

Of the time you spend watching television in a typical week, what percentage of your time is spent watching through the following ways? Please provide a percentage to each option, with the percentages adding up to 100%.



	Canadians who watch TV	GENDER		AGE			REGION					VOTE IN 2019 ELECTION			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Watching television on a TV set via a digital recording device (PVR, VCR)	32%	28%	37%	26%	33%	37%	39%	35%	32%	32%	28%	32%	28%	34%	33%
Watching live television on a TV set	25%	34%	17%	9%	22%	41%	16%	23%	31%	23%	35%	20%	32%	31%	21%
Streaming on an online site—such as Netflix, CraveTV or Disney Plus—to your TV, computer, tablet or mobile phone	23%	17%	28%	35%	24%	11%	27%	25%	22%	23%	17%	27%	20%	19%	27%
Watching content downloaded from the Internet to your computer, tablet or mobile phone	8%	9%	7%	12%	8%	4%	6%	8%	8%	9%	8%	8%	7%	7%	9%
Streaming on a TV network website—such as cbc.ca or NBC.com—to your computer, tablet or mobile phone	6%	6%	5%	8%	7%	4%	6%	5%	4%	6%	6%	6%	7%	4%	5%
Streaming online from another type of site to your computer, tablet or mobile phone	6%	6%	6%	10%	6%	3%	6%	4%	3%	7%	6%	7%	6%	5%	5%

Which of the following best describes the cable television package that you currently have at home?



	Canadians with Cable TV	GENDER		AGE			REGION						VOTE IN 2019 ELECTION		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
The cheapest package available	21%	22%	20%	32%	21%	13%	24%	24%	17%	22%	19%	19%	24%	23%	19%
A small package, but not the cheapest available	21%	22%	20%	19%	23%	20%	17%	15%	25%	21%	26%	19%	20%	19%	24%
A mid-sized package, with some premium channels	40%	38%	41%	35%	34%	47%	48%	41%	32%	36%	38%	44%	39%	39%	39%
A large package, with many premium channels	15%	17%	14%	10%	16%	19%	9%	17%	24%	16%	14%	15%	15%	16%	12%
Not sure	3%	2%	5%	3%	6%	2%	3%	3%	3%	5%	3%	4%	2%	3%	6%

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When you watch cable television, how often do you watch each of the following types of channels?



	Canadians with Cable TV	GENDER		AGE			REGION						VOTE IN 2019 ELECTION		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Canadian networks (CBC, CTV, Global, CityTV)															
Daily	43%	46%	40%	35%	35%	55%	51%	34%	48%	47%	33%	49%	53%	43%	41%
A few times a week	32%	33%	32%	32%	39%	28%	28%	33%	35%	36%	29%	35%	30%	35%	39%
A few times a month	16%	14%	18%	23%	14%	11%	17%	25%	11%	12%	19%	11%	11%	17%	16%
Never	9%	7%	10%	10%	11%	6%	4%	9%	6%	5%	18%	5%	5%	5%	4%
American networks (ABC, NBC, CBS, Fox)															
Daily	25%	26%	24%	19%	23%	32%	25%	23%	27%	28%	20%	32%	31%	30%	21%
A few times a week	36%	38%	34%	41%	39%	31%	39%	28%	42%	40%	28%	41%	39%	36%	41%
A few times a month	23%	23%	23%	20%	23%	24%	21%	31%	22%	23%	23%	16%	18%	22%	23%
Never	16%	13%	19%	20%	15%	14%	15%	18%	9%	10%	29%	11%	12%	12%	15%
Sports channels (TSN, Sportsnet)															
Daily	24%	36%	12%	26%	23%	24%	15%	20%	30%	30%	22%	26%	30%	28%	19%
A few times a week	29%	37%	20%	32%	29%	27%	31%	28%	32%	26%	33%	21%	30%	34%	28%
A few times a month	18%	10%	25%	20%	16%	17%	21%	22%	24%	18%	10%	17%	16%	19%	20%
Never	29%	17%	42%	22%	32%	33%	34%	30%	14%	26%	35%	35%	24%	20%	33%
Movie channels (Starz, Hollywood Suite)															
Daily	10%	13%	8%	18%	9%	6%	7%	9%	12%	14%	8%	11%	15%	9%	6%
A few times a week	24%	26%	22%	33%	24%	17%	19%	30%	15%	30%	21%	21%	24%	30%	22%
A few times a month	22%	21%	24%	20%	20%	26%	29%	23%	22%	17%	23%	25%	23%	23%	22%
Never	43%	41%	46%	29%	47%	51%	45%	38%	51%	39%	48%	43%	38%	38%	49%
News channels (CNN, CBC News Network, CTV News Channel)															
Daily	36%	39%	33%	26%	29%	49%	38%	31%	30%	43%	34%	34%	45%	37%	36%
A few times a week	27%	30%	24%	33%	30%	20%	28%	23%	26%	28%	24%	34%	29%	34%	20%
A few times a month	19%	17%	22%	22%	19%	18%	21%	21%	27%	16%	18%	20%	15%	12%	26%
Never	18%	14%	22%	19%	21%	14%	14%	25%	17%	14%	24%	12%	11%	16%	18%
Lifestyle channels (Home and Garden TV, Food Network)															
Daily	15%	15%	15%	19%	11%	14%	19%	13%	15%	16%	9%	19%	19%	17%	13%
A few times a week	32%	31%	34%	37%	31%	30%	29%	38%	19%	43%	29%	26%	38%	32%	34%
A few times a month	27%	26%	27%	25%	29%	26%	30%	24%	37%	20%	27%	30%	22%	30%	20%
Never	26%	28%	24%	19%	29%	30%	22%	25%	29%	21%	36%	24%	21%	20%	33%
Specialty channels (HBO, Showtime)															
Daily	13%	16%	10%	21%	13%	8%	16%	8%	11%	18%	11%	9%	16%	17%	9%
A few times a week	28%	26%	30%	33%	27%	24%	29%	35%	18%	29%	23%	35%	30%	29%	37%
A few times a month	24%	24%	24%	23%	23%	26%	29%	27%	24%	22%	23%	22%	24%	25%	19%
Never	35%	34%	36%	23%	37%	42%	25%	30%	47%	32%	43%	34%	31%	30%	35%

