7	11.6	12.0	14.4	13.1
Don't Know/Refused	6	5	-	1	1	4	1	4	4	1	1
	3.1	2.7		0.9	1.1	3.4	1.8	5.3	7.8	2.0	4.0

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:ENGLISH

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	299	288	85	176	154	185	104	135	108	77	55
WEIGHTED SAMPLE	322	311	127	217	173	202	105	134	88	59	41
buy anything	71 22.2	70 22.6	27 21.0	45 21.0	40 22.9	48 23.7	23 22.1	32 23.5	22 24.7	13 22.8	8 18.7
order anything such as brochures, samples, or free stuff	58 18.0	57 18.3	25 19.8	34 15.5	28 16.0	33 16.5	12 11.4	18 13.1	22 24.6	16 27.0	11 27.0
request information	104 32.3	100 32.2	39 31.1	66 30.5	52 30.0	64 31.4	30 28.7	42 31.2	32 36.8	21 35.2	14 34.6
research the product or service	238 74.0	231 74.3	97 76.8	166 76.8	134 77.3	154 76.4	79 75.3	100 74.3	62 70.0	41 69.6	26 64.2
did something else	49 15.3	45 14.5	18 14.3	32 14.7	25 14.6	27 13.3	16 15.5	18 13.5	12 13.2	10 16.6	6 15.9
Don't Know/Refused	15 4.7	13 4.2	1 1.2	6 2.9	6 3.6	9 4.6	5 4.6	8 5.8	7 7.6	4 6.4	3 7.3

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	84	83	25	60	56	64	37	45	23	15	6
WEIGHTED SAMPLE	91	90	36	71	63	70	37	45	19	12	4
buy anything	19 20.2	19 20.5	9 25.6	17 23.5	15 24.0	16 22.8	9 25.3	10 23.1	2 9.0	1 7.1	-
order anything such as brochures, samples, or free stuff	19 20.7	19 20.9	8 21.1	17 24.2	17 27.4	17 24.6	11 28.4	11 23.8	2 8.7	2 14.1	-
request information	44 48.2	44 48.7	20 55.5	35 49.5	31 49.5	32 45.6	16 43.8	17 38.6	9 45.6	8 66.2	3 65.5
research the product or service	59 64.9	58 64.6	22 60.8	49 68.0	43 67.8	46 65.8	28 74.1	31 69.8	10 51.5	6 53.7	2 50.0
did something else	13 13.8	13 13.9	5 15.1	8 11.5	8 13.0	11 15.6	3 7.4	6 12.4	4 23.0	2 13.9	1 19.0
Don't Know/Refused	1 1.1	1 1.1	-	-	-	1 1.4	-	1 2.3	1 5.3	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	83	82	24	59	55	63	37	45	23	15	6
WEIGHTED SAMPLE	90	89	35	70	62	69	37	45	19	12	4
buy anything	17 19.2	17 19.4	8 23.0	16 22.2	14 22.5	15 21.4	9 25.3	10 23.1	2 9.0	1 7.1	-
