

1. In the past week have you watched TV and used the internet at the same time?

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG COMM	WIDW DIVR SIN-	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+ MER	NET BOO- MER	NET 65+
UNWEIGHTED SAMPLE	1001	607	176	168	50	196	355	383	34	647	321	133	67	86	47	122	184	191	185	135	81	169	375	401	384	216
WEIGHTED SAMPLE	1001	583	232	135	52	164	311	449	44	588	381	168	77	94	106	176	190	194	132	90	56	282	385	278	363	146
Yes	326	190	98	26	12	34	97	176	14	174	146	61	30	38	56	82	68	60	35	15	4	138	128	54	108	19
	32.6	32.7	42.4	19.3	22.9	20.8	31.2	39.2	31.8	29.6	38.5	36.1	39.1	41.1	52.7	46.7	35.6	30.9	26.7	17.0	7.0	49.0	33.2	19.6	29.9	13.2
No	675	392	133	109	40	130	214	273	30	413	234	108	47	55	50	94	123	134	97	75	52	144	257	223	255	127
	67.4	67.3	57.6	80.7	77.1	79.2	68.8	60.8	68.2	70.4	61.5	63.9	60.9	58.9	47.3	53.3	64.4	69.1	73.3	83.0	93.0	51.0	66.8	80.4	70.1	86.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

	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 COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT	OWN
UNWEIGHTED SAMPLE	1001	666	224	111	417	72	70	559	395	264	38	14	75	174	350	331	245	233	136	576	369	219	701
WEIGHTED SAMPLE	1001	654	225	122	472	83	70	625	328	186	37	21	81	197	391	301	257	248	140	558	388	242	662
Yes	326	223	67	36	196	16	23	235	85	28	10	12	34	59	162	76	78	104	60	154	163	99	196
	32.6	34.1	29.8	29.5	41.4	19.8	33.2	37.7	26.0	15.3	27.5	55.9	42.0	29.8	41.3	25.1	30.5	41.9	42.5	27.6	42.1	41.0	29.6
No	675	431	158	86	277	66	47	389	242	157	27	9	47	139	229	225	179	144	81	404	225	143	466
	67.4	65.9	70.2	70.5	58.6	80.2	66.8	62.3	74.0	84.7	72.5	44.1	58.0	70.2	58.7	74.9	69.5	58.1	57.5	72.4	57.9	59.0	70.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

	I N C O M E											GENDER		INT. LANG			PROVINCE						URB/RUR	
	TOTAL	UNDR 50K PLUS	50K UNDR 40K	UNDR TO 59K	60 TO 79K	80 TO 99K	100K PLUS	NET L.T. 60K	NET PLUS	NOT STA- TED	FE- MALE	501 MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN	RU- RAL	
																								1001
UNWEIGHTED SAMPLE	1001	325	485	206	161	131	75	139	408	345	191	500	766	235	133	167	383	160	223	244	74	785	216	
WEIGHTED SAMPLE	1001	307	510	191	171	134	80	148	393	362	185	494	507	765	236	133	166	378	168	211	245	79	787	214
Yes	326	98	184	64	59	46	26	71	126	143	44	177	149	256	70	39	61	131	64	67	74	21	279	47
	32.6	31.9	36.1	33.7	34.5	34.2	32.4	48.1	32.1	39.5	24.0	35.9	29.4	33.5	29.7	29.2	37.0	34.6	38.1	31.9	30.3	26.5	35.5	22.1
No	675	209	325	126	112	88	54	77	267	219	140	317	358	509	166	94	104	247	104	143	171	58	508	167
	67.4	68.1	63.9	66.3	65.5	65.8	67.6	51.9	67.9	60.5	76.0	64.1	70.6	66.5	70.3	70.8	63.0	65.4	61.9	68.1	69.7	73.5	64.5	77.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	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	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+ TO
UNWEIGHTED SAMPLE	292	182	70	28	12	34	99	143	11	164	122	47	25	34	26	57	65	59	50	23	6	83	124	79	113	29
WEIGHTED SAMPLE	326	190	98	26	12	34	97	176	14	174	146	61	30	38	56	82	68	60	35	15	4	138	128	54	108	19
Yes	188	104	60	18	7	22	50	104	9	104	82	34	17	23	34	54	36	36	16	9	1	88	72	25	58	10
	57.7	54.6	61.3	67.4	55.9	65.2	51.0	59.3	64.8	59.4	55.9	56.0	57.4	59.6	61.0	66.1	53.4	60.2	44.9	57.7	19.0	64.0	56.6	46.7	54.0	49.8
No	138	86	38	8	5	12	48	72	5	71	64	27	13	16	22	28	32	24	19	6	3	50	55	29	50	10
	42.3	45.4	38.7	32.6	44.1	34.8	49.0	40.7	35.2	40.6	44.1	44.0	42.6	40.4	39.0	33.9	46.6	39.8	55.1	42.3	81.0	36.0	43.4	53.3	46.0	50.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	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 COLL	SOME UNI/ UNDR	PROF DEG/ SOME	NET LESS UNIV	NET RSTY	RENT	OWN
UNWEIGHTED SAMPLE	292	202	61	29	166	13	21	200	86	41	10	8	26	47	140	73	68	87	55	141	142	76	193
WEIGHTED SAMPLE	326	223	67	36	196	16	23	235	85	28	10	12	34	59	162	76	78	104	60	154	163	99	196
Yes	188	141	33	14	117	7	13	137	49	11	8	6	24	41	87	42	52	57	34	94	91	59	112
	57.7	63.1	49.8	38.8	59.9	41.4	56.8	58.3	57.5	39.9	77.6	47.7	71.2	69.1	53.9	55.4	65.9	54.8	57.0	60.7	55.6	59.4	57.0
No	138	82	34	22	78	10	10	98	36	17	2	6	10	18	75	34	27	47	26	61	73	40	84
	42.3	36.9	50.2	61.2	40.1	58.6	43.2	41.7	42.5	60.1	22.4	52.3	28.8	30.9	46.1	44.6	34.1	45.2	43.0	39.3	44.4	40.6	43.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	I N C O M E											GENDER		INT. LANG			PROVINCE						URB/RUR	
	TOTAL	UNDR 50K PLUS	50K 40K	UNDR TO 59K	40 TO 79K	60 TO 99K	80 TO PLUS	100K PLUS	NET L.T. 60K	NET PLUS	NOT STA- TED	FE- MALE	MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN	RU- RAL
UNWEIGHTED SAMPLE	292	83	165	58	45	42	23	63	107	128	44	158	134	229	63	38	47	121	58	63	67	19	250	42
WEIGHTED SAMPLE	326	98	184	64	59	46	26	71	126	143	44	177	149	256	70	39	61	131	64	67	74	21	279	47
Yes	188	59	103	38	28	28	12	48	68	87	26	110	78	157	31	23	36	80	37	43	34	15	160	28
	57.7	60.4	56.0	58.7	47.5	60.0	46.3	67.2	53.8	61.1	58.3	62.1	52.4	61.4	44.0	60.1	59.0	60.9	57.7	64.0	45.6	71.5	57.3	59.8
No	138	39	81	27	31	18	14	23	58	56	18	67	71	99	39	15	25	51	27	24	40	6	119	19
	42.3	39.6	44.0	41.3	52.5	40.0	53.7	32.8	46.2	38.9	41.7	37.9	47.6	38.6	56.0	39.9	41.0	39.1	42.3	36.0	54.4	28.5	42.7	40.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG	WIDW DIVR	NO KIDS	NET KIDS	6-10 UN- & NO	11+ & NO	18 TO	25 TO	35 TO	45 TO	55 TO	65 TO	75+ TO	NET 18 TO	NET 35 TO	NET 55+ TO	NET BOO- MER	NET 65+ TO								
	COMM LAW	SIN- GLE	SEPA RTED	REF- SED	1	2	3-5	6+	18 UNDE	18 UNDE	5 DER	0-5 KIDS	0-10 KIDS	24 TO	34 TO	44 TO	54 TO	64 TO	74 TO	75+ TO	34 TO	54 TO	55+ TO	108 TO	113 TO	129 TO
UNWEIGHTED SAMPLE	292	182	70	28	12	34	99	143	11	164	122	47	25	34	26	57	65	59	50	23	6	83	124	79	113	29
WEIGHTED SAMPLE	326	190	98	26	12	34	97	176	14	174	146	61	30	38	56	82	68	60	35	15	4	138	128	54	108	19
Television	37	23	11	1	2	2	13	17	4	20	15	6	3	6	8	9	6	5	4	1	2	17	11	8	11	3
	11.4	12.3	11.4	2.5	16.9	6.4	13.5	9.7	27.1	11.4	10.5	9.3	9.5	15.3	13.5	10.9	9.0	8.4	12.5	8.8	46.5	12.0	8.7	13.9	10.5	16.5
Internet	81	43	29	9	1	8	25	45	4	45	36	19	7	6	20	23	13	9	11	5	1	43	22	16	19	5
	24.9	22.3	29.1	36.2	5.1	22.5	25.2	25.5	29.4	25.7	24.9	31.8	22.7	16.3	35.6	28.5	19.8	14.2	30.0	30.4	15.5	31.4	17.2	29.1	17.5	27.4
I switch back & forth	207	124	58	16	9	24	60	113	6	110	94	36	20	26	29	50	48	46	20	9	1	78	95	30	77	11
	63.5	65.0	59.5	61.3	78.0	71.1	61.3	64.4	43.5	62.9	64.1	58.9	67.8	66.7	50.9	60.5	71.2	77.4	55.6	60.8	38.0	56.6	74.1	55.8	71.5	56.2
Don't Know/Refused	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	1	-
	0.2	0.3						0.4			0.4			1.7					1.9					1.2	0.6	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	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	RETI	HOME MA-	STU-	BLUE COL-	WHT. COL-	H.S. OR	SOME COMP	SOME UNI/	PROF DEG/	NET LESS	NET UNIV	RENT	OWN	
	TOTAL	LISH	NCH	OTHR	TIME	TIME	OYED	OYED	OYED	RED	KER	DENT	OTHR	LAR	LAR	LESS	COLL	UNDR	SOME	UNIV	RSTY	RENT	OWN
UNWEIGHTED SAMPLE	292	202	61	29	166	13	21	200	86	41	10	8	26	47	140	73	68	87	55	141	142	76	193
WEIGHTED SAMPLE	326	223	67	36	196	16	23	235	85	28	10	12	34	59	162	76	78	104	60	154	163	99	196
Television	37	19	8	10	19	2	4	25	11	4	1	2	3	7	13	7	9	10	10	16	20	13	18
	11.4	8.6	12.5	26.7	9.7	12.4	16.2	10.5	12.4	13.9	7.6	13.1	9.9	11.8	7.8	9.3	11.1	9.6	16.1	10.2	12.0	13.0	9.3
Internet	81	56	16	9	55	4	3	62	19	9	2	3	6	21	40	20	16	29	16	36	46	27	52
	24.9	25.1	23.8	25.1	28.2	26.2	11.2	26.4	22.3	31.6	17.0	22.8	16.6	36.0	24.7	26.3	20.0	28.2	27.4	23.1	27.9	27.3	26.6
I switch back & forth	207	147	43	17	121	10	17	148	56	16	8	7	25	31	109	49	54	64	34	103	98	59	126
	63.5	65.9	63.7	48.2	61.7	61.4	72.6	62.8	65.3	54.5	75.4	64.1	73.6	52.3	67.5	64.5	69.0	61.6	56.5	66.8	59.7	59.7	64.2
Don't Know/Refused	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	0.2	0.3			0.3			0.3										0.6			0.4		

