

POR-090-11

# Canadian Books, Film, Music, and Periodicals Opinion Survey

Data Tables

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September 4, 2012

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Canadian  
Heritage

Patrimoine  
canadien



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1A. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A computer, whether a desktop or a laptop?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,878 94%	454 92%	1,424 94%	136 92%	725 95%	120 91%	193 94%	250 96%	541 99% K	763 98% K	537 84%	1,150 94%	327 91%	167 97% M	229 95%	1,525 94%	353 91%	913 95% S	902 90%	1,144 99% U	672 80%
No	125 6%	41 8%	84 6%	12 8%	37 5%	12 9%	12 6%	12 4%	7 1%	14 2%	99 16% IJ	77 6%	31 9% N	5 3%	11 5%	90 6%	35 9%	53 5%	101 10% R	7 1%	170 20% T
CHI-SQUARE SIGNIFICANCE	<-----11.57-----> 93%*								<-----146.46-----> 100%*			<-----7.96-----> 95%*				<-----6.14-----> 99%*		<-----14.62-----> 100%*		<-----230.42-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1A. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A computer, whether a desktop or a laptop?  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,878	167	1,711	157	1,721	72	1,806	1,878	-	947	930	424	1,407	1,761	61	1,090	728	830	986	412	1,411
	94%	83%	95%	95%	94%	90%	94%	100%		99%	89%	100%	89%	99%	27%	99%	81%	99%	86%	99%	89%
			B							K		M		O		Q		S		U	
No	125	34	91	8	117	8	117	-	125	8	117	2	175	12	166	11	167	11	165	5	171
	6%	17%	5%	5%	6%	10%	6%		100%	1%	11%	*	11%	1%	73%	1%	19%	1%	14%	1%	11%
		C								J		L		N		P		R		T	
CHI-SQUARE SIGNIFICANCE	<-----44.51----->	<-----52----->	<-----1.69----->	<-----2003.0----->	<-----90.34----->	<-----47.08----->	<-----1302.82----->	<-----189.56----->	<-----102.39----->	<-----37.96----->											
	100%*		53%*	81%*	100%*	100%*	100%*	100%*	100%*												

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1B. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A smartphone?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media		
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%	
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842	
Yes	956 48%	191 39%	764 51% B	64 43%	385 51% B	57 44%	127 62% BCDEFH	130 50%	369 67% JK	421 54% K	150 24%	593 48% M	132 37%	84 49% M	145 60% LM	805 50% Q	151 39%	485 50% S	367 37%	591 51% U	212 25%	
No	1,046 52%	304 61% CEGH	743 49% G	83 57% G	376 49% G	74 56% G	78 38%	132 50% G	180 33%	357 46% I	485 76% IJ	633 52% O	225 63% LNO	88 51%	95 40%	809 50% P	237 61% P	480 50% R	636 63% R	559 49% T	629 75% T	
Don't know/Refuse	1 *%	1 *%	0 *%	-	-	0 *%	-	-	-	-	1 *%	-	1 *%	-	0 *%	1 *%	-	1 *%	-	1 *%	1 *%	
CHI-SQUARE SIGNIFICANCE	<-----44.97----->				<-----246.38----->				<-----34.56----->				<-----15.54----->		<-----38.26----->		<-----138.42----->					
	100%*				100%*				100%*				100%*		100%*		100%*					

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
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QB1B. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A smartphone?  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	956	60	895	94	862	36	919	947	8	956	-	282	554	791	14	643	162	515	288	287	519
	48%	30%	50%	57%	47%	45%	48%	50%	7%	100%		66%	35%	45%	6%	58%	18%	61%	25%	69%	33%
			B					I				M		O		Q		S		U	
No	1,046	141	905	71	975	43	1,003	930	117	-	1,046	144	1,026	980	213	457	732	325	862	130	1,062
	52%	70%	50%	43%	53%	55%	52%	50%	93%		100%	34%	65%	55%	94%	42%	82%	39%	75%	31%	67%
		C						H				L		N		P		R		T	
Don't know/Refuse	1	-	1	0	1	-	1	1	-	-	-	-	2	2	-	1	1	1	1	-	1
	*%		*%	*%	*%		*%	*%					*%	*%		*%	*%	*%	*%		*%
CHI-SQUARE SIGNIFICANCE	<-----28.66----->		<-----7.28----->		<-----.23----->		<-----90.45----->		<-----2001.97----->		<-----135.05----->		<-----124.32----->		<-----333.3----->		<-----265.29----->		<-----177.99----->		
	100%*		97%*		11%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
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**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1C. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A handheld E-book reader?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	426 21%	65 13%	360 24% B	38 26% B	166 22% B	32 24% B	58 28% B	66 25% B	104 19%	192 25% K	123 19%	300 24% M	40 11%	39 22% M	47 20% M	357 22%	69 18%	207 21%	205 20%	298 26% U	119 14%
No	1,573 79%	429 87% CDEFGH	1,143 76%	108 73%	594 78%	100 76%	147 72%	195 74%	445 81% J	581 75%	513 81% J	924 75%	317 89% LNO	133 78%	192 80%	1,255 78%	318 82%	754 78%	798 80%	853 74%	721 86% T
Don't know/Refuse	5 *%	1 *%	4 *%	1 1%	2 *%	-	-	1 1%	-	5 1%	-	3 *%	1 *%	-	1 1%	4 *%	1 *%	5 *%	-	-	2 *%
CHI-SQUARE SIGNIFICANCE	<-----35.82----->								<-----16.38----->			<-----31.69----->				<-----3.41----->		<-----5.26----->		<-----43.03----->	
	100%*								100%*			100%*				82%*		93%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
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QB1C. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A handheld E-book reader?  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	426	41	384	27	399	21	405	424	2	282	144	426	-	413	3	334	81	234	179	183	234
	21%	21%	21%	16%	22%	26%	21%	23%	2%	30%	14%	100%		23%	1%	30%	9%	28%	16%	44%	15%
								I		K				O		Q		S		U	
No	1,573	160	1,412	138	1,434	59	1,514	1,450	123	673	898	-	1,582	1,356	224	766	811	606	969	234	1,344
	79%	79%	78%	84%	78%	74%	79%	77%	98%	70%	86%		100%	76%	99%	70%	91%	72%	84%	56%	85%
									H		J				N		P		R		T
Don't know/Refuse	5	-	5	-	5	-	5	5	-	-	5	-	-	4	-	1	3	1	3	-	4
	*%		*%		*%		*%	*%			*%			*%		*%	*%	*%	*%		*%
CHI-SQUARE SIGNIFICANCE	<-----.61----->		<-----3.01----->		<-----1.38----->		<-----31.53----->		<-----78.01----->		<-----2007.69----->		<-----59.77----->		<-----136.72----->		<-----44.83----->		<-----169.73----->		
	26%*		78%*		50%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
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Periodicals Opinion Survey - 2012**

QB1D. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: An Internet connection?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,835 92%	442 89%	1,393 92%	133 90%	704 93%	116 88%	194 94%	246 94%	542 99%	745 96%	513 81%	1,118 91%	316 88%	166 96%	231 96%	1,497 93%	338 87%	896 93%	867 86%	1,132 98%	633 75%
No	166 8%	52 11%	114 8%	14 10%	56 7%	15 12%	12 6%	17 6%	6 1%	32 4%	123 19%	107 9%	41 11%	6 4%	9 4%	117 7%	49 13%	70 7%	133 13%	18 2%	207 25%
Don't know/Refuse	2 *%	1 *%	2 *%	-	1 *%	1 *%	-	-	-	-	1 *%	2 *%	1 *%	-	-	1 *%	1 *%	-	3 *%	1 *%	2 *%
CHI-SQUARE SIGNIFICANCE	-----<-----12.5----->-----<-----								-----<-----160.11----->-----<-----			-----<-----16.56----->-----<-----				-----<-----13.04----->-----<-----		-----<-----22.52----->-----<-----		-----<-----258.48----->-----<-----	
	59%*								100%*			99%*				100%*		100%*		100%*	

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QB1D. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: An Internet connection?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,835	157	1,678	152	1,683	70	1,765	1,827	8	942	892	423	1,356	1,773	-	1,080	688	821	944	413	1,358
	92%	78%	93%	92%	92%	88%	92%	97%	7%	99%	85%	99%	86%	100%	98%	77%	98%	98%	82%	99%	86%
			B					I		K		M			Q		S		U		
No	166	44	121	13	153	10	156	49	116	12	154	2	224	-	227	20	205	20	204	4	221
	8%	22%	7%	8%	8%	12%	8%	3%	93%	1%	15%	*	14%		100%	2%	23%	2%	18%	1%	14%
		C						H		J		L			P		R		T		
Don't know/Refuse	2	1	2	-	2	-	2	2	-	1	1	1	2	-	-	1	2	-	3	-	3
	*%	*%	*%		*%		*%	*%		*%	*%	*%	*%			*%	*%		*%		*%
CHI-SQUARE SIGNIFICANCE	<-----56.21----->		<-----26----->		<-----1.77----->		<-----1267.23----->		<-----118.3----->		<-----62.81----->		<-----2000.0----->		<-----220.45----->		<-----117.31----->		<-----56.91----->		
	100%*		12%*		59%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
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QB1E. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A portable digital music player or portable mp3 player?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,247 62%	253 51%	994 66% B	99 67% B	504 66% B	81 62% B	142 69% B	168 64% B	447 82% JK	540 70% K	240 38%	783 64% M	173 48% M	125 73% M	164 68% M	1,041 64% Q	207 53%	616 64% S	539 54%	802 70% U	295 35%
No	751 37%	240 49% CDEFGH	510 34%	48 33%	257 34%	49 37%	63 31%	94 36%	101 18%	236 30% I	394 62% IJ	442 36% N	184 51% LNO	46 27%	76 31%	571 35%	180 46% P	348 36%	460 46% R	346 30%	543 64% T
Don't know/Refuse	5 *%	2 *%	3 *%	-	1 *%	2 2%	-	-	-	1 *%	3 *%	2 *%	1 *%	1 *%	1 *%	4 *%	1 *%	2 *%	4 *%	3 *%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----55.47----->								<-----269.98----->			<-----43.26----->				<-----16.54----->		<-----20.81----->		<-----235.88----->	
	100%*								100%*			100%*				100%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1E. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A portable digital music player or portable mp3 player?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,247	105	1,143	114	1,133	57	1,190	1,239	8	784	463	358	766	1,080	20	1,101	-	667	428	338	762
	62%	52%	63%	69%	62%	72%	62%	66%	6%	82%	44%	84%	48%	61%	9%	100%		79%	37%	81%	48%
			B					I		K		M		O				S		U	
No	751	97	654	50	700	23	728	634	117	171	579	66	811	688	205	-	895	173	717	76	816
	37%	48%	36%	31%	38%	28%	38%	34%	94%	18%	55%	15%	51%	39%	90%		100%	21%	62%	18%	52%
		C						H		J		L		N				R		T	
Don't know/Refuse	5	-	5	1	4	-	5	5	-	1	4	1	5	5	2	-	-	1	6	3	4
	*%		*%	*%	*%		*%	*%		*%	*%	*%	*%	*%	1%			*%	1%	1%	*%
CHI-SQUARE SIGNIFICANCE	<-----11.17----->		<-----4.02----->		<-----3.22----->		<-----178.79----->		<-----303.41----->		<-----174.96----->		<-----220.95----->		<-----1996.0----->		<-----348.44----->		<-----149.2----->		
	100%*		87%*		80%*		100%*		100%*		100%		100%*		100%*		100%*		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1F. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A gaming console?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,020 51%	231 47%	789 52% B	77 52%	384 50%	65 49%	128 62% BCEPFH	136 52%	405 74% JK	487 63% K	114 18%	618 50%	168 47%	98 57% M	132 55%	838 52%	182 47%	510 53% S	404 40%	634 55% U	202 24%
No	975 49%	263 53% CG	712 47% G	69 47%	374 49% G	67 51% G	76 37%	126 48% G	144 26%	289 37% I	516 81% IJ	602 49%	189 53% N	72 42%	108 45%	771 48%	204 53%	453 47%	593 59% R	513 45%	633 75% T
Don't know/Refuse	8 *%	1 *%	7 *%	1 1%	4 1%	-	1 *%	1 *%	-	2 *%	6 1%	6 1%	-	1 1%	1 *%	7 *%	2 *%	4 *%	6 1%	4 *%	7 1%
CHI-SQUARE SIGNIFICANCE	<-----17.75-----> 88%*								<-----435.87-----> 100%*			<-----9.38-----> 85%*				<-----2.91-----> 77%		<-----30.93-----> 100%*		<-----193.36-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QB1F. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A gaming console?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,020	73	947	88	932	47	973	1,011	9	662	358	272	606	821	20	667	173	841	-	267	574
	51%	36%	53%	54%	51%	59%	51%	54%	7%	69%	34%	64%	38%	46%	9%	61%	19%	100%	-	64%	36%
			B					I		K		M		O		Q				U	
No	975	128	847	77	898	32	943	860	114	291	683	150	969	944	204	428	717	-	1,151	148	999
	49%	63%	47%	46%	49%	40%	49%	46%	92%	30%	65%	35%	61%	53%	90%	39%	80%	100%	35%	63%	63%
		C							H		J		L		N		P			T	
Don't know/Refuse	8	1	8	-	8	1	7	7	2	2	6	3	7	8	3	6	5	-	-	2	9
	*%	*%	*%		*%	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%			*%	1%
CHI-SQUARE SIGNIFICANCE	<-----19.35----->		<-----1.15----->		<-----3.2----->		<-----103.09----->		<-----245.87----->		<-----91.69----->		<-----117.08----->		<-----345.98----->		<-----1992.0----->		<-----104.42----->		
	100%*		44%*		80%*		100%*		100%*		100%		100%		100%		100%*		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QB1G. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A tablet, other than an e-book reader?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	477 24%	77 16%	399 26% B	32 22%	182 24% B	36 27% B	72 35% BCDE	78 30% B	160 29% K	217 28% K	90 14%	298 24% M	51 14%	46 27% M	80 33% LM	391 24%	86 22%	230 24%	202 20%	300 26% U	117 14%
No	1,524 76%	418 84% CEFGH	1,106 73% G	115 78% G	580 76% G	96 73%	131 64%	184 70%	389 71%	560 72%	545 86% IJ	928 76% O	306 86% LNO	126 73%	159 66%	1,222 76%	302 78%	735 76%	799 80%	851 74%	721 86% T
Don't know/Refuse	2 *%	-	2 *%	-	-	0 *%	2 1%	-	-	1 *%	2 *%	1 *%	-	-	1 *%	2 *%	-	1 *%	2 *%	-	4 *%
CHI-SQUARE SIGNIFICANCE	<-----55.38-----> 100%*								<-----49.69-----> 100%*			<-----33.26-----> 100%*				<-----1.4-----> 50%*		<-----3.9-----> 86%*		<-----48.31-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QB1G. Do you own, or have access to, any of the following items, either at home, at work or elsewhere: A tablet, other than an e-book reader?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	477	36	441	47	429	31	445	473	4	345	132	200	234	413	4	338	76	267	148	417	-
	24%	18%	24%	29%	23%	39%	23%	25%	3%	36%	13%	47%	15%	23%	2%	31%	8%	32%	13%	100%	-
			B			G		I		K		M		O		Q		S			
No	1,524	166	1,358	117	1,407	48	1,476	1,404	120	611	912	226	1,344	1,358	221	762	816	574	999	-	1,582
	76%	82%	75%	71%	77%	61%	77%	75%	96%	64%	87%	53%	85%	77%	97%	69%	91%	68%	87%	-	100%
		C				F		H		J		L		N		P		R			
Don't know/Refuse	2	-	2	0	2	-	2	1	1	-	2	-	4	2	2	1	3	-	4	-	-
	*%		*%	*%	*%		*%	*%	1%		*%		*%	*%	1%	*%	*%		*%		
CHI-SQUARE SIGNIFICANCE	<-----4.95----->		<-----2.65----->		<-----11.26----->		<-----42.48----->		<-----152.86----->		<-----206.01----->		<-----61.67----->		<-----148.98----->		<-----107.31----->		<-----1999.0----->		
	92%*		73%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QB2. Do you access a social media network at least once a month? Examples include Facebook, Twitter, Google+ among others.  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,298 65%	295 60%	1,003 67% B	107 73% B	493 65%	84 64%	148 72% B	171 65%	486 89% JK	532 68% K	258 40%	775 63%	210 59%	124 72% LM	185 77% LM	1,069 66% Q	229 59%	572 59%	623 62%	1,151 100%	-
No	697 35%	193 39% CDG	503 33%	40 27%	267 35%	48 36%	57 28%	91 35%	61 11%	244 31% I	377 59% IJ	450 37% O	142 40% NO	48 28%	54 22%	539 33%	157 40% P	387 40%	378 38%	-	842 100%
Don't know/Refuse	9 *%	7 1% CE	2 *%	1 1%	1 *%	-	-	-	1 *%	2 *%	2 *%	2 *%	5 2% L	-	2 1%	7 *%	2 *%	7 1%	2 *%	-	-
CHI-SQUARE SIGNIFICANCE	<-----39.92-----> 100%*								<-----307.01-----> 100%*			<-----39.0-----> 100%*				<-----7.01-----> 97%		<-----4.15-----> 87%*		<-----1993.0-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QB2. Do you access a social media network at least once a month? Examples include Facebook, Twitter, Google+ among others.  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,298	107	1,191	114	1,184	53	1,245	1,292	6	743	554	322	853	1,132	18	802	346	634	513	300	851
	65%	53%	66%	69%	64%	66%	65%	69%	5%	78%	53%	76%	54%	64%	8%	73%	39%	75%	45%	72%	54%
			B					I		K		M		O		Q		S		U	
No	697	94	603	51	645	27	670	578	118	209	487	104	721	633	207	295	543	202	633	117	721
	35%	47%	33%	31%	35%	34%	35%	31%	95%	22%	47%	24%	46%	36%	91%	27%	61%	24%	55%	28%	46%
		C						H		J		L		N		P		R		T	
Don't know/Refuse	9	1	8	-	9	-	9	8	1	3	6	-	8	8	2	4	6	5	5	-	10
	*%	*%	*%		*%		*%	*%	1%	*%	1%		1%	*%	1%	*%	1%	1%	*%		1%
CHI-SQUARE SIGNIFICANCE	<-----13.91----->		<-----1.99----->		<-----.41----->		<-----212.22----->		<-----135.51----->		<-----65.3----->		<-----257.69----->		<-----236.18----->		<-----191.63----->		<-----45.67----->		
	100%*		63%*		19%*		100%*		100%*		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC2. Of the print magazines you read for leisure in a typical month, what is the balance between Canadian and non-Canadian magazines? Would you say they are...  
Base: Respondents who read print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561 100%	385 100%	1,176 100%	109 100%	589 100%	104 100%	162 100%	211 100%	396 100%	603 100%	527 100%	969 100%	280 100%	135 100%	171 100%	1,252 100%	309 100%	734 100%	821 100%	928 100%	654 100%
UNWEIGHTED TOTAL	1,591	469	1,122	156	428	162	183	193	201	561	795	969	341	128	146	1,254	337	770	821	928	654
All Canadian	301 19%	149 39%	152 13%	14 13%	93 16%	11 11%	13 8%	20 10%	72 18%	110 18%	113 22%	130 13%	128 46%	16 12%	25 15%	244 19%	58 19%	127 17%	186 23%	174 19%	154 24%
		CDEFGH			G								LNO						R		T
Mostly Canadian	457 29%	138 36%	319 27%	40 36%	165 28%	26 25%	42 26%	47 22%	100 25%	171 28%	177 34%	271 28%	104 37%	40 30%	41 24%	354 28%	103 33%	206 28%	262 32%	273 29%	223 34%
		CEFGH		CFH					IJ			LO									T
About the same Canadian and non-Canadian	394 25%	41 11%	353 30%	26 24%	166 28%	30 29%	58 36%	73 35%	96 24%	170 28%	122 23%	275 28%	24 9%	47 35%	48 28%	321 26%	73 24%	187 25%	198 24%	245 26%	134 20%
			B	B	B	B	BD	B				M		M	M					U	
Mostly non-Canadian	273 18%	32 8%	242 21%	26 24%	116 20%	24 23%	33 20%	43 21%	85 22%	99 16%	82 16%	200 21%	13 5%	26 19%	33 19%	223 18%	50 16%	143 19%	122 15%	170 18%	88 13%
			B	B	B	B	B	B				M		M	M			S		U	
All non-Canadian	76 5%	14 4%	62 5%	3 3%	29 5%	9 8%	11 7%	11 5%	22 6%	33 6%	17 3%	56 6%	5 2%	1 1%	13 8%	66 5%	10 3%	47 6%	25 3%	41 4%	30 5%
					D	D	D		K			MN			MN			S			
Don't know/Refuse	59 4%	11 3%	47 4%	1 1%	20 3%	5 5%	6 4%	16 8%	21 5%	21 3%	15 3%	37 4%	7 3%	5 3%	10 6%	45 4%	14 5%	23 3%	28 3%	25 3%	25 4%
		D	D		D	D		BDE													
Don't read print magazines (not included in base)	442 28%	111 29%	332 28%	38 35%	172 29%	28 26%	43 27%	51 24%	152 38%	174 29%	109 21%	258 27%	78 28%	37 28%	69 41%	363 29%	79 26%	232 32%	182 22%	223 24%	188 29%
									JK	K					LMN			S		T	
CHI-SQUARE SIGNIFICANCE					<-----252.82-----> 100%				<-----23.93-----> 99%					<-----223.19-----> 100%		<-----5.4-----> 63%		<-----22.08-----> 100%		<-----19.67-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
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QC2. Of the print magazines you read for leisure in a typical month, what is the balance between Canadian and non-Canadian magazines? Would you say they are...  
Base: Respondents who read print magazines  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561 100%	142 100%	1,418 100%	122 100%	1,439 100%	59 100%	1,501 100%	1,474 100%	87 100%	757 100%	804 100%	346 100%	1,245 100%	1,425 100%	164 100%	898 100%	686 100%	656 100%	925 100%	349 100%	1,239 100%
UNWEIGHTED TOTAL	1,591	159	1,432	104	1,487	52	1,539	1,468	123	650	940	343	1,245	1,425	164	898	686	656	925	349	1,239
All Canadian	301 19%	25 18%	276 19%	22 18%	280 19%	10 17%	291 19%	277 19%	25 29%	115 15%	187 23%	46 13%	281 23%	283 20%	47 29%	137 15%	193 28%	116 18%	211 23%	51 15%	279 23%
Mostly Canadian	457 29%	39 28%	418 29%	27 22%	430 30%	11 18%	446 30%	427 29%	30 34%	185 24%	272 34%	101 29%	394 32%	441 31%	56 34%	266 30%	230 34%	191 29%	307 33%	91 26%	407 33%
About the same Canadian and non-Canadian	394 25%	44 31%	350 25%	24 20%	370 26%	16 27%	378 25%	379 26%	15 18%	221 29%	173 22%	106 30%	278 22%	351 25%	30 18%	248 28%	132 19%	169 26%	208 22%	98 28%	282 23%
Mostly non-Canadian	273 18%	20 14%	254 18%	25 21%	248 17%	12 21%	261 17%	266 18%	8 9%	165 22%	109 14%	71 21%	191 15%	245 17%	13 8%	179 20%	77 11%	128 20%	129 14%	78 22%	179 14%
All non-Canadian	76 5%	9 7%	67 5%	13 10%	64 4%	5 9%	71 5%	70 5%	6 7%	45 6%	31 4%	15 4%	58 5%	64 4%	8 5%	41 5%	31 5%	36 5%	36 4%	19 5%	53 4%
Don't know/Refuse	59 4%	5 3%	54 4%	11 9%	47 3%	5 9%	53 4%	56 4%	3 4%	26 3%	33 4%	8 2%	43 3%	41 3%	10 6%	27 3%	23 3%	16 2%	34 4%	12 3%	39 3%
Don't read print magazines (not included in base)	442 28%	59 42%	383 27%	43 36%	399 28%	20 35%	422 28%	404 27%	38 44%	199 26%	243 30%	79 23%	337 27%	348 24%	63 38%	203 23%	209 30%	185 28%	226 24%	68 19%	343 28%
CHI-SQUARE SIGNIFICANCE	<-----4.4-----> 51%	<-----24.09-----> 100%	<-----10.13-----> 93%	<-----11.73-----> 96%	<-----53.15-----> 100%	<-----25.33-----> 100%	<-----21.01-----> 100%	<-----62.62-----> 100%	<-----19.95-----> 100%	<-----26.79-----> 100%											

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.

QC3. What is the main reason why you don't read print magazines?  
Base: Respondents who do not read print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	442	111	332	38	172	28	43	51	152	174	109	258	78	37	69	363	79	232	182	223	188
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	412	131	281	44	109	39	47	42	79	161	165	239	90	36	47	327	85	230	182	223	188
I don't have enough time / Too busy	105	22	83	8	33	10	14	18	30	52	19	66	12	10	16	89	16	53	43	57	40
	24%	20%	25%	21%	19%	34%	32%	36%	20%	30%	18%	26%	16%	27%	23%	24%	21%	23%	24%	26%	21%
										K											
Don't like what's offered / There are no magazines I'm interested in	91	35	56	8	28	4	8	8	31	25	33	49	25	6	11	68	23	58	35	45	51
	21%	32%	17%	21%	16%	16%	18%	15%	21%	15%	31%	19%	32%	16%	16%	19%	29%	25%	19%	20%	27%
		CEF									J		LO								
I get my news and information from other sources	47	7	40	4	26	2	3	5	16	23	8	26	5	6	10	43	4	26	12	23	14
	11%	6%	12%	10%	15%	6%	8%	9%	11%	13%	7%	10%	7%	16%	14%	12%	5%	11%	7%	10%	7%
					B											Q					
I prefer to read the digital version of magazines	34	7	27	2	14	-	3	7	17	14	2	16	6	-	11	32	2	23	7	19	6
	8%	6%	8%	7%	8%		8%	13%	11%	8%	2%	6%	8%		17%	9%	2%	10%	4%	9%	3%
									K	K						Q		S		U	
Print magazines are too expensive	30	9	21	2	9	2	6	2	9	12	10	12	4	7	7	26	4	11	21	17	15
	7%	8%	6%	6%	5%	9%	13%	4%	6%	7%	9%	5%	5%	20%	10%	7%	5%	5%	12%	8%	8%
																			R		
Lack of interest	30	10	20	3	7	2	3	5	17	6	6	15	8	2	5	24	6	21	10	12	13
	7%	9%	6%	8%	4%	6%	8%	9%	11%	4%	6%	6%	11%	5%	7%	7%	7%	9%	5%	5%	7%
I prefer reading books	26	6	21	4	14	3	-	-	13	5	9	20	5	1	-	20	7	4	19	13	10
	6%	5%	6%	9%	8%	10%			8%	3%	8%	8%	7%	4%		5%	8%	2%	10%	6%	5%
											J								R		
Health reasons/ disability/old age/problems with eyesight	19	3	16	1	10	1	1	2	3	6	10	16	3	-	1	16	3	9	8	2	18
	4%	3%	5%	3%	6%	4%	2%	4%	2%	3%	9%	6%	4%		1%	5%	3%	4%	4%	1%	10%
											IJ									T	
Lack of availability/hard to get	9	1	9	-	7	1	0	1	-	7	2	6	1	-	2	7	3	5	4	3	5
	2%	1%	3%		4%	2%	1%	1%		4%	2%	3%	1%		3%	2%	4%	2%	2%	1%	3%
Too many advertisements	6	1	4	1	2	-	1	-	-	2	4	3	1	1	-	6	-	-	7	5	2
	1%	1%	1%	2%	1%		2%			1%	3%	1%	2%	3%		2%			4%	2%	1%
Poor reading skills	4	1	3	1	2	-	-	-	-	2	1	1	-	1	2	2	1	3	1	1	3
	1%	1%	1%	3%	1%					1%	1%	*		2%	3%	1%	1%	1%	1%	*	2%

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



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Table QC3 Page 20  
(Continued)

QC3. What is the main reason why you don't read print magazines?  
Base: Respondents who do not read print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
They take up space/ create clutter	3 1%	-	3 1%	1 2%	2 1%	-	1 2%	-	-	2 1%	-	3 1%	-	-	-	3 1%	-	-	3 2%	2 1%	1 1%
Read too much already/ read for work	3 1%	2 2%	1 *%	1 2%	-	0 1%	-	-	1 1%	1 *%	1 1%	1 *%	1 2%	1 2%	-	2 1%	1 1%	2 1%	1 1%	3 1%	1 1%
Magazines are too out of date	1 *%	1 1%	1 *%	-	-	-	-	1 1%	-	1 *%	1 1%	-	1 1%	-	1 1%	1 *%	1 1%	1 1%	-	2 1%	-
Other	12 3%	1 1%	11 3%	1 1%	10 6%	1 2%	-	-	3 2%	7 4%	1 1%	8 3%	-	2 7%	2 3%	9 2%	3 4%	5 2%	4 2%	6 3%	3 2%
Don't know/Refuse	22 5%	5 4%	17 5%	2 6%	7 4%	3 9%	2 4%	3 6%	10 7%	9 5%	2 2%	15 6%	4 5%	-	3 4%	16 4%	6 8%	13 5%	7 4%	13 6%	6 3%
CHI-SQUARE SIGNIFICANCE	<-----82.26-----> 29%*								<-----69.63-----> 100%*			<-----70.17-----> 99%*				<-----18.65-----> 77%*		<-----46.81-----> 100%*		<-----32.61-----> 99%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

QC3. What is the main reason why you don't read print magazines?  
Base: Respondents who do not read print magazines  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	442	59	383	43	399	20	422	404	38	199	243	79	337	348	63	203	209	185	226	68	343
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	412	66	346	33	379	14	398	357	55	156	255	74	337	348	63	203	209	185	226	68	343
I don't have enough time / Too busy	105	6	99	11	94	4	101	100	5	54	51	14	84	89	8	48	49	45	52	13	83
	24%	10%	26%	25%	24%	20%	24%	25%	13%	27%	21%	18%	25%	26%	13%	24%	23%	24%	23%	19%	24%
Don't like what's offered / There are no magazines I'm interested in	91	11	80	9	82	4	87	80	11	33	58	14	80	76	20	42	54	36	60	11	85
	21%	19%	21%	22%	20%	18%	21%	20%	30%	17%	24%	17%	24%	22%	32%	21%	26%	19%	27%	16%	25%
I get my news and information from other sources	47	5	42	6	40	-	47	47	-	27	19	7	30	36	1	24	13	23	14	9	28
	11%	8%	11%	14%	10%		11%	12%		14%	8%	9%	9%	10%	2%	12%	6%	12%	6%	13%	8%
I prefer to read the digital version of magazines	34	4	30	2	32	3	31	34	-	22	12	13	15	25	-	20	5	17	8	11	14
	8%	7%	8%	4%	8%	17%	7%	8%		11%	5%	17%	4%	7%		10%	2%	9%	4%	16%	4%
Print magazines are too expensive	30	4	27	4	27	-	30	26	4	8	23	5	27	28	4	11	21	11	21	3	29
	7%	6%	7%	8%	7%		7%	6%	11%	4%	9%	6%	8%	8%	6%	5%	10%	6%	9%	4%	8%
Lack of interest	30	3	27	-	30	1	29	26	4	16	14	4	21	19	7	13	13	12	13	4	22
	7%	5%	7%		7%	6%	7%	6%	9%	8%	6%	5%	6%	5%	11%	6%	6%	6%	6%	6%	6%
I prefer reading books	26	1	25	4	22	2	24	24	2	11	16	10	16	19	4	14	9	8	15	4	19
	6%	1%	7%	10%	6%	10%	6%	6%	5%	5%	6%	13%	5%	5%	6%	7%	4%	4%	7%	6%	6%
Health reasons/ disability/old age/problems with eyesight	19	16	3	2	17	3	16	12	7	5	14	3	17	10	10	4	16	3	17	4	16
	4%	27%	1%	6%	4%	17%	4%	3%	17%	2%	6%	4%	5%	3%	16%	2%	8%	2%	8%	6%	5%
Lack of availability/hard to get	9	-	9	2	8	-	9	8	2	2	8	-	8	6	2	1	6	4	4	-	8
	2%		2%	4%	2%		2%	2%	4%	1%	3%		2%	2%	3%	1%	3%	2%	2%		2%
Too many advertisements	6	1	4	-	6	-	6	6	-	2	3	1	6	6	1	4	3	3	4	-	7
	1%	2%	1%		1%		1%	1%		1%	1%	1%	2%	2%	2%	1%	2%	2%	2%		2%
Poor reading skills	4	1	3	-	4	-	4	3	1	-	4	-	4	2	2	1	3	1	3	-	4
	1%	1%	1%		1%		1%	1%	1%		1%		1%	1%	3%	*%	1%	1%	1%		1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



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Table QC3 Page 22  
(Continued)

QC3. What is the main reason why you don't read print magazines?  
Base: Respondents who do not read print magazines  
Banner 2