order anything such as brochures, samples, or free stuff	18 19.6	18 19.8	6 18.3	16 22.9	16 26.0	16 23.2	11 28.4	11 23.8	2 8.7	2 14.1	-
request information	43 47.5	43 48.0	19 53.9	34 48.7	30 48.5	31 44.6	16 43.8	17 38.6	9 45.6	8 66.2	3 65.5
research the product or service	58 64.5	57 64.1	21 59.5	47 67.5	41 67.2	45 65.1	28 74.1	31 69.8	10 51.5	6 53.7	2 50.0
did something else	13 14.0	13 14.1	5 15.7	8 11.7	8 13.3	11 15.9	3 7.4	6 12.4	4 23.0	2 13.9	1 19.0
Don't Know/Refused	1 1.1	1 1.1	-	-	-	1 1.5	-	1 2.3	1 5.3	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	27	26	9	17	14	16	8	10	9	7	6
WEIGHTED SAMPLE	29	28	13	21	16	18	8	10	7	5	5
buy anything	9 29.8	9 30.9	5 39.0	7 33.4	7 43.9	8 44.5	2 25.0	3 29.3	2 23.4	1 14.9	1 17.6
order anything such as brochures, samples, or free stuff	13 43.3	13 44.8	7 52.1	10 45.8	8 49.7	9 49.7	3 36.1	4 38.5	3 41.9	2 39.3	1 28.7
request information	15 52.3	14 50.6	4 32.7	10 49.4	9 54.5	10 59.0	6 75.0	8 79.3	4 54.0	2 39.3	1 28.7
research the product or service	20 70.3	19 69.2	9 68.7	14 65.7	9 55.0	11 59.4	5 61.1	7 67.9	6 79.4	4 72.9	3 68.1
did something else	3 11.0	3 11.4	1 9.7	2 11.4	2 15.0	2 13.5	1 13.9	1 11.5	1 11.3	1 14.9	1 17.6
Don't Know/Refused	1 5.1	1 5.3	1 11.8	1 7.1	1 9.3	1 8.4	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	90	89	25	61	57	66	38	47	28	19	8
WEIGHTED SAMPLE	97	96	36	73	64	72	38	46	23	15	6
buy anything	20 20.4	20 20.6	8 22.0	16 21.5	14 21.7	15 20.4	9 24.7	10 22.3	4 18.1	3 22.1	1 14.1
order anything such as brochures, samples, or free stuff	19 19.9	19 20.1	6 17.6	16 22.1	16 25.0	16 22.2	11 27.7	11 22.9	3 13.6	3 21.1	1 11.5
request information	45 46.1	45 46.6	19 51.7	34 47.0	30 46.7	32 43.8	16 42.8	18 39.0	10 45.0	9 57.9	4 62.8
research the product or service	64 66.1	63 65.8	22 61.1	50 68.6	44 68.4	48 66.7	29 74.7	33 71.0	13 57.0	9 58.9	3 51.3
did something else	14 14.6	14 14.7	5 15.0	8 11.3	8 12.8	11 15.2	3 7.2	6 11.9	6 25.5	3 20.9	1 25.7
Don't Know/Refused	1 1.0	1 1.1	-	-	-	1 1.4	-	1 2.2	1 4.4	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:ONTARIO