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

	I N C O M E											GENDER		INT. LANG			PROVINCE						URB/RUR	
	TOTAL	UNDR	50K	UNDR	TO	60	80	NET	NET	NET	NOT	FE-	ENGL	FRE	BC	PRAI	ON	GTA	REST	QC	ATL	BAN	RAL	
		50K	PLUS	40K	59K	79K	99K	PLUS	60K	PLUS	TED													MALE
UNWEIGHTED SAMPLE	292	83	165	58	45	42	23	63	107	128	44	158	134	229	63	38	47	121	58	63	67	19	250	42
WEIGHTED SAMPLE	326	98	184	64	59	46	26	71	126	143	44	177	149	256	70	39	61	131	64	67	74	21	279	47
Television	37	13	16	7	7	3	8	4	15	14	8	26	11	27	10	3	9	14	8	6	10	1	31	6
	11.4	13.6	8.8	11.6	11.4	5.5	30.3	5.0	11.8	9.8	17.4	14.8	7.4	10.7	14.1	9.0	15.3	10.5	12.6	8.4	13.3	3.5	11.1	13.6
Internet	81	30	46	22	17	12	7	14	39	33	5	50	31	66	15	5	18	34	16	17	17	7	68	13
	24.9	30.9	24.9	34.2	29.4	27.2	25.1	19.2	31.2	22.8	11.5	28.0	21.1	25.7	21.8	12.9	29.8	25.7	25.5	26.0	23.6	31.5	24.3	28.4
I switch back & forth	207	54	122	35	35	31	12	54	72	97	31	101	107	162	45	30	34	83	39	44	47	14	180	27
	63.5	55.5	66.3	54.2	59.3	67.3	44.5	75.8	57.0	67.4	69.6	56.8	71.5	63.4	64.1	78.0	54.9	63.3	60.9	65.6	63.1	65.0	64.4	58.0
Don't Know/Refused	1	-	-	-	-	-	-	-	-	-	1	1	-	1	-	-	-	1	1	-	-	-	1	-
	0.2										1.5	0.4		0.3				0.5	1.0				0.2	

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

	MARITAL STATUS					LIVING-HOUSEHOLD				HAVE CHILDREN: J3&J4					A G E											
	MAR/ LIVG	WIDW DIVR	SIN- SEPA	REF- SED	COMM	1	2	3-5	6+	NO KIDS	NET KIDS	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+
	TOTAL	LAW	GLE	RTED	REF-					18	18	5	0-5	0-10	24	34	44	54	64	74	75+	34	54	55+		
UNWEIGHTED SAMPLE	188	119	43	17	9	24	60	95	5	103	81	29	17	23	13	35	46	46	28	14	2	48	92	44	81	16
WEIGHTED SAMPLE	207	124	58	16	9	24	60	113	6	110	94	36	20	26	29	50	48	46	20	9	1	78	95	30	77	11
To continue an on- line conversation	31	9	15	5	2	4	8	18	1	20	11	2	2	3	10	7	8	6	-	-	-	17	14	-	7	-
	15.1	7.4	25.8	34.3	16.4	18.3	13.7	15.6	15.8	18.1	12.2	6.9	11.4	12.2	33.4	14.7	16.9	13.5				21.5	15.3		9.4	
To search for more information rela- ted to the program that you're watching	22	12	7	2	-	6	4	10	2	12	10	6	2	2	5	6	6	1	1	2	1	11	7	4	6	3
	10.5	9.8	12.7	14.8		23.8	6.9	8.9	30.8	10.8	10.7	17.0	10.2	7.3	16.7	11.6	13.2	2.0	7.3	19.5	50.0	13.5	7.7	13.2	7.2	23.7
To search for more information rela- ted to any commer- cials that you saw	1	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	0.5	0.9						1.0			1.2	3.1					2.3						1.2			
To play online games	24	14	8	1	1	2	6	15	-	10	12	4	4	3	-	13	-	6	2	1	-	13	6	3	8	1
	11.5	11.1	13.0	8.8	10.8	7.6	10.6	12.9		9.4	13.2	12.3	18.1	12.4		26.0		13.8	10.1	16.0		16.5	6.7	11.4	9.9	13.8
Other	128	88	28	6	6	12	40	70	3	67	58	22	12	17	14	24	33	33	15	6	1	38	65	21	57	7
	61.7	70.8	48.5	37.2	65.7	50.3	66.4	61.7	53.3	61.1	61.9	60.7	60.3	68.0	50.0	47.7	67.5	70.7	75.3	64.5	50.0	48.5	69.1	70.7	73.5	62.5
Don't Know/Refused	1	-	-	1	1	-	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	0.7			4.8	7.1		2.4			0.6	0.8								7.3					4.7		

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

	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 UNIV RSTY	HOME RENT	HOME OWN
UNWEIGHTED SAMPLE	188	136	38	14	110	8	15	133	51	22	7	5	17	26	99	47	48	54	32	95	86	48	125
WEIGHTED SAMPLE	207	147	43	17	121	10	17	148	56	16	8	7	25	31	109	49	54	64	34	103	98	59	126
To continue an on-line conversation	31	23	6	2	21	1	-	22	9	-	1	1	7	6	14	6	5	16	4	12	20	11	14
	15.1	15.9	13.5	12.0	17.4	9.6		14.9	16.8		12.6	15.0	29.0	18.4	13.0	12.8	10.0	25.0	11.0	11.3	20.1	18.2	11.3
To search for more information related to the program that you're watching	22	13	7	2	10	1	4	15	6	3	2	2	-	-	15	5	10	2	4	15	7	11	9
	10.5	9.2	16.0	8.8	8.4	13.6	23.6	10.5	11.5	16.5	29.8	20.5			13.3	10.4	18.8	3.9	12.3	14.8	6.8	18.3	7.3
To search for more information related to any commercials that you saw	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1
	0.5		2.6		0.9			0.8							1.0	2.3				1.1			0.9
To play online games	24	16	6	1	13	1	3	17	6	2	-	-	4	8	9	13	4	3	2	17	5	9	13
	11.5	11.1	14.9	5.8	10.4	13.6	17.2	11.4	10.6	13.3			15.4	26.6	8.0	26.4	8.2	5.4	6.0	16.8	5.6	16.0	10.6
Other	128	92	23	13	75	6	10	92	33	10	4	5	14	17	70	23	33	41	24	57	65	28	86
	61.7	62.8	53.1	73.5	62.4	63.1	59.2	62.1	59.7	65.2	57.7	64.5	55.5	55.0	64.6	48.2	61.9	64.5	70.8	55.4	66.7	47.5	68.9
Don't Know/Refused	1	1	-	-	1	-	-	1	1	1	-	-	-	-	-	-	1	1	-	1	1	-	1
	0.7	1.0			0.5			0.4	1.4	5.0							1.2	1.2		0.6	0.8		1.1

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

	I N C O M E											GENDER		INT. LANG			PROVINCE						URB/RUR		
	TOTAL	UNDR 50K	50K PLUS	40K	60 TO 59K	80 TO 79K	100K PLUS	NET L.T. 60K	NET 60K PLUS	NOT STA-	MALE	FE- MALE	ENGL ISH	FRE NCH	BC	PRAI RIES	ON	GTA	REST ONT	QC	ATL	UR- BAN	RU- RAL		
UNWEIGHTED SAMPLE	188	49	108	33	27	29	11	47	63	87	31	92	96	149	39	29	28	77	35	42	41	13	164	24	
WEIGHTED SAMPLE	207	54	122	35	35	31	12	54	72	97	31	101	107	162	45	30	34	83	39	44	47	14	180	27	
To continue an on-line conversation	31	9	21	4	12	6	2	5	16	12	1	14	17	26	6	4	5	16	7	9	6	1	26	6	
	15.1	16.7	17.4	10.3	35.6	19.2	13.2	9.1	22.3	12.8	3.1	13.8	16.3	15.7	12.8	12.3	14.9	18.9	17.7	19.9	12.3	8.2	14.2	20.9	
To search for more information related to the program that you're watching	22	10	10	7	3	4	1	4	11	10	2	13	9	15	7	7	4	5	1	4	7	-	20	2	
	10.5	18.4	8.5	19.7	8.9	13.7	9.6	8.1	14.7	10.1	4.9	12.7	8.5	9.3	15.2	22.2	10.8	5.6	2.5	8.4	14.6	-	10.9	8.5	
To search for more information related to any commercials that you saw	1	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	1	-	-	
	0.5	-	-	-	-	-	-	-	-	-	3.6	1.1	-	-	2.5	-	-	-	-	2.4	-	0.6	-	-	
To play online games	24	11	11	8	3	2	3	4	12	9	2	13	11	18	5	2	4	10	4	6	6	1	22	2	
	11.5	19.4	8.9	24.0	8.2	7.5	25.0	7.9	16.6	9.8	7.7	12.4	10.6	11.3	12.0	5.9	13.1	12.1	11.5	12.8	13.1	10.0	12.1	7.4	
Other	128	24	80	16	16	18	6	40	33	65	24	60	68	102	26	17	21	53	27	26	27	11	111	17	
	61.7	44.1	65.2	45.9	45.1	59.5	52.3	74.9	45.3	67.3	78.6	59.3	64.0	62.8	57.5	54.9	61.2	63.3	68.4	58.9	57.6	81.8	61.5	63.2	
Don't Know/Refused	1	1	-	-	1	-	-	-	1	-	1	1	1	1	-	1	-	-	-	-	-	-	1	-	
	0.7	1.4	-	-	2.2	-	-	-	1.1	-	2.1	0.7	0.7	0.9	-	4.7	-	-	-	-	-	-	0.8	-	

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	944	944	190	455	412	497	290	375	486	401	298
WEIGHTED SAMPLE	944	944	303	573	475	560	300	385	363	278	204
Yes	320	320	145	246	190	210	108	128	74	54	38
	33.9	33.9	47.9	42.9	40.0	37.5	36.0	33.2	20.5	19.6	18.5
No	624	624	158	327	285	350	192	257	288	223	166
	66.1	66.1	52.1	57.1	60.0	62.5	64.0	66.8	79.5	80.4	81.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:MALES											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	500	468	95	219	193	238	135	180	247	202	151
WEIGHTED SAMPLE	494	462	152	287	238	280	150	192	170	127	94
Yes	177	175	79	134	98	109	57	68	41	30	19
	35.9	37.9	52.3	46.6	41.1	38.9	37.9	35.4	24.3	23.6	20.1
No	317	287	72	153	140	171	93	124	128	97	75
	64.1	62.1	47.7	53.4	58.9	61.1	62.1	64.6	75.7	76.4	79.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:FEMALES											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	501	476	95	236	219	259	155	195	239	199	147
WEIGHTED SAMPLE	507	482	151	286	237	280	150	192	193	151	110
Yes	149	145	66	112	92	101	51	60	33	24	19
	29.4	30.1	43.5	39.3	38.9	36.0	34.2	31.1	17.0	16.2	17.2
No	358	337	86	174	145	179	99	133	160	126	91
	70.6	69.9	56.5	60.7	61.1	64.0	65.8	68.9	83.0	83.8	82.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:ENGLISH											
TOTAL	18+	18-	18-	25-	25-	35-	35-	50+	55+	60+	
		34	49	49	54	49	54				
UNWEIGHTED SAMPLE	766	717	150	345	309	364	217	272	369	314	239
WEIGHTED SAMPLE	765	716	239	438	356	412	224	279	272	217	163
Yes	256	251	117	192	146	160	82	97	59	44	34
	33.5	35.1	48.9	43.9	40.9	39.0	36.7	34.8	21.7	20.4	20.6
No	509	465	122	246	211	251	142	182	213	173	130
	66.5	64.9	51.1	56.1	59.1	61.0	63.3	65.2	78.3	79.6	79.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	235	227	40	110	103	133	73	103	117	87	59
WEIGHTED SAMPLE	236	228	64	135	119	149	76	105	90	61	41
Yes	70	69	28	54	44	49	26	31	15	10	4
	29.7	30.3	44.0	39.9	37.3	33.2	34.1	29.2	16.8	16.8	10.0
No	166	159	36	81	75	99	50	74	75	51	37
	70.3	69.7	56.0	60.1	62.7	66.8	65.9	70.8	83.2	83.2	90.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	227	219	40	109	102	130	72	100	110	82	55
WEIGHTED SAMPLE	229	221	64	134	118	146	75	102	85	57	38
Yes	70	69	28	54	44	49	26	31	15	10	4
	30.6	31.2	44.0	40.2	37.7	34.0	34.6	30.1	17.8	17.8	10.7
No	159	152	36	80	74	96	49	71	70	47	34
	69.4	68.8	56.0	59.8	62.3	66.0	65.4	69.9	82.2	82.2	89.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	71	18	38	34	42	21	29	33	25	15
WEIGHTED SAMPLE	79	76	30	51	40	48	22	30	25	17	10
Yes	21	21	8	17	14	15	8	9	5	4	2
	26.5	27.5	27.5	32.4	33.7	30.1	37.6	30.6	17.8	20.5	21.6
No	58	55	22	34	27	34	14	21	21	14	8
	73.5	72.5	72.5	67.6	66.3	69.9	62.4	69.4	82.2	79.5	78.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	244	235	42	117	110	139	79	108	118	89	59
WEIGHTED SAMPLE	245	236	66	143	127	155	82	110	91	62	41
Yes	74 30.3	73 31.0	28 42.5	57 40.2	48 37.8	53 34.0	29 35.6	34 30.9	16 17.5	11 17.5	5 11.8
No	171 69.7	163 69.0	38 57.5	85 59.8	79 62.2	102 66.0	53 64.4	76 69.1	75 82.5	52 82.5	36 88.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE: ONTARIO