	Social Group										Technology Available											
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
They take up space/ create clutter	3 1%	1 2%	2 1%	-	3 1%	-	3 1%	3 1%	-	1 *%	3 1%	1 1%	2 1%	3 1%	-	1 *%	2 1%	1 1%	2 1%	-	3 1%	
Read too much already/ read for work	3 1%	-	3 1%	-	3 1%	-	3 1%	3 1%	-	1 1%	2 1%	1 2%	2 1%	4 1%	-	3 1%	1 *%	4 2%	-	2 3%	2 1%	
Magazines are too out of date	1 *%	-	1 *%	-	1 *%	-	1 *%	1 *%	-	-	1 1%	-	2 1%	2 1%	-	1 *%	1 *%	-	2 1%	-	2 1%	
Other	12 3%	3 5%	9 2%	1 2%	11 3%	-	12 3%	11 3%	1 2%	9 5%	3 1%	3 3%	7 2%	8 2%	1 2%	6 3%	3 1%	8 4%	1 *%	3 4%	6 2%	
Don't know/Refuse	22 5%	3 6%	18 5%	2 6%	19 5%	2 12%	19 5%	19 5%	2 6%	9 5%	13 5%	4 5%	16 5%	15 4%	3 5%	9 4%	10 5%	9 5%	10 4%	4 6%	15 4%	
CHI-SQUARE SIGNIFICANCE	<-----97.6----->		<-----9.06----->			<-----18.8----->		<-----31.83----->			<-----33.65----->		<-----28.8----->		<-----42.61----->		<-----30.64----->		<-----36.27----->		<-----29.21----->	
	100%*		13%*			78%*		99%*			100%*		98%*		100%*		99%*		100%*		98%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



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QC4. How often can you easily tell the difference between a Canadian print magazine and a non-Canadian print magazine? Would you say...  
Base: Respondents who read print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561 100%	385 100%	1,176 100%	109 100%	589 100%	104 100%	162 100%	211 100%	396 100%	603 100%	527 100%	969 100%	280 100%	135 100%	171 100%	1,252 100%	309 100%	734 100%	821 100%	928 100%	654 100%
UNWEIGHTED TOTAL	1,591	469	1,122	156	428	162	183	193	201	561	795	969	341	128	146	1,254	337	770	821	928	654
Often	1,214 78%	271 71%	943 80% BH	89 81% B	490 83% BH	82 79% B	130 80% B	152 72% B	302 76% K	490 81% K	397 75% M	780 81% M	196 70% M	108 80% M	126 74% M	970 77%	244 79% P	560 76% R	642 78% R	731 79%	488 75%
Sometimes	397 25%	71 19%	325 28% B	30 27% B	173 29% BH	36 35% BH	43 26% BH	44 21% BH	122 31% K	149 25% K	115 22% M	262 27% M	51 18% M	34 25% M	47 28% M	303 24% P	94 30% P	157 21% R	223 27% R	236 25%	141 22%
Rarely	177 11%	46 12%	132 11%	16 15%	55 9%	13 13%	19 11%	29 14%	55 14%	70 12%	48 9%	108 11% N	33 12% N	8 6% N	26 15% N	140 11%	38 12%	89 12%	85 10%	103 11%	71 11%
Never	117 7%	40 10% CDE	77 7% D	3 2% D	34 6% D	6 6% D	12 7% D	22 11% D	28 7% D	35 6% D	51 10% J	57 6% L	30 11% L	12 9% L	18 10% L	97 8% L	20 6% L	62 8% L	59 7% L	64 7% L	60 9% L
Don't read print magazines	2 *%	-	2 *%	-	-	-	-	2 1%	-	2 *%	1 *%	2 *%	-	-	-	2 *%	-	1 *%	1 *%	2 *%	-
Don't know/Refuse	50 3%	28 7% CDEFGH	22 2%	2 2%	10 2%	3 3%	2 1%	6 3%	11 3%	7 1%	31 6% J	22 2% LO	20 7% LO	7 5% LO	1 1%	43 3%	7 2%	22 3%	34 4%	28 3%	35 5% T
CHI-SQUARE SIGNIFICANCE	<-----91.09-----> 100%*								<-----39.22-----> 100%*			<-----49.5-----> 100%*				<-----5.43-----> 63%*		<-----7.51-----> 81%*		<-----12.1-----> 97%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC4. How often can you easily tell the difference between a Canadian print magazine and a non-Canadian print magazine? Would you say...  
Base: Respondents who read print magazines  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Not Aborig.	With Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561	142	1,418	122	1,439	59	1,501	1,474	87	757	804	346	1,245	1,425	164	898	686	656	925	349	1,239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,591	159	1,432	104	1,487	52	1,539	1,468	123	650	940	343	1,245	1,425	164	898	686	656	925	349	1,239
Often	1,214	102	1,113	94	1,121	43	1,172	1,152	62	600	614	291	937	1,112	112	720	502	528	690	282	941
	78%	71%	78%	77%	78%	72%	78%	78%	71%	79%	76%	84%	75%	78%	68%	80%	73%	80%	75%	81%	76%
												M		O		Q		S		U	
Sometimes	397	39	357	38	358	10	387	375	22	190	206	79	304	339	40	221	157	172	205	82	297
	25%	28%	25%	31%	25%	17%	26%	25%	25%	25%	26%	23%	24%	24%	24%	25%	23%	26%	22%	23%	24%
Rarely	177	23	154	17	161	8	169	167	10	98	80	35	145	154	21	98	75	74	101	38	137
	11%	16%	11%	14%	11%	14%	11%	11%	12%	13%	10%	10%	12%	11%	13%	11%	11%	11%	11%	11%	11%
Never	117	14	103	10	107	3	113	108	8	46	71	15	106	106	20	60	65	45	80	20	105
	7%	10%	7%	8%	7%	6%	8%	7%	10%	6%	9%	4%	9%	7%	12%	7%	9%	7%	9%	6%	8%
													L				P				
Don't read print magazines	2	-	2	-	2	-	2	2	-	-	2	-	2	2	-	-	2	-	2	-	2
	*%		*%		*%		*%	*%			*%		*%	*%			*%		*%		*%
Don't know/Refuse	50	3	47	2	48	5	45	44	6	13	37	5	55	51	11	20	42	9	52	9	54
	3%	2%	3%	2%	3%	8%	3%	3%	7%	2%	5%	2%	4%	4%	7%	2%	6%	1%	6%	3%	4%
											J		L				P		R		
CHI-SQUARE SIGNIFICANCE	<-----6.51----->		<-----3.28----->		<-----7.91----->		<-----5.5----->		<-----19.36----->		<-----16.28----->		<-----10.44----->		<-----24.45----->		<-----24.72----->		<-----6.22----->		
	74%*		34%*		84%*		64%*		100%		99%*		94%*		100%*		100%*		71%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QC5 Page 25

QC5. Thinking generally, when you read a Canadian print magazine, why do you choose a Canadian magazine instead of a non-Canadian magazine?  
Base: Respondents who read Canadian print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,484 100%	371 100%	1,114 100%	107 100%	561 100%	96 100%	151 100%	200 100%	374 100%	570 100%	510 100%	913 100%	275 100%	133 100%	157 100%	1,186 100%	298 100%	686 100%	796 100%	887 100%	624 100%
UNWEIGHTED TOTAL	1,519	453	1,066	152	409	150	173	182	188	533	768	915	336	126	136	1,193	326	723	796	887	624
Articles are more relevant to me	675 46%	132 35%	544 49% B	53 50% B	272 48% B	51 53% B	64 43% B	104 52% B	151 40% B	286 50% I	229 45% B	449 49% M	97 35% M	63 47% M	64 41% M	531 45% M	145 49% M	298 43% M	363 46% M	431 49% U	255 41% U
Topic is of interest to me	481 32%	126 34% G	355 32% G	40 38% G	185 33% G	27 28% G	32 21% G	70 35% G	114 30% G	172 30% G	190 37% J	297 33% J	97 35% O	49 37% O	37 23% O	386 33% O	95 32% O	214 31% O	276 35% O	295 33% O	212 34% O
Patriotism/to support Canada/It's Canadian/I'm Canadian	180 12%	29 8%	151 14% B	11 11% B	77 14% B	15 16% B	24 16% B	24 12% B	36 10% B	77 14% B	59 12% B	108 12% M	21 8% M	19 14% M	33 21% LM	132 11% P	48 16% P	78 11% P	107 13% P	113 13% P	69 11% P
I don't consciously choose between Canadian and non-Canadian	135 9%	18 5%	116 10% B	7 7% B	58 10% B	11 11% B	21 14% B	20 10% B	32 9% B	54 9% B	45 9% B	96 11% M	10 4% M	11 8% M	17 11% M	112 9% M	23 8% M	73 11% M	64 8% M	67 8% M	66 11% T
Advertising is more relevant to me	95 6%	16 4%	79 7% BF	12 11% BFG	46 8% BF	3 4% BF	7 4% BF	12 6% BF	34 9% BF	34 6% BF	27 5% BF	70 8% MO	11 4% MO	7 5% MO	6 4% MO	79 7% MO	15 5% MO	14 2% MO	64 8% R	54 6% R	28 4% R
Not interested in non-Canadian stories or content	81 5%	23 6%	58 5% BF	6 5% BF	34 6% BF	3 3% BF	7 4% BF	9 5% BF	11 3% BF	34 6% BF	36 7% BF	52 6% BF	18 7% BF	7 6% BF	3 2% BF	66 6% BF	15 5% BF	32 5% BF	48 6% BF	49 6% BF	39 6% BF
Availability/convenience	80 5%	20 5% F	60 5% F	8 8% F	31 6% F	2 2% F	10 7% F	9 4% F	26 7% F	34 6% F	19 4% F	50 6% F	12 4% F	7 5% F	11 7% F	60 5% F	20 7% F	36 5% F	39 5% F	54 6% U	20 3% U
It's in French	77 5%	73 20% CDEG	4 *% CDEG	1 1% CDEG	2 *% CDEG	-	2 1% CDEG	-	25 7% CDEG	33 6% CDEG	19 4% CDEG	2 *% CDEG	67 24% LNO	6 5% L	3 2% L	61 5% L	16 5% L	26 4% L	55 7% R	53 6% R	33 5% R
Better price	20 1%	9 2% E	12 1% E	1 1% E	3 *% E	3 3% E	4 2% E	2 1% E	4 1% E	7 1% E	8 2% E	13 1% E	5 2% E	1 1% E	1 1% E	17 1% E	3 1% E	10 1% E	12 2% E	17 2% E	7 1% E
Other	93 6%	19 5%	75 7% G	10 9% G	35 6% G	8 8% G	5 3% G	18 9% G	13 3% G	40 7% G	39 8% G	61 7% G	14 5% G	13 10% G	6 4% G	73 6% G	20 7% G	52 8% G	51 6% G	61 7% G	43 7% G

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QC5 Page 26  
(Continued)

QC5. Thinking generally, when you read a Canadian print magazine, why do you choose a Canadian magazine instead of a non-Canadian magazine?  
Base: Respondents who read Canadian print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media		
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Don't know/Refuse	107 7%	30 8%	77 7%	4 4%	39 7%	7 7%	13 9%	14 7%	40 11%	33 6%	29 6%	55 6%	21 7%	15 11%	16 10%	91 8%	16 5%	53 8%	48 6%	52 6%	47 8%	
CHI-SQUARE SIGNIFICANCE					468.77 100%*					50.33 100%*				306.09 100%*		10.5 60%*		37.98 100%*		19.1 96%*		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC5. Thinking generally, when you read a Canadian print magazine, why do you choose a Canadian magazine instead of a non-Canadian magazine?  
 Base: Respondents who read Canadian print magazines  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,484	133	1,351	109	1,375	54	1,430	1,404	80	711	773	332	1,187	1,361	156	857	655	620	889	330	1,186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,519	150	1,369	94	1,425	48	1,471	1,403	116	614	904	329	1,187	1,361	156	857	655	620	889	330	1,186
Articles are more relevant to me	675	53	622	57	618	19	656	650	25	326	350	162	520	634	52	420	265	289	395	156	531
	46%	40%	46%	52%	45%	36%	46%	46%	31%	46%	45%	49%	44%	47%	33%	49%	40%	47%	44%	47%	45%
Topic is of interest to me	481	47	434	29	452	21	460	451	30	224	257	115	388	451	58	282	225	202	303	107	401
	32%	35%	32%	27%	33%	38%	32%	32%	37%	31%	33%	35%	33%	33%	37%	33%	34%	33%	34%	32%	34%
Patriotism/to support Canada/It's Canadian/I'm Canadian	180	19	161	9	172	9	172	166	14	89	91	48	137	163	21	104	79	71	110	54	129
	12%	14%	12%	8%	12%	16%	12%	12%	18%	13%	12%	15%	12%	12%	13%	12%	12%	11%	12%	16%	11%
I don't consciously choose between Canadian and non-Canadian	135	10	125	10	125	4	131	131	4	74	60	31	107	123	10	77	55	56	76	31	102
	9%	7%	9%	9%	9%	7%	9%	9%	5%	10%	8%	9%	9%	9%	6%	9%	8%	9%	9%	9%	9%
Advertising is more relevant to me	95	7	88	5	89	2	92	93	2	55	39	25	61	78	4	49	33	37	43	19	63
	6%	5%	7%	5%	6%	4%	6%	7%	2%	8%	5%	8%	5%	6%	3%	6%	5%	6%	5%	6%	5%
Not interested in non-Canadian stories or content	81	8	74	7	74	4	77	75	7	34	47	22	70	78	10	49	39	28	58	24	64
	5%	6%	5%	6%	5%	8%	5%	5%	8%	5%	6%	7%	6%	6%	6%	6%	6%	5%	7%	7%	5%
Availability/convenience	80	10	70	11	69	4	76	79	1	43	36	20	58	69	5	43	30	31	42	20	54
	5%	8%	5%	10%	5%	8%	5%	6%	1%	6%	5%	6%	5%	5%	3%	5%	5%	5%	5%	6%	5%
It's in French	77	5	72	1	77	-	77	72	5	30	47	10	76	79	9	39	49	45	43	18	70
	5%	4%	5%	1%	6%	-	5%	5%	7%	4%	6%	3%	6%	6%	6%	5%	7%	7%	5%	5%	6%
Better price	20	2	18	1	19	-	20	20	-	9	11	6	17	22	2	15	9	11	13	7	17
	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Other	93	14	79	6	88	6	88	91	3	48	45	29	76	98	7	61	44	37	67	22	82
	6%	11%	6%	5%	6%	10%	6%	6%	4%	7%	6%	9%	6%	7%	4%	7%	7%	6%	8%	7%	7%
Don't know/Refuse	107	12	96	14	94	6	101	98	9	58	50	9	88	82	17	54	45	39	61	21	78
	7%	9%	7%	12%	7%	11%	7%	7%	12%	8%	6%	3%	7%	6%	11%	6%	7%	6%	7%	6%	7%

CHI-SQUARE SIGNIFICANCE <-----10.02-----> <-----18.81-----> <-----10.35-----> <-----19.68-----> <-----13.69-----> <-----21.09-----> <-----17.47-----> <-----12.07-----> <-----9.88-----> <-----8.24----->  
 56%\* 96%\* 59%\* 97%\* 81%\* 98%\* 94%\* 72%\* 55%\* 39%\*

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC6. How often can you find a Canadian print magazine on the topic you are looking for? Would you say...  
Base: Respondents who read print magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561 100%	385 100%	1,176 100%	109 100%	589 100%	104 100%	162 100%	211 100%	396 100%	603 100%	527 100%	969 100%	280 100%	135 100%	171 100%	1,252 100%	309 100%	734 100%	821 100%	928 100%	654 100%
UNWEIGHTED TOTAL	1,591	469	1,122	156	428	162	183	193	201	561	795	969	341	128	146	1,254	337	770	821	928	654
Often	762 49%	215 56% CFG	548 47% F	51 47% F	290 49% F	33 32%	73 45% F	101 48% F	178 45% F	320 53%	253 48%	448 46% LO	163 58% LO	76 57% O	73 43%	611 49%	151 49%	330 45%	426 52% R	450 48%	316 48%
Sometimes	475 30%	114 30%	361 31%	41 38% H	176 30%	42 41% BCEH	49 30%	53 25%	134 34%	186 31%	147 28%	295 30%	82 29%	35 26%	61 36%	377 30%	98 32%	230 31%	244 30%	301 32% U	180 28%
Rarely	159 10%	35 9%	124 11%	13 12%	55 9%	14 13%	20 13%	21 10%	44 11%	48 8%	58 11%	106 11%	21 8%	15 11%	15 9%	126 10%	32 11%	90 12% S	71 9%	100 11%	66 10%
Never	80 5%	13 3%	67 6% D	1 1% D	40 7% BD	7 6% D	8 5% D	11 5% D	15 4% D	31 5% D	32 6% D	55 6% D	9 3% D	7 5% D	9 5% D	63 5% D	17 5% D	49 7% S	31 4% S	34 4% S	49 7% T
Don't read print magazines	3 *%	2 *%	1 *%	-	1 *%	-	-	1 *%	-	1 *%	2 *%	1 *%	1 *%	1 1%	-	3 *%	-	1 *%	3 *%	1 *%	3 *%
Don't know/Refuse	82 5%	7 2%	75 6% B	3 3%	27 5%	8 8% B	11 7% B	24 12% BCDE	26 7% J	17 3%	35 7% J	63 7% MN	4 1% MN	1 1% MN	13 8% MN	71 6% MN	10 3%	34 5%	46 6%	42 5%	40 6%
CHI-SQUARE SIGNIFICANCE	<-----61.59-----> 100%*								<-----24.29-----> 99%*			<-----36.67-----> 100%*				<-----3.58-----> 39%*		<-----17.75-----> 100%		<-----17.68-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC6. How often can you find a Canadian print magazine on the topic you are looking for? Would you say...  
 Base: Respondents who read print magazines  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,561	142	1,418	122	1,439	59	1,501	1,474	87	757	804	346	1,245	1,425	164	898	686	656	925	349	1,239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,591	159	1,432	104	1,487	52	1,539	1,468	123	650	940	343	1,245	1,425	164	898	686	656	925	349	1,239
Often	762	63	699	51	711	28	734	723	39	358	404	195	578	700	70	462	306	323	444	178	591
	49%	44%	49%	42%	49%	48%	49%	49%	45%	47%	50%	56%	46%	49%	43%	51%	45%	49%	48%	51%	48%
Sometimes	475	42	433	41	434	19	456	447	28	238	237	87	394	433	50	270	211	209	273	106	377
	30%	29%	31%	33%	30%	32%	30%	30%	32%	31%	29%	25%	32%	30%	30%	30%	31%	32%	30%	30%	30%
Rarely	159	20	139	15	144	5	154	146	13	84	75	33	134	145	22	91	74	70	93	31	136
	10%	14%	10%	12%	10%	8%	10%	10%	15%	11%	9%	9%	11%	10%	13%	10%	11%	11%	10%	9%	11%
Never	80	11	69	6	74	5	75	76	4	38	42	15	67	73	11	37	47	29	55	20	63
	5%	7%	5%	5%	5%	8%	5%	5%	5%	5%	5%	4%	5%	5%	7%	4%	7%	4%	6%	6%	5%
Don't read print magazines	3	1	2	1	2	-	3	3	-	-	3	-	4	3	1	1	3	1	3	-	4
	*%	*%	*%	*%	*%		*%	*%			*%		*%	*%	1%	*%	*%	*%	*%		*%
Don't know/Refuse	82	7	75	9	73	2	79	79	3	39	43	16	68	71	10	37	45	24	57	14	68
	5%	5%	5%	8%	5%	4%	5%	5%	4%	5%	5%	5%	5%	5%	6%	4%	7%	4%	6%	4%	5%
CHI-SQUARE SIGNIFICANCE	<-----4.7-----> <-----3.98-----> <-----1.67-----> <-----2.82-----> <-----5.33-----> <-----11.56-----> <-----4.72-----> <-----15.55-----> <-----7.78-----> <-----4.24-----> 55%* 45%* 11%* 27%* 62% 96%* 55%* 99% 83% 49%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC8. How often do you read digital magazines? Would you say...  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	99 5%	25 5%	74 5%	7 4%	42 5% H	6 5%	14 7%	5 2%	44 8% K	35 5%	19 3%	58 5%	13 4%	7 4%	21 9% M	89 6% Q	10 3%	55 6% S	32 3%	62 5% U	25 3%
Sometimes	172 9%	40 8%	131 9%	11 7%	77 10%	8 6%	13 6%	23 9%	38 7%	89 11% IK	41 6%	90 7%	27 8%	12 7%	43 18% LMN	149 9% Q	23 6%	96 10% S	67 7%	122 11% U	39 5%
Rarely	287 14%	69 14%	218 14%	21 14%	104 14%	19 15%	22 11%	53 20% G	83 15%	125 16% K	70 11%	167 14%	41 12%	35 20% M	41 17%	237 15%	50 13%	155 16% S	118 12%	188 16% U	82 10%
Never	1,437 72%	356 72%	1,081 72%	109 74%	536 70% R	98 74%	156 76%	181 69%	383 70%	526 68%	501 79% IJ	910 74% O	271 76% O	119 69% O	135 56%	1,133 70% P	303 78% P	655 68% R	781 78% R	775 67% R	690 82% T
Don't know/Refuse	8 *%	6 1%	3 *%	-	3 *%	-	-	-	-	2 *%	6 1%	3 *%	5 1%	-	-	7 *%	1 *%	5 *%	5 *%	4 *%	6 1%
CHI-SQUARE SIGNIFICANCE	<-----35.13----->								<-----47.63----->			<-----64.8----->				<-----13.18----->		<-----26.78----->		<-----58.98----->	
	93%*								100%			100%*				99%		100%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC8. How often do you read digital magazines? Would you say...  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	99	8	91	7	92	9	90	98	1	69	30	35	52	86	1	66	20	47	40	38	49
	5%	4%	5%	4%	5%	11%	5%	5%	1%	7%	3%	8%	3%	5%	*	6%	2%	6%	3%	9%	3%
								I		K		M		O		Q		S		U	
Sometimes	172	13	158	29	143	10	162	169	3	102	70	51	114	156	6	120	41	82	80	58	104
	9%	7%	9%	17%	8%	12%	8%	9%	2%	11%	7%	12%	7%	9%	3%	11%	5%	10%	7%	14%	7%
				E				I		K		M		O		Q		S		U	
Rarely	287	32	255	33	254	15	272	281	6	150	137	67	203	256	14	177	93	126	145	71	200
	14%	16%	14%	20%	14%	19%	14%	15%	5%	16%	13%	16%	13%	14%	6%	16%	10%	15%	13%	17%	13%
								I						O		Q				U	
Never	1,437	146	1,291	96	1,340	46	1,391	1,325	112	633	803	271	1,205	1,269	202	736	733	584	878	249	1,220
	72%	72%	72%	58%	73%	58%	72%	71%	90%	66%	77%	64%	76%	72%	89%	67%	82%	69%	76%	60%	77%
				D			F		H		J		L		N		P		R		T
Don't know/Refuse	8	2	6	-	8	-	8	6	3	2	7	1	8	6	4	2	8	2	8	1	9
	0.4%	1%	0.3%		0.4%		0.4%	0.3%	0.2%	0.1%	0.3%	0.1%	0.5%	0.3%	0.2%	0.9%	0.2%	0.7%	0.7%	0.1%	0.6%
																P					
CHI-SQUARE SIGNIFICANCE	<-----4.94----->		<-----26.53----->		<-----11.39----->		<-----35.85----->		<-----41.57----->		<-----38.1----->		<-----45.06----->		<-----72.62----->		<-----16.81----->		<-----68.34----->		
	71%*		100%*		98%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



QC9. What is the main reason you do not read (more) digital magazines?  
Base: Respondents who sometimes, rarely, or never read digital magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,896 100%	465 100%	1,431 100%	141 100%	717 100%	125 100%	191 100%	257 100%	505 100%	740 100%	612 100%	1,166 100%	339 100%	165 100%	219 100%	1,519 100%	377 100%	906 100%	966 100%	1,085 100%	811 100%
UNWEIGHTED TOTAL	1,906	563	1,343	192	514	191	218	228	259	687	921	1,155	409	158	177	1,495	411	940	966	1,085	811
I prefer the experience of reading a print magazine.	456 24%	104 22%	353 25%	35 25%	174 24%	31 24%	51 27%	61 24%	108 21%	189 26%	152 25%	300 26%	82 24%	42 25%	32 15%	375 25%	81 21%	192 21%	266 28%	295 27%	168 21%
I don't have an e-reader or a Tablet	245 13%	68 15%	177 12%	15 10%	87 12%	20 16%	16 8%	39 15%	59 12%	74 10%	106 17%	150 13%	49 15%	28 17%	18 8%	196 13%	49 13%	124 14%	132 14%	97 9%	171 21%
Lack of time/too busy	199 10%	43 9%	156 11%	15 11%	65 9%	11 9%	34 18%	31 12%	53 11%	96 13%	46 7%	127 11%	25 7%	14 8%	33 15%	168 11%	31 8%	106 12%	86 9%	127 12%	63 8%
I don't read magazines in any format	155 8%	44 10%	111 8%	11 8%	57 8%	7 6%	16 8%	20 8%	42 8%	69 9%	42 7%	95 8%	34 10%	12 7%	11 5%	123 8%	32 8%	79 9%	72 7%	79 7%	70 9%
Lack of interest/can't be bothered	150 8%	28 6%	122 9%	17 12%	57 8%	11 9%	20 10%	17 7%	40 8%	49 7%	57 9%	100 9%	22 6%	10 6%	18 8%	115 8%	35 9%	78 9%	74 8%	85 8%	69 9%
I find the print magazine easier to read and browse through.	122 6%	21 4%	102 7%	9 7%	57 8%	10 8%	11 6%	14 6%	27 5%	61 8%	33 5%	85 7%	15 5%	9 5%	13 6%	94 6%	28 7%	48 5%	65 7%	75 7%	42 5%
I don't know how to get them	74 4%	17 4%	57 4%	4 3%	38 5%	3 3%	4 2%	7 3%	26 5%	15 2%	31 5%	41 4%	10 3%	6 4%	17 8%	53 4%	21 6%	32 4%	39 4%	37 3%	37 5%
It strains my eyes	66 3%	15 3%	51 4%	5 4%	30 4%	4 3%	4 2%	8 3%	12 2%	25 3%	27 4%	36 3%	17 5%	2 1%	11 5%	55 4%	11 3%	36 4%	33 3%	43 4%	28 3%
I cannot find a digital magazine on the topic that I am looking for.	51 3%	26 6%	24 2%	2 1%	14 2%	1 1%	3 1%	5 2%	14 3%	18 2%	19 3%	18 2%	20 6%	6 4%	7 3%	43 3%	8 2%	26 3%	24 2%	32 3%	23 3%
Digital magazines are expensive	42 2%	7 1%	36 2%	3 2%	23 3%	1 1%	8 4%	1 *	17 3%	17 2%	7 1%	28 2%	5 2%	2 1%	6 3%	36 2%	6 2%	23 2%	14 1%	29 3%	6 1%

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
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Table QC9 Page 33  
(Continued)

QC9. What is the main reason you do not read (more) digital magazines?  
Base: Respondents who sometimes, rarely, or never read digital magazines  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lack of awareness/ knowledge/did not know about them	35 2%	9 2%	26 2%	2 2%	10 1%	4 4%	3 1%	6 2%	7 1%	16 2%	12 2%	19 2%	5 1%	9 6% LMO	1 1%	32 2%	3 1%	10 1%	28 3%	23 2%	13 2%
The magazine I read does not have a digital version	15 1%	4 1%	11 1%	-	9 1%	2 2%	-	-	9 2%	5 1%	2 *%	6 1%	4 1%	-	5 2%	9 1%	7 2%	10 1%	3 *%	8 1%	4 *%
Lack of computer	12 1%	1 *%	11 1%	1 1%	6 1%	1 1%	1 1%	2 1%	-	4 1%	8 1%	11 1%	-	-	1 1%	8 1%	4 1%	3 *%	10 1%	4 *%	11 1%
Other	176 9%	52 11% EG	124 9%	16 12%	52 7%	12 10%	11 6%	32 13% EG	59 12%	62 8%	48 8%	89 8%	33 10%	19 11%	35 16% L	140 9%	36 10%	91 10%	77 8%	93 9%	75 9%
Don't know/Refuse	97 5%	26 6%	71 5%	5 3%	37 5%	7 6%	8 4%	13 5%	32 6%	41 6%	22 4%	61 5%	17 5%	6 4%	11 5%	71 5%	26 7%	48 5%	43 4%	58 5%	31 4%
CHI-SQUARE SIGNIFICANCE	<-----116.53----->								<-----83.9----->			<-----116.22----->				<-----22.68----->		<-----36.32----->		<-----87.83----->	
	99%*								100%*			100%*				93%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC9. What is the main reason you do not read (more) digital magazines?  
 Base: Respondents who sometimes, rarely, or never read digital magazines  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,896	191	1,704	158	1,737	71	1,825	1,775	121	885	1,010	389	1,522	1,681	222	1,033	867	792	1,103	378	1,524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,906	214	1,692	129	1,777	62	1,844	1,735	171	753	1,151	380	1,522	1,681	222	1,033	867	792	1,103	378	1,524
I prefer the experience of reading a print magazine.	456	34	422	25	431	10	446	447	10	242	214	118	349	443	21	297	165	209	254	128	336
	24%	18%	25%	16%	25%	14%	24%	26%	8%	27%	21%	30%	23%	26%	9%	29%	19%	26%	23%	34%	22%
			B		D			I		K		M		O		Q				U	
I don't have an e-reader or a Tablet	245	30	215	22	224	7	238	201	44	75	170	15	253	189	79	87	181	74	194	7	260
	13%	16%	13%	14%	13%	10%	13%	11%	37%	9%	17%	4%	17%	11%	36%	8%	21%	9%	18%	2%	17%
									H		J		L		N		P		R		T
Lack of time/too busy	199	16	182	23	176	7	192	191	7	114	85	46	149	180	10	118	73	98	93	51	140
	10%	9%	11%	15%	10%	9%	11%	11%	6%	13%	8%	12%	10%	11%	5%	11%	8%	12%	8%	13%	9%
								I		K			O		Q		S		U		
I don't read magazines in any format	155	10	145	7	148	9	146	146	9	73	82	34	120	132	18	82	68	68	82	28	122
	8%	5%	8%	4%	9%	12%	8%	8%	7%	8%	8%	9%	8%	8%	8%	8%	8%	9%	7%	7%	8%
Lack of interest/can't be bothered	150	22	127	10	139	7	143	134	16	51	98	26	127	130	27	67	89	53	103	20	137
	8%	12%	7%	6%	8%	10%	8%	8%	13%	6%	10%	7%	8%	8%	12%	6%	10%	7%	9%	5%	9%
									J							P		R		T	
I find the print magazine easier to read and browse through.	122	7	116	11	111	8	115	122	0	62	60	32	82	114	3	79	36	59	57	36	81
	6%	3%	7%	7%	6%	11%	6%	7%	*%	7%	6%	8%	5%	7%	1%	8%	4%	7%	5%	10%	5%
			B					I						O		Q		S		U	
I don't know how to get them	74	17	57	1	73	5	69	67	7	25	49	17	60	66	8	30	44	21	52	17	56
	4%	9%	3%	*%	4%	7%	4%	4%	6%	3%	5%	4%	4%	4%	3%	5%	3%	3%	5%	4%	4%
		C		D						J						P		R			
It strains my eyes	66	12	54	10	56	2	63	61	5	34	31	5	65	65	6	35	36	26	45	15	56
	3%	6%	3%	6%	3%	3%	3%	3%	4%	4%	3%	1%	4%	4%	3%	3%	4%	3%	4%	4%	4%
												L									
I cannot find a digital magazine on the topic that I am looking for.	51	6	45	9	41	-	51	50	1	27	24	13	42	53	1	33	22	28	27	10	45
	3%	3%	3%	6%	2%		3%	3%	1%	3%	2%	3%	3%	3%	*%	3%	3%	4%	2%	3%	3%
								I						O							
Digital magazines are expensive	42	4	38	3	39	0	42	42	1	25	17	16	21	33	2	25	10	18	17	8	27
	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	4%	1%	2%	1%	2%	1%	2%	2%	2%	2%
								I				M				Q					

