

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)						Household Income			Household Income (Fine)						Education			2021 Fed Vote						
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K - <\$100K	\$100K+	<\$25K	\$25K - <\$50K	\$50K - <\$100K	\$100K - <\$150K	\$150K - <\$200K	\$200K+	<=HS	College/ Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Sample size	1618	205	155	126	121	455	405	151	1389	229	793	825	449	543	627	227	267	298	221	275	329	65	384	334	209	276	349	396	488	542	121	275	488	334	126	82	650	488	481	454	444	243	102	167

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing "" are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.

QC1. [Television (cable or satellite)] does your household currently subscribe to any of these services?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)						Household Income			Household Income (Fine)						Education			2021 Fed Vote						
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K - <\$100K	\$100K+	<\$25K	\$25K - <\$50K	\$50K - <\$100K	\$100K - <\$150K	\$150K - <\$200K	\$200K+	<=HS	College/ Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Yes, currently subscribe	61%	63%	66%	56%	59%	59%	61%	60%	61%	56%	59%	62%	41%	51%	82%	40%	49%	83%	42%	54%	82%	52%	39%	43%	65%	82%	82%	63%	56%	59%	56%	67%	56%	59%	54%	66%	70%	54%	54%	64%	67%	46%	83%	44%
Used to, but don't anymore	25%	20%	21%	31%	23%	28%	25%	26%	25%	29%	26%	24%	26%	36%	15%	27%	40%	14%	25%	33%	16%	20%	27%	39%	32%	16%	14%	25%	25%	28%	28%	23%	25%	29%	31%	19%	21%	32%	23%	25%	25%	28%	15%	27%
Have never subscribed to this service	14%	16%	13%	13%	18%	13%	15%	15%	14%	15%	14%	14%	33%	12%	2%	32%	12%	3%	33%	13%	2%	28%	34%	18%	3%	1%	3%	12%	19%	13%	17%	10%	19%	11%	15%	15%	8%	14%	23%	10%	8%	25%	3%	29%

QC1. [Home phone] does your household currently subscribe to any of these services?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)						Household Income			Household Income (Fine)						Education			2021 Fed Vote						
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K - <\$100K	\$100K+	<\$25K	\$25K - <\$50K	\$50K - <\$100K	\$100K - <\$150K	\$150K - <\$200K	\$200K+	<=HS	College/ Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Yes, currently subscribe	36%	38%	32%	23%	30%	38%	36%	39%	37%	32%	33%	39%	19%	32%	52%	17%	26%	50%	20%	38%	53%	45%	14%	25%	44%	43%	59%	41%	35%	29%	40%	42%	35%	28%	27%	37%	43%	31%	32%	33%	43%	28%	49%	29%
Used to, but don't anymore	41%	33%	38%	46%	41%	43%	44%	45%	40%	49%	42%	41%	27%	48%	46%	23%	50%	48%	30%	46%	45%	24%	27%	46%	51%	54%	40%	42%	39%	44%	44%	41%	39%	47%	44%	35%	43%	46%	35%	44%	43%	36%	42%	39%
Have never subscribed to this service	23%	29%	29%	32%	29%	19%	20%	16%	23%	19%	25%	20%	55%	20%	2%	60%	24%	1%	50%	16%	2%	31%	59%	29%	5%	3%	1%	17%	26%	26%	17%	17%	26%	25%	29%	28%	14%	23%	33%	22%	15%	36%	9%	32%