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	383	352	75	168	150	174	107	131	181	157	122
WEIGHTED SAMPLE	378	347	116	209	171	196	110	134	132	108	83
Yes	131 34.6	127 36.6	56 48.3	97 46.5	74 43.0	80 40.7	46 42.1	52 39.0	30 22.4	24 22.0	18 21.6
No	247 65.4	220 63.4	60 51.7	112 53.5	98 57.0	116 59.3	64 57.9	82 61.0	103 77.6	84 78.0	65 78.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	65	63	11	26	23	29	16	22	37	31	28
WEIGHTED SAMPLE	63	61	19	34	27	33	16	22	27	21	19
Yes	24 37.6	24 38.8	15 79.6	21 62.4	14 51.6	15 45.2	6 38.5	7 32.7	2 9.2	1 6.8	1 7.6
No	39 62.4	37 61.2	4 20.4	13 37.6	13 48.4	18 54.8	10 61.5	15 67.3	25 90.8	20 93.2	17 92.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	102	100	21	50	45	52	31	38	50	43	32
WEIGHTED SAMPLE	102	100	33	63	53	60	32	39	37	30	22
Yes	38	38	23	30	19	22	7	10	8	5	4
	36.7	37.4	70.4	46.9	36.3	37.0	22.5	26.2	21.5	16.5	19.2
No	65	63	10	33	33	38	25	29	29	25	18
	63.3	62.6	29.6	53.1	63.7	63.0	77.5	73.8	78.5	83.5	80.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	133	123	23	56	50	61	36	47	67	56	42
WEIGHTED SAMPLE	133	123	38	73	58	69	38	49	50	39	29
Yes	39	38	14	24	22	26	11	15	14	10	7
	29.2	30.7	37.2	33.0	38.5	38.1	28.7	30.3	27.3	25.0	24.4
No	94	85	24	49	36	43	27	34	36	29	22
	70.8	69.3	62.8	67.0	61.5	61.9	71.3	69.7	72.7	75.0	75.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	380	349	74	161	139	165	97	123	185	159	121
WEIGHTED SAMPLE	375	344	119	214	172	196	108	132	124	100	75
Yes	142	140	66	109	76	85	45	53	31	23	16
	37.9	40.7	55.8	50.9	44.5	43.3	41.2	40.0	25.2	22.8	21.7
No	233	204	53	105	95	111	63	79	93	77	59
	62.1	59.3	44.2	49.1	55.5	56.7	58.8	60.0	74.8	77.2	78.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	120	119	21	58	54	73	38	57	62	43	30
WEIGHTED SAMPLE	119	118	33	74	66	84	42	60	45	27	19
Yes	35	35	13	25	21	24	12	15	10	7	3
	29.5	29.7	39.7	34.1	32.3	28.8	29.3	25.3	22.1	26.2	13.7
No	84	83	20	49	45	60	30	45	35	20	16
	70.5	70.3	60.3	65.9	67.7	71.2	70.7	74.7	77.9	73.8	86.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	115	114	21	57	53	71	37	55	58	40	28
WEIGHTED SAMPLE	115	114	33	73	65	82	41	58	42	26	18
Yes	35	35	13	25	21	24	12	15	10	7	3
	30.5	30.7	39.7	34.7	32.9	29.5	30.1	26.2	23.6	28.1	14.6
No	80	79	20	47	44	58	28	43	32	18	15
	69.5	69.3	60.3	65.3	67.1	70.5	69.9	73.8	76.4	71.9	85.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	34	8	17	16	20	10	14	17	13	11
WEIGHTED SAMPLE	37	34	12	22	20	24	11	15	12	8	7
Yes	6	6	-	3	3	4	3	4	2	1	1
	15.1	16.4		15.1	16.5	17.8	30.0	28.7	18.9	16.1	9.6
No	32	29	12	19	17	20	8	11	10	7	6
	84.9	83.6	100	84.9	83.5	82.2	70.0	71.3	81.1	83.9	90.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	120	21	60	56	75	40	59	61	42	30
WEIGHTED SAMPLE	122	120	33	76	68	86	44	62	45	27	19
Yes	39	39	13	29	25	28	16	18	10	7	3
	31.6	32.1	39.7	37.5	36.1	31.9	35.4	29.7	22.4	26.8	13.7
No	83	81	20	47	44	59	28	43	35	20	16
	68.4	67.9	60.3	62.5	63.9	68.1	64.6	70.3	77.6	73.2	86.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M ONTARIO											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	191	171	37	76	62	73	46	57	92	81	60
WEIGHTED SAMPLE	189	169	61	102	76	86	51	62	61	51	37
Yes	74	73	35	55	34	38	22	26	18	14	11
	39.1	43.1	57.8	54.2	45.6	44.5	43.5	42.3	28.8	27.2	30.2
No	115	96	26	47	41	48	29	36	44	37	26
	60.9	56.9	42.2	45.8	54.4	55.5	56.5	57.7	71.2	72.8	69.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M MAN/SASK											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	33	31	6	11	10	12	5	7	20	18	17
WEIGHTED SAMPLE	30	28	10	15	13	15	6	7	13	11	11
Yes	12	12	8	11	9	9	3	3	1	1	1
	39.7	42.5	84.0	75.1	71.6	62.6	60.0	44.8	5.0	5.9	6.2
No	18	16	2	4	4	6	2	4	12	11	10
	60.3	57.5	16.0	24.9	28.4	37.4	40.0	55.2	95.0	94.1	93.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	49	14	27	23	25	14	16	22	20	13
WEIGHTED SAMPLE	54	52	22	37	29	31	16	17	15	13	8
Yes	23 42.8	23 44.5	17 74.7	20 54.4	12 42.6	13 43.0	3 21.4	4 24.5	3 19.5	2 15.0	1 15.4
No	31 57.2	29 55.5	6 25.3	17 45.6	17 57.4	18 57.0	12 78.6	13 75.5	12 80.5	11 85.0	7 84.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	63	9	28	26	33	20	27	35	28	20
WEIGHTED SAMPLE	62	59	14	35	31	38	22	29	24	18	12
Yes	24 39.0	23 39.2	6 46.0	15 43.7	13 42.9	16 42.9	9 40.0	12 40.7	8 32.8	5 29.0	2 20.1
No	38 61.0	36 60.8	8 54.0	20 56.3	18 57.1	22 57.1	13 60.0	17 59.3	16 67.2	12 71.0	10 79.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F ENGLISH											
	TOTAL	18+	18-	18-	25-	25-	35-	35-	50+	55+	60+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
UNWEIGHTED SAMPLE	386	368	76	184	170	199	120	149	184	155	118
WEIGHTED SAMPLE	390	372	120	224	184	215	116	147	148	117	88
Yes	114	111	51	83	69	76	38	44	28	21	17
	29.3	29.9	42.1	37.2	37.5	35.1	32.5	30.0	18.7	18.2	19.8
No	276	261	69	141	115	140	78	103	120	96	71
	70.7	70.1	57.9	62.8	62.5	64.9	67.5	70.0	81.3	81.8	80.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	115	108	19	52	49	60	35	46	55	44	29
WEIGHTED SAMPLE	117	110	32	62	53	65	34	46	45	33	22
Yes	35	34	15	29	23	25	14	16	5	3	1
	30.0	31.0	48.5	46.8	43.6	39.0	40.0	34.4	11.4	9.1	6.8
No	82	76	16	33	30	39	20	30	40	30	20
	70.0	69.0	51.5	53.2	56.4	61.0	60.0	65.6	88.6	90.9	93.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	112	105	19	52	49	59	35	45	52	42	27
WEIGHTED SAMPLE	114	107	32	62	53	64	34	44	43	32	20
Yes	35 30.7	34 31.8	15 48.5	29 46.8	23 43.6	25 39.7	14 40.0	16 35.2	5 12.1	3 9.5	1 7.3
No	79 69.3	73 68.2	16 51.5	33 53.2	30 56.4	38 60.3	20 60.0	29 64.8	37 87.9	29 90.5	19 92.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	37	37	10	21	18	22	11	15	16	12	4
WEIGHTED SAMPLE	42	42	18	29	20	24	11	15	13	9	3
Yes	15 36.5	15 36.5	8 45.9	13 45.7	10 51.0	10 42.1	5 45.5	5 32.5	2 16.8	2 24.5	1 49.0
No	27 63.5	27 63.5	10 54.1	16 54.3	10 49.0	14 57.9	6 54.5	10 67.5	11 83.2	7 75.5	2 51.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	122	115	21	57	54	64	39	49	57	47	29
WEIGHTED SAMPLE	123	116	34	67	58	69	38	48	46	36	22
Yes	36	35	15	29	23	25	14	16	6	4	2
	29.0	29.9	45.1	43.1	39.7	36.7	35.9	32.4	12.7	10.6	10.2
No	87	81	19	38	35	44	24	33	40	32	20
	71.0	70.1	54.9	56.9	60.3	63.3	64.1	67.6	87.3	89.4	89.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

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	92	88	101	61	74	89	76	62
WEIGHTED SAMPLE	189	178	55	107	96	110	59	73	71	57	46
Yes	57 30.2	54 30.4	21 37.7	42 39.2	39 40.9	41 37.7	24 41.0	26 36.1	12 17.0	10 17.4	7 14.7
No	132 69.8	124 69.6	34 62.3	65 60.8	57 59.1	68 62.3	35 59.0	47 63.9	59 83.0	47 82.6	40 85.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	32	32	5	15	13	17	11	15	17	13	11
WEIGHTED SAMPLE	33	33	9	19	13	18	11	15	14	10	8
Yes	12	12	7	10	4	5	3	4	2	1	1
	35.7	35.7	75.2	52.3	31.9	30.3	27.3	26.6	13.1	7.9	9.4
No	21	21	2	9	9	12	8	11	12	9	7
	64.3	64.3	24.8	47.7	68.1	69.7	72.7	73.4	86.9	92.1	90.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	51	51	7	23	22	27	17	22	28	23	19
WEIGHTED SAMPLE	49	49	11	26	23	29	16	22	23	17	14
Yes	15	15	7	9	7	9	4	6	5	3	3
	30.0	30.0	61.5	36.2	28.4	30.5	23.5	27.5	22.8	17.6	21.4
No	34	34	4	17	17	20	13	16	18	14	11
	70.0	70.0	38.5	63.8	71.6	69.5	76.5	72.5	77.2	82.4	78.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