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC9. What is the main reason you do not read (more) digital magazines?  
Base: Respondents who sometimes, rarely, or never read digital magazines  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lack of awareness/knowledge/did not know about them	35 2%	3 1%	32 2%	3 2%	32 2%	1 2%	33 2%	30 2%	5 4%	12 1%	22 2%	8 2%	27 2%	30 2%	7 3%	18 2%	19 2%	13 2%	24 2%	4 1%	33 2%
The magazine I read does not have a digital version	15 1%	-	15 1%	5 3%	10 1%	-	15 1%	15 1%	-	12 1%	3 *%	1 *%	11 1%	12 1%	-	10 1%	2 *%	9 1%	3 *%	-	12 1%
Lack of computer	12 1%	2 1%	10 1%	-	12 1%	-	12 1%	9 1%	3 2%	3 *%	8 1%	-	15 1%	9 1%	6 3%	4 *%	11 1%	3 *%	12 1%	1 *%	14 1%
Other	176 9%	22 12%	154 9%	15 10%	161 9%	6 9%	170 9%	169 10%	8 6%	80 9%	96 10%	39 10%	129 8%	149 9%	20 9%	96 9%	73 8%	70 9%	93 8%	34 9%	134 9%
Don't know/Refuse	97 5%	6 3%	92 5%	15 9%	83 5%	8 11%	89 5%	91 5%	6 5%	47 5%	50 5%	21 5%	72 5%	76 5%	14 6%	52 5%	38 4%	43 5%	47 4%	19 5%	71 5%
CHI-SQUARE SIGNIFICANCE	<-----38.09-----> <-----44.08-----> <-----18.84-----> <-----99.19-----> <-----71.48-----> <-----75.94-----> <-----150.61-----> <-----113.36-----> <-----59.56-----> <-----94.23----->																				
	100%* 100%* 83%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC10. In the next 6 months how likely are you to start reading digital magazines? Would you say...  
 Base: Respondents who never read digital magazines  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media			
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Total	1,437 100%	356 100%	1,081 100%	109 100%	536 100%	98 100%	156 100%	181 100%	383 100%	526 100%	501 100%	910 100%	271 100%	119 100%	135 100%	1,133 100%	303 100%	655 100%	781 100%	775 100%	690 100%		
UNWEIGHTED TOTAL	1,473	431	1,042	151	399	150	179	163	198	496	752	919	324	115	113	1,135	338	692	781	775	690		
4 - Very likely	32 2%	9 2%	23 2%	4 4%	5 1%	1 1%	3 2%	9 5% E	13 3%	11 2%	7 1%	13 1%	4 1%	6 5%	9 6% LM	25 2%	7 2%	18 3%	15 2%	22 3%	10 1%		
3 - Somewhat likely	102 7%	27 8% D	75 7% D	2 2%	37 7% D	4 4%	16 11% DF	15 8% D	38 10% K	38 7%	24 5%	56 6%	17 6%	8 7%	20 14% LM	82 7%	20 6%	45 7%	45 6%	62 8% U	29 4%		
2 - Not very likely	371 26%	111 31% CDFGH	260 24%	24 22%	151 28% H	21 21%	34 22%	30 17%	112 29%	139 26%	114 23%	210 23%	84 31% L	42 35% L	35 26%	307 27% Q	64 21%	164 25%	197 25%	231 30% U	131 19%		
1 - Not at all likely	929 65%	206 58%	722 67% B	80 73% B	343 64% BE	72 74% BE	102 65%	125 69% B	220 57%	336 64%	354 71% IJ	629 69% MNO	164 60%	61 52%	72 53%	716 63% P	212 70% P	426 65%	522 67%	459 59%	516 75% T		
Don't know/Refuse	4 *%	3 1%	1 *%	-	-	-	-	1 1%	-	1 *%	2 *%	1 *%	2 1%	1 1%	-	3 *%	1 *%	2 *%	2 *%	1 *%	4 1%		
Top 2 Box	133 9%	35 10% F	98 9%	6 6%	43 8%	5 5%	20 13% DF	25 14% DF	51 13% K	50 9%	32 6%	69 8%	21 8%	15 12%	28 21% LM	107 9%	26 9%	63 10%	60 8%	84 11% U	39 6%		
Bottom 2 Box	1,300 90%	317 89%	982 91%	103 94% GH	494 92% H	93 95% BGH	136 87%	156 86%	332 87%	476 90%	467 93% I	839 92% O	248 91% O	103 87%	107 79%	1,023 90%	276 91%	590 90%	719 92%	690 89%	647 94% T		
Mean	1.5	1.5 CDF	1.4 F	1.4	1.5 F	1.3	1.5 F	1.5 F	1.6 K	1.5 K	1.4	1.4	1.5 L	1.7 LM	1.7 LM	1.5	1.4	1.5	1.4	1.5 U	1.3		
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0		
Standard Deviation	0.72	0.74	0.72	0.70	0.67	0.60	0.77	0.86	0.80	0.72	0.65	0.67	0.68	0.83	0.93	0.73	0.71	0.74	0.69	0.76	0.62		
Standard Error	0.02	0.04	0.03	0.06	0.04	0.05	0.06	0.08	0.06	0.04	0.02	0.03	0.04	0.09	0.11	0.03	0.04	0.03	0.02	0.03	0.02		
CHI-SQUARE SIGNIFICANCE					-----63.2----- 100%*					-----35.75----- 100%*					-----79.78----- 100%*			-----5.45----- 51%*		-----3.89----- 31%*		-----57.04----- 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



## PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012

QC10. In the next 6 months how likely are you to start reading digital magazines? Would you say...  
 Base: Respondents who never read digital magazines  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,437	146	1,291	96	1,340	46	1,391	1,325	112	633	803	271	1,205	1,269	202	736	733	584	878	249	1,220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,473	169	1,304	82	1,391	42	1,431	1,314	159	541	930	264	1,205	1,269	202	736	733	584	878	249	1,220
4 - Very likely	32	7	25	5	26	-	32	28	3	17	14	10	22	31	1	19	13	15	16	8	24
	2%	5%	2%	6%	2%		2%	2%	3%	3%	2%	4%	2%	3%	0%	3%	2%	3%	2%	3%	2%
3 - Somewhat likely	102	9	92	8	94	4	98	99	3	51	51	19	72	87	5	55	37	45	46	22	70
	7%	6%	7%	9%	7%	9%	7%	7%	3%	8%	6%	7%	6%	7%	2%	7%	5%	8%	5%	9%	6%
2 - Not very likely	371	35	336	29	342	8	363	354	17	179	192	80	291	332	31	204	156	165	197	67	296
	26%	24%	26%	30%	25%	17%	26%	27%	15%	28%	24%	29%	24%	26%	15%	28%	21%	28%	22%	27%	24%
1 - Not at all likely	929	93	836	54	875	34	895	841	87	386	542	162	816	817	162	457	523	359	615	150	827
	65%	64%	65%	56%	65%	74%	64%	64%	78%	61%	68%	60%	68%	64%	80%	62%	71%	61%	70%	60%	68%
Don't know/Refuse	4	1	2	-	4	-	4	2	1	-	4	1	4	2	3	1	4	-	4	2	3
	0%	1%	0%		0%		0%	0%	1%		0%	0%	0%	0%	1%	0%	1%		0%	1%	0%
Top 2 Box	133	16	117	14	120	4	129	127	6	68	65	29	94	118	6	74	50	60	62	30	94
	9%	11%	9%	14%	9%	9%	9%	10%	6%	11%	8%	11%	8%	9%	3%	10%	7%	10%	7%	12%	8%
Bottom 2 Box	1,300	128	1,171	83	1,217	42	1,258	1,195	104	565	734	241	1,107	1,149	193	661	679	524	812	217	1,123
	90%	88%	91%	86%	91%	91%	90%	90%	93%	89%	91%	89%	92%	91%	96%	90%	93%	90%	92%	87%	92%
Mean	1.5	1.5	1.5	1.6	1.5	1.3	1.5	1.5	1.3	1.5	1.4	1.5	1.4	1.5	1.2	1.5	1.4	1.5	1.4	1.5	1.4
				E				I		K		M		O		Q		S		U	
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard Deviation	0.72	0.81	0.71	0.86	0.71	0.64	0.73	0.73	0.67	0.76	0.69	0.78	0.69	0.73	0.50	0.75	0.66	0.75	0.67	0.79	0.69
Standard Error	0.02	0.07	0.02	0.12	0.02	0.12	0.02	0.02	0.06	0.04	0.03	0.05	0.02	0.02	0.04	0.03	0.02	0.03	0.02	0.05	0.02
CHI-SQUARE SIGNIFICANCE	<div style="display: flex; justify-content: space-between; padding: 0;"> <span>&lt;-----7.49-----&gt;</span> <span>&lt;-----10.51-----&gt;</span> <span>&lt;-----3.5-----&gt;</span> <span>&lt;-----18.0-----&gt;</span> <span>&lt;-----14.08-----&gt;</span> <span>&lt;-----11.1-----&gt;</span> <span>&lt;-----41.17-----&gt;</span> <span>&lt;-----22.15-----&gt;</span> <span>&lt;-----20.29-----&gt;</span> <span>&lt;-----14.07-----&gt;</span> </div>																				
	<div style="display: flex; justify-content: space-between; padding: 0;"> <span>72%*</span> <span>90%*</span> <span>26%*</span> <span>99%*</span> <span>97%*</span> <span>91%*</span> <span>100%*</span> <span>100%*</span> <span>100%*</span> <span>97%*</span> </div>																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC11. Over the next 6 months will you be...  
 Base: Respondents who read digital magazines  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	566	140	427	38	225	34	49	81	165	251	136	317	86	54	105	482	84	311	222	376	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	530	169	361	49	138	51	51	72	82	226	208	289	107	49	80	446	84	308	222	376	152
Reading digital magazines much more often than you are today	26	5	21	4	11	2	3	1	11	12	4	9	4	3	10	23	3	13	9	17	6
	5%	4%	5%	11%	5%	6%	5%	1%	6%	5%	3%	3%	4%	5%	10%	5%	3%	4%	4%	5%	4%
			H																		
A little more than today	101	22	78	4	43	4	8	21	26	50	23	52	12	15	20	90	10	52	36	70	20
	18%	16%	18%	10%	19%	11%	16%	26%	15%	20%	17%	16%	14%	28%	19%	19%	12%	17%	16%	19%	13%
								DF													
About the same as you are today	397	96	301	29	153	26	38	56	121	174	94	237	60	31	67	332	65	221	157	260	111
	70%	69%	71%	75%	68%	76%	78%	69%	73%	69%	69%	75%	70%	58%	64%	69%	77%	71%	71%	69%	73%
												N									
A little less	24	7	17	1	11	2	-	3	8	10	5	13	4	1	6	22	3	15	9	15	8
	4%	5%	4%	3%	5%	6%	-	4%	5%	4%	4%	4%	5%	3%	5%	4%	3%	5%	4%	4%	5%
Much less	6	-	6	0	4	-	0	1	-	4	3	3	-	2	2	6	-	3	3	5	1
	1%	-	1%	1%	2%	-	1%	1%	-	1%	2%	1%	-	3%	2%	1%	-	1%	1%	1%	1%
Don't know/Refuse	12	9	3	-	3	0	-	-	-	3	7	4	6	2	-	9	4	6	8	9	6
	2%	7%	1%	-	1%	1%	-	-	-	1%	5%	1%	7%	4%	-	2%	5%	2%	4%	2%	4%
			CE								J										
CHI-SQUARE SIGNIFICANCE	<-----47.37----->								<-----18.75----->			<-----31.96----->				<-----6.63----->		<-----1.57----->		<-----3.96----->	
	98%*								96%*			99%*				75%*		9%		44%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC11. Over the next 6 months will you be...  
 Base: Respondents who read digital magazines  
 Banner 2

	Social Group										Technology Available											
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	566	56	510	69	497	34	533	553	13	323	244	155	377	504	25	365	162	257	273	168	362	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED TOTAL	530	56	474	55	475	24	506	511	19	265	265	153	377	504	25	365	162	257	273	168	362	
Reading digital magazines much more often than you are today	26	1	25	6	20	3	22	26	-	19	6	8	16	23	-	20	3	9	14	8	15	
	5%	2%	5%	9%	4%	10%	4%	5%		6%	3%	5%	4%	5%		5%	2%	4%	5%	5%	4%	
A little more than today	101	11	90	15	86	5	95	101	-	63	38	33	60	88	2	61	29	43	47	43	47	
	18%	19%	18%	21%	17%	16%	18%	18%		19%	15%	21%	16%	17%	8%	17%	18%	17%	17%	26%	13%	
About the same as you are today	397	34	363	40	358	24	373	391	7	216	181	103	268	360	12	261	109	187	186	106	267	
	70%	60%	71%	58%	72%	71%	70%	71%	52%	67%	74%	67%	71%	71%	48%	72%	67%	73%	68%	63%	74%	
A little less	24	5	19	6	18	-	24	23	2	15	10	6	18	18	5	14	9	10	13	6	17	
	4%	10%	4%	9%	4%		5%	4%	14%	5%	4%	4%	5%	4%	20%	4%	6%	4%	5%	4%	5%	
Much less	6	2	4	3	3	-	6	6	0	3	3	3	2	6	-	6	-	3	3	3	3	
	1%	3%	1%	4%	1%		1%	1%	3%	1%	1%	2%	1%	1%		2%		1%	1%	2%	1%	
Don't know/Refuse	12	4	9	-	12	1	12	8	4	6	6	2	13	9	6	3	12	5	10	2	13	
	2%	6%	2%		2%	2%	2%	2%	31%	2%	3%	1%	3%	2%	24%	1%	7%	2%	4%	1%	4%	
									H						N		P					
CHI-SQUARE SIGNIFICANCE	<-----14.01----->		<-----16.04----->			<-----4.58----->		<-----55.83----->			<-----6.34----->		<-----7.74----->		<-----60.79----->		<-----24.28----->		<-----2.84----->		<-----16.3----->	
	98%*		99%*			53%*		100%*			73%		83%*		100%*		100%*		28%		99%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC12. Of the digital magazines you read, what is the balance between Canadian and non-Canadian digital magazines? Is it...  
 Base: Respondents who read digital magazines  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	566 100%	140 100%	427 100%	38 100%	225 100%	34 100%	49 100%	81 100%	165 100%	251 100%	136 100%	317 100%	86 100%	54 100%	105 100%	482 100%	84 100%	311 100%	222 100%	376 100%	152 100%
UNWEIGHTED TOTAL	530	169	361	49	138	51	51	72	82	226	208	289	107	49	80	446	84	308	222	376	152
All Canadian	54 10%	30 22% CDEGH	24 6%	2 5%	13 6%	4 10%	2 5%	3 4%	12 7%	24 9%	16 12%	18 6%	23 26% LNO	4 7%	8 8%	46 9%	8 10%	28 9%	29 13%	44 12%	16 11%
Mostly Canadian	124 22%	41 29% CH	84 20%	9 23%	48 21%	6 19%	9 19%	11 14%	35 21%	55 22%	32 23%	64 20%	27 31% L	10 18%	22 21%	103 21%	21 25%	67 22%	50 23%	79 21%	42 28%
About the same Canadian and non-Canadian	177 31%	28 20%	149 35% B	16 41% B	75 34% B	10 29%	19 39% B	28 35% B	53 32%	83 33%	38 28%	101 32% M	17 19%	22 41% M	37 36% M	151 31%	26 31%	97 31%	67 30%	119 32%	40 26%
Mostly non-Canadian	117 21%	18 13%	98 23% B	7 19%	53 23% B	7 22%	13 26%	18 23%	42 25%	52 21%	21 15%	76 24% M	8 9%	8 15%	24 23% M	97 20%	19 23%	70 22%	38 17%	73 19%	26 17%
All non-Canadian	55 10%	6 5%	49 11% B	4 10%	29 13% B	4 12%	3 6%	9 11%	20 12%	23 9%	10 8%	36 11% M	2 2%	5 9%	11 10%	53 11% Q	2 3%	29 9%	17 8%	29 8%	13 9%
Don't know/Refuse	40 7%	16 12% CDE	23 5%	0 1%	7 3%	3 8%	2 5%	11 14% DE	3 2%	15 6%	18 14% IJ	21 7%	11 12% O	5 10%	2 2%	32 7%	7 8%	21 7%	21 9%	32 9%	15 10%
CHI-SQUARE SIGNIFICANCE	<-----89.74-----> 100%								<-----23.78-----> 99%			<-----63.42-----> 100%				<-----6.0-----> 69%		<-----5.5-----> 64%		<-----3.85-----> 43%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC12. Of the digital magazines you read, what is the balance between Canadian and non-Canadian digital magazines? Is it...  
 Base: Respondents who read digital magazines  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	566	56	510	69	497	34	533	553	13	323	244	155	377	504	25	365	162	257	273	168	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	530	56	474	55	475	24	506	511	19	265	265	153	377	504	25	365	162	257	273	168	362
All Canadian	54	6	48	4	50	2	52	53	2	24	30	9	49	56	4	36	24	27	33	20	40
	10%	11%	9%	6%	10%	7%	10%	9%	12%	7%	12%	6%	13%	11%	16%	10%	15%	11%	12%	12%	11%
													L								
Mostly Canadian	124	15	110	12	112	11	114	120	5	66	58	31	91	112	9	81	40	53	69	28	94
	22%	26%	21%	18%	23%	32%	21%	22%	37%	21%	24%	20%	24%	22%	36%	22%	25%	21%	25%	17%	26%
																				T	
About the same Canadian and non-Canadian	177	16	160	26	151	17	160	174	2	99	78	50	108	156	3	110	48	85	74	45	114
	31%	29%	31%	37%	30%	50%	30%	32%	18%	31%	32%	32%	29%	31%	12%	30%	30%	33%	27%	27%	31%
														O							
Mostly non-Canadian	117	12	105	21	96	2	114	116	0	76	40	39	65	97	2	76	23	53	46	41	58
	21%	21%	21%	30%	19%	7%	21%	21%	3%	24%	17%	25%	17%	19%	8%	21%	14%	21%	17%	24%	16%
							F	I						O						U	
All non-Canadian	55	2	53	4	51	-	55	55	-	40	15	20	25	43	-	37	5	22	21	24	19
	10%	4%	10%	6%	10%		10%	10%		12%	6%	13%	7%	9%		10%	3%	9%	8%	14%	5%
										K						Q				U	
Don't know/Refuse	40	5	35	2	38	1	38	36	4	18	22	6	39	40	7	25	22	17	30	10	37
	7%	8%	7%	2%	8%	4%	7%	6%	31%	6%	9%	4%	10%	8%	28%	7%	14%	7%	11%	6%	10%
									H				L		N		P				
CHI-SQUARE SIGNIFICANCE	<-----3.0-----> <-----9.21-----> <-----12.8-----> <-----15.87-----> <-----15.81-----> <-----20.94-----> <-----19.86-----> <-----18.05-----> <-----7.1-----> <-----23.46----->																				
	30% 90% 97%* 99%* 99% 100% 100%* 100% 79% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13A. Please rate your level of agreement with the following statements considering both print and digital magazines: Reading Canadian magazines helps you appreciate Canadian culture and learn more about Canada.

Base: All respondents

Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	939 47%	147 30%	792 52% BG	82 56% BG	412 54% BG	68 51% B	86 42% B	144 55% BG	209 38% I	387 50% I	325 51% I	639 52% MN	100 28% M	74 43% M	123 51% M	738 46% P	201 52% P	427 44% R	509 51% R	556 48% R	386 46% R
4 - Somewhat agree	680 34%	217 44% CDEFGH	463 31% D	34 23% D	239 31% D	45 34% D	72 35% D	73 28% D	221 40% JK	246 32% JK	200 31% JK	375 31% JK	159 45% L	61 35% L	86 36% L	561 35% L	119 31% L	346 36% S	313 31% S	378 33% S	289 34% S
3 - Neither agree or disagree	181 9%	70 14% CEFH	111 7%	19 13% CEF	42 6%	8 6%	19 9%	22 8%	85 15% JK	57 7%	36 6%	95 8%	54 15% LO	18 10% LO	13 5%	150 9%	30 8%	82 9%	84 8%	102 9%	64 8%
2 - Somewhat disagree	79 4%	31 6% CEFH	47 3%	5 4%	21 3%	4 3%	10 5%	7 3%	20 4%	33 4%	23 4%	40 3%	24 7% LO	12 7% O	3 1%	62 4%	17 4%	40 4%	37 4%	44 4%	36 4%
1 - Strongly disagree	70 4%	14 3%	57 4%	5 3%	28 4%	3 2%	9 4%	12 5%	9 2%	32 4% I	28 4% I	42 3%	9 2%	5 3%	13 5%	61 4%	9 2%	39 4%	34 3%	45 4%	31 4%
Don't know/Refuse	54 3%	16 3%	38 3%	2 1%	19 2%	4 3%	10 5% D	4 1%	4 1%	22 3% I	24 4% I	36 3%	11 3%	3 2%	3 1%	43 3%	12 3%	32 3%	26 3%	26 2%	36 4% T
Top 2 Box	1,619 81%	364 74%	1,255 83% B	117 79%	651 86% BG	113 86% BG	158 77%	217 83% B	430 78%	633 81%	525 83%	1,014 83% M	259 73%	134 78%	209 87% M	1,299 80%	320 83%	773 80%	822 82%	934 81%	675 80%
Bottom 2 Box	149 7%	45 9%	104 7%	10 7%	49 6%	6 5%	18 9%	20 8%	29 5%	65 8%	51 8%	82 7%	33 9%	17 10%	16 7%	123 8%	26 7%	78 8%	71 7%	89 8%	67 8%
Mean	4.2	3.9	4.3 BG	4.3 B	4.3 BG	4.3 BG	4.1 B	4.3 B	4.1	4.2	4.3 I	4.3 MN	3.9	4.1	4.3 M	4.2	4.3 P	4.2	4.3 R	4.2	4.2
Median	4.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	4.0	4.0	5.0	4.0	5.0	4.0	5.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QC13A Page 43

QC13A. Please rate your level of agreement with the following statements considering both print and digital magazines: Reading Canadian magazines helps you appreciate Canadian culture and learn more about Canada.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.01	0.99	1.00	1.03	0.98	0.89	1.07	1.06	0.91	1.04	1.04	1.00	0.97	1.05	1.01	1.02	0.96	1.03	1.00	1.03	1.02
Standard Error	0.03	0.04	0.03	0.08	0.05	0.07	0.08	0.08	0.06	0.04	0.04	0.03	0.05	0.10	0.09	0.03	0.06	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----149.57----->								<-----81.07----->			<-----105.5----->				<-----7.68----->		<-----10.02----->		<-----8.62----->	
	100%*								100%*			100%*				64%*		81%*		72%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QC13A. Please rate your level of agreement with the following statements considering both print and digital magazines: Reading Canadian magazines helps you appreciate Canadian culture and learn more about Canada.  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	939	106	833	87	852	49	890	868	71	441	497	226	729	819	123	523	420	363	576	205	736
	47%	53%	46%	52%	46%	62%	46%	46%	56%	46%	48%	53%	46%	46%	54%	48%	47%	43%	50%	49%	47%
4 - Somewhat agree	680	52	628	53	627	23	657	647	34	320	360	117	550	601	71	371	297	298	371	125	547
	34%	26%	35%	32%	34%	29%	34%	34%	27%	33%	34%	28%	35%	34%	31%	34%	33%	35%	32%	30%	35%
3 - Neither agree or disagree	181	11	170	16	165	3	177	177	3	91	90	30	136	161	5	99	66	94	72	34	132
	9%	5%	9%	10%	9%	4%	9%	9%	3%	9%	9%	7%	9%	9%	2%	9%	7%	11%	6%	8%	8%
2 - Somewhat disagree	79	6	72	3	76	3	76	75	4	47	31	21	60	72	7	42	38	34	46	14	66
	4%	3%	4%	2%	4%	3%	4%	4%	3%	5%	3%	5%	4%	4%	3%	4%	4%	4%	4%	3%	4%
1 - Strongly disagree	70	15	55	6	64	0	70	64	6	36	34	23	53	70	7	41	36	36	41	24	53
	4%	7%	3%	4%	3%	1%	4%	3%	5%	4%	3%	5%	3%	4%	3%	4%	4%	4%	4%	6%	3%
Don't know/Refuse	54	11	43	1	54	1	53	47	8	20	34	8	54	50	14	25	38	16	45	15	48
	3%	5%	2%	*	3%	1%	3%	2%	6%	2%	3%	2%	3%	3%	6%	2%	4%	2%	4%	4%	3%
Top 2 Box	1,619	158	1,461	140	1,480	72	1,547	1,515	104	761	857	343	1,279	1,420	194	894	717	661	947	330	1,283
	81%	79%	81%	84%	81%	91%	80%	81%	84%	80%	82%	81%	81%	80%	85%	81%	80%	79%	82%	79%	81%
Bottom 2 Box	149	21	127	9	139	3	146	139	10	83	65	44	113	142	14	83	74	70	87	38	119
	7%	11%	7%	6%	8%	4%	8%	7%	8%	9%	6%	10%	7%	8%	6%	8%	8%	8%	8%	9%	8%
Mean	4.2	4.2	4.2	4.3	4.2	4.5	4.2	4.2	4.4	4.2	4.2	4.2	4.2	4.2	4.4	4.2	4.2	4.1	4.3	4.2	4.2
						G			H						N				R		
Median	4.0	5.0	4.0	5.0	4.0	5.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	5.0	4.0

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QC13A. Please rate your level of agreement with the following statements considering both print and digital magazines: Reading Canadian magazines helps you appreciate Canadian culture and learn more about Canada.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.01	1.19	0.99	0.98	1.01	0.78	1.02	1.01	1.05	1.05	0.97	1.13	1.00	1.03	0.94	1.02	1.04	1.05	1.01	1.11	1.00
Standard Error	0.03	0.09	0.03	0.10	0.03	0.12	0.03	0.03	0.09	0.04	0.03	0.06	0.03	0.02	0.06	0.03	0.04	0.04	0.03	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----27.71----->		<-----8.18----->			<-----11.18----->		<-----17.15----->		<-----12.7----->		<-----21.16----->		<-----23.65----->		<-----8.49----->		<-----28.56----->		<-----9.64----->	
	100%*		68%*			87%*		98%*		92%*		100%*		100%*		71%*		100%*		79%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13B. Please rate your level of agreement with the following statements considering both print and digital magazines: Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	512 26%	87 18%	425 28% BG	43 29% B	226 30% BG	39 29% B	43 21%	74 28% B	132 24%	196 25%	175 28%	343 28% M	59 17%	41 24%	69 29% M	397 25%	115 30%	216 22%	284 28% R	301 26%	204 24%
4 - Somewhat agree	882 44%	221 45%	661 44% BG	63 43% B	324 43% BG	60 46% B	92 45%	121 46% B	234 43% B	357 46% B	275 43% B	530 43% M	167 47% M	82 48% L	101 42% L	715 44% Q	167 43% Q	433 45% S	436 43% R	506 44% T	367 44%
3 - Neither agree or disagree	293 15%	102 21% CDEFH	191 13%	18 12%	93 12%	12 9%	37 18% F	32 12% F	112 20% JK	107 14%	67 10%	155 13%	72 20% LO	35 20% L	30 13%	265 16% Q	28 7%	137 14%	137 14%	173 15% U	101 12%
2 - Somewhat disagree	135 7%	48 10% CEH	87 6%	15 10% CEH	38 5%	10 8%	13 6%	11 4%	40 7%	54 7%	38 6%	80 7% N	33 9% N	7 4%	14 6% P	96 6% P	40 10% P	76 8%	62 6% S	82 7%	61 7%
1 - Strongly disagree	90 4%	14 3%	76 5% B	6 4%	45 6% B	5 4%	7 3%	13 5%	17 3%	31 4%	41 6% IJ	53 4% IJ	10 3%	6 3%	21 9% M	69 4% M	21 5% M	58 6% S	37 4% S	49 4% T	47 6%
Don't know/Refuse	91 5%	23 5% D	68 4% D	2 2%	36 5% D	4 4%	13 7% D	10 4% D	14 3%	33 4%	41 6% I	66 5% N	17 5% N	1 1%	5 2%	73 5% N	18 5% N	46 5% S	47 5% S	40 3% T	62 7%
Top 2 Box	1,394 70%	308 62% B	1,086 72% B	106 72% B	550 72% B	99 75% B	135 66%	195 75% B	366 67%	553 71%	450 71%	873 71% M	226 63%	123 72%	170 71%	1,112 69% R	282 73%	649 67%	720 72% R	807 70%	571 68%
Bottom 2 Box	225 11%	62 13%	163 11%	21 14%	82 11%	15 12%	20 10%	24 9%	57 10%	85 11%	79 12%	133 11% M	42 12%	13 7%	35 15%	164 10% P	61 16% P	134 14% S	99 10% S	131 11% T	108 13%
Mean	3.8	3.7	3.9 B	3.8 B	3.9 B	3.9 B	3.8	3.9 B	3.8	3.8	3.8	3.9 M	3.7	3.9	3.8	3.8	3.9	3.7	3.9 R	3.8	3.8
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QC13B Page 47

QC13B. Please rate your level of agreement with the following statements considering both print and digital magazines: Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.05	0.99	1.06	1.09	1.09	1.04	0.99	1.03	1.00	1.03	1.12	1.05	0.96	0.94	1.19	1.02	1.14	1.10	1.02	1.05	1.10
Standard Error	0.03	0.04	0.03	0.09	0.06	0.08	0.08	0.08	0.07	0.04	0.04	0.04	0.05	0.09	0.10	0.03	0.07	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----88.44----->								<-----43.77----->			<-----66.94----->				<-----37.44----->		<-----22.53----->		<-----21.34----->	
	100%*								100%*			100%*				100%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13B. Please rate your level of agreement with the following statements considering both print and digital magazines: Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	512	56	456	44	468	30	483	474	38	251	261	120	393	443	64	290	217	195	310	113	393
	26%	28%	25%	27%	25%	37%	25%	25%	31%	26%	25%	28%	25%	25%	28%	26%	24%	23%	27%	27%	25%
4 - Somewhat agree	882	83	799	76	806	36	846	829	53	408	474	204	680	775	101	486	388	385	488	190	687
	44%	41%	44%	46%	44%	45%	44%	44%	43%	43%	45%	48%	43%	44%	44%	44%	43%	46%	42%	46%	43%
3 - Neither agree or disagree	293	20	274	27	266	6	287	285	8	150	143	53	224	261	13	157	116	132	141	59	215
	15%	10%	15%	16%	14%	8%	15%	15%	6%	16%	14%	13%	14%	15%	6%	14%	13%	16%	12%	14%	14%
			B					I						O				S			
2 - Somewhat disagree	135	16	119	9	126	3	132	126	9	69	66	24	117	124	19	89	54	65	78	26	117
	7%	8%	7%	5%	7%	4%	7%	7%	7%	7%	6%	6%	7%	7%	8%	8%	6%	8%	7%	6%	7%
1 - Strongly disagree	90	14	76	7	82	3	87	83	7	41	49	12	82	87	10	42	55	32	64	12	84
	4%	7%	4%	5%	4%	4%	5%	4%	6%	4%	5%	3%	5%	5%	4%	4%	6%	4%	6%	3%	5%
												L					P				T
Don't know/Refuse	91	13	78	2	89	2	88	81	9	36	54	12	86	83	20	37	65	32	70	17	86
	5%	6%	4%	1%	5%	3%	5%	4%	7%	4%	5%	3%	5%	5%	9%	3%	7%	4%	6%	4%	5%
				D									L		N		P		R		
Top 2 Box	1,394	140	1,255	120	1,274	65	1,329	1,303	92	659	735	324	1,073	1,218	165	776	605	580	798	303	1,080
	70%	69%	70%	73%	69%	82%	69%	69%	73%	69%	70%	76%	68%	69%	73%	70%	68%	69%	69%	73%	68%
						G						M									
Bottom 2 Box	225	30	195	16	209	6	219	209	16	111	114	36	199	211	29	131	109	97	142	38	201
	11%	15%	11%	10%	11%	7%	11%	11%	13%	12%	11%	9%	13%	12%	13%	12%	12%	12%	12%	9%	13%
												L									T
Mean	3.8	3.8	3.8	3.9	3.8	4.1	3.8	3.8	3.9	3.8	3.8	4.0	3.8	3.8	3.9	3.8	3.8	3.8	3.8	3.9	3.8
						G						M								U	
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
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(Continued)

Table QC13B Page 49

QC13B. Please rate your level of agreement with the following statements considering both print and digital magazines: Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.05	1.17	1.03	1.02	1.05	0.98	1.05	1.04	1.12	1.05	1.04	0.96	1.08	1.07	1.08	1.04	1.10	1.02	1.10	0.98	1.09
Standard Error	0.03	0.09	0.03	0.11	0.03	0.15	0.03	0.03	0.09	0.04	0.04	0.05	0.03	0.03	0.08	0.03	0.04	0.04	0.03	0.05	0.03
CHI-SQUARE SIGNIFICANCE	<-----11.63----->		<-----6.62----->			<-----10.95----->		<-----10.43----->		<-----5.65----->		<-----20.73----->		<-----19.94----->		<-----25.13----->		<-----17.06----->		<-----11.39----->	
	89%*		53%*			86%*		83%*		42%*		100%*		99%*		100%*		98%*		88%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13C. Please rate your level of agreement with the following statements considering both print and digital magazines: Non-Canadian magazines reflect your experiences and perspectives.

Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	194 10%	35 7%	159 11% B	16 11%	98 13% BGH	11 9%	15 7%	19 7%	59 11%	74 10%	59 9%	130 11% M	17 5% M	20 12% M	26 11% M	157 10%	37 10%	116 12% S	78 8%	105 9%	82 10%
4 - Somewhat agree	758 38%	140 28%	618 41% B	52 35%	306 40% B	62 47% BD	89 43% B	109 42% B	241 44% K	288 37%	210 33%	474 39% M	89 25% M	73 42% M	120 50% LM	625 39%	133 34%	361 37%	355 35%	425 37%	282 33%
3 - Neither agree or disagree	375 19%	120 24% CEF	255 17%	34 23% EF	111 15%	19 15%	40 20%	51 19%	129 24% K	144 19%	94 15%	220 18% O	94 26% LO	36 21% O	24 10%	307 19%	68 18%	172 18%	183 18%	228 20% U	137 16%
2 - Somewhat disagree	358 18%	114 23% CEFG	243 16%	29 20%	119 16%	19 15%	30 15%	45 17%	69 13%	153 20% I	130 20% I	208 17% I	93 26% LNO	24 14% LNO	32 13%	284 18%	74 19%	166 17%	201 20%	218 19%	168 20%
1 - Strongly disagree	210 10%	43 9%	167 11%	16 11%	96 13%	14 10%	18 9%	24 9%	35 6% I	82 11% I	90 14% IJ	143 12% IJ	30 8% IJ	12 7% IJ	24 10%	160 10%	51 13%	103 11%	120 12%	126 11%	99 12%
Don't know/Refuse	108 5%	43 9% CDEF	65 4% D	1 1%	31 4% D	6 4%	13 6% D	14 5% D	15 3% D	36 5% D	53 8% IJ	52 4% IJ	35 10% LN	8 5% LN	13 5% LN	82 5% LN	26 7% LN	48 5% LN	66 7% LN	49 4% LN	74 9% LN
Top 2 Box	952 48%	175 35% B	777 52% B	68 46% B	404 53% B	74 56% B	103 50% B	128 49% B	299 55% JK	363 47%	269 42%	604 49% M	106 30% M	93 54% M	147 61% LM	783 48%	169 44%	476 49% S	433 43%	530 46%	364 43%
Bottom 2 Box	568 28%	157 32% G	411 27%	45 30%	215 28%	33 25%	48 24%	69 26%	104 19%	235 30% I	221 35% I	351 29% I	123 34% LNO	36 21% LNO	57 24%	443 27%	125 32%	269 28%	321 32%	344 30%	267 32%
Mean	3.2	3.0	3.2 B	3.2	3.3 B	3.3 B	3.3 B	3.2 B	3.4 JK	3.2 K	3.0	3.2 M	2.9	3.4 M	3.4 LM	3.2 Q	3.1	3.2 S	3.1	3.1	3.1

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



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Periodicals Opinion Survey - 2012**

(Continued)

Table QC13C Page 51

QC13C. Please rate your level of agreement with the following statements considering both print and digital magazines: Non-Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	4.0	3.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0	3.0	3.0
Standard Deviation	1.19	1.12	1.20	1.18	1.26	1.17	1.11	1.13	1.06	1.19	1.27	1.21	1.07	1.11	1.19	1.17	1.24	1.21	1.20	1.18	1.23
Standard Error	0.03	0.05	0.04	0.09	0.06	0.09	0.09	0.09	0.07	0.05	0.04	0.04	0.06	0.10	0.10	0.04	0.07	0.05	0.04	0.04	0.04
CHI-SQUARE SIGNIFICANCE	<-----129.02----->								<-----106.63----->			<-----143.71----->				<-----10.66----->		<-----21.3----->		<-----23.24----->	
	100%*								100%*			100%*				85%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
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QC13C. Please rate your level of agreement with the following statements considering both print and digital magazines: Non-Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	194 10%	34 17% C	160 9%	19 12%	175 10%	10 13%	184 10%	176 9%	18 14%	95 10%	99 9%	37 9%	151 10%	162 9%	24 11%	111 10%	75 8%	72 9%	113 10%	36 9%	150 9%
4 - Somewhat agree	758 38%	66 33%	692 38%	71 43%	687 37%	38 48%	720 37%	720 38%	38 30%	399 42% K	359 34%	171 40%	552 35%	636 36%	73 32%	418 38% Q	289 32%	314 37%	392 34%	168 40% U	541 34%
3 - Neither agree or disagree	375 19%	29 14%	346 19%	28 17%	347 19%	8 10%	367 19% F	365 19% I	10 8%	184 19%	191 18%	81 19%	288 18%	343 19% O	22 10%	216 20%	149 17%	183 22% S	181 16%	78 19%	288 18%
2 - Somewhat disagree	358 18%	32 16%	325 18%	23 14%	334 18%	10 13%	347 18%	334 18%	24 19%	156 16%	202 19%	81 19%	305 19%	341 19%	47 21%	204 19%	183 20%	160 19%	228 20%	66 16%	320 20% T
1 - Strongly disagree	210 10%	27 13%	183 10%	13 8%	198 11%	10 13%	200 10%	190 10%	21 17% H	90 9%	120 11%	43 10%	174 11%	193 11%	33 15%	111 10%	115 13%	82 10%	143 12%	48 12%	178 11%
Don't know/Refuse	108 5%	14 7%	94 5%	11 7%	97 5%	2 3%	106 5%	93 5%	15 12% H	33 3%	75 7% J	13 3%	112 7% L	98 6%	28 12% N	41 4%	84 9% P	30 4%	94 8% R	21 5%	105 7%
Top 2 Box	952 48%	100 50%	852 47%	90 54%	862 47%	48 61%	904 47%	897 48%	55 44%	494 52% K	458 44%	208 49%	703 44%	798 45%	97 43%	529 48% Q	364 41%	386 46%	505 44%	204 49%	691 44%
Bottom 2 Box	568 28%	59 29%	509 28%	36 22%	532 29%	21 26%	547 28%	523 28%	45 36%	245 26% J	322 31%	124 29%	479 30%	534 30%	80 35%	315 29%	298 33% P	242 29%	371 32%	114 27%	498 31%
Mean	3.2	3.3	3.2	3.4 E	3.2	3.4	3.2	3.2	3.1	3.3 K	3.1	3.2	3.1	3.1	3.0	3.2 Q	3.0	3.2	3.1	3.2	3.1

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QC13C. Please rate your level of agreement with the following statements considering both print and digital magazines: Non-Canadian magazines reflect your experiences and perspectives.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	4.0	4.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0
Standard Deviation	1.19	1.33	1.17	1.13	1.19	1.26	1.18	1.17	1.41	1.15	1.21	1.16	1.20	1.19	1.33	1.18	1.23	1.15	1.24	1.18	1.21
Standard Error	0.03	0.11	0.03	0.12	0.03	0.19	0.03	0.03	0.12	0.05	0.04	0.07	0.03	0.03	0.09	0.04	0.04	0.04	0.04	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----19.17----->		<-----10.49----->		<-----10.69----->		<-----31.78----->		<-----36.7----->		<-----13.46----->		<-----30.39----->		<-----47.36----->		<-----34.05----->		<-----12.23----->		
	99%*		84%*		85%*		100%*		100%*		94%*		100%*		100%*		100%*		91%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

QC13D. Please rate your level of agreement with the following statements considering both print and digital magazines: It is important that Canadians have access to Canadian magazines.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,249 62%	232 47%	1,017 67% B	101 69% B	520 68% B	90 69% B	127 62% B	179 68% B	310 57% B	497 64% B	422 66% I	834 68% MN	166 46% M	99 58% M	150 63% M	1,007 62%	243 63%	557 58%	683 68% R	724 63%	526 62%
4 - Somewhat agree	585 29%	226 46% CDEFGH	359 24%	32 22%	180 24%	32 24%	54 26%	60 23%	186 34%	214 28%	174 27%	297 24%	168 47% LNO	58 34% L	59 25%	466 29%	119 31%	306 32% S	267 27%	340 30%	245 29%
3 - Neither agree or disagree	93 5%	23 5%	70 5%	11 7%	33 4%	4 3%	12 6%	11 4%	36 7% K	31 4%	19 3%	49 4%	13 4%	9 5%	20 8% LM	81 5%	12 3%	48 5%	34 3%	58 5% U	25 3%
2 - Somewhat disagree	27 1%	6 1%	21 1%	-	10 1%	1 1%	5 3%	5 2%	6 1%	16 2%	5 1%	15 1%	5 3%	6 3%	2 1%	20 1%	7 2%	18 2%	8 1%	12 1%	13 2%
1 - Strongly disagree	29 1%	4 1%	26 2%	2 1%	12 2%	3 2%	2 1%	7 3%	3 1%	13 2%	13 2% I	21 2% M	1 *% M	1 *% M	6 3%	26 2%	4 1%	23 2% S	8 1%	10 1%	22 3% T
Don't know/Refuse	19 1%	4 1%	15 1%	1 1%	7 1%	1 1%	5 2%	1 *% S	6 1%	7 1%	3 *% S	11 1% S	4 1% S	-	3 1% S	15 1% S	4 1% S	15 2% S	3 *% S	7 1% S	11 1% S
Top 2 Box	1,835 92%	458 93%	1,376 91%	134 91%	700 92%	123 93%	181 88%	239 91%	496 91%	711 91%	596 94%	1,131 92%	334 93% O	157 91%	209 87%	1,473 91%	362 93%	862 89%	950 95% R	1,064 92%	771 92%
Bottom 2 Box	57 3%	10 2% D	46 3% D	2 1%	22 3%	3 3%	8 4%	12 4%	9 2%	29 4%	19 3%	36 3%	6 2%	6 4%	8 3%	46 3%	10 3%	41 4% S	16 2% S	22 2%	35 4% T
Mean	4.5	4.4	4.6 B	4.6 B	4.6 B	4.6 B	4.5	4.5 B	4.5	4.5	4.6	4.6 M	4.4	4.4	4.5	4.5	4.5	4.4	4.6 R	4.5	4.5
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



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Table QC13D Page 55

QC13D. Please rate your level of agreement with the following statements considering both print and digital magazines: It is important that Canadians have access to Canadian magazines.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	0.78	0.70	0.79	0.73	0.78	0.77	0.82	0.87	0.72	0.81	0.78	0.78	0.67	0.77	0.89	0.79	0.73	0.87	0.67	0.72	0.85
Standard Error	0.02	0.03	0.03	0.06	0.04	0.06	0.06	0.07	0.05	0.03	0.03	0.03	0.03	0.07	0.08	0.02	0.04	0.03	0.02	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----131.67----->								<-----35.77----->			<-----100.72----->				<-----4.65----->		<-----49.38----->		<-----26.4----->	
	100%*								100%*			100%*				30%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13D. Please rate your level of agreement with the following statements considering both print and digital magazines: It is important that Canadians have access to Canadian magazines.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,249 62%	136 68%	1,113 62%	109 66%	1,140 62%	55 69%	1,194 62%	1,171 62%	79 63%	598 63%	651 62%	294 M	970 61%	1,109 63%	143 63%	711 65%	542 61%	514 61%	734 64%	275 66%	976 62%
4 - Somewhat agree	585 29%	50 25%	535 30%	38 23%	547 30%	19 24%	566 29%	550 29%	35 28%	259 27%	325 31%	93 22%	492 31%	519 29%	70 31%	306 28%	279 31%	257 31%	329 29%	92 22%	497 31%
3 - Neither agree or disagree	93 5%	2 1%	91 5%	15 9%	78 4%	2 3%	91 5%	91 5%	2 2%	63 7%	30 3%	21 5%	61 4%	80 5%	3 1%	51 5%	32 4%	42 5%	41 4%	27 6%	56 4%
2 - Somewhat disagree	27 1%	6 3%	22 1%	-	27 1%	2 3%	25 1%	26 1%	1 1%	14 1%	13 1%	9 2%	18 1%	22 1%	3 1%	12 1%	13 1%	12 1%	13 1%	10 2%	15 1%
1 - Strongly disagree	29 1%	5 2%	25 1%	3 2%	26 1%	1 1%	28 1%	25 1%	4 3%	15 2%	14 1%	7 2%	25 2%	30 2%	3 1%	14 1%	19 2%	12 1%	20 2%	10 2%	23 1%
Don't know/Refuse	19 1%	3 2%	16 1%	-	19 1%	-	19 1%	16 1%	3 3%	7 1%	12 1%	2 *	16 1%	13 1%	5 2%	7 1%	10 1%	4 *	14 1%	3 1%	15 1%
Top 2 Box	1,835 92%	186 92%	1,648 91%	147 89%	1,687 92%	74 93%	1,760 92%	1,721 92%	114 91%	857 90%	977 J	387 91%	1,462 92%	1,628 92%	213 94%	1,017 92%	821 92%	771 92%	1,063 92%	367 88%	1,473 93%
Bottom 2 Box	57 3%	10 5%	46 3%	3 2%	53 3%	3 4%	54 3%	51 3%	5 4%	30 3%	27 3%	16 4%	43 3%	52 3%	6 3%	26 2%	32 4%	24 3%	33 3%	20 5%	38 2%
Mean	4.5	4.6	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.6	4.5	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.5
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.78	0.85	0.77	0.81	0.77	0.77	0.78	0.77	0.88	0.82	0.74	0.83	0.77	0.79	0.72	0.75	0.82	0.78	0.78	0.90	0.74

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13D. Please rate your level of agreement with the following statements considering both print and digital magazines: It is important that Canadians have access to Canadian magazines.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.02	0.07	0.02	0.08	0.02	0.11	0.02	0.02	0.07	0.03	0.02	0.05	0.02	0.02	0.05	0.02	0.03	0.03	0.02	0.04	0.02
CHI-SQUARE SIGNIFICANCE	<-----18.93----->		<-----15.59----->			<-----3.76----->		<-----11.06----->		<-----19.67----->		<-----19.49----->		<-----10.16----->		<-----11.06----->		<-----7.18----->		<-----32.71----->	
	99%*		97%*			19%*		86%*		99%*		99%*		82%*		86%*		59%*		100%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13E. Please rate your level of agreement with the following statements considering both print and digital magazines: You depend on your local community newspaper to get news and information about your community.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,039 52%	181 37%	858 57% B	81 55% B	445 58% B	69 52% B	109 53% B	153 59% B	259 47% B	408 52% B	357 56% I	711 58% MO	126 35% M	91 46% M	109 30% M	823 51% M	216 56% M	462 48% R	551 55% R	595 52% R	435 52% R
4 - Somewhat agree	539 27%	196 39% CDEFGH	343 23%	31 21%	177 23%	31 23%	50 24%	55 21%	155 28%	198 25%	174 27%	268 22%	150 42% LNO	50 29% L	71 30% L	437 27%	102 26%	278 29%	263 26%	307 27%	243 29%
3 - Neither agree or disagree	72 4%	30 6% CEH	42 3%	5 4%	18 2%	5 4%	8 4%	6 2%	24 4%	31 4%	16 2%	37 3%	22 6% LO	7 4%	5 2%	61 4%	11 3%	35 4%	36 4%	44 4%	29 3%
2 - Somewhat disagree	178 9%	63 13% CEG	115 8%	13 9%	56 7%	11 9%	12 6%	23 9%	69 13% K	66 9%	38 6%	95 8%	45 13% L	14 8%	21 9%	149 9%	29 8%	100 10% S	67 7%	110 10% U	58 7%
1 - Strongly disagree	152 8%	21 4%	130 9% B	17 11% B	55 7%	13 10% B	23 11% B	24 9% B	41 7% B	68 9% B	39 6% B	104 8% M	12 3% M	9 5% M	27 11% M	126 8% M	26 7% M	78 8% M	73 7% M	89 8% M	56 7% M
Don't know/Refuse	23 1%	4 1%	18 1%	-	11 1%	3 3%	3 1%	1 1%	-	7 1%	13 2%	11 1%	2 1%	1 1%	7 3%	18 1%	4 1%	13 1%	13 1%	6 1%	21 2% T
Top 2 Box	1,578 79%	377 76%	1,202 80%	113 76%	622 82% B	100 76% B	159 78% B	208 80% B	414 76% B	606 78% B	531 83% IJ	979 80% IJ	276 77% IJ	141 82% IJ	181 75% IJ	1,260 78% IJ	318 82% IJ	740 77% IJ	814 81% R	902 78% R	678 81% R
Bottom 2 Box	330 16%	85 17%	245 16%	29 20%	111 15%	24 18%	35 17%	47 18%	110 20% K	134 17% K	77 12%	199 16% K	57 16% K	23 13% K	48 20% K	275 17% K	55 14% K	177 18% S	140 14% S	199 17% U	114 14% U
Mean	4.1	3.9	4.1 B	4.0	4.2 B	4.0	4.0	4.1 B	4.0	4.1	4.2 IJ	4.1 MO	3.9	4.2 M	3.9	4.1	4.2	4.0	4.2 R	4.1	4.1

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13E. Please rate your level of agreement with the following statements considering both print and digital magazines: You depend on your local community newspaper to get news and information about your community.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	4.0	5.0	5.0	5.0
Standard Deviation	1.27	1.15	1.30	1.40	1.24	1.35	1.36	1.33	1.30	1.31	1.16	1.30	1.11	1.16	1.37	1.28	1.21	1.29	1.23	1.28	1.20
Standard Error	0.03	0.05	0.04	0.11	0.06	0.10	0.10	0.10	0.08	0.05	0.04	0.04	0.06	0.10	0.12	0.04	0.07	0.05	0.04	0.04	0.04
CHI-SQUARE SIGNIFICANCE	<-----139.7----->								<-----53.88----->			<-----115.93----->				<-----6.01----->		<-----21.34----->		<-----24.5----->	
	100%*								100%*			100%*				46%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13E. Please rate your level of agreement with the following statements considering both print and digital magazines: You depend on your local community newspaper to get news and information about your community.

Base: All respondents

Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,039 52%	103 51%	936 52%	95 57%	944 51%	50 63%	989 51%	965 51%	74 59%	493 52%	545 52%	227 53%	801 51%	903 51%	131 58%	566 51%	467 52%	419 50%	609 53%	210 50%	822 52%
4 - Somewhat agree	539 27%	55 27%	484 27%	39 23%	501 27%	14 17%	525 27%	506 27%	33 27%	239 25%	300 29%	109 26%	448 28%	491 28%	60 26%	282 26%	270 30%	234 28%	317 28%	110 26%	443 28%
3 - Neither agree or disagree	72 4%	4 2%	68 4%	5 3%	68 4%	2 2%	70 4%	70 4%	2 2%	40 4%	32 3%	10 2%	64 4%	67 4%	6 3%	45 4%	28 3%	36 4%	37 3%	14 3%	58 4%
2 - Somewhat disagree	178 9%	9 4%	170 9%	9 5%	169 9%	11 13%	168 9%	175 9%	3 3%	101 11%	77 7%	44 10%	129 8%	161 9%	7 3%	112 10%	54 6%	84 10%	84 7%	33 8%	135 9%
1 - Strongly disagree	152 8%	25 12%	127 7%	17 10%	135 7%	3 4%	149 8%	145 8%	7 6%	74 8%	78 7%	34 8%	114 7%	134 8%	12 5%	88 8%	57 6%	63 7%	82 7%	45 11%	101 6%
Don't know/Refuse	23 1%	5 3%	17 1%	2 1%	21 1%	-	23 1%	18 1%	4 4%	8 1%	15 1%	2 *	26 2%	17 1%	11 5%	8 1%	19 2%	5 1%	22 2%	5 1%	23 1%
Top 2 Box	1,578 79%	159 79%	1,420 79%	133 81%	1,445 79%	64 80%	1,514 79%	1,471 78%	107 86%	733 77%	845 81%	336 79%	1,249 79%	1,394 79%	191 84%	848 77%	737 82%	653 78%	926 80%	320 77%	1,265 80%
Bottom 2 Box	330 16%	34 17%	296 16%	26 15%	304 17%	14 17%	316 16%	319 17%	11 9%	175 18%	155 15%	78 18%	243 15%	295 17%	19 8%	200 18%	111 12%	147 17%	166 14%	78 19%	236 15%
Mean	4.1	4.0	4.1	4.1	4.1	4.2	4.1	4.1	4.4	4.0	4.1	4.1	4.1	4.1	4.3	4.0	4.2	4.0	4.1	4.0	4.1
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QC13E. Please rate your level of agreement with the following statements considering both print and digital magazines: You depend on your local community newspaper to get news and information about your community.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.27	1.37	1.26	1.32	1.26	1.24	1.27	1.28	1.09	1.30	1.24	1.30	1.24	1.27	1.07	1.30	1.17	1.27	1.23	1.36	1.22
Standard Error	0.03	0.11	0.03	0.14	0.03	0.18	0.03	0.04	0.09	0.05	0.04	0.07	0.03	0.03	0.07	0.04	0.04	0.04	0.04	0.07	0.03
CHI-SQUARE SIGNIFICANCE	<-----17.93----->		<-----6.21----->		<-----8.94----->		<-----21.52----->		<-----16.56----->		<-----11.48----->		<-----44.31----->		<-----36.37----->		<-----16.26----->		<-----13.06----->		
	99%*		48%*		74%*		100%*		98%*		88%*		100%*		100%*		98%*		93%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2A. Do you discover new books often, sometimes rarely or never: Through friends and family?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	789 39%	178 36%	611 41%	62 42%	311 41%	60 45% B	77 38%	101 39%	222 41%	312 40%	241 38%	494 40% O	130 36%	87 51% LMO	74 31%	641 40%	148 38%	276 29%	490 49% R	497 43% U	273 32%
Sometimes	596 30%	160 32% D	436 29%	35 24%	217 29%	37 28%	72 35% D	75 29%	155 28%	243 31%	182 29%	359 29%	119 33% N	39 23%	77 32%	488 30%	107 28%	290 30%	292 29%	350 30%	238 28%
Rarely	353 18%	89 18%	264 17%	32 22%	133 17%	19 14%	28 14%	52 20%	104 19%	132 17%	110 17%	217 18%	66 18%	24 14%	46 19%	285 18%	68 18%	215 22% S	133 13%	191 17%	159 19%
Never	259 13%	67 14%	192 13%	18 12%	97 13%	16 12%	28 14%	33 12%	67 12%	89 11%	99 15% J	151 12%	42 12%	21 12%	44 18%	200 12%	59 15%	180 19% S	85 8%	110 10%	167 20% T
Don't know/Refuse	6 *%	1 *%	5 *%	-	3 *%	1 *%	-	1 *%	-	2 *%	5 1%	5 *%	1 *%	1 *%	-	2 *%	4 1%	4 *%	3 *%	3 *%	5 1%
CHI-SQUARE SIGNIFICANCE	<-----16.3----->								<-----12.88----->			<-----24.83----->				<-----12.5----->		<-----112.77----->		<-----55.07----->	
	12%*								88%			98%*				99%		100%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2A. Do you discover new books often, sometimes rarely or never: Through friends and family?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	789 39%	64 32%	725 40% B	51 31%	738 40%	26 32%	763 40%	761 41% I	28 22%	386 40%	403 39%	204 48% M	568 36%	714 40% O	59 26%	485 44% Q	287 32%	343 41%	426 37%	183 44% U	590 37%
Sometimes	596 30%	55 27%	541 30%	56 34%	540 29%	22 28%	574 30%	563 30%	33 26%	312 33% K	284 27%	134 32%	468 30%	531 30%	59 26%	327 30%	260 29%	280 33% S	308 27%	138 33%	454 29%
Rarely	353 18%	46 23%	307 17%	35 21%	318 17%	17 21%	336 17%	325 17%	28 22%	166 17%	187 18%	67 16%	284 18%	310 17%	40 18%	182 17%	168 19%	135 16%	214 19%	62 15%	287 18%
Never	259 13%	36 18%	223 12%	23 14%	236 13%	15 19%	244 13%	225 12%	34 28% H	90 9%	168 16% J	21 5%	254 16% L	213 12%	66 29% N	104 9%	175 20% P	82 10%	196 17% R	33 8%	244 15% T
Don't know/Refuse	6 *%	1 *%	6 *%	1 *%	6 *%	-	6 *%	4 *%	2 2%	2 *%	4 *%	-	8 1%	5 *%	3 1%	3 *%	5 1%	1 *%	7 1%	1 *%	7 *%
CHI-SQUARE SIGNIFICANCE	<-----11.44-----> 98%*		<-----5.87-----> 79%*		<-----4.16-----> 62%*		<-----41.5-----> 100%*		<-----23.3-----> 100%		<-----46.42-----> 100%		<-----59.12-----> 100%*		<-----56.9-----> 100%		<-----31.95-----> 100%		<-----21.66-----> 100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2B. Do you discover new books often, sometimes rarely or never: By looking at bestseller lists?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	369 18%	101 20%	268 18%	23 16%	148 19%	19 14%	34 16%	45 17%	88 16%	143 18%	132 21%	211 17%	72 20%	39 22%	47 19%	310 19%	58 15%	121 13%	248 25%	229 20%	142 17%
Sometimes	552 28%	142 29%	410 27%	35 24%	217 29%	33 25%	44 22%	81 31%	142 26%	212 27%	180 28%	337 27%	103 29%	42 25%	66 27%	449 28%	103 27%	227 23%	305 30%	330 29%	214 25%
Rarely	495 25%	122 25%	373 25%	46 31% H	177 23%	36 27%	64 31% EH	51 19%	158 29% K	190 25%	140 22%	312 25%	90 25%	40 23%	52 22%	396 25%	99 26%	279 29%	210 21%	301 26%	189 22%
Never	582 29%	128 26%	454 30%	44 30%	218 29%	45 34% B	62 30%	85 32%	161 29%	230 30%	181 28%	363 30%	91 25%	51 29%	75 31%	457 28%	125 32%	336 35% S	238 24%	287 25%	294 35% T
Don't know/Refuse	5 *%	2 *%	3 *%	-	1 *%	-	2 1%	1 *%	-	2 *%	3 1%	3 *%	1 *%	1 *%	-	3 *%	2 *%	3 *%	2 *%	4 *%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----27.83----->				<-----12.98----->				<-----8.38----->				<-----6.2----->		<-----81.36----->		<-----23.62----->				
	73%*				89%				25%*				82%*		100%		100%				

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2B. Do you discover new books often, sometimes rarely or never: By looking at bestseller lists?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	369	36	333	37	331	18	351	350	18	171	198	131	249	335	38	226	145	169	203	99	274
	18%	18%	18%	23%	18%	22%	18%	19%	15%	18%	19%	31%	16%	19%	17%	21%	16%	20%	18%	24%	17%
												M			Q					U	
Sometimes	552	39	512	44	508	17	535	527	25	278	274	127	419	500	46	321	222	222	319	112	435
	28%	20%	28%	27%	28%	21%	28%	28%	20%	29%	26%	30%	26%	28%	20%	29%	25%	26%	28%	27%	27%
			B					I						O		Q					
Rarely	495	56	440	37	459	16	480	468	27	261	235	101	391	445	45	280	212	223	267	116	376
	25%	28%	24%	22%	25%	20%	25%	25%	22%	27%	22%	24%	25%	25%	20%	25%	24%	27%	23%	28%	24%
										K											
Never	582	69	513	47	535	29	553	531	51	245	337	66	516	491	93	273	310	224	358	89	491
	29%	34%	28%	28%	29%	36%	29%	28%	41%	26%	32%	16%	33%	28%	41%	25%	35%	27%	31%	21%	31%
									H		J		L		N		P		R		T
Don't know/Refuse	5	1	4	-	5	1	4	2	3	1	4	-	7	2	5	1	6	3	4	1	6
	0%	1%	0%		0%	1%	0%	0%	2%	0%	0%		0%	0%	0%	0%	1%	0%	0%	0%	0%
															N		P				
CHI-SQUARE SIGNIFICANCE	<-----9.79----->		<-----2.61----->		<-----5.43----->		<-----31.46----->		<-----14.94----->		<-----76.81----->		<-----44.69----->		<-----30.11----->		<-----7.38----->		<-----20.41----->		
	96%*		37%*		75%*		100%*		100%		100%		100%*		100%		88%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2C. Do you discover new books often, sometimes rarely or never: Based on awards or critical acclaim?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	317 16%	96 19% CFG	221 15% F	24 16% F	118 16% F	9 7%	23 11%	46 18% F	78 14%	117 15%	115 18%	164 13%	67 19% L	38 22% L	47 19%	261 16%	55 14%	115 12%	199 20% R	195 17%	122 14%
Sometimes	591 30%	145 29% G	447 30% G	41 28%	236 31% G	43 33% G	45 22%	81 31%	148 27%	240 31%	186 29%	361 29%	109 31%	54 31%	64 27%	493 31%	98 25%	257 27%	323 32% R	352 31%	229 27%
Rarely	489 24%	114 23%	375 25%	36 25%	170 22%	34 26%	68 33% BCE	66 25%	153 28% K	194 25%	134 21%	315 26%	86 24%	33 19%	54 23%	378 23%	111 29%	257 27% S	217 22%	295 26%	186 22%
Never	594 30%	137 28%	457 30%	46 31%	234 31%	43 33%	66 32%	67 26%	166 30%	225 29%	194 31%	382 31%	93 26%	47 27%	71 30%	475 29%	119 31%	333 34% S	255 25%	304 26%	295 35% T
Don't know/Refuse	12 1%	3 1%	9 1%	-	2 *%	3 2%	3 1%	1 *%	3 1%	1 *%	7 1% J	5 *%	3 1%	1 *%	3 1%	8 1%	4 1%	4 *%	9 1%	5 *%	10 1%
CHI-SQUARE SIGNIFICANCE					<-----41.5-----> 99%*				<-----18.16-----> 98%					<-----23.1-----> 97%	<-----8.45-----> 92%		<-----44.75-----> 100%		<-----21.97-----> 100%		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2C. Do you discover new books often, sometimes rarely or never: Based on awards or critical acclaim?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	317	27	290	32	285	12	305	304	13	151	166	91	230	295	24	193	125	134	182	79	240
	16%	13%	16%	19%	16%	15%	16%	16%	10%	16%	16%	21%	15%	17%	11%	18%	14%	16%	16%	19%	15%
								I				M		O		Q					
Sometimes	591	50	542	48	544	25	566	565	26	294	298	147	447	531	52	346	237	243	337	120	465
	30%	25%	30%	29%	30%	31%	29%	30%	21%	31%	28%	35%	28%	30%	23%	31%	26%	29%	29%	29%	29%
								I				M		O		Q					
Rarely	489	51	438	35	453	15	474	463	26	254	234	112	359	439	41	284	196	219	262	124	357
	24%	25%	24%	21%	25%	19%	25%	25%	20%	27%	22%	26%	23%	25%	18%	26%	22%	26%	23%	30%	23%
														O		Q				U	
Never	594	72	522	50	544	27	567	539	55	253	340	73	532	502	101	275	325	241	359	93	507
	30%	36%	29%	30%	30%	33%	29%	29%	44%	26%	32%	17%	34%	28%	44%	25%	36%	29%	31%	22%	32%
									H		J		L		N		P			T	
Don't know/Refuse	12	2	10	1	11	2	11	7	5	4	8	2	14	6	9	3	12	4	11	1	13
	1%	1%	1%	1%	1%	2%	1%	1%	4%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%
									H						N		P				
CHI-SQUARE SIGNIFICANCE	<-----6.44----->		<-----2.24----->		<-----3.94----->		<-----43.58----->		<-----11.8----->		<-----47.59----->		<-----64.58----->		<-----39.78----->		<-----4.71----->		<-----22.08----->		
	83%		31%		59%*		100%*		98%		100%		100%		100%		68%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2D. Do you discover new books often, sometimes rarely or never: At the library?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	481 24%	128 26% DF	354 23%	25 17%	198 26% DF	23 18%	42 20%	66 25%	132 24%	184 24%	151 24%	265 22%	101 28% L	42 24%	72 30% L	386 24%	96 25%	185 19%	276 28% R	269 23%	193 23%
Sometimes	422 21%	92 19%	330 22%	30 20%	164 22%	29 22%	39 19%	69 26% B	127 23%	160 21%	122 19%	262 21%	65 18%	35 20%	59 25%	346 21%	76 20%	196 20%	216 22%	262 23% U	138 16%
Rarely	397 20%	101 20%	297 20%	30 20%	137 18%	31 24%	48 23%	51 20%	116 21%	167 21%	111 17%	243 20%	71 20%	39 23%	42 18%	328 20%	70 18%	186 19%	195 19%	247 21% U	143 17%
Never	699 35%	174 35%	525 35%	63 43% H	262 34%	47 36%	76 37%	76 29%	174 32%	266 34%	250 39% IJ	454 37% O	120 34%	56 33%	66 27%	554 34%	145 37%	396 41% S	314 31%	373 32%	363 43% T
Don't know/Refuse	3 *%	1 *%	3 *%	-	1 *%	1 1%	-	1 *%	-	1 *%	3 *%	3 *%	1 *%	-	-	2 *%	2 *%	2 *%	2 *%	-	5 1%
CHI-SQUARE SIGNIFICANCE	<-----28.2----->				<-----14.31----->				<-----20.42----->				<-----4.65----->		<-----27.83----->		<-----36.79----->				
	75%*				93%*				94%*				67%*		100%		100%				