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	150	144	53	93	79	92	50	63	48	35	24
WEIGHTED SAMPLE	168	162	79	119	91	103	51	63	39	27	18
buy anything	41 24.6	40 24.9	19 23.6	28 23.3	22 23.9	26 25.6	11 20.7	15 24.1	11 28.7	6 24.2	3 17.7
order anything such as brochures, samples, or free stuff	33 19.5	32 19.6	16 20.0	19 16.2	15 16.6	18 17.4	7 13.5	10 15.5	11 28.1	8 29.8	5 26.4
request information	62 37.1	59 36.6	29 36.5	41 35.0	34 37.3	39 38.2	16 31.5	21 34.0	16 42.1	11 41.0	7 38.6
research the product or service	128 75.9	125 76.9	64 81.3	92 78.0	71 77.8	81 78.7	36 71.2	47 73.9	29 74.6	19 69.6	11 63.3
did something else	32 19.1	29 17.9	14 18.3	22 18.8	16 17.1	16 15.1	10 20.3	10 16.4	5 13.3	5 19.3	3 19.8
Don't Know/Refused	4 2.2	3 1.6	- 1.6	2 2.0	2 1.8	2 3.6	2 2.9	2 2.1	1 2.1	1 3.1	1 4.6

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	25	24	7	17	16	18	11	13	7	5	5
WEIGHTED SAMPLE	26	25	10	20	18	20	11	13	6	4	4
buy anything	5 17.4	5 18.1	- 10.5	2 11.5	2 15.5	3 19.2	2 24.3	3 44.1	3 44.1	2 39.3	2 39.3
order anything such as brochures, samples, or free stuff	3 10.0	3 10.4	1 15.2	3 13.4	3 14.7	3 13.3	1 10.6	1 9.1	-	-	-
request information	4 13.5	4 14.0	1 15.2	4 18.1	4 19.8	4 17.9	2 19.2	2 16.3	-	-	-
research the product or service	19 72.4	19 75.2	10 100	18 89.5	16 88.5	16 80.1	9 80.8	9 68.8	2 26.4	2 39.3	2 39.3
did something else	1 3.3	1 3.4	-	-	-	1 4.4	-	1 6.9	1 15.2	-	-
Don't Know/Refused	2 9.4	1 5.9	-	-	-	-	-	-	1 26.0	1 38.7	1 38.7

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:ALBERTA

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	41	40	8	21	19	26	14	21	19	12	7
WEIGHTED SAMPLE	42	41	13	25	20	27	14	20	16	9	5
buy anything	7 16.7	7 17.1	1 9.1	5 21.0	5 26.2	6 22.9	5 38.4	6 30.1	2 10.9	1 9.4	-
order anything such as brochures, samples, or free stuff	5 11.2	5 11.5	1 9.8	2 8.5	2 10.6	4 15.0	1 6.7	3 13.7	3 16.3	1 7.4	1 13.8
request information	12 28.0	12 28.6	3 20.0	5 20.9	3 13.6	6 20.5	3 20.0	6 26.9	6 41.1	4 40.9	2 41.3
research the product or service	31 72.8	30 72.1	8 60.5	18 72.1	16 77.6	20 75.6	12 85.0	16 80.0	11 72.2	7 74.2	4 86.2
did something else	3 7.2	3 7.4	1 9.8	2 8.5	2 10.6	3 11.2	1 6.7	2 8.7	1 5.6	-	-
Don't Know/Refused	5 10.9	5 11.2	-	2 8.2	2 10.2	3 11.5	2 15.0	3 15.1	3 15.9	1 16.5	1 13.8

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	50	48	8	27	25	31	20	26	20	14	11
WEIGHTED SAMPLE	51	49	13	31	27	33	20	26	16	11	8
buy anything	9 16.8	9 17.4	3 25.2	5 15.1	5 17.5	6 17.1	3 15.9	4 15.8	2 13.4	1 12.4	1 16.1
order anything such as brochures, samples, or free stuff	5 9.6	5 9.9	1 9.8	1 4.0	1 4.6	1 3.8	-	-	4 22.3	4 33.9	4 44.2
request information	11 21.0	11 21.8	4 30.0	7 21.7	4 15.7	5 15.6	3 14.8	4 14.9	4 24.3	3 28.9	3 37.6
research the product or service	36 70.1	34 68.8	7 54.7	23 74.5	22 79.9	24 75.0	16 80.7	19 74.3	11 65.0	8 72.3	5 63.9
did something else	8 16.6	7 15.2	1 9.8	5 16.5	5 19.1	5 15.8	4 19.3	4 15.1	2 14.3	2 21.8	2 18.2
Don't Know/Refused	3 5.5	3 5.7	-	1 3.0	1 3.4	3 8.6	1 4.5	3 10.8	2 11.5	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	170	167	50	102	88	106	63	81	61	43	34
WEIGHTED SAMPLE	176	173	74	118	95	111	58	74	48	32	25
buy anything	37	37	16	21	17	22	8	14	13	8	6
	20.9	21.3	21.2	17.3	18.1	20.2	14.3	18.3	27.1	24.0	24.6
order anything such as brochures, samples, or free stuff	31	31	13	17	13	16	7	10	12	10	7
	17.3	17.6	17.4	14.0	14.0	14.4	12.7	13.5	25.5	29.8	28.7
request information	61	60	22	36	29	39	17	27	22	13	11
	34.7	34.7	30.0	30.4	30.9	35.2	30.2	36.7	46.6	39.5	44.6
research the product or service	130	129	59	94	74	85	42	54	32	20	14
	73.7	74.4	80.4	79.0	77.3	76.6	73.0	72.8	66.4	63.5	56.0
did something else	20	20	6	11	10	12	8	10	7	5	4
	11.3	11.5	7.8	9.7	10.3	10.4	14.3	13.6	14.4	15.9	17.4
Don't Know/Refused	10	9	1	5	5	6	4	5	4	3	2
	5.8	5.3	2.0	4.4	5.4	5.4	6.3	6.2	8.3	9.7	9.3