1. In the past week have you watched TV and used the internet at the same time?

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	60	14	28	24	28	16	20	32	28	22
WEIGHTED SAMPLE	70	63	24	38	26	31	15	20	25	21	17
Yes	14 20.5	14 22.8	8 32.1	9 23.2	9 33.2	10 32.1	2 12.5	3 15.2	6 22.2	5 21.6	5 27.7
No	56 79.5	49 77.2	16 67.9	29 76.8	18 66.8	21 67.9	14 87.5	17 84.8	20 77.8	17 78.4	12 72.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	286	286	90	187	161	181	104	124	99	79	55
WEIGHTED SAMPLE	320	320	145	246	190	210	108	128	74	54	38
Yes	186	186	90	147	113	127	59	72	39	25	17
	58.1	58.1	62.2	59.8	59.4	60.3	54.3	56.6	52.6	46.7	45.4
No	134	134	55	99	77	83	49	55	35	29	21
	41.9	41.9	37.8	40.2	40.6	39.7	45.7	43.4	47.4	53.3	54.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:MALES											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	158	156	48	97	78	90	51	63	59	47	30
WEIGHTED SAMPLE	177	175	79	134	98	109	57	68	41	30	19
Yes	110	110	51	86	57	67	35	44	24	15	9
	62.1	62.8	64.6	64.1	58.6	61.1	60.8	64.5	58.6	49.3	47.2
No	67	65	28	48	41	42	22	24	17	15	10
	37.9	37.2	35.4	35.9	41.4	38.9	39.2	35.5	41.4	50.7	52.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FEMALES

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	134	130	42	90	83	91	53	61	40	32	25
WEIGHTED SAMPLE	149	145	66	112	92	101	51	60	33	24	19
Yes	78	76	39	61	56	60	24	28	15	11	8
	52.4	52.5	59.4	54.6	60.3	59.4	47.2	47.6	45.1	43.4	43.6
No	71	69	27	51	37	41	27	31	18	14	11
	47.6	47.5	40.6	45.4	39.7	40.6	52.8	52.4	54.9	56.6	56.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ENGLISH											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	229	224	73	145	123	138	79	94	79	64	49
WEIGHTED SAMPLE	256	251	117	192	146	160	82	97	59	44	34
Yes	157 61.4	155 61.8	75 64.4	122 63.7	95 65.1	107 66.4	49 59.5	61 62.4	33 55.8	21 48.1	14 42.5
No	99 38.6	96 38.2	42 35.6	70 36.3	51 34.9	54 33.6	33 40.5	36 37.6	26 44.2	23 51.9	19 57.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FRENCH											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	63	62	17	42	38	43	25	30	20	15	6
WEIGHTED SAMPLE	70	69	28	54	44	49	26	31	15	10	4
Yes	31	31	15	25	18	20	10	12	6	4	3
	44.0	44.6	53.2	45.8	40.6	40.6	37.7	38.2	40.4	40.3	68.9
No	39	38	13	29	26	29	16	19	9	6	1
	56.0	55.4	46.8	54.2	59.4	59.4	62.3	61.8	59.6	59.7	31.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	63	62	17	42	38	43	25	30	20	15	6
WEIGHTED SAMPLE	70	69	28	54	44	49	26	31	15	10	4
Yes	31 44.0	31 44.6	15 53.2	25 45.8	18 40.6	20 40.6	10 37.7	12 38.2	6 40.4	4 40.3	3 68.9
No	39 56.0	38 55.4	13 46.8	29 54.2	26 59.4	29 59.4	16 62.3	19 61.8	9 59.6	6 59.7	1 31.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	19	19	5	13	12	13	8	9	6	5	3
WEIGHTED SAMPLE	21	21	8	17	14	15	8	9	5	4	2
Yes	15	15	5	13	13	14	7	8	2	1	1
	71.5	71.5	65.7	76.8	92.9	93.4	88.2	89.4	51.9	39.2	34.7
No	6	6	3	4	1	1	1	1	2	2	1
	28.5	28.5	34.3	23.2	7.1	6.6	11.8	10.6	48.1	60.8	65.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	66	17	45	41	46	28	33	21	16	7
WEIGHTED SAMPLE	74	73	28	57	48	53	29	34	16	11	5
Yes	34 45.6	34 46.2	15 53.2	27 47.0	20 42.5	22 42.3	12 41.0	14 40.9	7 43.1	5 44.4	4 73.7
No	40 54.4	39 53.8	13 46.8	30 53.0	28 57.5	30 57.7	17 59.0	20 59.1	9 56.9	6 55.6	1 26.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ONTARIO											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	121	117	36	76	64	70	45	51	41	35	27
WEIGHTED SAMPLE	131	127	56	97	74	80	46	52	30	24	18
Yes	80	78	35	60	44	50	26	32	18	12	9
	60.9	61.3	61.9	61.3	60.4	63.3	55.8	60.8	61.4	51.8	48.1
No	51	49	21	38	29	29	21	21	11	11	9
	39.1	38.7	38.1	38.7	39.6	36.7	44.2	39.2	38.6	48.2	51.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:MAN/SASK											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	17	17	8	14	11	12	6	7	3	2	2
WEIGHTED SAMPLE	24	24	15	21	14	15	6	7	2	1	1
Yes	14	14	9	14	12	12	4	4	1	1	1
	59.5	59.5	62.1	63.4	84.8	78.7	66.7	57.0	26.4	45.9	45.9
No	10	10	6	8	2	3	2	3	2	1	1
	40.5	40.5	37.9	36.6	15.2	21.3	33.3	43.0	73.6	54.1	54.1
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	30	14	20	15	18	7	10	10	7	6
WEIGHTED SAMPLE	38	38	23	30	19	22	7	10	8	5	4
Yes	22	22	14	17	9	11	3	5	5	3	2
	58.7	58.7	61.5	58.9	46.3	48.9	42.3	49.2	58.0	53.4	46.4
No	16	16	9	12	10	11	4	5	3	2	2
	41.3	41.3	38.5	41.1	53.7	51.1	57.7	50.8	42.0	46.6	53.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	38	37	10	19	18	22	10	14	18	14	10
WEIGHTED SAMPLE	39	38	14	24	22	26	11	15	14	10	7
Yes	23 60.1	23 61.7	12 80.8	17 70.2	15 67.7	18 68.4	6 58.9	9 62.6	6 46.5	3 36.0	2 21.5
No	15 39.9	14 38.3	3 19.2	7 29.8	7 32.3	8 31.6	4 41.1	6 37.4	7 53.5	6 64.0	6 78.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ENGLISH											
TOTAL	18+	18-	18-	25-	25-	35-	35-	50+	55+	60+	
		34	49	49	54	49	54				
UNWEIGHTED SAMPLE	125	123	40	78	61	70	40	49	45	36	26
WEIGHTED SAMPLE	142	140	66	109	76	85	45	53	31	23	16
Yes	93	93	46	73	48	56	27	35	21	12	8
	65.7	66.6	69.2	66.8	62.8	66.5	60.0	66.4	65.9	53.3	46.6
No	49	47	20	36	28	28	18	18	11	11	9
	34.3	33.4	30.8	33.2	37.2	33.5	40.0	33.6	34.1	46.7	53.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	33	33	8	19	17	20	11	14	14	11	4
WEIGHTED SAMPLE	35	35	13	25	21	24	12	15	10	7	3
Yes	17 47.4	17 47.4	5 41.1	13 52.1	9 43.6	10 42.4	8 63.6	9 58.0	4 35.7	3 36.6	1 51.0
No	18 52.6	18 52.6	8 58.9	12 47.9	12 56.4	14 57.6	4 36.4	6 42.0	6 64.3	5 63.4	1 49.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	33	33	8	19	17	20	11	14	14	11	4
WEIGHTED SAMPLE	35	35	13	25	21	24	12	15	10	7	3
Yes	17 47.4	17 47.4	5 41.1	13 52.1	9 43.6	10 42.4	8 63.6	9 58.0	4 35.7	3 36.6	1 51.0
No	18 52.6	18 52.6	8 58.9	12 47.9	12 56.4	14 57.6	4 36.4	6 42.0	6 64.3	5 63.4	1 49.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	6	6	-	3	3	4	3	4	3	2	1
WEIGHTED SAMPLE	6	6	-	3	3	4	3	4	2	1	1
Yes	5 88.3	5 88.3	-	3 100	3 100	4 100	3 100	4 100	2 70.9	1 50.0	-
No	1 11.7	1 11.7	-	-	-	-	-	-	1 29.1	1 50.0	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M QUEBEC											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	36	36	8	22	20	23	14	17	14	11	4
WEIGHTED SAMPLE	39	39	13	29	25	28	16	18	10	7	3
Yes	19	19	5	15	12	12	10	11	4	3	1
	49.1	49.1	41.1	53.8	46.7	45.3	64.3	59.5	35.7	36.6	51.0
No	20	20	8	13	13	15	6	7	6	5	1
	50.9	50.9	58.9	46.2	53.3	54.7	35.7	40.5	64.3	63.4	49.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ONTARIO											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	66	65	21	39	28	32	20	24	26	22	18
WEIGHTED SAMPLE	74	73	35	55	34	38	22	26	18	14	11
Yes	47	47	23	36	21	25	13	17	11	7	6
	63.4	64.3	64.6	65.4	60.9	64.7	60.0	65.8	61.0	50.4	50.5
No	27	26	12	19	13	13	9	9	7	7	6
	36.6	35.7	35.4	34.6	39.1	35.3	40.0	34.2	39.0	49.6	49.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	9	9	5	8	7	7	3	3	1	1	1
WEIGHTED SAMPLE	12	12	8	11	9	9	3	3	1	1	1
Yes	11	11	8	10	8	8	2	2	1	1	1
	90.7	90.7	100	90.2	88.2	88.2	66.7	66.7	100	100	100
No	1	1	-	1	1	1	1	1	-	-	-
	9.3	9.3		9.8	11.8	11.8	33.3	33.3			
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	17	17	10	13	9	10	3	4	4	3	2
WEIGHTED SAMPLE	23	23	17	20	12	13	3	4	3	2	1
Yes	13	13	9	10	4	5	1	2	3	2	1
	55.5	55.5	52.3	49.1	33.3	38.0	33.3	48.0	100	100	100
No	10	10	8	10	8	8	2	2	-	-	-
	44.5	44.5	47.7	50.9	66.7	62.0	66.7	52.0			
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	24	23	4	12	11	14	8	11	11	8	4
WEIGHTED SAMPLE	24	23	6	15	13	16	9	12	8	5	2
Yes	16 64.7	16 67.4	6 100	11 71.0	9 66.9	12 72.7	4 50.0	7 62.0	5 60.5	2 38.6	-
No	9 35.3	8 32.6	-	4 29.0	4 33.1	4 27.3	4 50.0	4 38.0	3 39.5	3 61.4	2 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ENGLISH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	104	101	33	67	62	68	39	45	34	28	23
WEIGHTED SAMPLE	114	111	51	83	69	76	38	44	28	21	17
Yes	64	62	29	50	47	50	22	25	12	9	7
	56.0	55.8	58.1	59.6	67.7	66.2	59.0	57.7	44.3	42.6	38.8
No	50	49	21	34	22	25	15	19	15	12	11
	44.0	44.2	41.9	40.4	32.3	33.8	41.0	42.3	55.7	57.4	61.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	29	9	23	21	23	14	16	6	4	2
WEIGHTED SAMPLE	35	34	15	29	23	25	14	16	5	3	1
Yes	14 40.5	14 41.7	10 63.4	12 40.3	9 37.9	10 38.9	2 14.3	3 19.1	3 49.4	1 49.0	1 100
No	21 59.5	20 58.3	6 36.6	17 59.7	14 62.1	15 61.1	12 85.7	13 80.9	3 50.6	2 51.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	29	9	23	21	23	14	16	6	4	2
WEIGHTED SAMPLE	35	34	15	29	23	25	14	16	5	3	1
Yes	14 40.5	14 41.7	10 63.4	12 40.3	9 37.9	10 38.9	2 14.3	3 19.1	3 49.4	1 49.0	1 100
No	21 59.5	20 58.3	6 36.6	17 59.7	14 62.1	15 61.1	12 85.7	13 80.9	3 50.6	2 51.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	13	5	10	9	9	5	5	3	3	2
WEIGHTED SAMPLE	15	15	8	13	10	10	5	5	2	2	1
Yes	10 65.4	10 65.4	5 65.7	9 70.9	9 90.6	9 90.6	4 80.0	4 80.0	1 32.9	1 32.9	1 50.0
No	5 34.6	5 34.6	3 34.3	4 29.1	1 9.4	1 9.4	1 20.0	1 20.0	2 67.1	2 67.1	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F QUEBEC											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	31	30	9	23	21	23	14	16	7	5	3
WEIGHTED SAMPLE	36	35	15	29	23	25	14	16	6	4	2
Yes	15	15	10	12	9	10	2	3	3	2	2
	41.7	42.9	63.4	40.3	37.9	38.9	14.3	19.1	55.8	59.0	100
No	21	20	6	17	14	15	12	13	3	2	-
	58.3	57.1	36.6	59.7	62.1	61.1	85.7	80.9	44.2	41.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	55	52	15	37	36	38	25	27	15	13	9
WEIGHTED SAMPLE	57	54	21	42	39	41	24	26	12	10	7
Yes	33 57.7	31 57.2	12 57.2	24 55.9	24 59.9	26 62.0	13 52.0	15 55.9	7 62.0	5 53.9	3 44.3
No	24 42.3	23 42.8	9 42.8	19 44.1	16 40.1	16 38.0	12 48.0	12 44.1	5 38.0	5 46.1	4 55.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	8	8	3	6	4	5	3	4	2	1	1
WEIGHTED SAMPLE	12	12	7	10	4	5	3	4	2	1	1
Yes	3	3	1	3	3	3	2	2	-	-	-
	27.9	27.9	19.3	33.1	77.3	62.0	66.7	48.8			
No	9	9	6	7	1	2	1	2	2	1	1
	72.1	72.1	80.7	66.9	22.7	38.0	33.3	51.2	100	100	100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ALBERTA											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	13	13	4	7	6	8	4	6	6	4	4
WEIGHTED SAMPLE	15	15	7	9	7	9	4	6	5	3	3
Yes	9	9	6	8	5	6	2	3	2	1	1
	63.7	63.7	85.2	79.5	70.7	65.7	50.0	50.0	34.8	24.3	24.3
No	5	5	1	2	2	3	2	3	3	2	2
	36.3	36.3	14.8	20.5	29.3	34.3	50.0	50.0	65.2	75.7	75.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

