

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1513	202	152	102	102	502	351	102	739	774	438	528	547	222	253	264	216	274	283	637	479	398	536	483	256	239

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. Questions 2 and 3 have been withheld because of small sub-base sizes. See summary tables in report for results to these questions.

Q1. According to the new CRTC rules, these packages must be available for \$25 or less, and have been referred to as "skinny basic". How familiar are you with this new cable TV policy?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Not aware - this is the first you've heard of it	22%	18%	25%	21%	18%	18%	29%	21%	17%	27%	34%	20%	13%	26%	14%	11%	43%	26%	15%	26%	23%	14%	27%	18%	14%	26%
Aware, but haven't really looked into it	61%	65%	57%	57%	65%	65%	56%	60%	64%	58%	48%	64%	69%	53%	70%	69%	44%	58%	70%	61%	62%	61%	57%	64%	66%	61%
Aware, and have looked into switching your cable package	14%	15%	14%	17%	16%	15%	12%	17%	16%	13%	14%	14%	16%	17%	14%	18%	11%	14%	13%	10%	14%	21%	12%	16%	18%	11%
Have switched to a new package	2%	1%	4%	4%	1%	2%	3%	2%	3%	2%	3%	2%	2%	4%	2%	2%	3%	3%	1%	3%	1%	3%	4%	2%	2%	2%
Top2Box	83%	83%	82%	78%	83%	83%	85%	81%	81%	85%	83%	84%	83%	79%	84%	79%	87%	84%	86%	87%	84%	76%	84%	82%	80%	87%
Bottom2Box	17%	17%	18%	22%	17%	17%	15%	19%	19%	15%	17%	16%	17%	21%	16%	21%	13%	16%	14%	13%	16%	24%	16%	18%	20%	13%

Q4. Which is closer to your own point of view?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
The extra costs mean these packages aren't worthwhile - even though they offer greater choice	68%	58%	73%	69%	72%	70%	64%	73%	67%	68%	57%	71%	73%	58%	71%	72%	56%	72%	75%	68%	65%	70%	65%	68%	71%	70%
The greater choice means these packages are worthwhile - even if prices don't meet expectations	32%	42%	27%	31%	28%	30%	36%	27%	33%	32%	43%	29%	27%	42%	29%	28%	44%	28%	25%	32%	35%	30%	35%	32%	29%	30%

Q5. All things considered, would you say the CRTC requiring TV service providers to offer stripped-down cable TV packages such as the ones we've been talking about is a good idea or a bad idea?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Good idea	47%	58%	45%	42%	48%	43%	46%	55%	52%	42%	45%	53%	43%	51%	55%	51%	40%	51%	35%	41%	51%	52%	45%	53%	52%	34%
Bad idea	13%	10%	10%	17%	5%	16%	11%	15%	14%	12%	11%	13%	14%	13%	15%	13%	10%	10%	15%	14%	11%	13%	13%	12%	15%	12%
Not sure/Can't say	40%	32%	45%	41%	47%	41%	43%	30%	34%	46%	43%	34%	43%	37%	29%	35%	50%	39%	51%	45%	38%	35%	42%	35%	33%	54%

Q6.How would you describe the amount you currently pay for television service? Would you say you are getting:

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Really good value for what you pay	4%	2%	1%	6%	4%	4%	6%	3%	4%	4%	4%	3%	4%	5%	3%	3%	3%	4%	5%	5%	3%	3%	5%	3%	1%	4%
Decent value for what you pay	33%	36%	32%	32%	28%	26%	47%	20%	30%	36%	32%	33%	34%	30%	30%	29%	34%	35%	39%	35%	34%	29%	34%	36%	24%	34%
Not very good value for what you pay	32%	34%	30%	29%	34%	33%	24%	48%	33%	31%	25%	33%	36%	25%	31%	41%	25%	34%	32%	32%	31%	33%	31%	31%	38%	28%
Terrible value for what you pay	17%	17%	22%	18%	13%	21%	13%	14%	20%	15%	15%	17%	20%	18%	19%	21%	11%	15%	18%	16%	19%	18%	15%	17%	23%	19%
I don't subscribe to TV service	14%	11%	16%	16%	22%	16%	10%	15%	14%	14%	24%	14%	6%	22%	16%	6%	27%	12%	5%	13%	12%	18%	16%	12%	14%	15%
Top2Box	37%	38%	32%	38%	31%	30%	53%	23%	33%	40%	36%	36%	38%	35%	33%	32%	37%	38%	44%	39%	37%	32%	39%	40%	25%	38%
Bottom2Box	49%	51%	51%	46%	47%	54%	37%	62%	52%	46%	40%	50%	56%	43%	51%	62%	36%	49%	51%	48%	50%	51%	46%	48%	61%	47%