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M FRENCH

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	49	48	13	34	32	38	23	29	14	8	5
WEIGHTED SAMPLE	50	49	19	38	35	40	21	26	11	6	4
buy anything	11 21.3	11 21.7	8 42.9	10 25.9	8 23.6	9 22.7	4 17.4	5 17.2	1 7.7	-	-
order anything such as brochures, samples, or free stuff	7 14.9	7 15.2	4 21.0	7 17.6	7 19.3	7 16.7	4 17.4	4 13.9	1 7.2	1 13.4	-
request information	22 43.9	22 44.8	10 54.0	17 45.9	16 45.5	17 41.7	8 39.1	9 34.7	5 41.2	4 62.2	2 59.2
research the product or service	34 66.8	33 66.1	13 71.0	26 68.8	23 65.8	26 65.9	14 65.2	17 65.5	6 57.0	3 48.8	2 59.2
did something else	9 18.2	9 18.5	3 16.0	6 15.1	6 16.6	7 18.8	3 13.0	5 17.1	3 29.8	2 26.9	1 22.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	49	48	13	34	32	38	23	29	14	8	5
WEIGHTED SAMPLE	50	49	19	38	35	40	21	26	11	6	4
buy anything	11 21.3	11 21.7	8 42.9	10 25.9	8 23.6	9 22.7	4 17.4	5 17.2	1 7.7	-	-
order anything such as brochures, samples, or free stuff	7 14.9	7 15.2	4 21.0	7 17.6	7 19.3	7 16.7	4 17.4	4 13.9	1 7.2	1 13.4	-
request information	22 43.9	22 44.8	10 54.0	17 45.9	16 45.5	17 41.7	8 39.1	9 34.7	5 41.2	4 62.2	2 59.2
research the product or service	34 66.8	33 66.1	13 71.0	26 68.8	23 65.8	26 65.9	14 65.2	17 65.5	6 57.0	3 48.8	2 59.2
did something else	9 18.2	9 18.5	3 16.0	6 15.1	6 16.6	7 18.8	3 13.0	5 17.1	3 29.8	2 26.9	1 22.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	15	15	4	8	5	7	4	6	7	5	4
WEIGHTED SAMPLE	16	16	6	10	5	7	4	5	6	4	3
buy anything	3 16.6	3 16.6	-	1 9.1	1 17.8	2 25.9	1 25.0	2 33.0	2 30.5	1 21.6	1 27.5
order anything such as brochures, samples, or free stuff	7 41.6	7 41.6	2 25.7	4 34.5	2 35.6	3 39.2	2 50.0	3 50.0	3 54.7	2 56.8	1 44.9
request information	8 53.0	8 53.0	2 25.7	4 43.5	3 53.4	5 65.1	3 75.0	5 83.0	4 70.4	2 56.8	1 44.9
research the product or service	12 75.2	12 75.2	5 77.0	8 76.3	3 53.4	5 65.1	3 75.0	5 83.0	4 73.1	2 60.8	1 50.0
did something else	1 5.2	1 5.2	-	-	-	-	-	-	1 14.8	1 21.6	1 27.5
Don't Know/Refused	1 9.5	1 9.5	1 23.0	1 14.6	1 28.8	1 21.5	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	56	55	14	36	34	41	24	31	19	12	7
WEIGHTED SAMPLE	57	56	20	40	37	43	22	28	15	9	5
buy anything	13 23.2	13 23.6	8 39.7	10 24.3	8 22.0	9 20.9	4 16.7	5 16.2	3 21.7	2 26.6	1 16.0
order anything such as brochures, samples, or free stuff	9 15.8	9 16.1	4 19.4	7 16.5	7 18.0	7 15.5	4 16.7	4 13.1	2 15.1	2 25.0	1 13.0
request information	24 41.9	24 42.7	10 50.0	17 43.1	16 42.5	17 40.6	8 37.5	10 35.6	6 41.5	5 50.0	3 58.0
research the product or service	39 69.3	38 68.8	15 73.1	28 70.7	25 68.0	29 68.5	15 66.7	19 67.7	10 63.9	5 58.9	3 58.0
did something else	11 18.7	11 19.1	3 14.8	6 14.2	6 15.5	7 17.4	3 12.5	5 16.0	5 31.8	3 33.9	1 29.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	86	84	34	53	44	52	28	36	28	20	17
WEIGHTED SAMPLE	93	91	49	65	50	57	26	33	22	15	12
buy anything	22 23.4	22 24.0	12 25.2	14 22.4	11 22.4	14 24.3	4 14.3	6 19.2	6 26.5	3 21.2	3 25.5
order anything such as brochures, samples, or free stuff	17 18.3	17 18.7	10 19.5	11 16.6	9 18.3	10 17.6	5 17.9	5 16.7	5 21.5	4 25.8	3 24.3
request information	37 39.6	36 39.4	19 38.4	25 38.1	20 39.6	24 42.4	9 35.7	14 41.4	10 44.4	5 35.9	4 36.4
research the product or service	66 70.4	66 71.9	39 80.1	48 74.6	36 73.6	42 73.8	16 60.7	21 63.8	14 65.2	9 60.6	6 52.7
did something else	12 13.1	12 13.4	6 11.6	8 12.0	6 12.3	6 10.8	5 17.9	5 14.1	3 13.0	3 19.2	3 23.0
Don't Know/Refused	4 3.9	3 2.9	- 2.9	2 3.7	2 3.3	2 7.1	2 5.6	2 3.8	1 3.8	1 5.6	1 6.7