2. While you were watching TV and using the internet at the same time, were you paying attention to both?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	14	14	6	7	7	8	2	3	7	6	6
WEIGHTED SAMPLE	14	14	8	9	9	10	2	3	6	5	5
Yes	8	8	5	6	6	6	2	2	2	2	2
	52.4	52.4	65.0	68.8	68.8	61.4	100	64.6	26.9	33.1	33.1
No	7	7	3	3	3	4	-	1	4	3	3
	47.6	47.6	35.0	31.2	31.2	38.6		35.4	73.1	66.9	66.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ADULTS											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	286	286	90	187	161	181	104	124	99	79	55
WEIGHTED SAMPLE	320	320	145	246	190	210	108	128	74	54	38
Television	35	35	18	25	17	20	8	11	11	8	7
	11.0	11.0	12.1	10.1	9.0	9.6	7.6	8.7	14.2	13.9	18.0
Internet	81	81	44	62	42	45	19	22	19	16	12
	25.3	25.3	30.6	25.3	22.3	21.6	17.6	17.2	25.3	29.1	30.8
I switch back & forth	203	203	83	159	131	144	81	95	44	30	19
	63.5	63.5	57.3	64.6	68.7	68.8	74.8	74.1	59.6	55.8	51.2
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	-
	0.2	0.2							0.9	1.2	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:MALES											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	158	156	48	97	78	90	51	63	59	47	30
WEIGHTED SAMPLE	177	175	79	134	98	109	57	68	41	30	19
Television	26	24	15	19	11	13	3	5	6	4	4
	14.8	13.8	19.2	13.8	11.2	11.8	5.9	7.7	13.6	12.5	19.8
Internet	50	50	28	39	27	29	12	14	11	9	6
	28.0	28.3	34.9	29.0	28.1	26.9	21.6	20.8	26.2	29.8	33.5
I switch back & forth	101	101	36	77	59	67	41	49	24	17	9
	56.8	57.5	45.9	57.1	60.7	61.4	72.5	71.6	58.6	55.6	46.6
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	-
	0.4	0.4							1.6	2.2	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FEMALES											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	134	130	42	90	83	91	53	61	40	32	25
WEIGHTED SAMPLE	149	145	66	112	92	101	51	60	33	24	19
Television	11	11	2	6	6	7	5	6	5	4	3
	7.4	7.6	3.5	5.5	6.7	7.2	9.4	9.9	14.9	15.7	16.1
Internet	31	31	17	24	15	16	7	8	8	7	5
	21.1	21.7	25.5	21.0	16.2	15.9	13.2	13.1	24.1	28.2	28.1
I switch back & forth	107	103	47	83	71	77	40	46	20	14	11
	71.5	70.7	71.0	73.5	77.1	76.9	77.4	77.0	61.0	56.1	55.8
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ENGLISH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	229	224	73	145	123	138	79	94	79	64	49
WEIGHTED SAMPLE	256	251	117	192	146	160	82	97	59	44	34
Television	27	25	13	17	11	13	5	7	8	6	6
	10.7	10.1	10.9	8.9	7.8	8.3	6.4	7.5	14.1	14.3	16.4
Internet	66	66	40	52	32	34	13	15	14	12	10
	25.7	26.2	34.1	26.8	21.7	20.9	15.5	15.1	24.2	28.1	30.6
I switch back & forth	162	159	64	124	103	114	64	75	36	25	18
	63.4	63.4	55.0	64.3	70.5	70.8	78.1	77.4	60.6	56.1	53.0
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	-
	0.3	0.3							1.1	1.5	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FRENCH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	63	62	17	42	38	43	25	30	20	15	6
WEIGHTED SAMPLE	70	69	28	54	44	49	26	31	15	10	4
Television	10	10	5	8	6	7	3	4	2	1	1
	14.1	14.3	17.0	14.2	13.0	13.6	11.3	12.5	14.5	12.4	31.1
Internet	15	15	5	11	11	12	6	7	4	3	1
	21.8	22.1	16.2	20.0	24.3	24.0	24.2	23.8	29.4	33.3	32.3
I switch back & forth	45	44	19	36	28	31	17	20	8	6	1
	64.1	63.6	66.8	65.7	62.7	62.4	64.5	63.7	56.0	54.3	36.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	63	62	17	42	38	43	25	30	20	15	6
WEIGHTED SAMPLE	70	69	28	54	44	49	26	31	15	10	4
Television	10 14.1	10 14.3	5 17.0	8 14.2	6 13.0	7 13.6	3 11.3	4 12.5	2 14.5	1 12.4	1 31.1
Internet	15 21.8	15 22.1	5 16.2	11 20.0	11 24.3	12 24.0	6 24.2	7 23.8	4 29.4	3 33.3	1 32.3
I switch back & forth	45 64.1	44 63.6	19 66.8	36 65.7	28 62.7	31 62.4	17 64.5	20 63.7	8 56.0	6 54.3	1 36.6
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	19	19	5	13	12	13	8	9	6	5	3
WEIGHTED SAMPLE	21	21	8	17	14	15	8	9	5	4	2
Television	1 3.5	1 3.5	-	-	-	-	-	-	1 16.5	1 20.8	1 34.7
Internet	7 31.5	7 31.5	4 50.8	5 31.5	2 17.1	2 16.0	1 11.8	1 10.6	1 31.7	1 40.0	1 30.7
I switch back & forth	14 65.0	14 65.0	4 49.2	11 68.5	11 82.9	12 84.0	7 88.2	8 89.4	2 51.9	1 39.2	1 34.7
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	67	66	17	45	41	46	28	33	21	16	7
WEIGHTED SAMPLE	74	73	28	57	48	53	29	34	16	11	5
Television	10 13.3	10 13.5	5 17.0	8 13.4	6 12.1	7 12.8	3 10.0	4 11.3	2 13.9	1 11.5	1 26.3
Internet	17 23.6	17 23.9	5 16.2	13 22.7	13 27.3	14 26.7	8 29.1	10 28.0	4 28.1	3 31.1	1 27.3
I switch back & forth	47 63.1	46 62.6	19 66.8	37 63.9	29 60.6	32 60.5	18 61.0	21 60.8	9 58.1	6 57.4	2 46.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	121	117	36	76	64	70	45	51	41	35	27
WEIGHTED SAMPLE	131	127	56	97	74	80	46	52	30	24	18
Television	14	13	6	8	5	6	3	4	4	3	3
	10.5	10.0	11.2	8.6	6.2	6.9	6.6	7.6	14.7	14.4	14.6
Internet	34	34	18	25	16	17	8	9	9	8	7
	25.7	26.5	32.4	25.4	21.9	21.5	16.5	16.4	30.4	34.0	37.5
I switch back & forth	83	80	32	64	53	57	36	40	16	12	9
	63.3	62.9	56.4	66.0	71.9	71.6	77.0	76.0	52.7	48.9	47.9
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	-
	0.5	0.5							2.2	2.8	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:MAN/SASK

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	17	17	8	14	11	12	6	7	3	2	2
WEIGHTED SAMPLE	24	24	15	21	14	15	6	7	2	1	1
Television	2 6.4	2 6.4	2 10.1	2 7.1	2 11.1	2 10.3	-	-	-	-	-
Internet	7 30.4	7 30.4	6 41.7	7 34.0	2 18.2	2 16.9	1 15.5	1 13.3	-	-	-
I switch back & forth	15 63.2	15 63.2	7 48.2	13 58.9	10 70.7	11 72.8	5 84.5	6 86.7	2 100	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	30	14	20	15	18	7	10	10	7	6
WEIGHTED SAMPLE	38	38	23	30	19	22	7	10	8	5	4
Television	8 21.0	8 21.0	5 21.2	6 20.5	4 21.8	5 23.6	1 15.4	2 21.2	2 22.8	1 15.5	1 17.9
Internet	11 29.4	11 29.4	8 35.9	9 31.6	6 29.0	6 29.2	1 13.4	2 18.6	2 21.3	1 15.5	1 17.9
I switch back & forth	19 49.6	19 49.6	10 42.9	14 47.9	9 49.2	10 47.2	5 71.1	6 60.3	4 55.9	3 69.0	3 64.2
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	38	37	10	19	18	22	10	14	18	14	10
WEIGHTED SAMPLE	39	38	14	24	22	26	11	15	14	10	7
Television	3 9.0	2 6.6	-	1 4.6	1 5.0	1 4.3	1 10.3	1 7.6	1 10.2	1 14.2	1 19.6
Internet	5 12.9	5 13.3	3 20.2	3 12.0	3 13.0	3 11.1	-	-	2 15.6	2 21.9	2 30.1
I switch back & forth	30 78.0	30 80.1	11 79.8	20 83.4	18 82.0	22 84.7	10 89.7	14 92.4	10 74.2	6 63.8	4 50.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ENGLISH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	125	123	40	78	61	70	40	49	45	36	26
WEIGHTED SAMPLE	142	140	66	109	76	85	45	53	31	23	16
Television	21	19	12	15	9	10	3	4	3	2	2
	14.5	13.2	17.7	13.9	12.3	12.2	7.5	8.1	10.9	10.8	15.2
Internet	39	39	23	31	20	21	9	11	8	6	5
	27.6	27.9	34.8	28.5	25.6	25.2	20.0	20.4	26.2	27.7	30.7
I switch back & forth	82	82	32	63	47	53	32	38	19	13	9
	57.5	58.3	47.4	57.6	62.1	62.6	72.5	71.6	60.8	58.6	54.0
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	-
	0.5	0.5							2.1	2.9	