QC2. You indicated that your household used to have cable or satellite television service, but doesn't anymore. What were your main reasons for cancelling your TV service?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)						Household Income			Household Income (Fine)						Education			2021 Fed Vote						
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K - <\$100K	\$100K+	<\$25K	\$25K - <\$50K	\$50K - <\$100K	\$100K - <\$150K	\$150K - <\$200K	\$200K+	<=HS	College/ Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Base = Used to subscribe to cable/satellite	409	46	33	39	28	138	103	39	343	66	210	200	117	198	95	62	106	41	55	92	53	13	104	130	68	45	50	98	124	153	34	64	124	98	39	16	139	158	112	115	112	69	15	45
Wasn't getting good value for the money	47%	45%	53%	61%	27%	50%	40%	49%	47%	47%	55%	39%	37%	55%	43%	41%	64%	53%	32%	45%	36%	55%	35%	59%	48%	41%	45%	36%	44%	58%	29%	40%	44%	58%	57%	64%	47%	52%	41%	55%	48%	34%	20%	49%
Already getting most of my shows/movies online	35%	29%	38%	28%	26%	35%	39%	34%	35%	33%	41%	29%	47%	33%	25%	49%	39%	32%	44%	26%	20%	48%	46%	33%	33%	28%	23%	34%	35%	36%	18%	43%	35%	33%	46%	31%	34%	33%	40%	40%	33%	37%	59%	32%
Wasn't using it much/nothing on I wanted to watch	26%	41%	17%	19%	40%	21%	33%	22%	26%	28%	19%	33%	21%	23%	36%	12%	13%	40%	30%	32%	33%	39%	21%	20%	20%	27%	30%	23%	27%	46%	22%	23%	31%	25%	11%	26%	24%	29%	16%	22%	28%	45%	36%	
Just couldn't afford it anymore	20%	16%	17%	17%	34%	23%	15%	27%	20%	23%	15%	26%	14%	20%	29%	12%	13%	25%	16%	28%	32%	9%	14%	18%	22%	38%	21%	26%	24%	12%	25%	27%	24%	16%	9%	24%	19%	17%	13%	30%	21%	6%	19%	
Other, specify:	6%	5%	3%	12%	10%	7%	5%	6%	7%	5%	7%	4%	6%	7%	5%	5%	4%	3%	9%	9%	4%	4%	6%	8%	4%	10%	9%	4%	5%	9%	9%	4%	3%	2%	26%	7%	7%	4%	10%	3%	10%	2%	2%	

QC3. You indicated that you used to have home phone service (a landline), but don't anymore. What were your main reasons for cancelling your home phone service?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)						Household Income			Household Income (Fine)						Education			2021 Fed Vote						
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K - <\$100K	\$100K+	<\$25K	\$25K - <\$50K	\$50K - <\$100K	\$100K - <\$150K	\$150K - <\$200K	\$200K+	<=HS	College/ Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Base = Used to subscribe to home phone	670	70	61	61	50	199	183	67	558	113	331	340	120	260	290	53	134	144	67	126	146	16	104	154	107	150	140	167	191	240	53	114	191	156	55	29	277	225	168	202	189	89	43	65
Wasn't using it - use my cell phone for everything	81%	85%	83%	83%	79%	79%	83%	74%	83%	71%	83%	78%	80%	86%	76%	76%	88%	82%	84%	85%	70%	60%	83%	83%	91%	81%	70%	73%	82%	87%	63%	77%	82%	87%	87%	88%	82%	78%	82%	82%	81%	83%	87%	81%
I was getting too many unsolicited calls (telemarketers, etc.)	16%	19%	21%	24%	9%	15%	14%	16%	17%	13%	18%	15%	19%	15%	16%	19%	15%	19%	20%	15%	12%	30%	18%	20%	8%	18%	13%	15%	14%	16%	19%	13%	14%	18%	10%	20%	18%	19%	9%	17%	16%	13%	15%	9%
Wasn't getting good value for the money	13%	10%	17%	3%	26%	15%	9%	19%	12%	21%	13%	13%	12%	13%	14%	14%	11%	14%	11%	14%	14%	16%	12%	12%	14%	11%	17%	14%	11%	14%	12%	14%	11%	13%	17%	13%	13%	12%	16%	14%	13%	11%	4%	12%
Just couldn't afford it anymore	8%	3%	3%	8%	3%	8%	9%	12%	8%	6%	6%	9%	6%	6%	10%	10%	4%	6%	2%	8%	14%	15%	4%	7%	6%	14%	15%	6%	4%	27%	10%	6%	4%	1%	6%	8%	9%	6%	7%	9%	7%	8%	9%	
Other, specify:	3%	2%	3%		5%	3%	3%	5%	2%	6%	2%	4%	2%	2%	4%	2%	2%	2%	1%	3%	6%	2%	1%	1%	4%	4%	4%	4%	3%	2%	2%	5%	3%	3%	2%	2%	3%	3%	2%	2%	6%	4%	2%	

QC4. You indicated that your household currently subscribes to cable or satellite television service. How would you describe the amount you currently pay for television service?