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M MAN/SASK

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	15	15	6	13	12	13	8	9	2	1	1
WEIGHTED SAMPLE	17	17	9	15	13	14	7	8	2	1	1
buy anything	1 5.5	1 5.5	-	1 6.1	1 6.9	1 6.5	1 12.5	1 11.2	-	-	-
order anything such as brochures, samples, or free stuff	1 8.9	1 8.9	1 17.4	1 9.9	1 11.2	1 10.5	-	-	-	-	-
request information	2 14.4	2 14.4	1 17.4	2 16.1	2 18.1	2 17.0	1 12.5	1 11.2	-	-	-
research the product or service	14 84.3	14 84.3	9 100	14 93.9	12 93.1	12 87.4	6 87.5	6 78.2	-	-	-
did something else	1 5.2	1 5.2	-	-	-	1 6.1	-	1 10.6	1 51.5	-	-
Don't Know/Refused	1 4.9	1 4.9	-	-	-	-	-	-	1 48.5	1 100	1 100

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	20	20	1	11	11	14	10	13	9	6	4
WEIGHTED SAMPLE	18	18	1	11	11	13	9	12	7	4	3
buy anything	3 15.4	3 15.4	-	2 17.2	2 17.2	3 20.4	2 20.0	3 22.9	1 12.6	-	-
order anything such as brochures, samples, or free stuff	2 14.0	2 14.0	-	1 8.6	1 8.6	2 13.5	1 10.0	2 15.2	2 22.2	1 15.5	1 25.0
request information	7 36.9	7 36.9	-	3 25.8	3 25.8	5 33.8	3 30.0	5 38.1	4 54.1	2 46.5	2 75.0
research the product or service	15 86.3	15 86.3	1 100	10 91.4	10 91.4	12 93.1	8 90.0	11 92.2	5 78.5	3 65.5	2 75.0
did something else	2 10.2	2 10.2	-	1 8.6	1 8.6	2 13.5	1 10.0	2 15.2	1 12.6	-	-
Don't Know/Refused	2 13.7	2 13.7	-	1 8.6	1 8.6	1 6.9	1 10.0	1 7.8	1 21.5	1 34.5	1 25.0