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2D. Do you discover new books often, sometimes rarely or never: At the library?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	481	47	434	52	429	16	465	456	25	211	270	89	376	417	49	250	215	181	282	87	377
	24%	24%	24%	32%	23%	20%	24%	24%	20%	22%	26%	21%	24%	24%	22%	23%	24%	22%	25%	21%	24%
Sometimes	422	36	386	36	386	13	409	404	18	206	215	103	305	369	33	253	149	186	217	83	320
	21%	18%	21%	22%	21%	16%	21%	22%	14%	22%	21%	24%	19%	21%	15%	23%	17%	22%	19%	20%	20%
								I							O		Q				
Rarely	397	40	357	28	369	21	377	384	14	208	189	105	289	365	24	245	143	181	209	98	292
	20%	20%	20%	17%	20%	26%	20%	20%	11%	22%	18%	25%	18%	21%	11%	22%	16%	22%	18%	24%	18%
								I				M			O		Q				U
Never	699	77	622	49	650	30	669	633	66	329	369	129	608	621	117	352	384	293	438	149	588
	35%	38%	35%	30%	35%	38%	35%	34%	53%	34%	35%	30%	38%	35%	52%	32%	43%	35%	38%	36%	37%
									H			L			N		P				
Don't know/Refuse	3	1	3	-	3	-	3	1	2	1	2	1	4	1	4	1	4	-	5	-	5
	3%	3%	3%		3%		3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%		3%		3%
CHI-SQUARE SIGNIFICANCE	<-----2.13----->		<-----6.96----->		<-----3.43----->		<-----40.24----->		<-----7.17----->		<-----17.97----->		<-----52.94----->		<-----38.7----->		<-----12.24----->		<-----7.07----->		
	29%*		86%*		51%*		100%*		87%		100%*		100%*		100%		98%		87%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2E. Do you discover new books often, sometimes rarely or never: By browsing at large chain bookstores like Chapters or Renaud-Bray?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	495 25%	131 27%	364 24%	35 24%	201 26%	27 21%	47 23%	54 21%	143 26%	200 26%	143 22%	291 24%	96 27%	54 31%	51 21%	399 25%	96 25%	212 22%	262 26%	319 28%	154 18%
Sometimes	710 35%	127 26%	583 39%	63 43%	266 35%	49 37%	91 44%	114 43%	189 34%	304 39%	204 32%	474 39%	93 26%	49 29%	93 39%	590 37%	120 31%	336 35%	348 35%	415 36%	270 32%
Rarely	384 19%	100 20%	284 19%	26 18%	149 20%	28 21%	32 16%	49 19%	110 20%	145 19%	121 19%	232 19%	72 20%	27 16%	51 21%	302 19%	82 21%	174 18%	199 20%	215 19%	171 20%
Never	410 20%	135 27%	275 18%	23 16%	145 19%	28 21%	35 17%	45 17%	107 20%	127 16%	166 26%	228 19%	94 26%	42 24%	45 19%	322 20%	88 23%	241 25%	193 19%	201 17%	243 29%
Don't know/Refuse	3 *%	2 *%	1 *%	-	1 *%	-	-	1 *%	-	1 *%	3 *%	1 *%	2 1%	-	-	2 *%	2 *%	3 *%	1 *%	1 *%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----56.12-----> 100%*								<-----27.43-----> 100%*			<-----36.33-----> 100%*				<-----7.71-----> 90%*		<-----12.69-----> 99%		<-----52.39-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2E. Do you discover new books often, sometimes rarely or never: By browsing at large chain bookstores like Chapters or Renaud-Bray?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	495	44	452	48	447	26	469	482	14	270	225	121	352	443	31	300	173	219	254	110	366
	25%	22%	25%	29%	24%	33%	24%	26%	11%	28%	21%	28%	22%	25%	14%	27%	19%	26%	22%	26%	23%
								I		K		M		O		Q		S			
Sometimes	710	60	650	47	663	19	691	685	25	364	346	181	513	639	49	419	267	326	359	167	520
	35%	30%	36%	28%	36%	24%	36%	36%	20%	38%	33%	43%	32%	36%	22%	38%	30%	39%	31%	40%	33%
								I		K		M		O		Q		S		U	
Rarely	384	36	348	37	348	20	364	364	21	172	212	76	311	348	37	204	182	142	241	82	303
	19%	18%	19%	22%	19%	25%	19%	19%	17%	18%	20%	18%	20%	20%	16%	19%	20%	17%	21%	20%	19%
																			R		
Never	410	61	349	33	376	14	396	347	62	148	262	47	401	342	106	177	269	153	293	58	388
	20%	30%	19%	20%	20%	17%	21%	19%	50%	15%	25%	11%	25%	19%	47%	16%	30%	18%	25%	14%	25%
		C							H		J		L		N		P		R		T
Don't know/Refuse	3	1	3	-	3	-	3	1	3	2	2	-	5	1	4	1	4	1	4	-	5
	*%	*%	*%		*%		*%	*%	2%	*%	*%		*%	*%	2%	*%	*%	*%	*%		*%
CHI-SQUARE SIGNIFICANCE	<-----14.07----->	<-----5.43----->	<-----7.47----->	<-----108.25----->	<-----36.49----->	<-----47.84----->	<-----115.18----->	<-----69.29----->	<-----27.95----->	<-----24.44----->											
	99%*	75%*	89%*	100%*	100%	100%	100%*	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2F. Do you discover new books often, sometimes rarely or never: By browsing at independent bookstores?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	271 14%	59 12%	212 14% F	16 11%	114 15% FG	11 9%	20 10%	51 19% BDFG	79 14%	101 13%	89 14%	164 13%	45 13%	31 18%	30 12%	206 13%	66 17%	105 11%	151 15% R	168 15% U	93 11%
Sometimes	568 28%	118 24%	450 30% B	43 29%	202 27%	48 37% BE	63 31%	93 36% BE	121 22%	234 30% I	195 31% I	367 30% M	84 24%	52 30%	61 26%	470 29%	97 25%	277 29%	293 29%	346 30%	236 28%
Rarely	555 28%	145 29% H	411 27%	43 29%	214 28%	34 26%	62 30%	57 22%	175 32% K	214 28%	157 25%	338 28%	108 30%	40 23%	68 28%	453 28%	102 26%	251 26%	281 28%	324 28%	212 25%
Never	598 30%	170 34% CH	428 28%	45 31%	229 30% H	38 29%	60 29%	56 21%	170 31%	228 29%	189 30%	354 29%	117 33%	48 28%	77 32%	478 30%	120 31%	330 34% S	272 27%	310 27%	294 35% T
Don't know/Refuse	10 1%	3 1%	7 *%	-	3 *%	-	-	4 2%	4 1%	-	7 1%	3 *%	3 1%	1 *%	4 2% L	9 1%	2 *%	3 *%	6 1%	3 *%	7 1%
CHI-SQUARE SIGNIFICANCE	<-----53.72-----> 100%*								<-----23.58-----> 100%			<-----19.7-----> 93%*				<-----6.41-----> 83%		<-----16.24-----> 100%		<-----20.35-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2F. Do you discover new books often, sometimes rarely or never: By browsing at independent bookstores?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	271	36	235	23	249	14	257	259	12	126	145	57	204	235	27	159	102	98	161	50	212
	14%	18%	13%	14%	14%	18%	13%	14%	10%	13%	14%	13%	13%	13%	12%	14%	11%	12%	14%	12%	13%
																Q					
Sometimes	568	44	523	33	535	18	550	538	30	271	297	144	436	531	53	339	243	257	326	138	447
	28%	22%	29%	20%	29%	22%	29%	29%	24%	28%	28%	34%	28%	30%	23%	31%	27%	31%	28%	33%	28%
			B		D							M		O							
Rarely	555	45	510	50	505	18	538	534	21	282	273	118	421	503	33	311	225	239	297	122	415
	28%	22%	28%	31%	27%	22%	28%	28%	17%	30%	26%	28%	27%	28%	15%	28%	25%	28%	26%	29%	26%
								I						O							
Never	598	75	524	54	544	29	569	539	59	272	326	105	513	498	110	289	318	246	358	106	499
	30%	37%	29%	33%	30%	37%	30%	29%	48%	28%	31%	25%	32%	28%	48%	26%	36%	29%	31%	25%	32%
		C							H				L		N		P				T
Don't know/Refuse	10	1	9	5	6	1	10	8	2	6	5	2	8	6	4	3	7	1	9	1	9
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				E															R		
CHI-SQUARE SIGNIFICANCE	<-----12.48----->		<-----23.18----->		<-----4.78----->		<-----25.04----->		<-----3.65----->		<-----11.36----->		<-----53.28----->		<-----24.06----->		<-----8.91----->		<-----9.07----->		
	99%		100%*		69%*		100%*		54%		98%		100%		100%		94%		94%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2G. Do you discover new books often, sometimes rarely or never: By browsing at general retail stores like Wal-Mart, Costco, etc?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	240 12%	76 15% CE	164 11%	16 11%	81 11%	14 11%	27 13%	26 10%	81 15%	83 11%	73 11%	131 11%	59 16% L	22 13%	28 11%	187 12%	53 14%	83 9%	154 15% R	154 13% U	81 10%
Sometimes	535 27%	120 24%	415 28%	54 37% BCEH	178 23%	49 38% BCEH	67 33% BE	67 25%	104 19%	251 32% IK	165 26% I	341 28%	95 27%	35 20%	63 26%	416 26%	119 31%	219 23%	315 31% R	350 30% U	214 25%
Rarely	496 25%	113 23%	383 25%	32 22%	195 26%	32 24%	56 27%	68 26%	135 25%	192 25%	159 25%	306 25%	74 21%	47 27%	67 28%	389 24%	106 27%	241 25%	244 24%	286 25%	204 24%
Never	728 36%	184 37% FG	544 36% FG	46 31%	307 40% DFG	36 28%	55 27%	100 38% FG	227 41% J	251 32%	236 37%	447 36%	129 36%	68 40%	81 34%	619 38% Q	109 28%	421 44% S	288 29%	360 31%	339 40% T
Don't know/Refuse	4 *%	3 1%	1 *%	-	1 *%	-	-	1 *%	1 *%	-	3 *%	1 *%	1 *%	-	1 1%	3 *%	1 *%	2 *%	2 *%	1 *%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----48.42-----> 100%*								<-----36.84-----> 100%			<-----19.22-----> 92%*				<-----14.44-----> 99%*		<-----62.71-----> 100%		<-----24.3-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2G. Do you discover new books often, sometimes rarely or never: By browsing at general retail stores like Wal-Mart, Costco, etc?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	240	29	211	21	219	8	232	225	15	119	121	46	191	209	28	140	97	111	126	47	190
	12%	14%	12%	13%	12%	10%	12%	12%	12%	12%	12%	11%	12%	12%	12%	13%	11%	13%	11%	11%	12%
Sometimes	535	52	483	39	496	27	508	507	29	246	288	120	438	514	52	330	233	263	303	127	439
	27%	26%	27%	24%	27%	34%	26%	27%	23%	26%	28%	28%	28%	29%	23%	30%	26%	31%	26%	30%	28%
Rarely	496	47	449	47	448	22	474	474	21	250	245	119	373	448	42	277	213	209	278	125	367
	25%	23%	25%	29%	24%	27%	25%	25%	17%	26%	23%	28%	24%	25%	19%	25%	24%	25%	24%	30%	23%
Never	728	73	655	57	671	21	707	671	57	339	388	141	575	601	101	354	347	258	439	118	581
	36%	36%	36%	35%	36%	27%	37%	36%	45%	36%	37%	33%	36%	34%	44%	32%	39%	31%	38%	28%	37%
Don't know/Refuse	4	1	4	1	3	1	3	1	3	1	3	-	5	1	4	-	5	-	5	-	5
	0.2%	0.5%	0.2%	0.5%	0.2%	0.1%	0.2%	0.1%	0.3%	0.1%	0.3%	0%	0.3%	0.1%	0.2%	0%	0.6%	0%	0.4%	0%	0.3%
CHI-SQUARE SIGNIFICANCE	<-----1.33----->		<-----2.42----->		<-----6.2----->		<-----48.51----->		<-----3.93----->		<-----5.63----->		<-----36.3----->		<-----16.86----->		<-----17.74----->		<-----15.19----->		
	14%*		34%*		81%*		100%*		58%		77%		100%*		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2H. Do you discover new books often, sometimes rarely or never: At book fairs and book readings?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	115 6%	43 9% CEFGH	71 5%	7 5%	42 6%	5 4%	6 3%	11 4%	40 7%	37 5%	35 6%	39 3%	38 11% L	12 7%	24 10% L	94 6%	21 5%	44 5%	65 6%	69 6%	42 5%
Sometimes	325 16%	106 21% CDGH	219 15%	16 11%	130 17% DG	21 16%	20 10%	31 12%	81 15%	143 18% K	86 13%	163 13%	77 22% L	36 21% L	48 20%	267 17%	58 15%	134 14%	170 17%	193 17%	117 14%
Rarely	448 22%	101 20%	346 23%	35 24%	162 21%	36 27%	55 27%	59 22%	116 21%	170 22%	154 24%	284 23%	70 20%	40 23%	52 22%	352 22%	95 25%	204 21%	247 25%	290 25% U	173 21%
Never	1,112 56%	243 49%	869 58% B	89 61% B	426 56% B	69 53%	124 61% B	160 61% B	312 57%	427 55%	357 56%	739 60% MNO	170 47%	85 49%	115 48%	900 56%	211 54%	582 60% S	519 52%	598 52%	505 60% T
Don't know/Refuse	4 *%	2 *%	2 *%	-	1 *%	0 *%	-	1 *%	-	-	4 1%	1 *%	2 1%	-	0 *%	2 *%	2 1%	2 *%	2 *%	1 *%	5 1%
CHI-SQUARE SIGNIFICANCE	<-----52.35-----> 100%*								<-----19.37-----> 99%			<-----72.5-----> 100%*				<-----5.73-----> 78%*		<-----15.67-----> 100%		<-----17.79-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2H. Do you discover new books often, sometimes rarely or never: At book fairs and book readings?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	115	21	94	11	103	11	104	106	9	58	57	29	84	95	16	67	45	50	60	24	87
	6%	10%	5%	7%	6%	14%	5%	6%	7%	6%	5%	7%	5%	5%	7%	6%	5%	6%	5%	6%	5%
Sometimes	325	30	295	34	291	15	310	310	15	150	175	74	244	286	27	181	131	134	178	63	249
	16%	15%	16%	21%	16%	19%	16%	17%	12%	16%	17%	17%	15%	16%	12%	16%	15%	16%	15%	15%	16%
Rarely	448	41	407	38	410	12	435	425	23	222	225	122	340	424	39	280	182	200	264	122	342
	22%	20%	23%	23%	22%	15%	23%	23%	18%	23%	22%	29%	21%	24%	17%	25%	20%	24%	23%	29%	22%
Never	1,112	110	1,002	81	1,031	41	1,071	1,037	75	525	586	202	908	967	140	572	532	457	643	208	898
	56%	54%	56%	49%	56%	52%	56%	55%	60%	55%	56%	47%	57%	55%	62%	52%	59%	54%	56%	50%	57%
Don't know/Refuse	4	1	3	1	3	0	3	0	3	1	3	-	6	1	5	1	5	-	6	-	6
	0.2%	0.1%	0.2%	0.1%	0.2%	0%	0.2%	0%	0.2%	0.1%	0.2%	0%	0.3%	0.1%	0.2%	0.1%	0.2%	0%	0.3%	0%	0.2%
CHI-SQUARE SIGNIFICANCE	<-----8.94----->		<-----4.55----->		<-----11.98----->		<-----49.57----->		<-----2.46----->		<-----17.05----->		<-----40.03----->		<-----16.15----->		<-----5.28----->		<-----12.83----->		
	94%*		66%*		98%*		100%*		35%		100%		100%*		100%		74%		99%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2I. Do you discover new books often, sometimes rarely or never: By browsing book retailer websites, such as amazon.ca, chapters.ca, etc?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	323 16%	75 15%	248 16%	27 18%	117 15%	16 12%	41 20%	46 18%	119 22%	129 17%	67 11%	198 16%	52 15%	22 13%	51 21%	281 17%	42 11%	143 15%	156 16%	214 19%	73 9%
Sometimes	458 23%	97 20%	361 24%	31 21%	188 25%	38 29%	48 23%	56 21%	132 24%	219 28%	97 15%	274 22%	68 19%	49 29%	65 27%	373 23%	85 22%	222 23%	207 21%	301 26%	119 14%
Rarely	383 19%	88 18%	295 20%	25 17%	150 20%	22 17%	46 23%	51 19%	127 23%	141 18%	108 17%	235 19%	59 17%	42 24%	44 19%	319 20%	64 17%	173 18%	193 19%	233 20%	129 15%
Never	835 42%	233 47%	601 40%	64 43%	304 40%	55 42%	70 34%	108 41%	170 31%	288 37%	362 57%	517 42%	178 50%	59 34%	79 33%	640 40%	195 50%	425 44%	446 44%	401 35%	518 62%
Don't know/Refuse	4 *%	1 *%	2 *%	-	2 *%	-	-	1 *%	-	-	4 1%	3 *%	1 *%	-	-	2 *%	1 *%	3 *%	1 *%	2 *%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----22.64-----> 46%*								<-----117.48-----> 100%			<-----29.04-----> 100%*				<-----19.04-----> 100%*		<-----2.94-----> 43%		<-----148.78-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD2I. Do you discover new books often, sometimes rarely or never: By browsing book retailer websites, such as amazon.ca, chapters.ca, etc?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	323	27	296	29	294	6	317	318	5	202	121	126	168	281	6	208	79	158	130	82	206
	16%	13%	16%	18%	16%	8%	16%	17%	4%	21%	12%	30%	11%	16%	3%	19%	9%	19%	11%	20%	13%
								I		K		M		O		Q		S		U	
Sometimes	458	33	425	43	416	18	440	455	4	267	191	141	295	409	13	314	106	217	201	118	304
	23%	16%	24%	26%	23%	23%	23%	24%	3%	28%	18%	33%	19%	23%	6%	29%	12%	26%	17%	28%	19%
			B					I		K		M		O		Q		S		U	
Rarely	383	31	352	28	355	17	366	372	11	189	194	75	282	341	22	218	144	175	187	102	261
	19%	16%	20%	17%	19%	21%	19%	20%	9%	20%	19%	18%	18%	19%	10%	20%	16%	21%	16%	24%	16%
								I						O		Q		S		U	
Never	835	110	725	66	769	38	797	732	103	295	539	84	832	740	183	360	562	291	628	115	806
	42%	55%	40%	40%	42%	48%	41%	39%	83%	31%	51%	20%	53%	42%	81%	33%	63%	35%	55%	28%	51%
		C							H		J		L		N		P		R		T
Don't know/Refuse	4	1	3	-	4	-	4	2	2	2	2	-	5	2	3	1	4	-	5	-	5
	*%	*%	*%		*%		*%	*%	2%	*%	*%		*%	*%	1%	*%	*%		*%		*%
CHI-SQUARE SIGNIFICANCE	<-----16.01----->		<-----1.92----->		<-----4.66----->		<-----112.36----->		<-----100.06----->		<-----195.9----->		<-----140.9----->		<-----203.08----->		<-----86.15----->		<-----74.96----->		
	100%*		25%*		68%*		100%*		100%		100%		100%*		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2J. Do you discover new books often, sometimes rarely or never: Through social networking websites?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	102 5%	15 3%	87 6% B	8 6%	51 7% BF	4 3%	11 5%	13 5%	48 JK	37 K	14 2%	45 4%	13 4%	5 3%	37 LMN	89 6%	13 3%	50 5%	36 4%	66 6%	11 1%
Sometimes	243 12%	58 12%	185 12%	26 18% BEH	86 11%	22 17%	23 11%	28 11%	105 19% JK	96 12% K	35 5%	143 12%	32 9%	33 19% LM	36 15%	206 13%	37 10%	102 11%	108 11%	185 16% U	16 2%
Rarely	376 19%	93 19%	283 19%	26 17%	145 19%	22 17%	45 22%	45 17%	127 23% K	149 19% K	94 15%	223 18%	67 19%	42 25%	44 18%	309 19%	67 17%	161 17%	191 19%	288 25% U	61 7%
Never	1,276 64%	327 66%	949 63%	87 59%	477 63%	83 63%	127 62%	176 67%	268 49%	492 63% I	491 77% IJ	813 66% NO	244 68%	92 53% NO	123 51%	1,008 62%	269 69% P	648 67%	666 66%	610 53%	749 89% T
Don't know/Refuse	6 *%	3 1%	3 *%	-	3 *%	-	-	1 *%	-	2 *%	3 *%	3 *%	2 1%	-	-	3 *%	3 1%	5 *%	2 *%	2 *%	5 1%
CHI-SQUARE SIGNIFICANCE	<-----24.18----->								<-----121.81----->			<-----86.0----->				<-----11.86----->		<-----5.58----->		<-----303.93----->	
	55%*								100%			100%*				98%		77%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD2J. Do you discover new books often, sometimes rarely or never: Through social networking websites?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	102	11	90	7	95	10	91	98	4	72	30	32	48	73	3	57	20	45	31	28	49
	5%	6%	5%	4%	5%	13%	5%	5%	3%	7%	3%	7%	3%	4%	1%	5%	2%	5%	3%	7%	3%
						G				K		M		O		Q		S		U	
Sometimes	243	24	219	27	216	11	232	241	2	155	88	75	143	196	5	147	55	125	77	64	138
	12%	12%	12%	17%	12%	14%	12%	13%	2%	16%	8%	18%	9%	11%	2%	13%	6%	15%	7%	15%	9%
								I		K		M		O		Q		S		U	
Rarely	376	23	353	30	346	17	359	368	8	193	183	91	258	334	19	243	108	181	172	96	257
	19%	11%	20%	18%	19%	22%	19%	20%	6%	20%	17%	21%	16%	19%	8%	22%	12%	22%	15%	23%	16%
			B					I				M		O		Q		S		U	
Never	1,276	143	1,133	101	1,175	41	1,236	1,167	109	534	741	228	1,126	1,167	196	653	706	487	867	228	1,132
	64%	71%	63%	61%	64%	51%	64%	62%	87%	56%	71%	54%	71%	66%	86%	59%	79%	58%	75%	55%	72%
		C							H		J		L		N		P		R		T
Don't know/Refuse	6	1	6	-	6	-	6	3	3	2	4	-	7	3	4	1	6	3	4	1	6
	0.3%	0.5%	0.3%		0.3%		0.3%	0.2%	0.2%	0.1%	0.2%		0.4%	0.2%	0.2%	0.1%	0.3%	0.3%	0.3%	0.2%	0.4%
																P					
CHI-SQUARE SIGNIFICANCE	<-----8.86-----> <-----3.94-----> <-----13.61-----> <-----51.7-----> <-----66.7-----> <-----61.79-----> <-----59.35-----> <-----97.01-----> <-----74.57-----> <-----48.13----->																				
	94%* 59%* 99%* 100%* 100% 100% 100%* 100% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QD3 Page 82

QD3. Has your reading of books for leisure increased, decreased or stayed about the same over the last twelve months?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
It has increased	444 22%	75 15%	369 24% B	40 27% B	201 26% B	30 23% B	47 23% B	51 19% B	152 28% JK	147 19%	137 22%	307 25% M	57 16%	35 20%	44 18%	362 22%	81 21%	171 18%	245 24% R	279 24% U	133 16%
It has stayed about the same	1,300 65%	344 69% CEF	956 63%	94 64%	471 62%	78 59%	131 64%	181 69% F	309 56%	536 69% I	427 67% I	782 64%	245 69%	122 71%	148 62%	1,035 64%	265 68%	669 69% S	636 63%	739 64%	588 70% T
It has decreased	250 12%	71 14% D	180 12%	13 9%	88 11%	24 18% CDE	26 13%	30 11%	86 16% K	93 12%	66 10%	137 11%	51 14% N	14 8%	47 19% LN	210 13%	40 10%	121 13%	117 12%	128 11%	114 14%
Don't know/Refuse	9 *% C	6 1% C	3 *%	-	2 *%	0 *%	0 *%	1 *%	-	2 *%	6 1%	1 *%	4 1%	1 1%	2 1%	8 *%	1 *%	5 1%	5 *%	5 *%	7 1%
CHI-SQUARE SIGNIFICANCE					<-----46.63-----> 100%*				<-----34.46-----> 100%*					<-----38.8-----> 100%*		<-----3.12-----> 63%		<-----13.53-----> 100%		<-----22.7-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QD3 Page 83

QD3. Has your reading of books for leisure increased, decreased or stayed about the same over the last twelve months?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
It has increased	444	52	392	46	398	20	424	424	20	230	213	120	305	372	39	239	173	184	226	92	319
	22%	26%	22%	28%	22%	25%	22%	23%	16%	24%	20%	28%	19%	21%	17%	22%	19%	22%	20%	22%	20%
									I			M									
It has stayed about the same	1,300	121	1,179	91	1,209	49	1,250	1,222	78	601	698	263	1,059	1,184	150	749	580	551	777	274	1,059
	65%	60%	65%	55%	66%	62%	65%	65%	62%	63%	67%	62%	67%	67%	66%	68%	65%	66%	68%	66%	67%
					D																
It has decreased	250	27	223	28	222	11	240	225	25	120	130	41	206	208	34	110	132	104	137	50	192
	12%	13%	12%	17%	12%	13%	12%	12%	20%	13%	12%	10%	13%	12%	15%	10%	15%	12%	12%	12%	12%
									H								P				
Don't know/Refuse	9	2	7	0	9	-	9	7	2	4	5	1	12	9	4	3	10	2	11	1	12
	*%	1%	*%	*%	*%		*%	*%	2%	*%	*%	*%	1%	1%	2%	*%	1%	*%	1%	*%	1%
																	P		R		
CHI-SQUARE SIGNIFICANCE	<-----3.29----->	<-----8.48----->	<-----8.4----->	<-----13.63----->	<-----4.26----->	<-----18.84----->	<-----8.05----->	<-----16.75----->	<-----5.4----->	<-----2.02----->											
	65%*	96%*	16%*	100%*	77%	100%	96%	100%	86%	43%											