Base = Currently subscribe to cable/satellite		979	124	103	69	69	254	246	91	850	129	470	510	185	277	517	92	130	248	93	148	269	34	151	142	135	229	288	251	273	320	68	183	273	198	68	54	458	261	260	293	298	113	84	74
Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			2021 Fed Vote									
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote		
Too expensive	77%	87%	71%	76%	78%	77%	77%	70%	78%	71%	81%	73%	63%	81%	80%	72%	82%	85%	55%	81%	76%	60%	64%	79%	84%	82%	79%	71%	82%	78%	60%	75%	82%	77%	77%	82%	76%	74%	79%	79%	71%	82%	69%		
About the right price	15%	9%	20%	15%	13%	14%	15%	22%	14%	21%	13%	17%	21%	13%	14%	19%	15%	10%	24%	11%	18%	15%	23%	16%	10%	12%	15%	19%	12%	15%	28%	16%	12%	14%	18%	13%	16%	12%	18%	16%	15%	15%	13%	18%	
A good deal	4%	2%	5%	5%	4%	3%	4%	3%	3%	5%	6%	3%	3%	2%	3%	2%	10%	3%	3%	8%	6%	3%	3%	2%	4%	6%	3%	3%	7%	6%	3%	4%	1%	3%	4%	3%	3%	2%	4%	5%	2%	7%			
Don't know/Can't say	4%	1%	3%	4%	9%	4%	5%	3%	4%	5%	3%	5%	9%	3%	3%	7%	3%	11%	5%	3%	18%	7%	2%	4%	4%	2%	3%	3%	4%	4%	3%	3%	4%	5%	1%	4%	3%	5%	3%	3%	9%	4%	6%		

QC5. How likely are you to cancel your television service altogether and move to using online streaming services such as Netflix, Amazon Prime, Crave, etc. for your home entertainment needs?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			2021 Fed Vote								
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Definitely going to do it	9%	4%	8%	13%	12%	11%	10%	9%	9%	13%	9%	10%	12%	14%	6%	9%	11%	8%	14%	16%	5%	10%	12%	14%	13%	8%	5%	11%	9%	8%	22%	7%	9%	11%	9%	3%	8%	11%	10%	8%	10%	6%	7%	18%
Probably going to do it	31%	31%	35%	33%	18%	35%	24%	32%	31%	29%	35%	27%	40%	36%	25%	38%	41%	31%	43%	31%	20%	39%	41%	39%	32%	31%	20%	30%	35%	33%	27%	30%	35%	31%	36%	39%	32%	31%	29%	36%	28%	30%	27%	30%
Probably not going to do it	36%	49%	33%	34%	35%	34%	38%	34%	36%	33%	38%	34%	29%	32%	40%	37%	32%	41%	22%	32%	39%	25%	30%	32%	31%	40%	40%	30%	34%	40%	20%	34%	34%	38%	46%	42%	34%	36%	39%	31%	40%	37%	42%	29%
Definitely not going to do it	12%	12%	14%	14%	20%	8%	14%	16%	11%	15%	10%	14%	11%	9%	14%	9%	14%	9%	13%	8%	18%	11%	10%	7%	10%	6%	20%	17%	11%	10%	14%	18%	11%	11%	7%	11%	15%	10%	9%	12%	12%	15%	11%	11%
Don't know/Can't say	12%	13%	11%	6%	15%	12%	13%	16%	12%	11%	8%	15%	7%	10%	15%	7%	6%	10%	8%	14%	19%	9%	7%	7%	13%	14%	15%	11%	11%	8%	17%	10%	11%	10%	6%	5%	11%	13%	13%	13%	10%	12%	13%	12%