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:M B.C.

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	27	26	4	15	14	17	12	15	10	7	6
WEIGHTED SAMPLE	26	25	6	16	14	17	11	14	8	5	5
buy anything	6 23.8	6 24.7	3 50.0	2 15.4	2 17.2	3 19.7	1 8.3	2 13.1	2 27.4	1 24.6	1 29.0
order anything such as brochures, samples, or free stuff	1 5.6	1 5.9	-	-	-	-	-	-	1 18.5	1 27.4	1 32.2
request information	5 19.6	5 20.4	-	2 11.7	2 13.1	3 16.3	2 16.7	3 19.9	3 41.4	2 45.2	2 53.3
research the product or service	17 65.4	16 64.0	3 50.0	11 72.9	10 69.7	11 64.0	8 75.0	9 67.0	5 59.9	4 72.6	3 67.8
did something else	3 10.5	3 10.9	-	3 17.6	3 19.7	3 16.6	3 25.0	3 20.2	-	-	-
Don't Know/Refused	2 6.8	2 7.1	-	1 5.9	1 6.6	2 10.8	1 8.3	2 13.1	1 10.8	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	129	121	35	74	66	79	41	54	47	34	21
WEIGHTED SAMPLE	146	138	53	98	78	91	47	60	40	27	16
buy anything	35	34	11	25	22	25	15	18	9	6	2
	23.7	24.3	20.8	25.3	28.7	27.9	31.7	29.8	21.9	21.3	9.5
order anything such as brochures, samples, or free stuff	27	26	12	17	14	18	5	8	9	6	4
	18.7	19.1	23.2	17.3	18.5	19.2	9.8	12.7	23.5	23.8	24.2
request information	43	40	17	30	23	25	13	15	10	8	3
	29.5	29.1	32.7	30.6	28.9	26.9	26.8	24.3	25.2	30.0	18.9
research the product or service	109	103	38	73	60	69	37	46	30	21	12
	74.3	74.3	71.9	74.2	77.2	76.1	78.0	76.1	74.4	76.9	76.9
did something else	29	25	12	20	15	15	8	8	5	5	2
	20.0	18.2	23.3	20.9	19.8	16.9	17.1	13.3	11.7	17.5	13.7
Don't Know/Refused	5	4	-	1	1	3	1	3	3	1	1
	3.3	2.8		1.2	1.5	3.5	2.4	5.3	6.7	2.5	4.2