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

Table QD4 Page 84

QD4. How often do you read e-books?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	236 12%	24 5%	212 14% B	20 14% B	112 15% B	15 11% B	34 17% B	30 12% B	69 13% K	104 13% K	57 9%	171 14% M	9 3%	18 11% M	36 15% M	191 12%	44 11%	104 11%	114 11%	162 14% U	53 6%
Sometimes	184 9%	38 8%	147 10%	15 10%	64 8%	17 13% B	22 11%	29 11%	49 9%	77 10%	52 8%	99 8%	21 6%	22 13% M	41 17% LM	164 10% Q	21 5%	93 10%	87 9%	148 13% U	36 4%
Rarely	254 13%	56 11%	198 13%	15 10%	93 12%	22 16%	23 11%	46 17% BD	83 15% K	114 15% K	54 8%	159 13%	38 11%	22 12%	36 15%	207 13%	47 12%	123 13%	101 10%	146 13% U	79 9%
Never	1,326 66%	376 76% CDEFGH	950 63%	97 66%	491 65%	78 59%	127 62%	157 60%	347 63%	482 62%	472 74% IJ	796 65% O	289 81% LNO	110 64%	127 53%	1,051 65%	275 71% P	645 67%	700 70%	694 60%	672 80% T
Don't know/Refuse	2 *%	2 *%	1 *%	-	1 *%	-	-	-	-	-	1 *%	1 *%	1 *%	-	-	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%
CHI-SQUARE SIGNIFICANCE	<-----62.2-----> 100%*								<-----33.2-----> 100%*			<-----79.82-----> 100%*				<-----9.73-----> 95%*		<-----4.56-----> 66%		<-----98.53-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD4. How often do you read e-books?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	236	27	208	26	209	14	222	231	5	157	79	175	54	208	6	164	50	115	98	87	128
	12%	14%	12%	16%	11%	17%	12%	12%	4%	16%	8%	41%	3%	12%	3%	15%	6%	14%	9%	21%	8%
								I		K		M		O		Q		S		U	
Sometimes	184	22	163	16	169	13	172	182	3	108	77	97	82	181	3	148	35	101	81	87	97
	9%	11%	9%	10%	9%	16%	9%	10%	2%	11%	7%	23%	5%	10%	1%	13%	4%	12%	7%	21%	6%
								I		K		M		O		Q		S		U	
Rarely	254	25	229	24	230	10	244	249	5	149	106	78	150	216	11	161	66	103	123	74	153
	13%	13%	13%	15%	13%	12%	13%	13%	4%	16%	10%	18%	9%	12%	5%	15%	7%	12%	11%	18%	10%
								I		K		M		O		Q				U	
Never	1,326	127	1,200	99	1,227	43	1,283	1,215	111	541	785	77	1,293	1,167	205	628	741	521	847	168	1,202
	66%	63%	67%	60%	67%	54%	67%	65%	89%	57%	75%	18%	82%	66%	90%	57%	83%	62%	74%	40%	76%
									H		J		L		N		P		R		T
Don't know/Refuse	2	1	2	-	2	-	2	1	1	2	1	-	3	1	2	-	3	1	2	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHI-SQUARE SIGNIFICANCE	<-----2.35----->		<-----4.29----->		<-----8.09----->		<-----44.8----->		<-----79.87----->		<-----755.95----->		<-----69.07----->		<-----163.07----->		<-----35.97----->		<-----208.44----->		
	33%*		63%*		91%*		100%*		100%		100%*		100%*		100%		100%		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD5. Do you expect that in twelve months from now you will be...  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Reading e-books much more often than you are today	119 6%	15 3%	105 7% BG	8 5%	67 9% BG	7 5%	6 3%	17 6%	46 8% K	50 6% K	21 3%	72 6% M	7 2%	20 12% LM	20 8% M	104 6%	16 4%	49 5%	51 5%	71 6% U	23 3%
A little more than today	349 17%	74 15%	276 18%	19 13%	126 17%	21 16%	52 25% BCDEF	57 22% D	109 20%	131 17%	103 16%	217 18%	51 14%	32 18%	47 19%	297 18% Q	52 13%	159 16%	168 17%	223 19% U	111 13%
About the same as you are today	1,349 67%	316 64%	1,033 69%	115 78% BCEGH	522 69%	93 70%	134 65%	169 65%	359 65%	543 70%	423 67%	872 71% MNO	232 65%	98 57%	145 60%	1,070 66%	280 72% P	671 70%	673 67%	770 67%	583 69%
A little less	20 1%	9 2% E	11 1%	1 1%	1 *	2 2%	2 1%	4 2%	5 1%	6 1%	7 1%	8 1%	6 2%	2 1%	3 1%	16 1%	4 1%	15 2%	6 1%	15 1%	8 1%
Much less	30 2%	6 1%	24 2%	1 *	13 2%	1 *	2 1%	8 3% DF	12 2%	13 2%	5 1%	10 1%	4 1%	4 2%	12 5% LM	26 2%	4 1%	15 2%	11 1%	12 1%	11 1%
Don't know/Refuse	135 7%	75 15% CDEFGH	59 4%	4 2%	31 4%	8 6%	9 5%	7 3%	17 3%	35 4%	76 12% IJ	47 4%	58 16% LO	16 9%	13 5%	103 6%	32 8%	57 6%	94 9% R	60 5%	106 13% T
CHI-SQUARE SIGNIFICANCE	<-----161.05-----> 100%*								<-----65.39-----> 100%			<-----125.7-----> 100%				<-----11.26-----> 95%		<-----13.38-----> 98%		<-----56.28-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD5. Do you expect that in twelve months from now you will be...  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available												
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582		
Reading e-books much more often than you are today	119	11	108	19	101	6	113	118	1	81	38	50	51	91	3	78	16	54	40	25	69		
	6%	6%	6%	11%	5%	8%	6%	6%	1%	9%	4%	12%	3%	5%	1%	7%	2%	6%	3%	6%	4%		
				E				I		K		M		O		Q		S					
A little more than today	349	22	327	31	318	11	338	342	8	194	155	109	225	324	10	217	116	156	177	109	226		
	17%	11%	18%	19%	17%	14%	18%	18%	6%	20%	15%	26%	14%	18%	4%	20%	13%	19%	15%	26%	14%		
			B					I		K		M		O		Q				U			
About the same as you are today	1,349	147	1,202	97	1,253	56	1,294	1,266	83	627	721	247	1,111	1,204	154	732	623	571	779	257	1,099		
	67%	73%	67%	59%	68%	70%	67%	67%	66%	66%	69%	58%	70%	68%	68%	66%	70%	68%	68%	62%	69%		
													L							T			
A little less	20	1	19	1	19	1	19	19	1	12	8	6	17	21	2	15	8	8	15	9	14		
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%		
Much less	30	7	23	9	21	1	30	27	4	10	20	7	17	19	4	13	10	10	13	4	19		
	2%	3%	1%	6%	1%	1%	2%	1%	3%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%		
				E																			
Don't know/Refuse	135	13	122	8	127	5	130	106	29	32	103	8	161	114	54	46	122	42	127	13	155		
	7%	6%	7%	5%	7%	6%	7%	6%	23%	3%	10%	2%	10%	6%	24%	4%	14%	5%	11%	3%	10%		
									H		J		L		N		P		R		T		
CHI-SQUARE SIGNIFICANCE	<-----11.88----->		<-----32.16----->			<-----1.72----->		<-----69.49----->			<-----65.1----->		<-----111.2----->			<-----102.58----->		<-----96.97----->		<-----33.29----->		<-----54.87----->	
	96%		100%			11%*		100%			100%		100%			100%		100%		100%		100%	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6A. How often do you obtain your e-books the following ways: Get them through the Amazon website?  
Base: Respondents who read e-books  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677 100%	119 100%	558 100%	50 100%	270 100%	54 100%	79 100%	105 100%	201 100%	295 100%	165 100%	430 100%	68 100%	62 100%	114 100%	564 100%	113 100%	321 100%	303 100%	457 100%	170 100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	75 11%	10 8%	65 12%	5 10%	22 8%	7 14%	17 22% BCE	14 13%	21 10%	31 11%	22 13%	48 11%	7 10%	9 15%	10 9%	63 11%	12 11%	35 11%	41 14%	57 12%	17 10%
Sometimes	114 17%	17 14%	98 17%	7 14%	42 16%	13 24%	11 14%	24 23%	31 15%	56 19%	23 14%	62 14%	9 13%	6 10%	36 31% LMN	94 17%	20 17%	54 17%	48 16%	82 18%	23 14%
Rarely	122 18%	27 23%	95 17%	7 14%	51 19%	9 16%	13 16%	16 15%	37 19%	58 20%	23 14%	67 16%	14 21%	20 32% L	20 18%	107 19%	15 13%	64 20%	47 16%	86 19%	26 15%
Never	362 53%	65 54%	297 53%	30 61%	154 57%	25 46%	37 48%	51 49%	112 56%	151 51%	93 57%	251 58%	37 54%	27 43%	47 42%	297 53%	65 58%	167 52%	164 54%	230 50%	101 59% T
Don't know/Refuse	3 1%	1 1%	2 *	0 1%	2 1%	-	-	-	-	-	3 2%	2 1%	1 2%	-	-	2 *	1 1%	1 *	3 1%	2 *	3 2%
CHI-SQUARE SIGNIFICANCE	<-----26.88-----> 69%*								<-----16.27-----> 96%*			<-----37.47-----> 100%*				<-----2.88-----> 42%*		<-----3.43-----> 51%		<-----7.62-----> 89%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6A. How often do you obtain your e-books the following ways: Get them through the Amazon website?  
Base: Respondents who read e-books  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	75	4	71	1	74	4	71	75	-	51	24	65	10	73	1	58	16	46	28	37	37
	11%	6%	12%	2%	12%	10%	11%	11%		12%	9%	19%	3%	12%	5%	12%	10%	14%	9%	15%	10%
					D							M						S			
Sometimes	114	10	104	17	97	9	105	114	-	75	39	54	50	104	1	83	20	54	49	50	55
	17%	14%	17%	26%	16%	25%	16%	17%		18%	15%	15%	17%	17%	5%	18%	13%	17%	16%	20%	14%
														O							
Rarely	122	16	106	16	106	6	116	121	2	77	46	60	54	108	3	88	24	67	45	40	72
	18%	22%	18%	25%	17%	17%	18%	18%	12%	18%	18%	17%	19%	18%	14%	19%	16%	21%	15%	16%	19%
																		S			
Never	362	44	318	32	330	17	345	351	11	211	151	169	173	318	15	243	90	153	177	122	211
	53%	58%	53%	48%	54%	48%	54%	53%	77%	51%	58%	48%	60%	52%	68%	51%	58%	48%	58%	49%	56%
									H										R		
Don't know/Refuse	3	1	3	-	3	-	3	2	1	2	2	2	2	3	2	1	4	-	5	-	5
	1%	1%	1%		1%		1%	1%	11%	1%	1%	1%	1%	1%	1%	1%	3%		2%		1%
CHI-SQUARE SIGNIFICANCE	<-----4.01----->		<-----11.8----->		<-----2.17----->		<-----34.42----->		<-----4.01----->		<-----35.38----->		<-----23.93----->		<-----11.8----->		<-----15.29----->		<-----11.38----->		
	60%*		98%*		30%*		100%*		60%		100%		100%*		98%		100%		98%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6B. How often do you obtain your e-books the following ways: How about through Kobo?  
Base: Respondents who read e-books  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	119	558	50	270	54	79	105	201	295	165	430	68	62	114	564	113	321	303	457	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	101	7	94	9	46	8	21	9	28	44	29	89	3	4	5	84	17	33	58	70	26
	15%	6%	17%	19%	17%	15%	27%	9%	14%	15%	18%	21%	4%	7%	4%	15%	15%	10%	19%	15%	15%
			B	B	B		BH					MNO							R		
Sometimes	79	7	72	11	35	7	8	11	23	32	20	52	5	8	13	58	21	40	34	59	16
	12%	6%	13%	23%	13%	13%	10%	11%	12%	11%	12%	12%	7%	14%	12%	10%	19%	12%	11%	13%	9%
			B	B	B																
Rarely	87	14	73	4	39	7	7	15	29	38	17	50	9	10	16	73	14	45	34	58	15
	13%	12%	13%	9%	15%	13%	9%	14%	14%	13%	11%	12%	14%	16%	14%	13%	13%	14%	11%	13%	9%
Never	398	86	312	25	146	31	42	67	121	175	93	232	49	39	78	340	58	198	170	262	108
	59%	73%	56%	50%	54%	58%	54%	64%	60%	59%	57%	54%	71%	63%	69%	60%	51%	62%	56%	57%	64%
		CDEFG											L		L						
Don't know/Refuse	11	4	7	-	3	0	1	2	-	6	5	7	3	-	1	9	3	6	7	8	5
	2%	4%	1%		1%	1%	1%	2%		2%	3%	2%	4%		1%	2%	2%	2%	2%	2%	3%
CHI-SQUARE SIGNIFICANCE					<-----41.19----->				<-----7.52----->					<-----38.66----->		<-----7.01----->		<-----10.76----->		<-----4.51----->	
					98%*				52%					100%		86%		97%		66%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6B. How often do you obtain your e-books the following ways: How about through Kobo?  
 Base: Respondents who read e-books  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	101	10	91	2	98	-	101	101	-	70	31	92	7	96	-	78	18	53	42	34	62
	15%	13%	15%	3%	16%		16%	15%		17%	12%	26%	2%	16%		16%	12%	17%	14%	14%	16%
					D							M									
Sometimes	79	9	71	7	72	4	75	79	-	59	21	61	18	75	-	58	16	41	33	38	37
	12%	12%	12%	11%	12%	12%	12%	12%		14%	8%	18%	6%	12%		12%	10%	13%	11%	15%	10%
										K		M								U	
Rarely	87	10	77	14	73	7	80	85	2	57	30	35	40	69	3	57	16	39	33	32	41
	13%	14%	13%	21%	12%	21%	12%	13%	12%	14%	12%	10%	14%	11%	14%	12%	10%	12%	11%	13%	11%
Never	398	43	355	42	357	24	374	387	11	226	173	153	220	355	17	271	100	184	186	143	229
	59%	57%	59%	63%	58%	67%	58%	58%	82%	54%	66%	44%	76%	59%	77%	57%	65%	58%	61%	57%	60%
									H		J		L		N						
Don't know/Refuse	11	3	8	2	10	-	11	10	1	4	7	8	4	11	2	9	4	3	10	2	11
	2%	4%	1%	2%	2%		2%	2%	6%	1%	3%	2%	1%	2%	9%	2%	3%	1%	3%	1%	3%
																			R		T
CHI-SQUARE SIGNIFICANCE	<-----2.73----->		<-----10.91----->		<-----8.57----->		<-----6.52----->		<-----14.81----->		<-----105.66----->		<-----12.98----->		<-----3.79----->		<-----6.01----->		<-----8.49----->		
	40%		97%		93%*		84%*		99%		100%		99%*		56%		80%		92%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6C. How often do you obtain your e-books the following ways: How about through the Apple iBookstore?  
 Base: Respondents who read e-books  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677 100%	119 100%	558 100%	50 100%	270 100%	54 100%	79 100%	105 100%	201 100%	295 100%	165 100%	430 100%	68 100%	62 100%	114 100%	564 100%	113 100%	321 100%	303 100%	457 100%	170 100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	51 8%	5 4%	47 8% B	2 5%	28 10% B	5 10%	5 7%	5 5%	16 8%	25 9%	10 6%	33 8%	4 6%	5 7%	9 8%	44 8%	7 6%	22 7%	21 7%	30 7%	13 8%
Sometimes	116 17%	19 16%	97 17%	7 15%	46 17%	11 20%	16 21%	16 16%	37 18%	58 20% K	16 10%	69 16%	8 12%	16 26% M	21 19%	100 18%	16 14%	61 19%	45 15%	77 17%	19 11%
Rarely	94 14%	24 20% DF	71 13%	4 8%	35 13%	4 8%	15 19%	13 12%	29 15%	38 13%	25 15%	57 13%	16 24% L	7 12%	13 11%	81 14%	13 11%	51 16%	37 12%	67 15%	23 14%
Never	411 61%	70 59%	341 61%	36 72% G	159 59%	33 61%	43 54%	70 67%	119 59%	173 59%	110 67%	269 62%	39 57%	34 55%	70 62%	334 59%	77 68%	186 58%	195 64%	280 61%	112 66%
Don't know/Refuse	5 1%	1 1%	3 1%	-	2 1%	1 1%	-	-	-	1 *% J	4 2%	3 1%	1 2%	-	-	5 1%	-	1 *%	5 2%	3 1%	3 2%
CHI-SQUARE SIGNIFICANCE	<-----20.99-----> 36%*								<-----18.67-----> 98%			<-----14.52-----> 73%*				<-----3.66-----> 55%*		<-----7.31-----> 88%		<-----4.94-----> 71%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6C. How often do you obtain your e-books the following ways: How about through the Apple iBookstore?  
 Base: Respondents who read e-books  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	51	8	44	9	43	4	48	51	-	44	7	26	22	43	-	40	3	30	13	34	9
	8%	10%	7%	13%	7%	10%	7%	8%		11%	3%	7%	8%	7%		8%	2%	9%	4%	14%	2%
										K						Q		S		U	
Sometimes	116	6	109	11	105	10	106	116	-	85	31	57	49	97	-	77	19	55	42	63	34
	17%	8%	18%	17%	17%	26%	17%	17%		20%	12%	16%	17%	16%		16%	12%	17%	14%	25%	9%
			B							K										U	
Rarely	94	5	89	9	85	2	92	94	1	66	28	48	41	89	1	70	20	44	45	39	51
	14%	7%	15%	14%	14%	6%	14%	14%	5%	16%	11%	14%	14%	15%	5%	15%	13%	14%	15%	16%	13%
														O							
Never	411	55	356	36	375	21	390	399	13	219	192	215	176	372	20	283	109	190	199	112	281
	61%	73%	59%	55%	61%	58%	61%	60%	90%	53%	73%	62%	61%	61%	91%	60%	71%	59%	65%	45%	74%
		C							H		J			N		P			T		
Don't know/Refuse	5	1	4	1	4	-	5	4	1	1	4	4	1	5	1	3	3	1	5	1	5
	1%	1%	1%	1%	1%		1%	1%	6%	1%	1%	1%	1%	5%	1%	2%	2%	1%	2%	1%	1%
CHI-SQUARE SIGNIFICANCE	<-----9.73----->		<-----3.44----->		<-----3.98----->		<-----11.9----->		<-----38.17----->		<-----1.17----->		<-----12.65----->		<-----12.94----->		<-----10.95----->		<-----76.17----->		
	95%*		51%*		59%*		98%*		100%		12%		99%*		99%		97%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6D. How often do you obtain your e-books the following ways: How about through libraries?  
Base: Respondents who read e-books  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677 100%	119 100%	558 100%	50 100%	270 100%	54 100%	79 100%	105 100%	201 100%	295 100%	165 100%	430 100%	68 100%	62 100%	114 100%	564 100%	113 100%	321 100%	303 100%	457 100%	170 100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	119 18%	22 19% F	97 17% F	7 15%	58 21% F	4 8%	9 11%	18 17%	50 25% J	41 14%	25 15%	61 14%	17 24%	12 19%	29 26% L	105 19%	14 12%	47 15%	52 17%	73 16%	22 13%
Sometimes	152 22%	26 22%	126 23%	9 18%	59 22%	16 29%	15 19%	29 27%	34 17%	72 24%	42 25%	96 22%	17 25%	11 18%	26 23%	119 21%	33 30%	76 24%	69 23%	105 23%	45 26%
Rarely	102 15%	20 17%	81 15%	9 17%	38 14%	6 11%	14 18%	15 15%	29 15%	43 15%	27 17%	70 16%	12 18%	6 10%	12 11%	86 15%	15 14%	51 16%	41 14%	69 15%	27 16%
Never	302 45%	50 42%	252 45%	25 51%	115 43%	28 52%	41 52%	43 41%	88 44%	140 47%	68 41%	202 47% M	22 32%	33 53% M	46 40%	252 45%	50 44%	146 45%	140 46%	208 46%	75 44%
Don't know/Refuse	2 *%	1 1%	1 *%	-	1 *%	0 1%	-	-	-	-	2 1%	1 *%	1 1%	-	-	2 *%	0 *%	1 *%	1 *%	2 *%	1 1%
CHI-SQUARE SIGNIFICANCE	<-----16.57-----> 13%*								<-----19.86-----> 99%*			<-----18.67-----> 90%*				<-----5.46-----> 76%*		<-----1.39-----> 15%		<-----1.55-----> 18%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6D. How often do you obtain your e-books the following ways: How about through libraries?  
Base: Respondents who read e-books  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	119	14	105	11	108	8	111	117	2	74	45	53	45	94	3	71	25	43	54	38	59
	18%	19%	17%	17%	18%	23%	17%	18%	14%	18%	17%	15%	16%	16%	14%	15%	16%	13%	18%	15%	16%
Sometimes	152	23	129	18	134	5	147	150	2	89	63	78	70	144	6	115	34	75	74	56	94
	22%	30%	22%	27%	22%	13%	23%	23%	14%	22%	24%	22%	24%	24%	27%	24%	22%	23%	24%	22%	25%
Rarely	102	9	93	10	91	4	98	99	2	52	50	46	47	91	5	71	25	46	49	35	61
	15%	12%	15%	16%	15%	10%	15%	15%	16%	12%	19%	13%	16%	15%	23%	15%	16%	14%	16%	14%	16%
Never	302	30	272	26	276	19	283	295	7	198	104	170	126	275	7	215	68	156	124	119	164
	45%	39%	45%	40%	45%	54%	44%	45%	49%	48%	40%	49%	44%	45%	32%	45%	44%	49%	41%	48%	43%
Don't know/Refuse	2	-	2	-	2	-	2	1	1	2	-	1	1	2	1	1	2	-	3	1	2
	0.3%		0.3%		0.3%		0.3%	0.1%	0.1%	0.3%		0.3%	0.3%	0.3%	0.5%	0.2%	0.6%		0.4%	0.4%	0.3%
CHI-SQUARE SIGNIFICANCE	<-----3.6----->		<-----1.37----->		<-----3.54----->		<-----17.69----->		<-----8.56----->		<-----2.2----->		<-----9.75----->		<-----3.39----->		<-----7.6----->		<-----1.48----->		
	54%*		15%*		53%*		100%*		93%*		30%*		96%*		50%*		89%		17%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD6E. How often do you obtain your e-books the following ways: How often do you download them for free?  
Base: Respondents who read e-books  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677 100%	119 100%	558 100%	50 100%	270 100%	54 100%	79 100%	105 100%	201 100%	295 100%	165 100%	430 100%	68 100%	62 100%	114 100%	564 100%	113 100%	321 100%	303 100%	457 100%	170 100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	147 22%	23 19%	124 22%	10 21%	65 24%	17 31%	17 21%	15 14%	50 25%	65 22%	26 16%	95 22%	11 16%	17 27%	23 20%	115 20%	32 28%	69 21%	59 19%	103 23%	25 15%
Sometimes	172 25%	25 21%	147 26%	7 14%	72 27%	11 21%	24 31%	33 31%	47 24%	85 29%	37 23%	107 25%	14 20%	19 31%	31 28%	153 27%	19 17%	82 26%	76 25%	117 26%	37 22%
Rarely	130 19%	23 19%	107 19%	17 33%	46 17%	9 16%	11 14%	25 24%	32 16%	58 20%	36 22%	87 20%	14 21%	6 10%	21 19%	113 20%	17 15%	77 24%	53 17%	91 20%	36 21%
Never	218 32%	47 39%	171 31%	16 32%	85 31%	18 33%	27 34%	26 25%	66 33%	88 30%	62 37%	137 32%	28 40%	19 31%	34 30%	174 31%	44 39%	91 28%	110 36%	142 31%	69 41%
Don't know/Refuse	10 1%	1 1%	8 1%	-	2 1%	-	-	6 5%	6 3%	-	4 2%	4 1%	1 2%	-	4 3%	10 2%	-	3 1%	5 2%	4 1%	3 2%
CHI-SQUARE SIGNIFICANCE	<-----38.99-----> 97%*								<-----17.35-----> 97%			<-----13.64-----> 68%*				<-----11.73-----> 98%		<-----7.35-----> 88%		<-----8.78-----> 93%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6E. How often do you obtain your e-books the following ways: How often do you download them for free?  
 Base: Respondents who read e-books  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	147	14	132	12	134	13	133	145	2	103	43	91	39	128	-	109	19	74	54	58	71
	22%	19%	22%	18%	22%	37%	21%	22%	12%	25%	17%	26%	13%	21%		23%	12%	23%	18%	23%	19%
										K		M				Q					
Sometimes	172	21	151	15	157	4	168	171	1	103	69	90	67	152	2	122	31	82	71	76	78
	25%	28%	25%	23%	26%	11%	26%	26%	5%	25%	26%	26%	23%	25%	9%	26%	20%	26%	23%	31%	21%
							F	I						O						U	
Rarely	130	13	118	20	111	8	122	129	1	85	46	62	66	124	4	91	37	63	64	49	79
	19%	17%	20%	30%	18%	23%	19%	20%	7%	20%	18%	18%	23%	20%	18%	19%	24%	20%	21%	20%	21%
Never	218	25	193	15	203	10	208	209	9	119	100	105	113	197	14	147	64	100	109	66	145
	32%	33%	32%	23%	33%	28%	32%	32%	63%	29%	38%	30%	39%	33%	64%	31%	42%	31%	36%	27%	38%
									H		J		L		N		P				T
Don't know/Refuse	10	2	8	4	6	-	10	8	2	5	4	2	4	5	2	4	3	1	6	-	7
	1%	2%	1%	6%	1%		1%	1%	12%	1%	2%	1%	1%	1%	9%	1%	2%	*%	2%		2%
				E																	
CHI-SQUARE SIGNIFICANCE	<-----1.22----->		<-----17.35----->		<-----8.09----->		<-----19.54----->		<-----10.46----->		<-----19.36----->		<-----26.05----->		<-----14.41----->		<-----7.48----->		<-----18.46----->		
	12%		100%*		91%*		100%*		97%		100%		100%*		99%		89%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6F. How often do you obtain your e-books the following ways: How often do you get them through sharing with friends?  
 Base: Respondents who read e-books  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677 100%	119 100%	558 100%	50 100%	270 100%	54 100%	79 100%	105 100%	201 100%	295 100%	165 100%	430 100%	68 100%	62 100%	114 100%	564 100%	113 100%	321 100%	303 100%	457 100%	170 100%
UNWEIGHTED TOTAL	629	143	486	66	178	77	81	84	99	263	251	402	83	59	82	513	116	326	303	457	170
Often	111 16%	24 20% F	87 16%	11 23% F	42 16%	5 9%	15 19%	13 13%	40 20%	44 15%	27 16%	51 12%	13 18%	17 27% L	30 27% L	93 16%	18 16%	58 18%	47 16%	75 16%	28 16%
Sometimes	162 24%	33 28% G	129 23%	8 16%	73 27% G	17 32% DG	11 13%	21 20%	52 26%	69 23%	35 21%	91 21%	18 26%	17 28%	37 32%	135 24%	27 24%	77 24%	68 22%	112 25%	31 18%
Rarely	131 19%	22 18%	109 19%	6 12%	51 19%	8 15%	16 20%	28 26% D	46 23%	46 16%	35 21%	88 20%	14 21%	7 11%	19 17%	118 21% Q	13 11%	75 23% S	40 13%	82 18%	34 20%
Never	272 40%	40 34%	231 42%	25 49%	103 38%	24 44%	37 47%	43 41%	63 32%	136 46% I	66 40%	200 46% O	23 34%	21 34%	27 24%	217 38%	55 49%	112 35%	146 48% R	187 41%	76 45%
Don't know/Refuse	2 *%	1 1%	1 *%	-	1 *%	-	-	-	-	-	2 1%	1 *%	1 1%	-	-	2 *%	-	-	2 1%	1 *%	1 1%
CHI-SQUARE SIGNIFICANCE	<-----24.73-----> 58%*								<-----16.96-----> 97%*			<-----40.51-----> 100%*				<-----7.08-----> 87%*		<-----17.87-----> 100%*		<-----3.37-----> 50%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD6F. How often do you obtain your e-books the following ways: How often do you get them through sharing with friends?  
 Base: Respondents who read e-books  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	677	75	602	66	611	36	641	663	14	415	262	349	289	606	22	473	154	320	304	249	380
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	629	71	558	48	581	26	603	610	19	346	283	340	289	606	22	473	154	320	304	249	380
Often	111	17	94	11	100	4	107	108	3	74	37	56	53	97	6	83	20	50	51	41	62
	16%	23%	16%	17%	16%	12%	17%	16%	24%	18%	14%	16%	18%	16%	27%	18%	13%	16%	17%	16%	16%
Sometimes	162	25	137	20	142	19	143	160	2	93	69	73	75	143	1	106	37	71	72	58	86
	24%	33%	23%	30%	23%	54%	22%	24%	15%	22%	26%	21%	26%	24%	5%	22%	24%	22%	24%	23%	23%
						G								O							
Rarely	131	6	125	19	111	5	126	128	2	82	49	68	52	111	6	90	26	63	53	51	66
	19%	8%	21%	29%	18%	14%	20%	19%	17%	20%	19%	20%	18%	18%	27%	19%	17%	20%	17%	20%	17%
			B																		
Never	272	27	244	16	256	8	264	265	6	166	106	151	109	253	9	194	69	136	126	99	164
	40%	36%	41%	24%	42%	21%	41%	40%	44%	40%	40%	43%	38%	42%	41%	41%	45%	42%	41%	40%	43%
				D		F															
Don't know/Refuse	2	-	2	-	2	-	2	2	-	1	1	2	-	2	-	-	2	-	2	-	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%
CHI-SQUARE SIGNIFICANCE	<-----11.4----->		<-----9.7----->		<-----18.99----->		<-----1.08----->		<-----2.53----->		<-----4.86----->		<-----5.99----->		<-----8.43----->		<-----2.85----->		<-----2.54----->		
	98%*		95%*		100%*		10%*		36%*		70%*		80%*		92%*		42%*		36%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD7. How do you typically read your e-books?  
 Base: Respondents who read e-books  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	684 100%	122 100%	562 100%	51 100%	273 100%	55 100%	79 100%	105 100%	202 100%	299 100%	167 100%	433 100%	72 100%	64 100%	114 100%	570 100%	114 100%	324 100%	307 100%	464 100%	171 100%
UNWEIGHTED TOTAL	637	146	491	68	180	78	81	84	100	266	255	405	85	62	82	519	118	330	307	464	171
On an e-reader - a handheld device made primarily for e-book reading, such as a Kobo or Kindle	250 37%	23 19%	227 40%	24 47%	109 40%	18 34%	40 50%	36 34%	57 28%	116 39%	72 43%	186 43%	13 18%	24 37%	27 24%	208 36%	42 37%	104 32%	134 44%	179 39%	60 35%
On a desktop or laptop computer	213 31%	47 38%	166 30%	15 29%	92 34%	12 22%	15 19%	32 30%	77 38%	97 32%	34 20%	115 27%	26 36%	17 27%	55 48%	184 32%	28 25%	109 34%	71 23%	145 31%	34 20%
On a tablet computer like an iPad, Samsung Galaxy or Kindle Fire	188 28%	41 33%	148 26%	11 22%	66 24%	18 33%	26 34%	26 25%	48 24%	101 34%	38 22%	116 27%	28 40%	18 28%	25 22%	154 27%	35 30%	95 29%	83 27%	135 29%	45 26%
On a smartphone such as an iPhone or Blackberry	69 10%	11 9%	58 10%	2 5%	31 11%	4 7%	11 15%	9 9%	32 16%	27 9%	9 5%	47 11%	5 7%	6 9%	11 10%	54 9%	15 13%	40 12%	18 6%	43 9%	9 5%
Print them out	10 1%	5 4%	5 1%	1 1%	3 1%	1 2%	0 1%	-	1 1%	6 2%	3 2%	6 1%	2 2%	1 1%	2 1%	8 1%	2 2%	2 1%	8 3%	10 2%	2 1%
Other	17 3%	4 4%	13 2%	-	7 3%	0 1%	1 1%	5 4%	10 5%	4 1%	2 1%	10 2%	-	2 3%	5 5%	17 3%	1 1%	7 2%	5 2%	9 2%	2 1%
Do not read e-books/I read a print version	8 1%	3 2%	5 1%	2 4%	3 1%	1 1%	-	-	1 1%	3 1%	3 2%	3 1%	3 4%	2 3%	-	6 1%	2 2%	4 1%	4 1%	7 2%	2 1%
Don't know/Refuse	87 13%	15 12%	72 13%	5 10%	35 13%	9 17%	5 7%	17 16%	21 10%	31 10%	32 19%	50 11%	9 13%	8 12%	18 16%	73 13%	14 12%	38 12%	47 15%	47 10%	40 23%
CHI-SQUARE SIGNIFICANCE	<-----64.73-----> 99%*								<-----50.52-----> 100%*			<-----53.37-----> 100%*				<-----6.52-----> 52%*		<-----24.04-----> 100%*		<-----26.08-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD7. How do you typically read your e-books?  
Base: Respondents who read e-books  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Not Aborig.	With Aborig.	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	684	76	608	67	617	37	647	670	14	420	264	350	296	613	23	477	158	322	310	250	387
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	637	72	565	49	588	27	610	618	19	351	286	341	296	613	23	477	158	322	310	250	387
On an e-reader - a handheld device made primarily for e-book reading, such as a Kobo or Kindle	250	30	220	12	238	13	237	250	-	163	87	235	14	238	-	193	45	128	109	87	152
	37%	39%	36%	19%	38%	34%	37%	37%		39%	33%	67%	5%	39%		40%	28%	40%	35%	35%	39%
					D							M				Q					
On a desktop or laptop computer	213	29	184	38	175	13	200	212	1	112	101	57	126	174	5	137	41	86	93	50	129
	31%	38%	30%	57%	28%	34%	31%	32%	8%	27%	38%	16%	43%	28%	22%	29%	26%	27%	30%	20%	33%
				E				I		J		L									T
On a tablet computer like an iPad, Samsung Galaxy or Kindle Fire	188	16	172	19	169	12	176	188	-	145	43	99	78	180	-	151	27	108	70	151	29
	28%	22%	28%	29%	27%	33%	27%	28%		35%	16%	28%	26%	29%		32%	17%	34%	23%	60%	7%
										K						Q		S		U	
On a smartphone such as an iPhone or Blackberry	69	1	69	3	66	3	67	69	-	68	1	22	36	53	-	44	9	34	19	22	31
	10%	1%	11%	5%	11%	7%	10%	10%		16%	1%	6%	12%	9%		9%	6%	11%	6%	9%	8%
			B							K			L					S			
Print them out	10	0	9	1	9	-	10	10	0	3	7	3	8	11	1	7	5	6	6	3	9
	1%	1%	2%	2%	1%		2%	1%	3%	1%	3%	1%	3%	2%	4%	1%	3%	2%	2%	1%	2%
Other	17	5	12	4	13	3	14	17	1	9	9	5	6	11	-	10	1	7	4	3	8
	3%	6%	2%	6%	2%	9%	2%	2%	5%	2%	3%	1%	2%	2%		2%	1%	2%	1%	1%	2%
Do not read e-books/I read a print version	8	1	7	1	7	1	7	8	-	5	3	1	7	8	1	4	5	2	7	1	8
	1%	1%	1%	1%	1%	2%	1%	1%		1%	1%	1%	2%	1%	4%	1%	3%	1%	2%	1%	2%
												*								*	T
Don't know/Refuse	87	12	75	8	78	2	85	75	12	40	46	29	62	72	16	47	41	31	56	20	68
	13%	16%	12%	13%	13%	5%	13%	11%	85%	10%	18%	8%	21%	12%	70%	10%	26%	10%	18%	8%	18%
									H	J		L		N		P		R		T	
CHI-SQUARE SIGNIFICANCE	<-----15.79-----> <-----25.66-----> <-----10.86-----> <-----87.84-----> <-----78.36-----> <-----234.02-----> <-----88.21-----> <-----46.51-----> <-----23.11-----> <-----164.05----->																				
	97%* 100%* 86%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8A. Please rate your level of agreement with the following statements considering all book formats: It is important that Canadians have access to Canadian books.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,280 64%	250 50%	1,030 68% BG	98 66% B	545 72% BG	90 68% B	121 59% B	176 67% B	350 64% B	497 64% B	414 65% B	835 68% M	176 49% M	115 67% M	154 64% M	1,046 65% M	234 60% M	555 57% M	688 69% R	736 64% R	511 61% R
4 - Somewhat agree	564 28%	213 43% CDEFGH	352 23%	38 26%	161 21%	35 26%	56 28%	62 24%	148 27%	224 29%	175 27%	293 24%	158 44% LNO	48 28%	60 25%	436 27%	129 33% P	310 32% S	261 26% S	327 28% S	265 31% S
3 - Neither agree or disagree	101 5%	20 4%	82 5%	8 6%	39 5%	4 3%	13 6%	17 7%	38 7%	34 4%	27 4%	60 5%	16 5%	8 5%	17 7%	81 5%	21 5%	60 6% S	35 3% S	58 5% S	34 4% S
2 - Somewhat disagree	35 2%	8 2%	26 2%	3 2%	11 1%	2 2%	7 4%	3 1%	7 1%	14 2%	12 2%	23 2%	4 1%	-	8 3%	32 2% Q	2 1% Q	26 3% S	10 1% S	20 2% S	17 2% S
1 - Strongly disagree	11 1%	3 1%	8 1%	-	1 *% *	0 *% *	4 2%	3 1%	-	6 1%	4 1%	7 1%	1 *% *	1 *% *	1 *% *	9 1% *	2 *% *	7 1% *	5 *% *	5 *% *	9 1% *
Don't know/Refuse	12 1%	2 *% *	10 1% *	0 *% *	5 1% *	-	3 1% *	1 1% *	5 1% *	3 *% *	5 1% *	9 1% *	2 1% *	-	1 *% *	11 1% *	1 *% *	8 1% *	4 *% *	5 *% *	6 1% *
Top 2 Box	1,844 92%	463 93% G	1,381 92% G	136 92% G	705 93% G	125 95% G	178 87% G	238 91% G	498 91% G	720 93% G	589 93% G	1,127 92% G	334 94% G	163 95% G	214 89% G	1,481 92% G	363 94% G	865 90% G	949 95% R	1,063 92% R	776 92% R
Bottom 2 Box	46 2%	11 2%	35 2%	3 2%	12 2%	3 2%	11 6% E	6 2%	7 1%	20 3%	16 3%	30 2% N	5 1% N	1 *% *	9 4% *	42 3% Q	4 1% Q	33 3% S	15 1% S	25 2% S	26 3% S
Mean	4.5	4.4	4.6 BG	4.6 BG	4.6 BG	4.6 BG	4.4	4.6 B	4.5	4.5	4.6	4.6 M	4.4	4.6 M	4.5	4.5	4.5	4.4	4.6 R	4.5	4.5
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.72	0.70	0.72	0.69	0.66	0.67	0.91	0.76	0.68	0.73	0.73	0.73	0.66	0.62	0.80	0.73	0.67	0.79	0.65	0.71	0.76

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

(Continued)

Table QD8A Page 103

QD8A. Please rate your level of agreement with the following statements considering all book formats: It is important that Canadians have access to Canadian books.  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.02	0.03	0.02	0.05	0.03	0.05	0.07	0.06	0.04	0.03	0.02	0.02	0.03	0.06	0.07	0.02	0.04	0.03	0.02	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----128.52----->								<-----15.43----->			<-----75.36----->				<-----13.81----->		<-----41.49----->		<-----8.67----->	
	100%*								65%*			100%*				95%*		100%*		72%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8A. Please rate your level of agreement with the following statements considering all book formats: It is important that Canadians have access to Canadian books.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,280 64%	146 72% C	1,134 63%	107 65%	1,173 64%	62 78% G	1,218 63%	1,201 64%	79 63%	612 64%	667 64%	295 69% M	974 62%	1,107 62%	142 63%	713 65% Q	537 60%	507 60%	736 64%	272 65%	977 62%
4 - Somewhat agree	564 28%	41 20%	523 29% B	41 25%	523 28%	14 18%	550 29%	527 28%	38 30%	252 26%	312 30%	99 23%	486 31% L	522 29%	74 33%	295 27%	296 33% P	263 31%	332 29%	106 25%	489 31% T
3 - Neither agree or disagree	101 5%	8 4%	93 5%	10 6%	92 5%	3 4%	98 5%	98 5%	4 3%	61 6% K	40 4%	15 4%	76 5%	87 5%	6 3%	62 6% Q	31 3%	48 6%	45 4%	23 6%	70 4%
2 - Somewhat disagree	35 2%	5 2%	30 2%	5 3%	30 2%	-	35 2%	32 2%	3 2%	17 2%	18 2%	10 2%	26 2%	34 2%	3 1%	21 2%	16 2%	14 2%	22 2%	9 2%	28 2%
1 - Strongly disagree	11 1%	2 1%	9 *%	2 1%	9 *%	-	11 1%	10 1%	1 1%	5 1%	6 1%	3 1%	11 1%	13 1%	1 *%	7 1%	7 1%	5 1%	9 1%	4 1%	10 1%
Don't know/Refuse	12 1%	-	12 1%	-	12 1%	-	12 1%	11 1%	1 1%	8 1%	4 *%	4 1%	9 1%	10 1%	1 *%	3 *%	8 1%	4 *%	7 1%	3 1%	8 1%
Top 2 Box	1,844 92%	187 93%	1,657 92%	149 90%	1,695 92%	76 96%	1,768 92%	1,727 92%	117 94%	864 90%	979 94% J	393 92%	1,460 92%	1,629 92%	216 95% N	1,008 92%	833 93%	770 92%	1,068 93%	378 91%	1,466 93%
Bottom 2 Box	46 2%	7 3%	39 2%	7 4%	39 2%	-	46 2%	42 2%	4 3%	22 2%	24 2%	13 3%	37 2%	47 3%	4 2%	28 3%	23 3%	19 2%	31 3%	13 3%	38 2%
Mean	4.5	4.6	4.5	4.5	4.5	4.7 G	4.5	4.5	4.5	4.5	4.6	4.6	4.5	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.5
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.72	0.76	0.72	0.83	0.71	0.52	0.73	0.72	0.72	0.74	0.70	0.74	0.73	0.74	0.66	0.74	0.72	0.73	0.73	0.78	0.72

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8A. Please rate your level of agreement with the following statements considering all book formats: It is important that Canadians have access to Canadian books.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.02	0.06	0.02	0.09	0.02	0.08	0.02	0.02	0.06	0.03	0.02	0.04	0.02	0.02	0.04	0.02	0.02	0.03	0.02	0.04	0.02
CHI-SQUARE SIGNIFICANCE		<-----11.35-----> 88%*		<-----7.28-----> 60%*		<-----10.0-----> 81%*		<-----1.89-----> 3%*		<-----11.26-----> 87%*		<-----12.78-----> 92%*		<-----4.34-----> 26%*		<-----17.04-----> 98%*		<-----6.31-----> 50%*		<-----6.68-----> 54%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8B. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by Canadian authors.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	757 38%	147 30%	610 40% B	61 41% B	333 44% BG	53 40% B	68 33%	95 36%	199 36%	297 38%	252 40%	500 41% M	109 31%	64 37%	83 34%	599 37%	158 41%	324 34%	412 41% R	442 38%	300 36%
4 - Somewhat agree	800 40% CDEFGH	259 52% CDEFGH	541 36%	56 38%	260 34%	50 38%	76 37%	97 37%	206 38%	314 40%	257 40%	447 36%	189 53% LO	75 44%	86 36%	648 40%	151 39%	411 43%	396 39%	470 41%	352 42%
3 - Neither agree or disagree	155 8%	36 7%	119 8%	8 6%	60 8%	13 10%	12 6%	25 10%	54 10%	62 8%	35 6%	95 8%	27 7%	14 8%	18 7%	126 8%	29 7%	77 8%	64 6%	90 8%	52 6%
2 - Somewhat disagree	128 6%	24 5%	104 7%	12 8%	51 7%	7 5%	17 9%	17 6%	36 7%	47 6%	44 7%	82 7%	15 4%	11 6%	19 8%	102 6%	26 7%	67 7%	58 6%	67 6%	62 7%
1 - Strongly disagree	71 4%	10 2%	61 4% BF	7 5% F	31 4% F	1 1%	10 5% F	11 4% F	29 5%	24 3%	17 3%	48 4% MN	4 1%	3 1%	14 6% MN	60 4%	11 3%	41 4%	26 3%	34 3%	27 3%
I don't read those kinds of books	22 1%	5 1%	18 1%	-	7 1%	1 1%	6 3%	4 1%	9 2%	6 1%	7 1%	11 1%	5 1%	2 1%	5 2%	18 1%	4 1%	13 1%	8 1%	8 1%	14 2%
Don't know/Refuse	70 3%	15 3%	55 4%	2 2%	19 2%	6 4%	15 7% BDE	13 5%	15 3%	27 3%	24 4%	43 4%	8 2%	3 2%	15 6%	61 4%	9 2%	34 4%	39 4%	40 3%	35 4%
Top 2 Box	1,556 78%	406 82% CGH	1,151 76%	117 80% G	593 78%	103 78%	145 70%	192 73%	405 74%	611 79%	509 80%	947 77%	298 83% LO	139 81% O	169 70%	1,248 77%	309 80%	734 76%	808 81% R	912 79%	652 77%
Bottom 2 Box	199 10%	34 7%	165 11% B	19 13% B	82 11% B	9 7%	28 13% BF	28 11%	64 12%	71 9%	61 10%	130 11% M	19 5%	14 8%	34 14% M	162 10%	37 10%	108 11% S	84 8%	101 9%	89 11%
Mean	4.1	4.1	4.1	4.1	4.1	4.2 G	4.0	4.0	4.0	4.1	4.1 I	4.1	4.1 O	4.1	3.9	4.1	4.1	4.0	4.2 R	4.1	4.1