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M FRENCH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	33	33	8	19	17	20	11	14	14	11	4
WEIGHTED SAMPLE	35	35	13	25	21	24	12	15	10	7	3
Television	6 16.0	6 16.0	3 26.5	3 13.6	2 7.1	2 10.2	-	1 6.2	2 22.0	1 17.6	1 49.0
Internet	11 29.9	11 29.9	5 35.3	8 31.4	8 37.0	8 32.7	3 27.3	3 22.2	3 26.3	3 36.6	1 51.0
I switch back & forth	19 54.1	19 54.1	5 38.2	14 55.0	12 55.9	14 57.2	9 72.7	11 71.6	5 51.7	3 45.8	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	33	33	8	19	17	20	11	14	14	11	4
WEIGHTED SAMPLE	35	35	13	25	21	24	12	15	10	7	3
Television	6 16.0	6 16.0	3 26.5	3 13.6	2 7.1	2 10.2	-	1 6.2	2 22.0	1 17.6	1 49.0
Internet	11 29.9	11 29.9	5 35.3	8 31.4	8 37.0	8 32.7	3 27.3	3 22.2	3 26.3	3 36.6	1 51.0
I switch back & forth	19 54.1	19 54.1	5 38.2	14 55.0	12 55.9	14 57.2	9 72.7	11 71.6	5 51.7	3 45.8	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	6	6	-	3	3	4	3	4	3	2	1
WEIGHTED SAMPLE	6	6	-	3	3	4	3	4	2	1	1
Television	-	-	-	-	-	-	-	-	-	-	-
Internet	1	1	-	-	-	-	-	-	1	1	1
	11.7	11.7							29.1	50.0	100
I switch back & forth	5	5	-	3	3	4	3	4	2	1	-
	88.3	88.3		100	100	100	100	100	70.9	50.0	
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	36	36	8	22	20	23	14	17	14	11	4
WEIGHTED SAMPLE	39	39	13	29	25	28	16	18	10	7	3
Television	6 14.6	6 14.6	3 26.5	3 12.0	2 6.2	2 8.9	-	1 5.1	2 22.0	1 17.6	1 49.0
Internet	13 33.1	13 33.1	5 35.3	10 35.5	10 41.0	10 36.8	6 35.7	6 30.2	3 26.3	3 36.6	1 51.0
I switch back & forth	20 52.3	20 52.3	5 38.2	15 52.5	13 52.9	15 54.3	10 64.3	12 64.7	5 51.7	3 45.8	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	66	65	21	39	28	32	20	24	26	22	18
WEIGHTED SAMPLE	74	73	35	55	34	38	22	26	18	14	11
Television	10 13.9	9 12.7	5 15.1	6 11.6	3 7.7	4 9.4	1 5.0	2 7.9	3 16.0	2 13.5	2 16.7
Internet	21 29.0	21 29.4	10 27.9	15 27.9	10 28.2	11 27.9	7 30.0	8 29.3	6 34.0	5 36.5	4 33.3
I switch back & forth	42 56.3	42 57.1	20 57.0	33 60.5	22 64.1	24 62.7	14 65.0	16 62.8	8 46.3	6 45.3	6 50.0
Don't Know/Refused	1 0.9	1 0.9	-	-	-	-	-	-	1 3.7	1 4.7	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	9	9	5	8	7	7	3	3	1	1	1
WEIGHTED SAMPLE	12	12	8	11	9	9	3	3	1	1	1
Television	2	2	2	2	2	2	-	-	-	-	-
	12.7	12.7	19.1	13.4	16.1	16.1					
Internet	3	3	3	3	2	2	-	-	-	-	-
	28.5	28.5	42.8	30.2	16.1	16.1					
I switch back & forth	7	7	3	6	6	6	3	3	1	1	1
	58.8	58.8	38.1	56.4	67.7	67.7	100	100	100	100	100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	17	17	10	13	9	10	3	4	4	3	2
WEIGHTED SAMPLE	23	23	17	20	12	13	3	4	3	2	1
Television	6 26.4	6 26.4	5 29.5	6 30.2	4 33.3	4 31.0	1 33.3	1 26.0	-	-	-
Internet	9 40.6	9 40.6	8 50.0	8 41.7	5 36.6	6 41.1	-	1 22.0	1 32.9	-	-
I switch back & forth	8 33.0	8 33.0	3 20.5	6 28.1	4 30.1	4 27.9	2 66.7	2 52.0	2 67.1	2 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	24	23	4	12	11	14	8	11	11	8	4
WEIGHTED SAMPLE	24	23	6	15	13	16	9	12	8	5	2
Television	3 11.2	2 7.4	-	1 7.2	1 8.3	1 6.8	1 12.5	1 9.5	1 7.6	1 11.9	1 24.5
Internet	2 8.8	2 9.1	2 23.5	2 9.9	2 11.3	2 9.3	-	-	1 7.6	1 11.9	1 24.5
I switch back & forth	19 80.0	19 83.5	5 76.5	13 82.9	11 80.4	14 83.8	8 87.5	11 90.5	7 84.7	4 76.2	1 51.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ENGLISH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	104	101	33	67	62	68	39	45	34	28	23
WEIGHTED SAMPLE	114	111	51	83	69	76	38	44	28	21	17
Television	7	7	1	2	2	3	2	3	5	4	3
	6.0	6.1	1.9	2.3	2.8	4.0	5.1	6.8	17.7	18.0	17.5
Internet	27	27	17	21	12	12	4	4	6	6	5
	23.4	24.1	33.2	24.7	17.4	16.0	10.3	8.8	22.0	28.6	30.4
I switch back & forth	81	78	33	61	55	60	32	37	17	11	9
	70.6	69.8	64.9	72.9	79.8	80.1	84.6	84.4	60.3	53.5	52.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F FRENCH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	30	29	9	23	21	23	14	16	6	4	2
WEIGHTED SAMPLE	35	34	15	29	23	25	14	16	5	3	1
Television	4	4	1	4	4	4	3	3	-	-	-
	12.2	12.6	8.9	14.8	18.5	16.9	21.4	18.5			
Internet	5	5	-	3	3	4	3	4	2	1	-
	13.5	13.9		10.1	12.6	15.7	21.4	25.3	35.6	25.5	
I switch back & forth	26	25	14	22	16	17	8	9	3	2	1
	74.3	73.5	91.1	75.1	69.0	67.4	57.1	56.2	64.4	74.5	100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	29	9	23	21	23	14	16	6	4	2
WEIGHTED SAMPLE	35	34	15	29	23	25	14	16	5	3	1
Television	4 12.2	4 12.6	1 8.9	4 14.8	4 18.5	4 16.9	3 21.4	3 18.5	-	-	-
Internet	5 13.5	5 13.9	- 10.1	3 12.6	3 15.7	4 21.4	3 25.3	4 35.6	2 25.5	1	-
I switch back & forth	26 74.3	25 73.5	14 91.1	22 75.1	16 69.0	17 67.4	8 57.1	9 56.2	3 64.4	2 74.5	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	13	5	10	9	9	5	5	3	3	2
WEIGHTED SAMPLE	15	15	8	13	10	10	5	5	2	2	1
Television	1 4.8	1 4.8	-	-	-	-	-	-	1 32.9	1 32.9	1 50.0
Internet	6 38.7	6 38.7	4 50.8	5 39.4	2 22.7	2 22.7	1 20.0	1 20.0	1 34.2	1 34.2	-
I switch back & forth	9 56.5	9 56.5	4 49.2	8 60.6	8 77.3	8 77.3	4 80.0	4 80.0	1 32.9	1 32.9	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	31	30	9	23	21	23	14	16	7	5	3
WEIGHTED SAMPLE	36	35	15	29	23	25	14	16	6	4	2
Television	4 12.0	4 12.3	1 8.9	4 14.8	4 18.5	4 16.9	3 21.4	3 18.5	-	-	-
Internet	5 13.3	5 13.6	-	3 10.1	3 12.6	4 15.7	3 21.4	4 25.3	2 31.1	1 20.5	-
I switch back & forth	27 74.8	26 74.1	14 91.1	22 75.1	16 69.0	17 67.4	8 57.1	9 56.2	4 68.9	3 79.5	2 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	55	52	15	37	36	38	25	27	15	13	9
WEIGHTED SAMPLE	57	54	21	42	39	41	24	26	12	10	7
Television	3 6.1	3 6.4	1 4.7	2 4.6	2 4.9	2 4.7	2 8.0	2 7.4	2 12.8	2 15.6	1 11.3
Internet	12 21.6	12 22.8	8 40.0	9 22.1	6 16.4	6 15.6	1 4.0	1 3.7	3 25.2	3 30.5	3 44.3
I switch back & forth	41 72.3	38 70.8	11 55.3	31 73.3	31 78.7	33 79.8	21 88.0	23 89.0	7 62.0	5 53.9	3 44.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	8	8	3	6	4	5	3	4	2	1	1
WEIGHTED SAMPLE	12	12	7	10	4	5	3	4	2	1	1
Television	-	-	-	-	-	-	-	-	-	-	-
Internet	4	4	3	4	1	1	1	1	-	-	-
	32.4	32.4	40.4	38.3	22.7	18.2	33.3	24.4			
I switch back & forth	8	8	4	6	3	4	2	3	2	1	1
	67.6	67.6	59.6	61.7	77.3	81.8	66.7	75.6	100	100	100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	13	4	7	6	8	4	6	6	4	4
WEIGHTED SAMPLE	15	15	7	9	7	9	4	6	5	3	3
Television	2 12.5	2 12.5	-	-	-	1 12.1	-	1 17.7	2 35.4	1 25.2	1 25.2
Internet	2 11.9	2 11.9	-	1 10.2	1 14.7	1 11.1	1 25.0	1 16.2	1 14.9	1 25.2	1 25.2
I switch back & forth	11 75.6	11 75.6	7 100	8 89.8	6 85.3	7 76.8	3 75.0	4 66.2	3 49.7	2 49.5	2 49.5
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Did you pay more attention to the Television or the Internet, or did you switch back and forth?