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7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	35	35	12	26	24	26	14	16	9	7	1
WEIGHTED SAMPLE	41	41	17	33	28	30	16	18	8	6	1
buy anything	8 19.0	8 19.0	1 7.1	7 20.9	7 24.6	7 22.9	6 35.7	6 31.7	1 10.9	1 14.7	-
order anything such as brochures, samples, or free stuff	11 27.8	11 27.8	4 21.3	11 31.7	11 37.3	11 34.8	7 42.9	7 38.1	1 10.9	1 14.7	-
request information	22 53.4	22 53.4	10 57.1	18 53.7	15 54.3	15 50.7	8 50.0	8 44.4	4 52.1	4 70.6	1 100
research the product or service	26 62.7	26 62.7	9 50.0	22 67.2	20 70.2	20 65.6	14 85.7	14 76.1	3 43.5	3 58.9	-
did something else	3 8.4	3 8.4	2 14.2	2 7.4	2 8.7	3 11.4	-	1 5.6	1 13.1	-	-
Don't Know/Refused	1 2.5	1 2.5	-	-	-	1 3.3	-	1 5.6	1 13.1	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	11	25	23	25	14	16	9	7	1
WEIGHTED SAMPLE	40	40	16	32	27	29	16	18	8	6	1
buy anything	7 16.5	7 16.5	- 17.9	6 21.2	6 19.7	6 35.7	6 31.7	6 10.9	1 14.7	1	-
order anything such as brochures, samples, or free stuff	10 25.5	10 25.5	2 15.3	9 29.1	9 34.4	9 32.1	7 42.9	7 38.1	1 10.9	1 14.7	-
request information	21 51.9	21 51.9	9 53.8	17 51.9	14 52.3	14 48.6	8 50.0	8 44.4	4 52.1	4 70.6	1 100
research the product or service	25 61.6	25 61.6	7 46.2	21 65.9	19 68.9	19 64.1	14 85.7	14 76.1	3 43.5	3 58.9	-
did something else	3 8.7	3 8.7	2 15.3	2 7.6	2 9.1	3 11.9	-	1 5.6	1 13.1	-	-
Don't Know/Refused	1 2.5	1 2.5	-	-	-	1 3.5	-	1 5.6	1 13.1	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	12	11	5	9	9	9	4	4	2	2	2
WEIGHTED SAMPLE	13	12	6	11	11	11	5	5	2	2	2
buy anything	6 45.2	6 48.8	5 80.0	6 56.5	6 56.5	6 56.5	1 25.0	1 25.0	-	-	-
order anything such as brochures, samples, or free stuff	6 45.2	6 48.8	5 80.0	6 56.5	6 56.5	6 56.5	1 25.0	1 25.0	-	-	-
request information	7 51.4	6 47.5	2 40.0	6 55.0	6 55.0	6 55.0	3 75.0	3 75.0	-	-	-
research the product or service	9 64.6	8 61.7	4 60.0	6 55.7	6 55.7	6 55.7	2 50.0	2 50.0	2 100	2 100	2 100
did something else	2 17.7	2 19.1	1 20.0	2 22.1	2 22.1	2 22.1	1 25.0	1 25.0	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	34	34	11	25	23	25	14	16	9	7	1
WEIGHTED SAMPLE	40	40	16	32	27	29	16	18	8	6	1
buy anything	7 16.5	7 16.5	- 17.9	6 21.2	6 19.7	6 35.7	6 31.7	6 10.9	1 14.7	1	-
order anything such as brochures, samples, or free stuff	10 25.5	10 25.5	2 15.3	9 29.1	9 34.4	9 32.1	7 42.9	7 38.1	1 10.9	1 14.7	-
request information	21 51.9	21 51.9	9 53.8	17 51.9	14 52.3	14 48.6	8 50.0	8 44.4	4 52.1	4 70.6	1 100
research the product or service	25 61.6	25 61.6	7 46.2	21 65.9	19 68.9	19 64.1	14 85.7	14 76.1	3 43.5	3 58.9	-
did something else	3 8.7	3 8.7	2 15.3	2 7.6	2 9.1	3 11.9	-	1 5.6	1 13.1	-	-
Don't Know/Refused	1 2.5	1 2.5	-	-	-	1 3.5	-	1 5.6	1 13.1	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	64	60	19	40	35	40	22	27	20	15	7
WEIGHTED SAMPLE	75	71	30	54	41	46	25	30	17	12	5
buy anything	20 26.0	19 26.0	6 20.9	13 24.3	11 25.6	13 27.2	7 27.3	9 29.4	5 31.4	3 27.8	-
order anything such as brochures, samples, or free stuff	16 21.0	15 20.8	6 20.9	9 15.8	6 14.5	8 17.3	2 9.1	4 14.2	6 36.3	4 34.8	2 31.4
request information	26 34.0	24 33.1	10 33.3	17 31.2	14 34.6	15 33.0	7 27.3	8 26.1	7 39.2	6 47.2	2 43.8
research the product or service	62 82.8	59 83.2	25 83.3	44 82.2	34 82.9	39 84.8	21 81.8	26 84.8	15 86.3	10 80.6	5 87.6
did something else	20 26.4	17 23.7	9 29.3	14 26.9	9 22.9	9 20.4	6 22.7	6 18.9	2 13.7	2 19.4	1 12.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	10	9	1	4	4	5	3	4	5	4	4
WEIGHTED SAMPLE	10	9	1	5	5	6	3	4	4	3	3
buy anything	4 37.8	4 42.1	-	1 24.6	1 24.6	2 38.0	1 33.3	2 48.5	3 62.6	2 50.0	2 50.0
order anything such as brochures, samples, or free stuff	1 11.8	1 13.2	-	1 24.6	1 24.6	1 20.2	1 33.3	1 25.8	-	-	-
request information	1 11.8	1 13.2	-	1 24.6	1 24.6	1 20.2	1 33.3	1 25.8	-	-	-
research the product or service	5 51.9	5 57.9	1 100	4 75.4	4 75.4	4 62.0	2 66.7	2 51.5	2 37.4	2 50.0	2 50.0
did something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	2 17.2	1 7.7	-	-	-	-	-	-	1 16.5	1 22.1	1 22.1