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued) Table QD8B Page 107

QD8B. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by Canadian authors.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.04	0.88	1.08	1.12	1.09	0.92	1.15	1.09	1.12	1.01	1.00	1.07	0.82	0.93	1.18	1.04	1.01	1.06	0.98	1.00	1.03
Standard Error	0.03	0.04	0.04	0.09	0.05	0.07	0.09	0.09	0.07	0.04	0.03	0.04	0.04	0.08	0.11	0.03	0.06	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----103.13----->								<-----22.58----->			<-----70.84----->				<-----4.41----->		<-----21.92----->		<-----11.42----->	
	100%*								87%*			100%*				18%*		99%*		82%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8B. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by Canadian authors.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	757 38%	73 36%	684 38%	51 31%	706 38%	39 49%	718 37%	716 38%	41 33%	378 40%	378 36%	180 42% M	569 36%	661 37%	80 35%	436 40%	307 34%	299 36%	436 38%	160 38%	581 37%
4 - Somewhat agree	800 40%	82 41%	717 40%	55 34%	744 40%	28 35%	772 40%	745 40%	55 44%	367 38%	432 41%	171 40%	658 42%	732 41%	95 42%	438 40%	385 43%	355 42%	470 41%	160 38%	668 42%
3 - Neither agree or disagree	155 8%	13 6%	143 8%	22 13%	134 7%	4 4%	152 8%	152 8%	4 3%	82 9%	74 7%	27 6%	117 7%	136 8%	7 3%	90 8%	52 6%	73 9%	70 6%	37 9%	106 7%
2 - Somewhat disagree	128 6%	14 7%	115 6%	19 12%	109 6%	3 4%	125 7%	119 6%	9 7%	62 6%	67 6%	25 6%	103 7%	113 6%	16 7%	68 6%	61 7%	57 7%	72 6%	32 8%	97 6%
1 - Strongly disagree	71 4%	13 7%	58 3%	10 6%	61 3%	5 7%	65 3%	67 4%	4 3%	36 4%	35 3%	13 3%	49 3%	54 3%	7 3%	33 3%	27 3%	28 3%	33 3%	10 2%	50 3%
I don't read those kinds of books	22 1%	2 1%	21 1%	0 *%	22 1%	-	22 1%	20 1%	2 2%	6 1%	16 2%	-	22 1%	17 1%	5 2%	9 1%	13 1%	8 1%	14 1%	2 *%	20 1%
Don't know/Refuse	70 3%	5 3%	64 4%	8 5%	62 3%	1 1%	69 4%	60 3%	10 8%	25 3%	45 4%	11 3%	64 4%	60 3%	17 7%	27 2%	50 6%	21 2%	56 5%	16 4%	60 4%
Top 2 Box	1,556 78%	155 77%	1,401 78%	107 65%	1,450 79% D	67 84%	1,490 77%	1,461 78%	96 77%	746 78%	810 77%	350 82% M	1,227 78%	1,393 79%	175 77%	874 79%	692 77%	654 78%	906 79%	320 77%	1,249 79%
Bottom 2 Box	199 10%	27 13%	172 10%	29 17% E	170 9%	9 11%	190 10%	186 10%	13 10%	97 10%	102 10%	37 9%	152 10%	167 9%	23 10%	101 9%	88 10%	85 10%	105 9%	42 10%	147 9%
Mean	4.1	4.0	4.1	3.8	4.1 D	4.2	4.1	4.1	4.1	4.1	4.1	4.2	4.1	4.1	4.1	4.1	4.1	4.0	4.1	4.1	4.1

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8B. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by Canadian authors.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.04	1.15	1.02	1.21	1.02	1.14	1.03	1.04	1.02	1.05	1.02	0.99	1.01	1.01	1.02	1.01	1.01	1.02	1.00	1.02	1.00
Standard Error	0.03	0.09	0.03	0.13	0.03	0.17	0.03	0.03	0.09	0.04	0.03	0.06	0.03	0.02	0.07	0.03	0.03	0.04	0.03	0.05	0.03
CHI-SQUARE SIGNIFICANCE	<-----9.37----->		<-----37.99----->		<-----10.01----->		<-----14.83----->		<-----12.11----->		<-----13.15----->		<-----18.16----->		<-----24.01----->		<-----13.96----->		<-----7.72----->		
	69%*		100%*		74%*		94%*		85%*		89%*		98%*		100%*		92%*		54%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8C. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by non-Canadian authors.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,191 59%	188 38%	1,003 67% B	94 64% B	509 67% B	91 69% B	137 67% B	173 66% B	321 59%	488 63% K	359 56%	845 69% MNO	124 35%	90 53% M	129 54% M	955 59%	236 61%	541 56%	613 61% R	712 62% U	435 52%
4 - Somewhat agree	606 30%	259 52% CDEFGH	347 23%	42 28%	175 23%	27 20%	40 20%	63 24%	161 29%	219 28%	212 33% J	267 22%	196 55% LNO	69 40% L	72 30% L	491 30%	114 29%	319 33%	302 30%	347 30%	300 36% T
3 - Neither agree or disagree	79 4%	16 3%	63 4%	3 2%	36 5%	7 5%	10 5%	8 3%	30 5%	29 4%	20 3%	51 4%	12 3%	9 5%	7 3%	65 4%	14 4%	42 4%	28 3%	33 3%	37 4%
2 - Somewhat disagree	44 2%	15 3% DG	30 2% DG	0 *% *	17 2% DG	3 2%	1 *% *	8 3% DG	13 2%	15 2%	16 2%	12 1%	12 3% L	- L	19 30% L	38 2%	6 2%	24 2%	18 2%	19 2%	24 3%
1 - Strongly disagree	23 1%	5 1%	18 1%	4 2%	7 1%	1 1%	2 1%	4 2%	3 1%	11 1%	7 1%	18 1%	2 1%	1 1%	0 *% *	19 1%	4 1%	11 1%	11 1%	12 1%	13 2%
I don't read those kinds of books	18 1%	5 1%	13 1%	1 *% *	6 1%	0 *% *	4 2%	2 1%	9 2%	4 1%	5 1%	8 1%	5 2%	3 1%	3 1%	12 1%	6 2%	11 1%	5 *% *	7 1%	9 1%
Don't know/Refuse	42 2%	9 2%	33 2%	5 3%	12 2%	3 2%	11 5% BEH	3 1%	11 2%	10 1%	18 3%	25 2%	7 2%	- 2%	10 4%	34 2%	8 2%	18 2%	26 3%	21 2%	24 3%
Top 2 Box	1,797 90%	446 90%	1,350 90%	135 92%	683 90%	117 89%	177 86%	236 90%	482 88%	707 91%	571 90%	1,113 91% O	319 89%	159 92% O	201 84%	1,447 90%	350 90%	860 89%	915 91%	1,059 92% U	735 87%
Bottom 2 Box	67 3%	19 4%	48 3%	4 3%	24 3%	5 3%	3 1%	12 5%	17 3%	27 3%	23 4%	30 2%	15 4% N	1 1% LN	19 8% LN	57 4%	10 3%	35 4%	29 3%	31 3%	37 4% T
Mean	4.5	4.3	4.6 B	4.6 B	4.6 B	4.6 B	4.6 B	4.5 B	4.5	4.5	4.5	4.6 MNO	4.2	4.5 M	4.4	4.5	4.5	4.4	4.5 R	4.5 U	4.4

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued) Table QD8C Page 111

QD8C. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by non-Canadian authors.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.78	0.75	0.78	0.78	0.77	0.79	0.71	0.84	0.77	0.79	0.78	0.75	0.74	0.67	0.90	0.79	0.74	0.80	0.74	0.73	0.84
Standard Error	0.02	0.03	0.03	0.06	0.04	0.06	0.05	0.07	0.05	0.03	0.03	0.03	0.04	0.06	0.08	0.02	0.04	0.03	0.02	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----230.19----->								<-----21.45----->			<-----255.63----->				<-----5.05----->		<-----12.09----->		<-----29.45----->	
	100%*								84%*			100%*				25%*		85%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8C. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by non-Canadian authors.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,191 59%	121 60%	1,070 59%	76 46%	1,115 61% D	51 64%	1,140 59%	1,139 61% I	52 41%	610 64% K	581 56%	307 72% M	856 54%	1,056 60% O	91 40%	703 64% Q	444 50%	509 61% S	633 55%	279 67% U	868 55%
4 - Somewhat agree	606 30%	54 27%	551 31%	61 37%	545 30%	20 26%	585 30%	559 30%	47 37%	265 28%	340 33% J	92 22%	550 35% L	559 32%	91 40% N	317 29%	331 37% P	275 33%	372 32%	109 26%	541 34% T
3 - Neither agree or disagree	79 4%	9 5%	70 4%	9 5%	70 4%	6 8%	73 4%	75 4%	4 3%	38 4%	41 4%	12 3%	62 4%	64 4%	7 3%	37 3%	34 4%	25 3%	46 4%	10 2%	60 4%
2 - Somewhat disagree	44 2%	5 2%	39 2%	11 7% E	33 2%	1 2%	43 2%	35 2%	9 7% H	16 2%	28 3%	6 1%	37 2%	30 2%	14 6% N	17 2%	26 3% P	13 2%	31 3%	8 2%	36 2%
1 - Strongly disagree	23 1%	7 4%	16 1%	6 4%	16 1%	-	23 1%	20 1%	3 3%	9 1%	14 1%	3 1%	21 1%	17 1%	8 4% N	13 1%	12 1%	7 1%	18 2%	3 1%	22 1%
I don't read those kinds of books	18 1%	2 1%	17 1%	-	18 1%	-	18 1%	17 1%	1 1%	5 *% L	14 1%	1 *% L	15 1%	13 1%	3 1%	3 *% P	12 1% P	5 1%	11 1%	-	16 1%
Don't know/Refuse	42 2%	3 2%	38 2%	2 1%	40 2%	-	42 2%	32 2%	9 8% H	13 1%	29 3%	5 1%	41 3% L	34 2%	13 6% N	11 1%	36 4% P	7 1%	40 3% R	8 2%	39 2%
Top 2 Box	1,797 90%	175 87%	1,621 90%	137 83%	1,660 90%	72 90%	1,725 90%	1,698 90% I	98 78%	875 92% K	921 88%	399 94% M	1,406 89%	1,615 91% O	182 80%	1,020 93% Q	775 87% S	784 93% S	1,005 87%	388 93% U	1,409 89%
Bottom 2 Box	67 3%	12 6%	55 3%	18 11% E	49 3%	1 2%	66 3%	55 3%	12 10% H	25 3%	42 4%	9 2%	58 4%	47 3%	22 10% N	30 3%	38 4%	20 2%	49 4% R	11 3%	58 4%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QD8C. Please rate your level of agreement with the following statements considering all book formats: You can easily find books written by non-Canadian authors.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean	4.5	4.4	4.5	4.2	4.5 D	4.5	4.5	4.5	4.2	4.5 K	4.4	4.7 M	4.4	4.5 O	4.2	4.5 Q	4.4	4.5 S	4.4	4.6 U	4.4
Median	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.78	0.96	0.76	1.07	0.74	0.72	0.78	0.76	1.02	0.74	0.81	0.67	0.80	0.74	1.03	0.74	0.82	0.71	0.83	0.70	0.80
Standard Error	0.02	0.07	0.02	0.11	0.02	0.11	0.02	0.02	0.08	0.03	0.03	0.04	0.02	0.02	0.07	0.02	0.03	0.02	0.03	0.03	0.02
CHI-SQUARE SIGNIFICANCE	<-----17.26----->		<-----70.93----->		<-----8.57----->		<-----65.38----->		<-----24.01----->		<-----49.63----->		<-----93.08----->		<-----63.9----->		<-----30.52----->		<-----24.01----->		
	97%*		100%*		62%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8D. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian nonfiction books helps you learn about subjects that are relevant to Canadian life.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	702 35%	89 18%	613 41% B	51 34% B	324 43% B	53 40% B	77 38% B	108 41% B	176 32% B	278 36% B	234 37% B	515 42% MO	57 16% M	58 34% M	71 29% M	555 34%	147 38%	330 34%	365 36%	403 35%	277 33%
4 - Somewhat agree	833 42%	239 48% CEFGH	594 39%	64 44%	301 40%	52 40%	80 39%	97 37%	225 41%	339 44%	253 40%	470 38%	179 50% L	79 46% L	100 42%	669 41%	163 42%	409 42%	407 41%	483 42%	353 42%
3 - Neither agree or disagree	211 11%	72 14% CEG	139 9%	15 10%	59 8%	13 10%	17 8%	35 13% E	84 15% K	80 10% K	45 7%	106 9%	56 16% LN	15 9%	33 14%	177 11%	34 9%	94 10%	103 10%	127 11% U	69 8%
2 - Somewhat disagree	122 6%	62 13% CDEFGH	60 4%	6 4%	29 4%	6 4%	12 6%	7 3%	34 6%	42 5%	43 7%	48 4%	47 13% LNO	12 7%	16 7%	106 7%	16 4%	69 7%	54 5%	73 6%	58 7%
1 - Strongly disagree	48 2%	14 3%	35 2%	7 5%	16 2%	3 2%	5 3%	4 2%	10 2%	13 2%	25 4% J	31 3%	5 1%	3 2%	7 3%	41 3%	7 2%	26 3%	26 3%	29 3%	29 3%
I don't read those kinds of books	39 2%	9 2%	30 2%	3 2%	15 2%	2 2%	6 3%	4 2%	7 1%	13 2%	18 3%	28 2%	5 1%	3 2%	2 1%	29 2%	10 3%	17 2%	22 2%	17 1%	27 3% T
Don't know/Refuse	47 2%	11 2%	36 2%	2 1%	17 2%	2 2%	9 4%	7 3%	11 2%	13 2%	18 3%	28 2% N	8 2%	1 *% N	11 4% N	38 2%	10 3%	21 2%	26 3%	19 2%	29 3% T
Top 2 Box	1,535 77%	328 66%	1,207 80% B	115 78% B	625 82% B	105 80% B	157 76% B	205 78% B	401 73%	617 79%	487 77%	986 80% MO	236 66% M	137 80% M	171 71%	1,225 76%	310 80%	739 77%	772 77%	886 77%	630 75%
Bottom 2 Box	170 9%	76 15% CDEFGH	95 6%	13 9%	45 6%	8 6%	17 8%	11 4%	44 8%	55 7%	68 11% J	79 6%	52 15% L	15 9%	23 10%	147 9%	24 6%	94 10%	80 8%	102 9%	87 10%

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QD8D Page 115

QD8D. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian nonfiction books helps you learn about subjects that are relevant to Canadian life.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean	4.1	3.7	4.2 BD	4.0 B	4.2 BD	4.2 B	4.1 B	4.2 B	4.0	4.1	4.0	4.2 MO	3.7	4.1 M	3.9 M	4.0	4.2 P	4.0	4.1	4.0	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	0.98	1.01	0.94	1.03	0.92	0.93	0.99	0.89	0.96	0.92	1.06	0.95	0.96	0.95	1.01	0.99	0.91	1.00	0.98	0.99	1.03
Standard Error	0.03	0.04	0.03	0.08	0.05	0.07	0.08	0.07	0.06	0.04	0.04	0.03	0.05	0.09	0.09	0.03	0.05	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----222.6----->								<-----44.88----->			<-----163.41----->				<-----10.72----->		<-----6.2----->		<-----20.76----->	
	100%*								100%*			100%*				78%*		38%*		99%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8D. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian nonfiction books helps you learn about subjects that are relevant to Canadian life.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	702 35%	84 42%	618 34%	45 27%	657 36%	38 47%	664 35%	661 35%	42 33%	349 36%	353 34%	162 38%	526 33%	601 34%	82 36%	402 37%	282 32%	266 32%	414 36%	140 34%	542 34%
4 - Somewhat agree	833 42%	73 36%	760 42%	83 50%	750 41%	32 40%	801 42%	783 42%	50 40%	390 41%	443 42%	188 44%	655 41%	746 42%	89 39%	458 42%	375 42%	377 45%	454 39%	186 45%	651 41%
3 - Neither agree or disagree	211 11%	16 8%	195 11%	15 9%	196 11%	2 2%	209 11%	206 11%	5 4%	117 12%	94 9%	40 9%	161 10%	187 11%	10 4%	119 11%	78 9%	101 12%	96 8%	52 12%	145 9%
2 - Somewhat disagree	122 6%	14 7%	108 6%	9 5%	113 6%	5 7%	117 6%	118 6%	4 3%	56 6%	66 6%	20 5%	108 7%	120 7%	13 6%	64 6%	67 7%	54 6%	78 7%	17 4%	115 7%
1 - Strongly disagree	48 2%	7 4%	41 2%	4 2%	45 2%	-	48 3%	42 2%	7 5%	18 2%	31 3%	8 2%	46 3%	49 3%	9 4%	25 2%	32 4%	19 2%	39 3%	11 3%	47 3%
I don't read those kinds of books	39 2%	4 2%	35 2%	2 1%	37 2%	2 3%	37 2%	33 2%	6 5%	12 1%	27 3%	1 *	42 3%	35 2%	9 4%	20 2%	24 3%	17 2%	27 2%	6 1%	38 2%
Don't know/Refuse	47 2%	4 2%	43 2%	8 5%	40 2%	1 1%	47 2%	35 2%	12 10%	15 H	33 J	6 1%	44 3%	35 2%	15 7%	13 1%	37 4%	7 1%	43 4%	5 1%	44 3%
Top 2 Box	1,535 77%	157 78%	1,378 77%	128 77%	1,407 77%	69 87%	1,466 76%	1,443 77%	91 73%	738 77%	796 76%	350 82%	1,181 75%	1,347 76%	171 75%	860 78%	657 73%	643 76%	868 75%	326 78%	1,193 75%
Bottom 2 Box	170 9%	21 11%	149 8%	12 7%	158 9%	5 7%	165 9%	160 9%	11 9%	74 8%	97 9%	28 7%	154 10%	169 10%	22 10%	89 8%	99 11%	73 9%	117 10%	28 7%	162 10%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8D. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian nonfiction books helps you learn about subjects that are relevant to Canadian life.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean	4.1	4.1	4.0	4.0	4.1	4.3 G	4.0	4.1	4.1	4.1	4.0	4.1 M	4.0	4.0	4.1	4.1 Q	4.0	4.0	4.0	4.1	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	0.98	1.07	0.97	0.91	0.98	0.84	0.98	0.97	1.07	0.95	1.00	0.92	1.01	1.00	1.05	0.97	1.05	0.96	1.04	0.94	1.02
Standard Error	0.03	0.08	0.03	0.10	0.03	0.13	0.03	0.03	0.09	0.04	0.03	0.05	0.03	0.02	0.07	0.03	0.04	0.03	0.03	0.05	0.03
CHI-SQUARE SIGNIFICANCE	<-----8.36----->		<-----11.22----->		<-----12.54----->		<-----46.73----->		<-----19.92----->		<-----23.03----->		<-----30.71----->		<-----35.76----->		<-----32.65----->		<-----19.31----->		
	60%*		81%*		87%*		100%*		99%*		100%*		100%*		100%*		100%*		99%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QD8E. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian fiction books helps you appreciate stories told from a Canadian perspective.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	710 35%	89 18%	621 41%	53 36%	331 44%	58 44%	68 33%	111 42%	186 34%	282 36%	232 36%	532 43%	55 15%	52 30%	70 29%	562 35%	148 38%	306 32%	390 39%	413 36%	267 32%
			BG	B	BG	BG	B	B				MNO		M	M				R		
4 - Somewhat agree	835 42%	239 48%	596 40%	59 40%	312 41%	50 38%	83 40%	92 35%	227 41%	332 43%	257 40%	465 38%	185 52%	70 41%	112 47%	679 42%	156 40%	405 42%	408 41%	484 42%	350 42%
		CEFH										LN									
3 - Neither agree or disagree	194 10%	76 15%	118 8%	17 11%	50 7%	8 6%	20 10%	24 9%	79 14%	73 9%	38 6%	94 8%	59 16%	19 11%	22 9%	166 10%	28 7%	106 11%	77 8%	118 10%	62 7%
		CEFGH		EF					K	K			LO					S		U	
2 - Somewhat disagree	116 6%	46 9%	70 5%	8 5%	24 3%	6 5%	12 6%	20 8%	22 4%	45 6%	45 6%	51 4%	32 9%	15 9%	15 6%	90 6%	26 7%	71 7%	52 5%	65 6%	67 8%
		CEF						E			I		L							T	
1 - Strongly disagree	54 3%	8 2%	46 3%	4 3%	22 3%	4 3%	9 4%	7 3%	11 2%	23 3%	19 3%	39 3%	3 1%	4 2%	8 3%	47 3%	7 2%	33 3%	22 2%	30 3%	28 3%
												M									
I don't read those kinds of books	49 2%	23 5%	26 2%	5 3%	9 1%	5 4%	5 2%	2 1%	9 2%	13 2%	26 4%	25 2%	14 4%	7 4%	3 1%	34 2%	15 4%	22 2%	32 3%	19 2%	43 5%
		CEH									IJ									T	
Don't know/Refuse	45 2%	14 3%	31 2%	1 1%	12 2%	2 1%	10 5%	6 2%	13 2%	11 1%	19 3%	20 2%	9 3%	5 3%	11 5%	38 2%	7 2%	22 2%	22 2%	22 2%	25 3%
							DEF				J										
Top 2 Box	1,545 77%	328 66%	1,217 81%	112 76%	644 85%	108 82%	150 73%	203 77%	414 75%	613 79%	489 77%	997 81%	240 67%	122 71%	182 76%	1,241 77%	305 79%	711 74%	798 80%	897 78%	617 73%
			BG	B	BDG	B		B				MN		M				R	U		
Bottom 2 Box	170 8%	54 11%	116 8%	12 8%	46 6%	10 8%	20 10%	27 10%	33 6%	67 9%	64 10%	91 7%	36 10%	19 11%	22 9%	136 8%	33 9%	104 11%	74 7%	95 8%	95 11%
		CE									I							S		T	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD8E. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian fiction books helps you appreciate stories told from a Canadian perspective.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean	4.1	3.8	4.2 BG	4.0 B	4.2 BDG	4.2 BG	4.0 B	4.1 B	4.1	4.1	4.1	4.2 MNO	3.8	3.9 M	4.0 M	4.0	4.1	4.0	4.2 R	4.1	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	0.98	0.93	0.98	1.00	0.93	0.98	1.06	1.04	0.93	0.99	1.02	0.99	0.88	1.02	0.99	0.99	0.97	1.04	0.95	0.98	1.05
Standard Error	0.03	0.04	0.03	0.08	0.05	0.08	0.08	0.08	0.06	0.04	0.04	0.03	0.05	0.10	0.09	0.03	0.06	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----202.49----->								<-----51.03----->			<-----154.06----->				<-----10.31----->		<-----28.97----->		<-----38.81----->	
	100%*								100%*			100%*				76%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QD8E. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian fiction books helps you appreciate stories told from a Canadian perspective.  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	710 35%	90 45% C	620 34%	54 33%	656 36%	36 46%	674 35%	664 35%	46 37%	351 37%	359 34%	165 39%	527 33%	598 34%	84 37%	396 36% Q	284 32%	276 33%	398 35%	148 35%	532 34%
4 - Somewhat agree	835 42%	73 36%	763 42%	79 48%	756 41%	31 39%	804 42%	788 42%	47 37%	396 41%	439 42%	176 41%	661 42%	751 42%	83 37%	465 42%	369 41%	376 45% S	458 40%	178 43%	658 42%
3 - Neither agree or disagree	194 10%	13 7%	181 10%	11 7%	182 10%	6 7%	188 10%	191 10%	3 2%	103 11%	91 9%	33 8%	149 9%	179 10%	4 2%	115 10% Q	68 8%	97 12% S	86 7%	49 12%	134 8%
2 - Somewhat disagree	116 6%	10 5%	106 6%	8 5%	107 6%	1 1%	115 6% F	106 6%	9 7%	48 5%	67 6%	29 7%	102 6%	114 6%	18 8%	61 6%	69 8%	50 6%	82 7%	17 4%	115 7% T
1 - Strongly disagree	54 3%	6 3%	48 3%	3 2%	52 3%	3 3%	52 3%	51 3%	3 3%	28 3%	26 3%	11 3%	45 3%	52 3%	6 3%	29 3%	29 3%	17 2%	41 4% R	11 3%	47 3%
I don't read those kinds of books	49 2%	6 3%	43 2%	2 1%	47 3%	3 4%	46 2%	38 2%	11 8% H	13 1%	35 3% J	4 1%	57 4% L	43 2%	19 8% N	24 2%	38 4% P	14 2%	48 4% R	7 2%	54 3% T
Don't know/Refuse	45 2%	5 2%	41 2%	7 4%	38 2%	-	45 2%	39 2%	7 5%	17 2%	28 3%	8 2%	41 3%	36 2%	13 6% N	11 1% P	38 4% P	11 1%	38 3% R	7 2%	42 3%
Top 2 Box	1,545 77%	162 81%	1,383 77%	133 81%	1,412 77%	67 85%	1,478 77%	1,453 77%	92 74%	746 78%	798 76%	341 80% M	1,188 75% M	1,349 76%	167 74%	861 78% Q	653 73%	652 78%	856 74%	326 78%	1,190 75%
Bottom 2 Box	170 8%	16 8%	154 9%	11 7%	159 9%	3 4%	167 9%	157 8%	13 10%	76 8%	94 9%	39 9%	147 9%	166 9%	24 11%	90 8%	98 11% P	67 8% P	123 11% R	28 7%	162 10% T