QC6. What are some the reasons you continue to subscribe to cable or satellite television?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			2021 Fed Vote								
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
There's programming I get on cable/satellite that I can't get online	44%	48%	50%	55%	47%	47%	33%	37%	44%	44%	42%	45%	47%	48%	40%	48%	50%	36%	47%	46%	43%	50%	46%	47%	49%	44%	37%	32%	44%	53%	31%	32%	44%	50%	46%	70%	40%	44%	49%	41%	49%	51%	26%	31%
It's a habit at this point	34%	33%	31%	21%	29%	35%	36%	38%	35%	29%	38%	31%	38%	35%	32%	39%	35%	39%	38%	36%	26%	50%	36%	29%	41%	34%	31%	34%	36%	35%	31%	35%	36%	37%	35%	26%	32%	36%	37%	30%	34%	38%	48%	41%
I'm more comfortable with cable/satellite TV than online streaming	31%	33%	29%	17%	31%	28%	33%	39%	31%	30%	29%	32%	20%	24%	38%	24%	20%	36%	17%	27%	40%	14%	22%	23%	24%	31%	44%	42%	26%	25%	31%	45%	26%	28%	22%	19%	35%	28%	26%	32%	33%	23%	36%	21%
Other, specify:	11%	15%	9%	14%	11%	10%	11%	9%	11%	12%	11%	11%	14%	15%	8%	14%	17%	6%	14%	14%	9%	13%	14%	19%	11%	8%	11%	10%	13%	11%	12%	10%	12%	16%	11%	10%	9%	14%	10%	12%	11%	7%	16%	
None of the above	3%	1%	3%	7%	3%	2%	5%	3%	3%	3%	3%	3%	3%	5%	2%	2%	5%	2%	4%	4%	3%	7%	2%	6%	4%	2%	3%	3%	2%	2%	5%	2%	2%	2%	3%	1%	3%	4%	2%	4%	1%	3%	2%	8%

QC7. You indicated that your household currently subscribes to home phone service. How would you describe the amount you currently pay for this service?

Base = Currently subscribe to home phone		583	73	53	26	34	166	142	59	509	74	260	323	83	175	325	39	70	151	44	105	174	29	54	83	92	121	204	164	172	159	48	116	172	94	34	30	279	151	153	152	189	67	50	48
Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			2021 Fed Vote									
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote		
Too expensive	46%	41%	26%	49%	51%	50%	54%	36%	46%	48%	46%	47%	56%	44%	45%	56%	42%	46%	57%	46%	45%	42%	63%	40%	48%	50%	42%	43%	49%	43%	51%	39%	49%	48%	38%	44%	40%	47%	59%	41%	53%	38%	56%	45%	
About the right price	32%	40%	56%	44%	43%	25%	24%	49%	34%	20%	38%	34%	27%	31%	34%	29%	30%	30%	25%	31%	38%	25%	28%	33%	29%	23%	41%	31%	30%	33%	25%	34%	30%	26%	52%	34%	37%	35%	19%	44%	23%	32%	19%	34%	
A good deal	17%	17%	17%	4%	2%	21%	13%	20%	16%	25%	19%	15%	8%	19%	18%	8%	23%	20%	7%	17%	16%	16%	3%	21%	18%	25%	14%	21%	17%	18%	12%	25%	17%	19%	18%	16%	19%	17%	14%	15%	20%	19%	11%	15%	
Don't know/Can't say	5%	2%	3%	4%	4%	4%	9%	3%	4%	7%	5%	4%	10%	6%	3%	7%	5%	4%	12%	6%	1%	17%	6%	6%	5%	2%	3%	5%	4%	5%	12%	2%	4%	7%	7%	7%	4%	2%	8%	1%	4%	11%	14%	6%	

QC8. How likely are you to cancel your home phone service altogether and instead use mobile phones for all your telephone needs?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			2021 Fed Vote								
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
Definitely going to do it	13%	11%	8%	19%	11%	12%	18%	6%	13%	13%	16%	10%	20%	16%	9%	22%	18%	13%	18%	15%	5%	16%	21%	18%	15%	14%	6%	14%	16%	11%	22%	11%	16%	12%	14%	3%	13%	15%	10%	7%	12%	14%	26%	24%
Probably going to do it	25%	16%	32%	27%	15%	28%	25%	28%	26%	24%	28%	24%	31%	27%	23%	38%	31%	23%	25%	24%	23%	25%	34%	20%	33%	25%	23%	21%	33%	19%	25%	21%	33%	35%	29%	23%	26%	29%	30%	27%	22%	25%	9%	
Probably not going to do it	31%	36%	31%	37%	44%	31%	27%	31%	31%	28%	26%	35%	30%	27%	33%	22%	22%	30%	38%	31%	36%	33%	29%	36%	20%	32%	34%	28%	35%	29%	32%	27%	35%	26%	30%	35%	32%	32%	29%	39%	27%	33%	25%	22%
Definitely not going to do it	24%	33%	29%	9%	15%	24%	21%	23%	25%	21%	24%	24%	15%	21%	29%	12%	19%	30%	18%	23%	27%	15%	15%	20%	22%	25%	31%	29%	21%	23%	19%	33%	21%	25%	22%	17%	27%	21%	23%	20%	26%	20%	19%	35%
Don't know/Can't say	6%	4%	9%	16%	6%	9%	12%	5%	13%	6%	7%	4%	8%	6%	7%	10%	3%	2%	7%	8%	10%	1%	6%	11%	5%	6%	6%	7%	5%	8%	5%	7%	4%	16%	5%	5%	9%	3%	7%	10%	5%	9%		

QC9. What are some the reasons you continue to have home phone service?

	Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education						2021 Fed Vote					
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote			
		Emergency preparedness - in the event of cell network outage	39%	47%	61%	52%	37%	40%	24%	35%	38%	42%	36%	41%	43%	41%	37%	62%	37%	28%	27%	44%	44%	70%	29%	47%	35%	35%	38%	34%	39%	39%	29%	36%	39%	39%	43%	38%	37%	40%	40%	37%	43%	45%	21%	30%	
Older people still call me on my home phone line	36%	48%	35%	29%	43%	37%	25%	41%	37%	29%	34%	37%	39%	39%	33%	47%	39%	29%	31%	40%	37%	60%	27%	39%	40%	28%	36%	32%	36%	38%	23%	36%	36%	40%	35%	32%	38%	32%	36%	32%	43%	46%	26%	18%			
It's a habit at this point I don't want to lose my home phone number	26%	16%	27%	12%	29%	28%	29%	25%	27%	19%	30%	23%	33%	24%	25%	35%	31%	29%	30%	19%	23%	46%	25%	24%	24%	25%	26%	28%	27%	26%	35%	24%	27%	30%	19%	21%	28%	23%	27%	20%	30%	26%	34%	29%			
I'm more comfortable with a home phone than a mobile phone	23%	27%	22%	2%	24%	22%	23%	29%	24%	18%	18%	28%	24%	20%	25%	24%	12%	19%	24%	24%	31%	9%	31%	20%	19%	14%	32%	36%	17%	13%	45%	32%	17%	14%	6%	20%	25%	19%	25%	23%	24%	21%	17%	25%			
Other, specify:	22%	19%	19%	32%	24%	23%	22%	22%	20%	36%	17%	26%	18%	27%	20%	15%	21%	16%	22%	31%	23%	15%	21%	24%	30%	25%	17%	17%	21%	31%	9%	21%	21%	29%	24%	47%	20%	26%	21%	24%	19%	21%	23%	26%			
None of the above	2%	1%		5%	2%	3%		2%	4%	4%		1%	3%	1%	3%	7%	3%					2%	6%	1%	2%	1%	2%	2%	2%	4%	2%	1%	3%	2%	2%	2%	2%	1%	1%	3%	5%	4%					

QC10. You indicated that your household has never subscribed to television service. Which of the following, if any, do you use for video-based entertainment in your home?

Base = Never subscribed to satellite/cable TV	Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education						2021 Fed Vote					
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote			
		Netflix/Amazon Prime/Crave or other subscription streaming service	87%	92%	92%	73%	81%	87%	84%	87%	88%	79%	86%	88%	88%	95%	40%	87%	95%	44%	90%	95%	34%	85%	89%	99%	51%	43%	39%	73%	92%	89%	60%	83%	92%	86%	91%	95%	75%	89%	91%	77%	91%	93%	100%	82%	
YouTube or other free online video service	74%	71%	64%	66%	75%	72%	81%	84%	74%	76%	75%	73%	75%	76%	58%	79%	70%	60%	71%	81%	55%	96%	72%	80%	34%	40%	64%	73%	83%	61%	76%	71%	83%	68%	58%	43%	70%	80%	73%	72%	73%	69%	53%	78%			
Physical media (DVD/Blu Ray)	29%	16%	45%	42%	36%	32%	22%	29%	27%	36%	31%	26%	30%	29%	13%	33%	33%	12%	27%	25%	14%	23%	31%	27%	43%	52%		22%	36%	26%	16%	27%	36%	21%	42%	14%	29%	35%	24%	28%	14%	29%	39%				
Other, specify:	4%	3%		7%	9%	7%	3%		3%	11%	5%	4%	2%	7%	16%	%	11%	26%	3%	3%	7%		2%	7%		40%	10%	4%	5%	5%	2%	6%	5%	8%	2%		5%	3%	5%	16%	4%	5%	2%				
None of these	4%	5%		6%	5%	5%	3%		3%	10%	4%	4%	3%	1%	25%	2%	1%	27%	4%		21%		4%		6%	21%	26%	4%	2%	5%	5%	3%	2%	5%	6%	5%	9%	5%	1%	5%	4%	1%	6%				

QC11. How many, if any, subscription streaming services - such as Netflix, Amazon Prime, Crave, etc. - do you subscribe to?