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Do you agree or disagree with each of the following statements?



	Canadians with Cable TV	GENDER		AGE			REGION					VOTE IN 2019 ELECTION			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
<i>"I pay too much money for cable television each month"</i>															
Strongly agree	45%	45%	46%	34%	48%	51%	50%	37%	47%	47%	40%	54%	48%	44%	52%
Somewhat agree	30%	31%	30%	33%	31%	28%	28%	36%	27%	30%	31%	29%	29%	31%	26%
Somewhat disagree	16%	17%	14%	24%	13%	12%	16%	14%	17%	16%	17%	12%	16%	17%	13%
Strongly disagree	4%	4%	4%	4%	2%	5%	3%	5%	4%	3%	5%	4%	3%	4%	3%
Not sure	5%	4%	6%	5%	6%	5%	4%	7%	6%	4%	8%	1%	3%	4%	6%
<i>"There are many channels included in my current cable television plan that I never watch"</i>															
Strongly agree	49%	46%	53%	42%	51%	53%	40%	62%	63%	47%	43%	58%	46%	47%	55%
Somewhat agree	34%	39%	29%	39%	29%	34%	49%	13%	28%	37%	35%	31%	38%	36%	32%
Somewhat disagree	9%	8%	11%	11%	12%	7%	8%	14%	3%	8%	13%	5%	9%	11%	7%
Strongly disagree	4%	4%	3%	5%	3%	4%	2%	5%	3%	5%	4%	3%	6%	3%	4%
Not sure	3%	3%	3%	3%	5%	2%	1%	6%	3%	2%	4%	3%	2%	2%	3%
<i>"I am disappointed with the variety of programming I am getting from my cable television plan"</i>															
Strongly agree	27%	28%	26%	23%	26%	30%	28%	20%	27%	30%	20%	39%	28%	26%	30%
Somewhat agree	32%	32%	31%	31%	35%	29%	36%	35%	30%	30%	32%	25%	31%	32%	23%
Somewhat disagree	27%	27%	27%	29%	21%	29%	26%	30%	29%	26%	29%	19%	24%	26%	32%
Strongly disagree	10%	11%	9%	13%	9%	8%	8%	6%	9%	10%	14%	12%	13%	9%	10%
Not sure	5%	3%	7%	3%	8%	4%	2%	10%	5%	4%	6%	4%	3%	7%	5%