SUBSAMPLE: Those who watched TV and used Internet at the same time as per Q1

SUBSAMPLE:F B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	14	14	6	7	7	8	2	3	7	6	6
WEIGHTED SAMPLE	14	14	8	9	9	10	2	3	6	5	5
Television	1 5.4	1 5.4	-	-	-	-	-	-	1 13.7	1 16.9	1 16.9
Internet	3 20.0	3 20.0	1 17.5	1 15.6	1 15.6	1 13.9	-	-	2 26.9	2 33.1	2 33.1
I switch back & forth	11 74.6	11 74.6	6 82.5	7 84.4	7 84.4	8 86.1	2 100	3 100	3 59.4	2 50.0	2 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:ADULTS											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	184	184	53	126	113	127	78	92	58	44	28
WEIGHTED SAMPLE	203	203	83	159	131	144	81	95	44	30	19
To continue an on-line conversation	31	31	18	29	20	22	12	14	2	-	-
	15.4	15.4	21.4	18.3	15.0	15.1	15.3	15.3	4.8		
To search for more information related to the program that you're watching	22	22	11	17	12	13	6	7	5	4	3
	10.7	10.7	12.7	10.6	9.3	9.1	7.9	7.7	11.1	13.2	13.2
To search for more information related to any commercials that you saw	1	1	-	1	1	1	1	1	-	-	-
	0.5	0.5		0.7	0.9	0.8	1.4	1.2			
To play online games	23	23	13	19	19	19	6	6	3	3	2
	11.2	11.2	15.5	12.1	14.8	13.4	7.9	6.7	7.8	11.4	11.1
Other	125	125	42	93	78	89	55	65	32	21	13
	61.4	61.4	50.4	58.2	60.0	61.7	67.6	69.1	73.0	70.7	68.3
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	1
	0.7	0.7							3.2	4.7	7.4

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:MALES											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	92	92	22	58	49	57	37	45	34	26	14
WEIGHTED SAMPLE	101	101	36	77	59	67	41	49	24	17	9
To continue an on-line conversation	14	14	8	14	10	10	6	6	-	-	-
	13.8	13.8	22.9	18.2	17.0	15.1	13.5	11.4			
To search for more information related to the program that you're watching	13	13	5	9	7	8	4	5	3	2	2
	12.7	12.7	13.6	12.3	12.6	12.6	10.8	11.1	14.1	14.8	20.7
To search for more information related to any commercials that you saw	1	1	-	1	1	1	1	1	-	-	-
	1.1	1.1		1.5	1.9	1.7	2.7	2.3			
To play online games	13	13	6	11	11	11	4	4	2	2	1
	12.4	12.4	16.7	13.8	17.7	15.7	10.8	9.1	8.1	11.8	7.5
Other	60	60	17	42	30	37	26	32	18	12	6
	59.3	59.3	46.8	54.3	50.7	54.9	62.2	66.1	75.0	69.4	64.4
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	1
	0.7	0.7							2.7	3.9	7.5

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:FEMALES											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	96	92	31	68	64	70	41	47	24	18	14
WEIGHTED SAMPLE	107	103	47	83	71	77	40	46	20	14	11
To continue an on-line conversation	17	17	9	15	10	12	7	9	2	-	-
	16.3	16.9	20.2	18.4	13.4	15.0	17.1	19.3	10.6		
To search for more information related to the program that you're watching	9	9	6	8	5	5	2	2	2	2	1
	8.5	8.8	12.0	9.1	6.6	6.0	4.9	4.2	7.6	11.1	7.0
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	11	10	7	9	9	9	2	2	1	1	1
	10.6	10.0	14.6	10.6	12.3	11.3	4.9	4.2	7.4	10.9	14.0
Other	68	65	25	51	48	52	29	33	14	10	8
	64.0	63.5	53.3	61.8	67.7	67.6	73.2	72.3	70.6	72.4	71.6
Don't Know/Refused	1	1	-	-	-	-	-	-	1	1	1
	0.7	0.8							3.9	5.7	7.3

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:ENGLISH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	149	146	42	99	89	100	62	73	47	36	26
WEIGHTED SAMPLE	162	159	64	124	103	114	64	75	36	25	18
To continue an on-line conversation	26 15.7	26 16.0	15 23.2	23 18.9	17 16.3	19 16.6	9 14.7	12 15.4	2 5.9	-	-
To search for more information related to the program that you're watching	15 9.3	15 9.4	6 9.0	10 8.2	10 9.8	11 9.7	4 6.7	5 7.0	5 13.8	4 16.1	3 14.3
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	18 11.3	17 10.9	10 15.6	15 12.4	15 14.9	15 13.5	5 8.2	5 7.0	2 5.8	2 8.3	1 7.8
Other	102 62.8	100 62.8	34 52.2	75 60.5	61 59.0	68 60.2	45 70.4	53 70.6	25 70.5	17 69.9	12 69.9
Don't Know/Refused	1 0.9	1 0.9	-	-	-	-	-	-	1 4.0	1 5.8	1 8.0

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:FRENCH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	39	38	11	27	24	27	16	19	11	8	2
WEIGHTED SAMPLE	45	44	19	36	28	31	17	20	8	6	1
To continue an on-line conversation	6 12.8	6 13.1	3 15.2	6 16.2	3 10.4	3 9.4	3 17.4	3 14.8	-	-	-
To search for more information related to the program that you're watching	7 15.2	7 15.5	5 25.2	7 19.3	2 7.5	2 6.8	2 12.5	2 10.6	-	-	-
To search for more information related to any commercials that you saw	1 2.5	1 2.5	-	1 3.1	1 4.0	1 3.6	1 6.7	1 5.7	-	-	-
To play online games	5 12.0	5 12.3	3 15.3	4 11.3	4 14.3	4 13.0	1 6.7	1 5.7	1 16.5	1 25.3	1 50.0
Other	26 57.5	25 56.5	8 44.3	18 50.1	18 63.8	21 67.2	9 56.7	12 63.2	7 83.5	4 74.7	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	39	38	11	27	24	27	16	19	11	8	2
WEIGHTED SAMPLE	45	44	19	36	28	31	17	20	8	6	1
To continue an on-line conversation	6 12.8	6 13.1	3 15.2	6 16.2	3 10.4	3 9.4	3 17.4	3 14.8	-	-	-
To search for more information related to the program that you're watching	7 15.2	7 15.5	5 25.2	7 19.3	2 7.5	2 6.8	2 12.5	2 10.6	-	-	-
To search for more information related to any commercials that you saw	1 2.5	1 2.5	-	1 3.1	1 4.0	1 3.6	1 6.7	1 5.7	-	-	-
To play online games	5 12.0	5 12.3	3 15.3	4 11.3	4 14.3	4 13.0	1 6.7	1 5.7	1 16.5	1 25.3	1 50.0
Other	26 57.5	25 56.5	8 44.3	18 50.1	18 63.8	21 67.2	9 56.7	12 63.2	7 83.5	4 74.7	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	13	13	3	10	10	11	7	8	3	2	1
WEIGHTED SAMPLE	14	14	4	11	11	12	7	8	2	1	1
To continue an on-line conversation	1 8.2	1 8.2	-	1 9.8	1 9.8	1 9.1	1 15.4	1 13.7	-	-	-
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	1 10.0	1 10.0	1 33.3	1 12.1	1 12.1	1 11.2	-	-	-	-	-
Other	11 81.8	11 81.8	3 66.7	9 78.1	9 78.1	10 79.8	6 84.6	7 86.3	2 100	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:QUEBEC											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	41	40	11	28	25	28	17	20	12	9	3
WEIGHTED SAMPLE	47	46	19	37	29	32	18	21	9	6	2
To continue an on-line conversation	6 12.3	6 12.6	3 15.2	6 15.7	3 10.0	3 9.1	3 16.4	3 14.0	-	-	-
To search for more information related to the program that you're watching	7 14.6	7 14.9	5 25.2	7 18.7	2 7.2	2 6.5	2 11.7	2 10.1	-	-	-
To search for more information related to any commercials that you saw	1 2.4	1 2.4	-	1 3.0	1 3.8	1 3.5	1 6.3	1 5.4	-	-	-
To play online games	6 13.1	6 13.4	3 15.3	4 10.9	4 13.8	4 12.5	1 6.3	1 5.4	2 23.2	2 34.1	1 66.7
Other	27 57.6	26 56.7	8 44.3	19 51.6	19 65.2	22 68.4	11 59.4	13 65.2	7 76.8	4 65.9	1 33.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:ONTARIO											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	77	74	21	53	47	51	35	39	21	17	13
WEIGHTED SAMPLE	83	80	32	64	53	57	36	40	16	12	9
To continue an on-line conversation	16 18.9	16 19.6	8 26.5	15 22.7	11 20.4	12 20.8	6 17.5	7 18.4	1 6.8	-	-
To search for more information related to the program that you're watching	5 5.6	5 5.8	-	2 3.2	2 3.9	2 3.7	2 5.8	2 5.2	3 16.6	3 22.3	2 21.0
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	10 12.1	9 11.3	4 13.5	8 13.1	8 15.9	8 14.8	4 11.6	4 10.5	1 4.2	1 5.7	1 7.6
Other	53 63.3	51 63.2	19 60.1	39 61.0	32 59.8	35 60.7	23 65.1	26 65.9	11 72.4	8 72.0	6 71.4
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	12	12	4	9	8	9	5	6	3	2	2
WEIGHTED SAMPLE	15	15	7	13	10	11	5	6	2	1	1
To continue an on-line conversation	4 26.4	4 26.4	3 39.3	4 31.7	1 11.5	1 10.4	1 21.1	1 17.6	-	-	-
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	3 20.2	3 20.2	3 41.9	3 24.3	3 31.4	3 28.3	-	-	-	-	-
Other	8 53.3	8 53.3	1 18.8	6 44.1	6 57.1	7 61.3	4 78.9	5 82.4	2 100	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	16	16	6	10	8	9	5	6	6	5	4
WEIGHTED SAMPLE	19	19	10	14	9	10	5	6	4	3	3
To continue an on-line conversation	1 5.7	1 5.7	-	-	-	1 10.1	-	1 17.1	1 23.6	-	-
To search for more information related to the program that you're watching	4 19.5	4 19.5	3 28.9	3 20.4	3 30.8	3 27.6	-	-	1 16.5	1 21.6	1 26.7
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	1 7.3	1 7.3	1 13.7	1 9.7	1 14.6	1 13.1	-	-	-	-	-
Other	13 67.5	13 67.5	6 57.4	10 69.9	5 54.7	5 49.1	5 100	5 82.9	3 59.9	3 78.4	2 73.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	29	29	8	16	15	19	9	13	13	9	5
WEIGHTED SAMPLE	30	30	11	20	18	22	10	14	10	6	4
To continue an on-line conversation	4 12.3	4 12.3	4 32.5	4 18.4	4 20.3	4 16.7	1 10.0	1 7.1	-	-	-
To search for more information related to the program that you're watching	7 22.2	7 22.2	3 25.4	5 25.4	5 28.0	6 27.4	2 22.9	3 23.3	2 15.9	1 10.6	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	2 5.9	2 5.9	-	1 5.5	1 6.1	1 5.0	1 11.4	1 8.2	1 6.5	1 10.6	-
Other	17 54.9	17 54.9	5 42.1	10 50.7	8 45.6	11 50.9	5 55.7	8 61.4	6 63.4	3 55.6	2 59.7
Don't Know/Refused	1 4.7	1 4.7	-	-	-	-	-	-	1 14.2	1 23.1	1 40.3

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	74	74	19	47	39	45	29	35	27	21	14
WEIGHTED SAMPLE	82	82	32	63	47	53	32	38	19	13	9
To continue an on-line conversation	14 17.0	14 17.0	8 26.5	14 22.2	10 21.3	10 19.1	6 17.2	6 14.7	-	-	-
To search for more information related to the program that you're watching	10 12.0	10 12.0	3 9.7	6 10.2	6 13.4	7 13.8	3 10.3	4 11.3	3 17.9	2 18.5	2 20.7
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	9 11.3	9 11.3	5 14.5	8 12.6	8 16.6	8 14.9	3 10.3	3 8.8	1 6.9	1 9.8	1 7.5
Other	48 58.9	48 58.9	16 49.3	34 55.0	23 48.6	28 52.3	20 62.1	25 65.2	14 71.7	9 66.8	6 64.4
Don't Know/Refused	1 0.8	1 0.8	-	-	-	-	-	-	1 3.5	1 4.9	1 7.5