Base = All	1618	205	155	126	121	455	405	151	1389	229	795	825	449	543	627	227	267	298	221	275	329	65	384	334	209	278	349	396	488	542	121	275	488	334	126	82	650	488	481	454	444	243	102	167
Total	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote	
None	15%	13%	13%	16%	13%	13%	20%	13%	14%	16%	13%	16%	9%	9%	24%	9%	10%	19%	9%	8%	28%	8%	9%	8%	12%	15%	31%	27%	11%	9%	25%	28%	11%	10%	9%	1%	20%	10%	12%	15%	13%	10%	24%	17%
1	21%	18%	16%	13%	11%	20%	28%	22%	21%	19%	20%	21%	22%	17%	23%	22%	16%	23%	22%	18%	24%	32%	20%	14%	21%	19%	27%	28%	25%	13%	36%	24%	25%	13%	10%	16%	20%	19%	23%	16%	22%	18%	31%	28%
2	25%	25%	31%	22%	24%	23%	24%	27%	24%	25%	24%	25%	26%	25%	23%	26%	22%	23%	26%	28%	23%	20%	27%	29%	19%	29%	19%	20%	24%	26%	18%	22%	24%	24%	28%	27%	24%	24%	25%	24%	22%	25%	25%	28%
3	23%	25%	25%	25%	31%	25%	16%	23%	23%	21%	24%	21%	26%	27%	17%	25%	29%	20%	27%	25%	14%	29%	26%	27%	27%	22%	12%	14%	27%	22%	14%	27%	28%	25%	27%	20%	29%	21%	27%	21%	27%	16%	17%	
4 or more	17%	19%	15%	23%	17%	19%	12%	14%	17%	17%	18%	15%	17%	22%	12%	18%	23%	14%	16%	20%	11%	11%	18%	22%	21%	15%	10%	10%	13%	28%	6%	12%	13%	24%	28%	29%	14%	18%	19%	17%	22%	19%	5%	10%
Not sure/ Can't say	1%		1%	0%	1%	%	1%	1%	1%	1%	%	1%	%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Net: 1+	85%	87%	87%	84%	87%	87%	80%	87%	86%	82%	87%	84%	91%	91%	76%	91%	90%	81%	91%	92%	72%	92%	91%	92%	88%	85%	69%	73%	89%	91%	75%	72%	89%	90%	91%	99%	80%	80%	88%	85%	87%	90%	76%	83%

QC12. Have you cancelled any of your subscriptions to streaming services such as Netflix, Amazon Prime, Crave, etc. in the last six months?

	Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education						2021 Fed Vote					
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K -<\$100K	\$100K+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote			
		Yes, more than one	8%	5%	7%	9%	7%	9%	6%	5%	7%	9%	7%	8%	11%	9%	4%	12%	8%	2%	10%	10%	5%	17%	10%	9%	10%	4%	3%	9%	9%	7%	12%	7%	9%	8%	5%	3%	7%	8%	8%	8%	5%	7%	4%	13%	
Yes, at least one	24%	24%	27%	30%	23%	24%	22%	20%	24%	23%	23%	25%	32%	26%	16%	32%	24%	15%	31%	28%	18%	29%	32%	29%	22%	20%	13%	21%	24%	28%	24%	20%	24%	28%	27%	27%	20%	26%	26%	26%	26%	18%	28%	21%	28%		
No, I have not cancelled any subscriptions	55%	60%	52%	50%	57%	53%	55%	60%	55%	52%	55%	54%	50%	55%	58%	47%	54%	63%	54%	56%	53%	42%	51%	54%	57%	61%	55%	48%	56%	57%	43%	51%	56%	55%	60%	63%	55%	55%	55%	51%	64%	56%	58%	45%			
No, I never subscribed to any of those	13%	11%	12%	10%	10%	12%	16%	12%	12%	15%	13%	12%	6%	8%	21%	8%	11%	19%	5%	5%	23%	10%	6%	7%	10%	15%	26%	21%	10%	8%	19%	22%	10%	8%	8%	6%	17%	9%	10%	13%	12%	8%	16%	13%			
Not sure/ Can't say	1%	%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Net: Yes	31%	29%	34%	39%	31%	34%	29%	26%	31%	31%	30%	33%	43%	35%	20%	45%	32%	17%	41%	38%	22%	46%	42%	37%	32%	24%	17%	29%	32%	34%	36%	27%	32%	36%	32%	30%	27%	35%	34%	35%	23%	35%	25%	41%			
Net: No	67%	71%	64%	60%	68%	65%	71%	71%	67%	67%	69%	66%	56%	63%	79%	54%	65%	82%	58%	61%	76%	52%	57%	61%	67%	76%	82%	70%	66%	65%	62%	73%	66%	63%	68%	69%	72%	64%	64%	64%	75%	64%	75%	58%			