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	21	20	7	10	8	12	4	8	10	6	3
WEIGHTED SAMPLE	24	23	11	15	10	14	5	9	9	5	2
buy anything	4 17.7	4 18.4	1 10.4	3 23.7	3 36.2	3 25.4	3 75.0	3 39.9	1 9.6	1 17.9	-
order anything such as brochures, samples, or free stuff	2 9.2	2 9.6	1 11.1	1 8.5	1 12.9	2 16.5	-	1 11.7	1 11.6	-	-
request information	5 21.4	5 22.4	3 22.7	3 17.3	-	1 7.5	-	1 11.7	3 30.8	2 35.8	-
research the product or service	15 63.0	14 61.4	6 55.2	8 57.9	6 62.1	8 58.5	3 75.0	5 63.3	6 67.2	4 82.1	2 100
did something else	1 5.1	1 5.3	1 11.1	1 8.5	1 12.9	1 9.1	-	-	-	-	-
Don't Know/Refused	2 8.9	2 9.3	-	1 7.9	1 12.1	2 15.9	1 25.0	2 25.0	1 11.6	-	-

7. When you went online and searched for information or a website based on some thing you saw in a television commercial, did you

SUBSAMPLE: HAVE GONE ONLINE TO SEARCH FOR INFORMATION ABOUT A COMMERCIAL

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	23	22	4	12	11	14	8	11	10	7	5
WEIGHTED SAMPLE	25	24	6	15	13	16	9	12	8	5	4
buy anything	2 9.3	2 9.7	-	2 14.9	2 17.8	2 14.4	2 25.0	2 18.8	-	-	-
order anything such as brochures, samples, or free stuff	3 13.7	3 14.3	1 19.8	1 8.0	1 9.5	1 7.7	-	-	2 25.9	2 40.5	2 59.0
request information	6 22.4	6 23.4	4 60.4	5 31.8	2 18.5	2 14.9	1 12.5	1 9.4	1 7.9	1 12.4	1 18.1
research the product or service	19 75.1	18 74.0	4 59.5	12 76.2	12 91.1	14 86.4	8 87.5	10 82.3	6 70.0	4 71.9	2 59.0
did something else	6 23.1	5 19.9	1 19.8	2 15.4	2 18.5	2 14.9	1 12.5	1 9.4	2 28.0	2 43.8	2 41.0
Don't Know/Refused	1 4.1	1 4.3	-	-	-	1 6.4	-	1 8.3	1 12.0	-	-