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M FRENCH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	18	18	3	11	10	12	8	10	7	5	-
WEIGHTED SAMPLE	19	19	5	14	12	14	9	11	5	3	-
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	3	3	2	3	1	1	1	1	-	-	-
	15.8	15.8	38.4	21.7	9.3	8.0	12.5	10.3			
To search for more information related to any commercials that you saw	1	1	-	1	1	1	1	1	-	-	-
	5.9	5.9		8.0	9.3	8.0	12.5	10.3			
To play online games	3	3	2	3	3	3	1	1	1	1	-
	17.3	17.3	30.8	19.0	22.1	19.1	12.5	10.3	12.7	20.0	
Other	12	12	2	7	7	9	6	7	5	3	-
	61.0	61.0	30.8	51.2	59.3	64.9	62.5	69.0	87.3	80.0	
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	18	18	3	11	10	12	8	10	7	5	-
WEIGHTED SAMPLE	19	19	5	14	12	14	9	11	5	3	-
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	3 15.8	3 15.8	2 38.4	3 21.7	1 9.3	1 8.0	1 12.5	1 10.3	-	-	-
To search for more information related to any commercials that you saw	1 5.9	1 5.9	-	1 8.0	1 9.3	1 8.0	1 12.5	1 10.3	-	-	-
To play online games	3 17.3	3 17.3	2 30.8	3 19.0	3 22.1	3 19.1	1 12.5	1 10.3	1 12.7	1 20.0	-
Other	12 61.0	12 61.0	2 30.8	7 51.2	7 59.3	9 64.9	6 62.5	7 69.0	5 87.3	3 80.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	5	5	-	3	3	4	3	4	2	1	-
WEIGHTED SAMPLE	5	5	-	3	3	4	3	4	2	1	-
To continue an on-line conversation	1 22.5	1 22.5	-	1 33.3	1 33.3	1 26.0	1 33.3	1 26.0	-	-	-
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	-	-	-	-	-	-	-	-	-	-	-
Other	4 77.5	4 77.5	-	2 66.7	2 66.7	3 74.0	2 66.7	3 74.0	2 100	1 100	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	19	19	3	12	11	13	9	11	7	5	-
WEIGHTED SAMPLE	20	20	5	15	13	15	10	12	5	3	-
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	3 15.0	3 15.0	2 38.4	3 20.1	1 8.5	1 7.4	1 11.1	1 9.4	-	-	-
To search for more information related to any commercials that you saw	1 5.5	1 5.5	-	1 7.4	1 8.5	1 7.4	1 11.1	1 9.4	-	-	-
To play online games	3 16.4	3 16.4	2 30.8	3 17.6	3 20.2	3 17.6	1 11.1	1 9.4	1 12.7	1 20.0	-
Other	13 63.2	13 63.2	2 30.8	8 54.8	8 62.8	10 67.5	7 66.7	9 71.9	5 87.3	3 80.0	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	36	36	12	24	18	20	13	15	12	10	9
WEIGHTED SAMPLE	42	42	20	33	22	24	14	16	8	6	6
To continue an on-line conversation	12 28.1	12 28.1	8 41.6	12 35.0	8 35.8	8 33.0	3 23.1	3 20.4	-	-	-
To search for more information related to the program that you're watching	3 7.0	3 7.0	-	1 3.3	1 5.0	1 4.6	1 7.7	1 6.8	2 22.3	2 29.0	2 32.4
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	4 10.6	4 10.6	2 7.6	4 11.2	4 17.0	4 15.6	2 15.4	2 13.6	1 8.1	1 10.5	1 11.7
Other	23 54.3	23 54.3	10 50.9	17 50.5	9 42.2	11 46.7	8 53.8	10 59.2	6 69.6	4 60.5	3 55.9
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M MAN/SASK											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	6	6	2	5	5	5	3	3	1	1	1
WEIGHTED SAMPLE	7	7	3	6	6	6	3	3	1	1	1
To continue an on-line conversation	1	1	-	1	1	1	1	1	-	-	-
	15.8	15.8		17.4	17.4	17.4	33.3	33.3			
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	3	3	3	3	3	3	-	-	-	-	-
	43.2	43.2	100	47.7	47.7	47.7					
Other	3	3	-	2	2	2	2	2	1	1	1
	41.0	41.0		34.9	34.9	34.9	66.7	66.7	100	100	100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	7	7	2	4	3	3	2	2	3	3	2
WEIGHTED SAMPLE	8	8	3	6	4	4	2	2	2	2	1
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	2 20.1	2 20.1	2 44.5	2 27.0	2 40.6	2 40.6	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	-	-	-	-	-	-	-	-	-	-	-
Other	6 79.9	6 79.9	2 55.5	4 73.0	2 59.4	2 59.4	2 100	2 100	2 100	2 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:M B.C.

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	19	19	3	10	9	12	7	10	9	6	2
WEIGHTED SAMPLE	19	19	5	13	11	14	8	11	7	4	1
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	5 27.5	5 27.5	2 30.8	4 29.4	4 34.6	5 34.3	2 28.6	3 29.8	2 23.8	1 16.9	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	2 9.1	2 9.1	-	1 8.7	1 10.3	1 8.2	1 14.3	1 10.5	1 9.8	1 16.9	-
Other	12 60.0	12 60.0	3 69.2	8 61.8	6 55.1	8 57.5	4 57.1	6 59.7	4 56.6	2 49.3	1 48.0
Don't Know/Refused	1 3.4	1 3.4	-	-	-	-	-	-	1 9.8	1 16.9	1 52.0

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F ENGLISH

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	75	72	23	52	50	55	33	38	20	15	12
WEIGHTED SAMPLE	81	78	33	61	55	60	32	37	17	11	9
To continue an on-line conversation	12 14.4	12 14.9	7 20.0	9 15.5	7 12.0	9 14.4	4 12.1	6 16.1	2 12.7	-	-
To search for more information related to the program that you're watching	5 6.5	5 6.7	3 8.3	4 6.1	4 6.7	4 6.1	1 3.0	1 2.6	2 9.1	2 13.3	1 8.2
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	9 11.3	8 10.5	5 16.7	7 12.2	7 13.4	7 12.2	2 6.1	2 5.2	1 4.4	1 6.5	1 8.2
Other	54 66.9	52 66.9	18 55.0	40 66.2	37 67.9	41 67.2	25 78.8	28 76.1	12 69.2	8 73.4	7 75.2
Don't Know/Refused	1 1.0	1 1.0	-	-	-	-	-	-	1 4.6	1 6.8	1 8.5

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F FRENCH											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	21	20	8	16	14	15	8	9	4	3	2
WEIGHTED SAMPLE	26	25	14	22	16	17	8	9	3	2	1
To continue an on-line conversation	6 22.2	6 23.1	3 20.5	6 26.6	3 18.2	3 17.1	3 37.5	3 33.0	-	-	-
To search for more information related to the program that you're watching	4 14.7	4 15.3	3 20.5	4 17.7	1 6.1	1 5.7	1 12.5	1 11.0	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	2 8.1	2 8.4	1 9.8	1 6.3	1 8.6	1 8.0	-	-	1 22.4	1 32.9	1 50.0
Other	14 55.0	13 53.2	7 49.1	11 49.4	11 67.1	12 69.2	4 50.0	5 56.0	3 77.6	2 67.1	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F FRENCH QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	21	20	8	16	14	15	8	9	4	3	2
WEIGHTED SAMPLE	26	25	14	22	16	17	8	9	3	2	1
To continue an on-line conversation	6 22.2	6 23.1	3 20.5	6 26.6	3 18.2	3 17.1	3 37.5	3 33.0	-	-	-
To search for more information related to the program that you're watching	4 14.7	4 15.3	3 20.5	4 17.7	1 6.1	1 5.7	1 12.5	1 11.0	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	2 8.1	2 8.4	1 9.8	1 6.3	1 8.6	1 8.0	-	-	1 22.4	1 32.9	1 50.0
Other	14 55.0	13 53.2	7 49.1	11 49.4	11 67.1	12 69.2	4 50.0	5 56.0	3 77.6	2 67.1	1 50.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F ATLANTIC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	8	8	3	7	7	7	4	4	1	1	1
WEIGHTED SAMPLE	9	9	4	8	8	8	4	4	1	1	1
To continue an on-line conversation	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	1 15.7	1 15.7	1 33.3	1 17.1	1 17.1	1 17.1	-	-	-	-	-
Other	7 84.3	7 84.3	3 66.7	7 82.9	7 82.9	7 82.9	4 100	4 100	1 100	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F QUEBEC

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	22	21	8	16	14	15	8	9	5	4	3
WEIGHTED SAMPLE	27	26	14	22	16	17	8	9	4	3	2
To continue an on-line conversation	6 21.6	6 22.4	3 20.5	6 26.6	3 18.2	3 17.1	3 37.5	3 33.0	-	-	-
To search for more information related to the program that you're watching	4 14.3	4 14.9	3 20.5	4 17.7	1 6.1	1 5.7	1 12.5	1 11.0	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	3 10.7	3 11.1	1 9.8	1 6.3	1 8.6	1 8.0	-	-	1 36.6	1 49.5	1 66.7
Other	14 53.4	13 51.6	7 49.1	11 49.4	11 67.1	12 69.2	4 50.0	5 56.0	3 63.4	2 50.5	1 33.3
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F ONTARIO

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	41	38	9	29	29	31	22	24	9	7	4
WEIGHTED SAMPLE	41	38	11	31	31	33	21	23	7	5	3
To continue an on-line conversation	4 9.6	4 10.3	-	3 9.4	3 9.4	4 12.0	3 13.6	4 16.9	1 14.2	-	-
To search for more information related to the program that you're watching	2 4.2	2 4.5	-	1 3.1	1 3.1	1 2.9	1 4.5	1 4.1	1 10.3	1 14.4	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	6 13.7	5 12.2	3 23.8	5 15.1	5 15.1	5 14.2	2 9.1	2 8.3	-	-	-
Other	30 72.5	28 72.9	9 76.2	22 72.3	22 72.3	23 70.9	15 72.7	17 70.7	6 75.5	5 85.6	3 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F MAN/SASK											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	6	6	2	4	3	4	2	3	2	1	1
WEIGHTED SAMPLE	8	8	4	6	3	4	2	3	2	1	1
To continue an on-line conversation	3 35.8	3 35.8	3 67.7	3 46.4	-	-	-	-	-	-	-
To search for more information related to the program that you're watching	-	-	-	-	-	-	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	-	-	-	-	-	-	-	-	-	-	-
Other	5 64.2	5 64.2	1 32.3	3 53.6	3 100	4 100	2 100	3 100	2 100	1 100	1 100
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F ALBERTA

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	9	9	4	6	5	6	3	4	3	2	2
WEIGHTED SAMPLE	11	11	7	8	6	7	3	4	3	2	2
To continue an on-line conversation	1 9.6	1 9.6	-	-	-	1 15.8	-	1 26.7	1 41.1	-	-
To search for more information related to the program that you're watching	2 19.1	2 19.1	1 20.8	1 16.1	1 24.2	1 20.4	-	-	1 28.8	1 49.0	1 49.0
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	1 12.3	1 12.3	1 20.8	1 16.1	1 24.2	1 20.4	-	-	-	-	-
Other	7 59.0	7 59.0	4 58.3	6 67.8	3 51.5	3 43.4	3 100	3 73.3	1 30.0	1 51.0	1 51.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

4. Why did you switch back & forth?

SUBSAMPLE: Those who switched back and forth as per Q3

SUBSAMPLE:F B.C.											
TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+	
UNWEIGHTED SAMPLE	10	10	5	6	6	7	2	3	4	3	3
WEIGHTED SAMPLE	11	11	6	7	7	8	2	3	3	2	2
To continue an on-line conversation	4 34.4	4 34.4	4 57.5	4 50.0	4 50.0	4 43.7	1 50.0	1 32.3	-	-	-
To search for more information related to the program that you're watching	1 12.7	1 12.7	1 21.2	1 18.5	1 18.5	1 16.1	-	-	-	-	-
To search for more information related to any commercials that you saw	-	-	-	-	-	-	-	-	-	-	-
To play online games	-	-	-	-	-	-	-	-	-	-	-
Other	5 45.7	5 45.7	1 21.2	2 31.5	2 31.5	3 40.1	1 50.0	2 67.7	3 76.9	2 66.2	2 66.2
Don't Know/Refused	1 7.2	1 7.2	-	-	-	-	-	-	1 23.1	1 33.8	1 33.8