QC13. And for what reason would you say you cancelled your subscriptions to those services?

Base = Cancelled at least one streaming subscription	508 62 52 47 39 148 112 42 436 72 239 269 192 191 124 101 86 51 91 105 73 30 163 125 67 66 59 117 158 187 44 73 158 121 41 25 175 169 165 157 103 86 26 68																																													
	Total	Region							Geo Type		Gender		Age			Gender-Age						Age (Fine)						Household Income					Household Income (Fine)					Education			2021 Fed Vote					
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+	<\$25K	\$25K-\$50K	\$50K-\$100K	\$100K-\$150K	\$150K-\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Lib	NDP	BQ	Did not vote		
To save money/couldn't afford them all	53%	53%	51%	63%	73%	54%	45%	59%	54%	47%	52%	54%	61%	53%	41%	63%	51%	31%	58%	55%	48%	60%	61%	53%	53%	42%	40%	52%	59%	48%	53%	52%	59%	52%	42%	44%	52%	59%	49%	49%	49%	58%	56%	45%	56%	
I wasn't watching it	39%	44%	54%	30%	32%	36%	37%	40%	41%	30%	34%	44%	35%	42%	40%	30%	36%	38%	41%	47%	41%	18%	38%	44%	39%	42%	38%	31%	38%	44%	32%	30%	38%	42%	58%	34%	32%	36%	50%	44%	37%	31%	24%	44%		
-Because there wasn't anything to watch on it	24%	29%	36%	18%	27%	23%	18%	14%	23%	26%	24%	24%	29%	22%	18%	27%	25%	16%	31%	20%	20%	43%	26%	25%	16%	22%	14%	15%	31%	22%	8%	20%	31%	19%	26%	28%	26%	17%	27%	24%	21%	23%	10%	22%		
Had too many	19%	26%	25%	17%	20%	13%	24%	16%	20%	11%	21%	18%	20%	24%	8%	20%	31%	5%	21%	19%	11%	21%	20%	28%	18%	11%	6%	11%	17%	28%	14%	9%	17%	31%	20%	23%	10%	26%	21%	12%	23%	27%	5%	17%		
They removed a show or shows I liked	15%	6%	19%	12%	27%	17%	14%	4%	15%	16%	19%	11%	17%	14%	12%	20%	17%	19%	13%	12%	7%	37%	13%	17%	11%	14%	10%	8%	15%	18%	9%	7%	15%	13%	17%	44%	13%	13%	18%	16%	12%	12%	6%	22%		
They're all the same	8%	3%	10%	8%	7%	9%	7%	12%	9%	7%	9%	7%	8%	9%	8%	14%	6%	6%	2%	11%	9%	14%	7%	9%	9%	9%	6%	11%	8%	6%	4%	15%	8%	7%	3%	9%	8%	9%	8%	7%	10%	7%	10%	6%		
Other, specify:	10%	13%	12%	9%	10%	10%	8%	9%	9%	13%	11%	9%	11%	10%	8%	11%	14%	5%	11%	6%	10%	13%	12%	5%	13%	2%	9%	14%	8%	4%	11%	14%	9%	9%	4%	9%	11%	9%	11%	4%	13%	19%	13%			
None of the above	2%	4%	3%	10%	2%	2%		1%	4%	2%	2%		2%	3%		3%	2%		1%	5%			2%	2%	2%	5%	1%	2%	1%	2%	2%					1%	2%	2%		1%	4%	3%	2%			
Not sure/ Can't say	%			2%		1%		1%				1%	1%	%				2%	%	5%				1%			1%			4%					1%				%			2%				