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QD8E Page 121

QD8E. Please rate your level of agreement with the following statements considering all book formats: Reading Canadian fiction books helps you appreciate stories told from a Canadian perspective.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean	4.1	4.2 C	4.0	4.1	4.1	4.3	4.1	4.1	4.1	4.1	4.1	4.1	4.0	4.0	4.1	4.1	4.0	4.0	4.0	4.1	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	0.98	1.00	0.98	0.89	0.99	0.90	0.99	0.98	1.03	0.98	0.99	0.99	1.00	1.00	1.04	0.97	1.04	0.94	1.05	0.95	1.02
Standard Error	0.03	0.08	0.03	0.09	0.03	0.14	0.03	0.03	0.09	0.04	0.03	0.06	0.03	0.02	0.07	0.03	0.04	0.03	0.03	0.05	0.03
CHI-SQUARE SIGNIFICANCE		<-----10.11-----> 74%*		<-----9.33-----> 68%*		<-----11.7-----> 83%*		<-----34.2-----> 100%*		<-----15.85-----> 96%*		<-----13.06-----> 89%*		<-----53.19-----> 100%*		<-----44.98-----> 100%*		<-----39.0-----> 100%*		<-----18.79-----> 98%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1A. Do you discover new music often, sometimes, rarely or never: Through friends and family?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	614 31%	167 34% G	446 30% G	42 29%	235 31% G	41 31%	47 23%	81 31%	261 48% JK	225 29% K	114 18%	332 27%	116 32%	77 44% LM	89 37% L	508 31%	105 27%	280 29%	273 27%	389 34% U	137 16%
Sometimes	660 33%	163 33%	497 33%	51 35%	244 32%	43 33%	78 38%	82 31%	176 32%	289 37% K	181 28%	410 33%	123 34% N	43 25%	82 34% O	534 33%	126 33%	296 31%	348 35%	390 34% U	250 30%
Rarely	404 20%	93 19%	310 21%	32 22%	156 21%	22 17%	45 22%	54 21%	78 14%	154 20% I	167 26% IJ	273 22% O	70 19%	28 16%	32 13%	317 20%	87 22%	206 21%	211 21%	218 19%	217 26% T
Never	317 16%	67 14%	250 17%	22 15%	125 16%	25 19%	35 17%	44 17%	34 6%	109 14% I	168 26% IJ	208 17%	47 13%	23 13%	38 16%	248 15%	69 18%	181 19%	165 16%	150 13%	231 27% T
Don't know/Refuse	8 *%	4 1%	4 *%	-	2 *%	1 1%	-	1 1%	-	1 *%	6 1% J	3 *%	3 1%	1 1%	-	9 1%	-	4 *%	6 1%	4 *%	7 1%
CHI-SQUARE SIGNIFICANCE	<-----19.42----->								<-----204.95----->			<-----40.08----->				<-----6.3----->		<-----4.95----->		<-----124.48----->	
	27%*								100%			100%*				82%		71%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1A. Do you discover new music often, sometimes, rarely or never: Through friends and family?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	614	56	557	55	558	32	582	593	20	365	249	133	407	490	39	391	138	290	240	133	397
	31%	28%	31%	33%	30%	40%	30%	32%	16%	38%	24%	31%	26%	28%	17%	36%	15%	34%	21%	32%	25%
								I		K		M		O		Q		S		U	
Sometimes	660	57	603	55	605	16	644	620	40	326	333	149	506	571	69	373	266	295	344	143	497
	33%	28%	33%	33%	33%	20%	33%	33%	32%	34%	32%	35%	32%	32%	30%	34%	30%	35%	30%	34%	31%
							F									Q		S			
Rarely	404	42	362	34	370	16	388	387	17	169	234	86	339	401	36	195	242	155	279	84	353
	20%	21%	20%	21%	20%	20%	20%	21%	14%	18%	22%	20%	21%	23%	16%	18%	27%	18%	24%	20%	22%
								I			J			O		P		R			
Never	317	43	274	20	297	14	303	271	46	94	223	58	319	306	77	141	241	99	279	56	325
	16%	22%	15%	12%	16%	18%	16%	14%	37%	10%	21%	14%	20%	17%	34%	13%	27%	12%	24%	13%	21%
								H			J		L		N		P		R		T
Don't know/Refuse	8	3	5	1	7	2	7	7	2	2	7	-	11	5	6	1	8	2	9	1	10
	0.4%	1%	0.3%	0.1%	0.4%	0.1%	0.4%	0.4%	0.1%	0.1%	0.4%	0%	0.6%	0.3%	0.3%	0.9%	0.2%	0.8%	0.4%	0.1%	0.6%
															N		P				
CHI-SQUARE SIGNIFICANCE	<-----12.88----->		<-----1.86----->		<-----11.19----->		<-----52.36----->		<-----84.48----->		<-----15.42----->		<-----62.3----->		<-----156.0----->		<-----87.96----->		<-----17.01----->		
	99%*		24%*		98%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1B. Do you discover new music often, sometimes, rarely or never: By listening to radio?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	1,042 52%	256 52%	785 52% H	80 55% H	421 55% FH	60 45%	111 54% H	113 43%	284 52% K	456 59% K	284 45%	652 53% O	195 55% O	86 50%	105 44%	831 51%	210 54%	453 47%	538 54% R	621 54% U	377 45%
Sometimes	547 27%	137 28%	410 27%	40 27%	192 25%	47 35% CE	54 26%	77 30%	148 27%	197 25%	187 29%	323 26%	92 26%	52 30%	79 33%	443 27%	103 27%	274 28%	277 28%	321 28%	238 28%
Rarely	242 12%	65 13%	177 12%	17 11%	86 11%	14 11%	23 11%	37 14%	74 14%	76 10%	88 14% J	137 11%	45 13%	26 15%	34 14%	203 13%	40 10%	138 14% S	107 11%	137 12%	112 13%
Never	164 8%	34 7%	130 9%	10 7%	60 8%	10 7%	17 8%	34 13% B	42 8%	46 6%	74 12% IJ	112 9%	24 7%	8 5%	20 8%	131 8%	33 9%	96 10%	78 8%	71 6%	106 13% T
Don't know/Refuse	8 *%	3 1%	5 *%	-	3 *%	1 1%	0 *%	1 *%	-	3 *%	4 1%	2 *%	2 1%	1 *%	2 1%	7 *%	1 *%	6 1%	3 *%	1 *%	9 1% T
CHI-SQUARE SIGNIFICANCE	<-----26.46-----> 67%*								<-----39.5-----> 100%			<-----19.53-----> 92%*				<-----2.03-----> 27%		<-----13.09-----> 99%		<-----40.88-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
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\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1B. Do you discover new music often, sometimes, rarely or never: By listening to radio?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	1,042	97	944	100	941	47	994	994	48	527	514	220	780	899	101	599	400	473	521	225	775
	52%	48%	52%	61%	51%	60%	52%	53%	38%	55%	49%	52%	49%	51%	44%	54%	45%	56%	45%	54%	49%
								I		K					Q			S			
Sometimes	547	50	497	35	512	20	527	512	35	254	292	120	449	503	56	299	260	226	333	117	442
	27%	25%	28%	21%	28%	25%	27%	27%	28%	27%	28%	28%	28%	28%	25%	27%	29%	27%	29%	28%	28%
Rarely	242	30	212	17	226	6	236	223	20	107	135	50	200	217	35	132	119	87	165	40	212
	12%	15%	12%	10%	12%	8%	12%	12%	16%	11%	13%	12%	13%	12%	15%	12%	13%	10%	14%	10%	13%
																			R		T
Never	164	24	141	11	153	5	159	144	21	64	100	35	143	148	31	69	109	54	123	34	144
	8%	12%	8%	7%	8%	6%	8%	8%	17%	7%	10%	8%	9%	8%	14%	6%	12%	6%	11%	8%	9%
									H						N		P		R		
Don't know/Refuse	8	0	8	2	6	1	7	6	2	2	6	-	10	6	4	2	7	1	9	1	9
	0.4%	0%	0.4%	0.1%	0.3%	0.05%	0.35%	0.32%	0.1%	0.1%	0.6%	0%	0.6%	0.3%	0.2%	0.6%	0.8%	0.1%	0.8%	0.05%	0.6%
																			R		
CHI-SQUARE SIGNIFICANCE	<-----6.43----->		<-----9.16----->		<-----3.14----->		<-----23.97----->		<-----10.94----->		<-----3.55----->		<-----18.65----->		<-----33.9----->		<-----32.79----->		<-----6.48----->		
	83%*		94%*		46%*		100%*		97%		53%		100%		100%		100%		83%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1C. Do you discover new music often, sometimes, rarely or never: Through social networks (Facebook, Twitter)?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	263 13%	67 14% F	195 13% F	23 16% F	95 12% F	8 6% F	33 16% F	36 14% F	156 29% JK	80 10% K	20 3% K	124 10% L	46 13% L	30 18% L	62 26% LM	213 13% M	50 13% M	128 13% S	92 9% S	178 15% U	12 1% U
Sometimes	306 15%	64 13%	243 16% G	23 16% G	126 17% G	31 23% BCEG	21 10% BCEG	42 16% JK	143 26% JK	114 15% K	45 7% K	181 15% L	42 12% L	31 18% M	51 21% M	258 16% N	48 12% N	152 16% S	123 12% S	235 20% U	17 2% U
Rarely	353 18%	91 18% F	262 17% F	32 21% F	136 18% F	16 12% F	35 17% F	43 16% F	99 18% K	169 22% K	80 13% K	218 18% L	63 18% L	38 22% M	34 14% M	290 18% N	63 16% N	151 16% S	180 18% S	277 24% U	48 6% U
Never	1,072 54%	270 55%	802 53%	70 47%	402 53%	76 57%	115 56%	140 53%	150 27%	412 53% I	486 76% IJ	699 57% NO	204 57% NO	71 41% NO	93 39% NO	850 53% O	222 57% O	531 55% R	602 60% R	459 40% T	757 90% T
Don't know/Refuse	9 *%	4 1%	5 *%	-	3 *%	2 1%	0 *%	1 *%	-	2 *%	5 1%	4 *%	2 1%	1 1%	-	4 *%	5 1%	5 *%	6 1%	2 *%	8 1% T
CHI-SQUARE SIGNIFICANCE					<-----30.43-----> 83%*				<-----377.31-----> 100%					<-----74.64-----> 100%*	<-----10.0-----> 96%		<-----15.25-----> 100%		<-----536.6-----> 100%		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1C. Do you discover new music often, sometimes, rarely or never: Through social networks (Facebook, Twitter)?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	263	32	231	23	239	17	246	259	4	170	93	53	148	186	6	152	40	126	66	58	134
	13%	16%	13%	14%	13%	21%	13%	14%	3%	18%	9%	12%	9%	10%	3%	14%	4%	15%	6%	14%	8%
								I		K				O		Q		S		U	
Sometimes	306	23	284	32	274	16	290	301	5	182	124	80	182	243	9	188	64	153	97	72	180
	15%	11%	16%	19%	15%	21%	15%	16%	4%	19%	12%	19%	12%	14%	4%	17%	7%	18%	8%	17%	11%
								I		K		M		O		Q		S		U	
Rarely	353	18	335	36	317	12	341	346	7	200	152	85	247	310	17	232	94	188	138	82	245
	18%	9%	19%	22%	17%	15%	18%	18%	6%	21%	15%	20%	16%	17%	7%	21%	11%	22%	12%	20%	15%
			B					I		K				O		Q		S			
Never	1,072	128	944	73	999	34	1,038	967	105	401	670	208	994	1,030	188	528	688	374	839	204	1,013
	54%	63%	52%	44%	54%	42%	54%	52%	84%	42%	64%	49%	63%	58%	83%	48%	77%	44%	73%	49%	64%
		C							H		J		L		N		P		R		T
Don't know/Refuse	9	1	8	1	8	1	8	5	4	2	7	-	11	4	7	1	9	-	11	1	10
	0.5%	0.5%	0.5%	1%	0.5%	1%	0.5%	0.5%	3%	0.5%	1%		1%	0.5%	3%	0.5%	1%		1%	0.5%	1%
									H						N		P				
CHI-SQUARE SIGNIFICANCE	<-----17.29----->		<-----7.34----->		<-----7.97----->		<-----74.02----->		<-----105.19----->		<-----34.5----->		<-----90.45----->		<-----193.01----->		<-----184.44----->		<-----36.06----->		
	100%*		88%*		91%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1D. Do you discover new music often, sometimes, rarely or never: On YouTube?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	411 21%	119 24% CG	292 19% G	29 20%	150 20%	25 19%	29 14%	58 22% G	226 41% JK	129 17% K	47 7%	197 16%	80 22% L	43 25% L	90 38% LMN	353 22% Q	58 15%	218 23% S	143 14%	268 23% U	56 7%
Sometimes	429 21%	91 18%	338 22% B	30 20%	182 24% B	32 24%	46 22%	49 19%	138 25% K	194 25% K	88 14%	258 21%	64 18%	40 24%	65 27% M	370 23% Q	59 15%	225 23% S	182 18%	292 25% U	92 11%
Rarely	338 17%	89 18%	249 17%	33 22% EF	108 14%	18 14%	43 21% E	46 18%	79 14%	162 21% IK	93 15%	209 17%	59 16%	38 22%	31 13%	272 17%	66 17%	146 15%	183 18%	245 21% U	90 11%
Never	815 41%	193 39%	621 41%	55 37%	317 42%	55 42%	85 41%	108 41%	106 19%	289 37% I	406 64% IJ	559 46% NO	153 43% NO	49 29%	52 22%	614 38%	201 52% P	370 38%	492 49% R	341 30%	598 71% T
Don't know/Refuse	10 1%	3 1%	7 *%	1 *%	3 *%	1 1%	2 1%	1 *%	-	4 1%	4 1%	4 *%	2 1%	1 *%	2 1%	6 *%	4 1%	7 1%	3 *%	5 *%	6 1%
CHI-SQUARE SIGNIFICANCE	<-----27.71-----> 73%*								<-----360.5-----> 100%			<-----94.93-----> 100%*				<-----33.14-----> 100%		<-----42.82-----> 100%		<-----345.42-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1D. Do you discover new music often, sometimes, rarely or never: On YouTube?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	411	46	365	49	362	23	388	404	7	246	165	79	252	320	5	252	72	199	127	82	244
	21%	23%	20%	30%	20%	29%	20%	22%	5%	26%	16%	19%	16%	18%	2%	23%	8%	24%	11%	20%	15%
				E				I		K				O		Q		S		U	
Sometimes	429	30	399	49	380	21	409	427	2	245	184	111	291	380	6	277	109	209	177	100	286
	21%	15%	22%	29%	21%	26%	21%	23%	2%	26%	18%	26%	18%	21%	3%	25%	12%	25%	15%	24%	18%
			B					I		K		M		O		Q		S		U	
Rarely	338	22	317	22	316	9	329	333	5	191	148	91	240	323	13	225	111	176	159	103	232
	17%	11%	18%	13%	17%	11%	17%	18%	4%	20%	14%	21%	15%	18%	6%	20%	12%	21%	14%	25%	15%
			B					I		K		M		O		Q		S		U	
Never	815	103	711	45	770	27	787	705	109	269	545	144	787	742	199	342	597	255	678	130	811
	41%	51%	39%	27%	42%	34%	41%	38%	8%	28%	52%	34%	50%	42%	88%	31%	67%	30%	59%	31%	51%
		C		D					H		J		L		N		P		R		T
Don't know/Refuse	10	2	9	1	9	-	10	8	2	5	5	-	12	8	4	5	6	2	10	2	9
	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%	2%	1%	1%	1%	1%	1%	1%
			*		*					*	*			*		*		*		*	
																					R
CHI-SQUARE SIGNIFICANCE	<-----16.55----->		<-----22.1----->		<-----6.58----->		<-----125.87----->		<-----119.5----->		<-----40.64----->		<-----182.13----->		<-----262.68----->		<-----172.46----->		<-----57.77----->		
	100%		100%*		84%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1E. Do you discover new music often, sometimes, rarely or never: Through online music stores like iTunes?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	268 13%	73 15% F	195 13%	18 12%	89 12%	13 10%	40 20% CDEF	35 13%	134 24% JK	104 13% K	27 4%	146 12%	51 14%	29 17%	41 17%	235 15% Q	34 9%	131 14% S	106 11%	174 15% U	40 5%
Sometimes	282 14%	62 13%	220 15%	20 13%	94 12%	23 17%	43 21% BCE	41 16%	94 17% K	129 17% K	52 8%	176 14%	44 12%	28 16%	33 14%	230 14%	52 14%	143 15%	123 12%	197 17% U	57 7%
Rarely	318 16%	78 16%	240 16%	25 17%	124 16%	18 14%	25 12%	48 18%	107 19% K	140 18% K	68 11%	179 15%	54 15%	34 20%	51 21%	273 17% Q	45 12%	135 14%	151 15%	217 19% U	63 7%
Never	1,123 56%	276 56% G	847 56% G	84 57% G	452 59% G	77 59% G	96 47% G	138 53%	214 39%	401 52% I	485 76% IJ	721 59% NO	206 58% NO	79 46% NO	114 47%	870 54% P	253 65% P	552 57%	617 62%	557 48%	676 80% T
Don't know/Refuse	11 1%	6 1%	6 *%	-	3 *%	1 1%	1 1%	1 *%	-	3 *%	5 1%	5 *%	2 1%	1 1%	2 1%	7 *%	4 1%	6 1%	6 1%	6 1%	6 1%
CHI-SQUARE SIGNIFICANCE	<-----36.06-----> 95%*								<-----209.95-----> 100%			<-----24.08-----> 98%*				<-----22.94-----> 100%		<-----7.93-----> 91%		<-----214.51-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1E. Do you discover new music often, sometimes, rarely or never: Through online music stores like iTunes?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	268	19	249	28	240	10	259	268	0	203	66	92	140	213	2	196	19	149	66	89	126
	13%	10%	14%	17%	13%	12%	13%	14%	*	21%	6%	22%	9%	12%	1%	18%	2%	18%	6%	21%	8%
								I		K		M		O		Q		S		U	
Sometimes	282	14	268	13	269	8	275	280	2	189	94	82	175	249	4	219	35	154	99	96	158
	14%	7%	15%	8%	15%	10%	14%	15%	2%	20%	9%	19%	11%	14%	2%	20%	4%	18%	9%	23%	10%
			B		D			I		K		M		O		Q		S		U	
Rarely	318	29	289	29	289	14	304	310	8	186	132	71	210	266	15	204	76	153	128	80	201
	16%	14%	16%	18%	16%	18%	16%	17%	6%	19%	13%	17%	13%	15%	7%	19%	8%	18%	11%	19%	13%
								I		K				O		Q		S		U	
Never	1,123	138	985	93	1,030	47	1,076	1,010	113	374	747	179	1,045	1,035	203	478	757	382	848	150	1,086
	56%	69%	55%	56%	56%	59%	56%	54%	90%	39%	71%	42%	66%	58%	89%	43%	85%	45%	74%	36%	69%
		C							H		J		L		N		P		R		T
Don't know/Refuse	11	1	10	1	10	1	10	9	2	4	7	1	12	10	3	4	8	3	10	2	11
	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	*	1%	1%	1%	*	1%	*	1%	*	1%
CHI-SQUARE SIGNIFICANCE	<-----16.86----->		<-----7.1----->		<-----1.63----->		<-----69.17----->		<-----231.61----->		<-----101.32----->		<-----90.41----->		<-----384.72----->		<-----182.72----->		<-----166.12----->		
	100%		87%*		20%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1F. Do you discover new music often, sometimes, rarely or never: By listening to online radio stations?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	271 14%	77 15% H	194 13%	20 14%	103 14%	18 13%	27 13%	26 10%	68 12%	118 15%	80 13%	138 11%	57 16% L	32 18% L	43 18%	223 14%	48 12%	140 15%	131 13%	179 16% U	93 11%
Sometimes	400 20%	84 17%	316 21% B	34 23%	152 20%	33 25% B	39 19%	58 22%	119 22%	162 21%	108 17%	236 19%	57 16%	36 21%	69 29% LM	336 21%	64 16%	212 22% S	174 17%	264 23% U	119 14%
Rarely	348 17%	81 16%	267 18%	25 17%	137 18%	21 16%	34 16%	51 19%	137 25% JK	129 17% K	73 12%	227 19%	52 14%	25 15%	43 18%	286 18%	62 16%	161 17%	149 15%	213 19% U	87 10%
Never	976 49%	250 50%	726 48%	68 46%	367 48%	59 45%	105 51%	127 48%	224 41%	368 47%	367 58% IJ	621 51% O	188 53% O	78 46%	86 36%	765 47%	211 54% P	448 46%	543 54% R	494 43%	531 63% T
Don't know/Refuse	9 *%	5 1%	4 *%	-	2 *%	1 1%	0 *%	1 1%	-	-	8 1%	4 *%	3 1%	1 *%	-	6 *%	3 1%	5 *%	6 1%	1 *%	12 1% T
CHI-SQUARE SIGNIFICANCE	<-----19.28-----> 26%*								<-----72.55-----> 100%			<-----43.55-----> 100%*				<-----8.95-----> 94%		<-----13.08-----> 99%		<-----100.15-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1F. Do you discover new music often, sometimes, rarely or never: By listening to online radio stations?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	271	34	237	29	242	17	254	252	18	144	126	60	213	245	29	173	100	133	141	69	205
	14%	17%	13%	17%	13%	21%	13%	13%	15%	15%	12%	14%	13%	14%	13%	16%	11%	16%	12%	17%	13%
																Q		S			
Sometimes	400	40	360	56	343	27	373	386	13	215	185	97	288	356	27	244	137	187	191	94	290
	20%	20%	20%	34%	19%	33%	19%	21%	11%	22%	18%	23%	18%	20%	12%	22%	15%	22%	17%	23%	18%
				E		G		I		K				O		Q		S			
Rarely	348	31	317	21	327	6	341	340	8	201	146	83	222	289	13	213	90	158	144	77	225
	17%	15%	18%	13%	18%	8%	18%	18%	7%	21%	14%	19%	14%	16%	6%	19%	10%	19%	13%	18%	14%
							F	I		K		M		O		Q		S		U	
Never	976	96	880	58	918	29	946	895	81	394	581	186	846	876	152	470	557	363	662	176	850
	49%	47%	49%	35%	50%	37%	49%	48%	65%	41%	56%	44%	53%	49%	67%	43%	62%	43%	58%	42%	54%
				D					H		J		L		N		P		R		T
Don't know/Refuse	9	1	8	1	8	1	9	5	4	1	8	-	13	7	6	1	11	-	13	1	12
	0.4%	0.5%	0.4%	0.5%	0.4%	0.5%	0.4%	0.3%	0.2%	0.5%	0.7%	0.0%	0.8%	0.4%	0.3%	0.5%	0.6%	0.0%	0.5%	0.2%	0.8%
									H						N		P				
CHI-SQUARE SIGNIFICANCE	<-----2.81----->		<-----29.69----->		<-----17.82----->		<-----47.78----->		<-----48.18----->		<-----19.86----->		<-----49.81----->		<-----94.95----->		<-----54.22----->		<-----19.98----->		
	41%*		100%*		100%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1G. Do you discover new music often, sometimes, rarely or never: At concerts?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	179 9%	48 10% F	131 9% F	8 5%	78 10% DFG	6 5%	11 6%	29 6% DFG	67 11% J	41 5%	64 10% J	102 8%	32 9%	22 13%	22 9%	146 9%	33 9%	89 9%	80 8%	98 9%	69 8%
Sometimes	481 24%	126 26%	355 24%	41 28%	158 21%	42 32% CE	51 25%	63 24%	127 23%	186 24%	161 25%	280 23%	93 26%	43 25%	66 28%	383 24%	98 25%	220 23%	267 27%	290 25%	211 25%
Rarely	583 29%	144 29%	439 29%	40 27%	218 29%	41 31%	71 34%	69 26%	162 29%	250 32% K	159 25%	360 29%	107 30%	44 26%	70 29%	492 30% Q	91 23%	283 29%	288 29%	354 31% U	211 25%
Never	753 38%	173 35%	580 38%	59 40%	307 40% F	41 31%	72 35%	101 38%	193 35%	298 38%	249 39%	482 39%	121 34%	63 37%	82 34%	590 37%	162 42%	370 38%	365 36%	403 35%	348 41% T
Don't know/Refuse	7 *%	4 1%	3 *%	-	1 *%	1 1%	-	1 *%	-	1 *%	4 1%	2 *%	3 1%	-	-	4 *%	3 1%	5 *%	3 *%	6 1%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----36.32-----> 95%*								<-----32.15-----> 100%			<-----16.86-----> 85%*				<-----10.11-----> 96%		<-----4.65-----> 68%		<-----11.07-----> 97%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1G. Do you discover new music often, sometimes, rarely or never: At concerts?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	179	22	157	8	172	10	169	164	15	88	91	29	135	148	19	100	66	64	102	35	132
	9%	11%	9%	5%	9%	13%	9%	9%	12%	9%	9%	7%	9%	8%	8%	9%	7%	8%	9%	8%	8%
					D																
Sometimes	481	45	437	38	443	18	463	463	18	236	245	103	399	459	43	281	220	217	285	108	392
	24%	22%	24%	23%	24%	23%	24%	25%	15%	25%	23%	24%	25%	26%	19%	26%	25%	26%	25%	26%	25%
								I													
Rarely	583	47	536	38	545	18	565	564	20	315	268	151	419	526	42	358	209	287	279	139	430
	29%	23%	30%	23%	30%	22%	29%	30%	16%	33%	26%	36%	26%	30%	19%	33%	23%	34%	24%	33%	27%
								I		K		M				Q		S		U	
Never	753	88	665	81	671	33	720	682	70	314	439	142	621	633	121	357	397	268	481	131	623
	38%	43%	37%	49%	37%	41%	37%	36%	56%	33%	42%	33%	39%	36%	53%	32%	44%	32%	42%	31%	39%
				E					H		J		L		N		P		R		T
Don't know/Refuse	7	1	6	-	7	1	6	5	2	3	4	1	8	7	2	5	3	5	4	4	5
	0.3%	0.5%	0.3%		0.4%	0.1%	0.3%	0.3%	0.1%	0.1%	0.3%	0.1%	0.5%	0.4%	0.1%	0.3%	0.3%	0.5%	0.3%	0.3%	0.3%
CHI-SQUARE SIGNIFICANCE	<-----6.06----->	<-----13.45----->	<-----3.92----->	<-----30.77----->	<-----21.04----->	<-----15.26----->	<-----30.3----->	<-----35.28----->	<-----31.22----->	<-----13.14----->											
	81%*		99%*		58%*		100%*		100%		100%		100%		100%		100%		100%		99%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1H. Do you discover new music often, sometimes, rarely or never: At retail stores?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	110 5%	40 8% CDEH	69 5%	3 2%	39 5%	6 4%	13 6%	9 3%	39 7%	39 5%	29 5%	52 4%	30 8% LN	7 4%	21 9%	94 6%	16 4%	65 7% S	41 4%	63 5%	43 5%
Sometimes	408 20%	116 23% DH	292 19%	21 15%	167 22% DH	30 23% DH	36 18%	37 14%	101 18%	169 22%	127 20%	247 20%	80 22%	36 21%	44 18%	325 20%	84 22%	193 20%	208 21%	233 20%	178 21%
Rarely	574 29%	138 28%	435 29%	51 34%	208 27%	38 29%	66 32%	72 28%	176 32% K	231 30% K	151 24%	356 29%	102 29%	52 30%	61 26%	466 29%	108 28%	270 28%	282 28%	363 32% U	188 22%
Never	907 45%	198 40%	709 47% B	72 49%	346 45%	57 43%	90 44%	144 55% BEFG	232 42%	337 43%	326 51% IJ	572 47% M	144 40%	77 45%	113 47%	728 45%	179 46%	437 45%	469 47%	490 43%	430 51% T
Don't know/Refuse	4 *%	2 *%	2 *%	-	1 *%	1 1%	-	-	-	1 *%	2 *%	1 *%	2 1%	-	-	3 *%	2 *%	2 *%	3 *%	2 *%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----46.21----->				<-----22.89----->				<-----26.07----->				<-----3.19----->		<-----7.07----->		<-----23.48----->				
	100%*				100%*				99%*				47%*		87%		100%				

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE1H. Do you discover new music often, sometimes, rarely or never: At retail stores?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	110	17	93	9	100	6	104	98	11	47	63	15	91	93	14	71	35	51	56	24	83
	5%	8%	5%	6%	5%	7%	5%	5%	9%	5%	6%	4%	6%	5%	6%	6%	4%	6%	5%	6%	5%
																Q					
Sometimes	408	42	366	38	371	19	389	386	22	180	229	74	338	367	46	229	182	180	230	72	341
	20%	21%	20%	23%	20%	24%	20%	21%	18%	19%	22%	17%	21%	21%	20%	21%	20%	21%	20%	17%	22%
																					T
Rarely	574	47	526	41	533	18	556	559	15	309	264	141	408	518	34	360	193	273	279	142	411
	29%	23%	29%	25%	29%	23%	29%	30%	12%	32%	25%	33%	26%	29%	15%	33%	22%	32%	24%	34%	26%
								I		K		M		O		Q		S		U	
Never	907	95	812	77	830	36	871	832	75	419	487	195	740	792	131	441	481	336	582	178	743
	45%	47%	45%	47%	45%	46%	45%	44%	60%	44%	47%	46%	47%	45%	58%	40%	54%	40%	51%	43%	47%
									H						N		P		R		
Don't know/Refuse	4	-	4	-	4	-	4	3	2	1	3	-	5	3	2	-	4	1	4	1	4
	0.2%	0%	0.2%	0%	0.2%	0%	0.2%	0.1%	0.1%	0.05%	0.1%	0%	0.2%	0.1%	0.1%	0%	0.4%	0.1%	0.4%	0.05%	0.2%
CHI-SQUARE SIGNIFICANCE	<-----6.36----->	<-----1.96----->	<-----2.44----->	<-----29.89----->	<-----14.23----->	<-----13.58----->	<-----26.61----->	<-----53.07----->	<-----26.52----->	<-----12.19----->											
	83%*		26%*		34%*		100%*		99%		99%		100%*		100%		100%		98%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE11. Do you discover new music often, sometimes, rarely or never: Through awards like the Juno Awards?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	175 9%	63 13% CEFGH	112 7%	14 10%	63 8%	8 6%	11 6%	16 6%	35 6%	68 9%	65 10%	86 7%	51 14%	22 13%	15 6%	136 8%	39 10%	73 8%	108 11%	111 10%	77 9%
Sometimes	522 26%	123 25%	400 27%	44 30%	200 26%	34 26%	53 26%	68 26%	130 24%	198 25%	187 29%	307 25%	97 27%	39 23%	78 33%	424 26%	98 25%	210 22%	309 31%	325 28%	209 25%
Rarely	478 24%	130 26%	348 23%	34 23%	170 22%	32 24%	57 28%	55 21%	147 27%	194 25%	122 19%	300 24%	85 24%	43 25%	50 21%	397 25%	81 21%	226 23%	224 22%	291 25%	163 19%
Never	819 41%	177 36%	643 43% B	55 37%	326 43% B	57 43%	82 40%	123 47% B	236 43%	317 41%	255 40%	530 43% M	122 34%	68 39%	96 40%	650 40%	169 44%	450 47% S	359 36%	421 37%	384 46% T
Don't know/Refuse	8 *%	3 1%	5 *%	-	2 *%	1 1%	1 1%	1 *%	-	-	7 1%	3 *%	3 1%	1 *%	1 *%	8 *%	1 *%	6 1%	3 *%	3 *%	9 1% T
CHI-SQUARE SIGNIFICANCE	<-----35.72-----> 94%*								<-----33.58-----> 100%			<-----35.28-----> 100%*				<-----4.59-----> 67%		<-----36.12-----> 100%		<-----24.82-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE11. Do you discover new music often, sometimes, rarely or never: Through awards like the Juno Awards?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	175	18	157	17	158	10	165	155	20	67	108	31	156	154	33	101	87	81	107	34	155
	9%	9%	9%	10%	9%	12%	9%	8%	16%	7%	10%	7%	10%	9%	15%	9%	10%	10%	9%	8%	10%
									H		J				N						
Sometimes	522	60	463	51	472	34	488	490	33	244	277	121	421	468	67	304	230	228	305	118	416
	26%	30%	26%	31%	26%	43%	25%	26%	26%	26%	27%	28%	27%	26%	30%	28%	26%	27%	26%	28%	26%
						G															
Rarely	478	31	447	25	453	9	469	463	16	250	229	110	346	425	33	278	178	215	241	109	349
	24%	16%	25%	15%	25%	11%	24%	25%	13%	26%	22%	26%	22%	24%	15%	25%	20%	26%	21%	26%	22%
			B		D		F	I						O		Q		S			
Never	819	93	726	73	746	26	793	764	55	393	426	163	648	717	90	414	393	315	487	153	653
	41%	46%	40%	44%	41%	33%	41%	41%	44%	41%	41%	38%	41%	40%	40%	38%	44%	37%	42%	37%	41%
																P		R			
Don't know/Refuse	8	0	8	1	8	-	8	6	2	1	7	1	11	9	4	4	7	2	11	3	9
	0.4%	0%	0.4%	0.1%	0.4%	0%	0.4%	0.3%	0.1%	0.1%	0.3%	0.1%	0.5%	0.5%	0.2%	0.4%	0.2%	0.5%	0.3%	0.2%	0.5%
									2%	0.5%	1%	0.5%	1%	1%	2%	1%	1%	1%	1%	1%	1%
																			R		
CHI-SQUARE SIGNIFICANCE	<-----9.2-----> <-----8.03-----> <-----17.42-----> <-----19.98-----> <-----13.25-----> <-----6.93-----> <-----20.82-----> <-----13.47-----> <-----11.35-----> <-----5.68----->																				
	94%* 91%* 100%* 100%* 99% 86% 100% 99% 98% 78%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1J. Do you discover new music often, sometimes, rarely or never: Through articles in newspapers and magazines?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	495	1,508	147	761	132	205	262	548	777	636	1,227	357	172	240	1,615	388	966	1,003	1,151	842
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Often	215	71	145	14	89	10	16	16	50	74	86	113	55	19	28	176	39	86	128	123	103
	11%	14%	10%	9%	12%	8%	8%	6%	9%	9%	14%	9%	15%	11%	12%	11%	10%	9%	13%	11%	12%
		CFGH			H						IJ		L						R		
Sometimes	630	161	469	45	243	40	58	82	155	243	220	384	109	54	81	508	122	294	334	385	255
	31%	32%	31%	31%	32%	31%	28%	31%	28%	31%	35%	31%	31%	31%	34%	31%	31%	30%	33%	33%	30%
Rarely	468	121	347	30	164	29	66	57	129	202	124	286	86	46	49	382	86	237	217	285	171
	23%	24%	23%	20%	22%	22%	32%	22%	24%	26%	19%	23%	24%	26%	20%	24%	22%	25%	22%	25%	20%
							BCDEFH			K										U	
Never	688	143	545	58	265	51	65	106	214	258	205	443	107	53	83	547	141	346	324	358	310
	34%	29%	36%	39%	35%	39%	31%	40%	39%	33%	32%	36%	30%	31%	34%	34%	36%	36%	32%	31%	37%
			B	B	B	B		B				M								T	
Don't know/Refuse	2	-	2	-	1	1	0	-	-	-	1	1	-	-	-	2	-	2	-	-	3
	*%		*%		*%	1%	*%				*%	*%				*%		*%			*%
CHI-SQUARE SIGNIFICANCE	<-----42.07----->				<-----24.6----->				<-----16.95----->				<-----1.56----->		<-----13.79----->		<-----15.59----->				
	99%*				100%*				85%*				18%*		99%		100%				

Comparison Groups: BCDEFH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE1J. Do you discover new music often, sometimes, rarely or never: Through articles in newspapers and magazines?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Often	215	27	189	19	196	8	207	193	22	96	120	36	186	192	35	128	97	86	141	50	178
	11%	13%	10%	12%	11%	10%	11%	10%	18%	10%	11%	9%	12%	11%	15%	12%	11%	10%	12%	12%	11%
									H												
Sometimes	630	53	577	54	576	27	603	590	39	286	343	149	493	567	74	370	268	255	382	129	511
	31%	26%	32%	33%	31%	34%	31%	31%	31%	30%	33%	35%	31%	32%	33%	34%	30%	30%	33%	31%	32%
Rarely	468	40	428	28	440	17	450	457	11	259	208	110	350	434	24	272	187	226	232	106	352
	23%	20%	24%	17%	24%	22%	23%	24%	9%	27%	20%	26%	22%	24%	11%	25%	21%	27%	20%	25%	22%
								I		K				O		Q		S			
Never	688	82	606	64	623	27	661	636	52	313	375	130	550	578	93	331	341	274	393	131	539
	34%	41%	34%	39%	34%	34%	34%	34%	41%	33%	36%	30%	35%	33%	41%	30%	38%	33%	34%	31%	34%
									N						P						
Don't know/Refuse	2	-	2	-	2	-	2	1	1	1	1	-	3	2	1	-	2	-	3	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHI-SQUARE SIGNIFICANCE	<-----7.06----->	<-----4.89----->	<-----3.37----->	<-----24.68----->	<-----14.86----->	<-----9.48----->	<-----26.39----->	<-----17.39----->	<-----15.08----->	<-----2.77----->											
	87%*	70%*	2%*	100%*	99%	95%*	100%*	100%*	100%*												

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

Table QE2 Page 142

QE2. In the past 3 months, have you used social media such as Facebook or Twitter to recommend music to your friends or Twitter followers?  
 Base: Respondents who access a social media network at least once a month  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,298 100%	295 100%	1,003 100%	107 100%	493 100%	84 100%	148 100%	171 100%	486 100%	532 100%	258 100%	775 100%	210 100%	124 100%	185 100%	1,069 100%	229 100%	572 100%	623 100%	1,151 100%	-
UNWEIGHTED TOTAL	1,151	331	820	136	297	114	146	127	245	491	392	675	233	106	133	929	222	528	623	1,151	-
Yes	451 35%	90 31%	361 36% G	39 37%	196 40% BG	27 33%	40 27%	58 34%	260 54% JK	153 29% K	34 13%	258 33% M	54 26%	50 40% M	89 48% LM	367 34%	85 37%	229 40% S	151 24%	323 28%	-
No	846 65%	205 69% E	641 64%	68 63%	296 60%	57 67%	108 73% CE	112 66%	225 46%	379 71% I	222 86% IJ	517 67% O	156 74% LNO	74 60%	95 51%	701 66%	144 63%	343 60%	471 76% R	827 72%	-
Don't know/Refuse	1 *%	-	1 *%	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 *%	1 *%	-	-	1 *%	1 *%	-
CHI-SQUARE SIGNIFICANCE	<-----13.71-----> 68%*								<-----138.37-----> 100%*			<-----29.41-----> 100%*				<-----.8-----> 33%*		<-----35.32-----> 100%*		<-----.0-----> %*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE2. In the past 3 months, have you used social media such as Facebook or Twitter to recommend music to your friends or Twitter followers?  
 Base: Respondents who access a social media network at least once a month  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,298	107	1,191	114	1,184	53	1,245	1,292	6	743	554	322	853	1,132	18	802	346	634	513	300	851
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,151	108	1,043	83	1,068	35	1,116	1,144	7	591	559	298	853	1,132	18	802	346	634	513	300	851
Yes	451	40	411	35	416	32	419	450	2	291	160	100	248	321	2	274	49	218	105	86	237
	35%	37%	35%	31%	35%	61%	34%	35%	27%	39%	29%	31%	29%	28%	11%	34%	14%	34%	20%	29%	28%
						G				K				O		Q		S			
No	846	67	779	79	767	20	825	841	4	452	393	222	604	810	16	528	296	416	407	214	613
	65%	63%	65%	69%	65%	39%	66%	65%	73%	61%	71%	69%	71%	72%	89%	66%	86%	66%	79%	71%	72%
						F				J					N		P		R		
Don't know/Refuse	1	-	1	-	1	-	1	1	-	-	1	-	1	1	-	-	1	-	1	-	1
	*%		*%		*%		*%	*%			*%		*%	*%			*%		*%		*%
CHI-SQUARE SIGNIFICANCE	<-----.41----->		<-----.96----->		<-----17.19----->		<-----.16----->		<-----15.62----->		<-----.82----->		<-----2.63----->		<-----49.78----->		<-----28.18----->		<-----.42----->		
	19%*		38%*		100%*		8%*		100%*		34%*		73%*		100%*		100%*		19%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE3A. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to music from the Internet for free with advertising between songs?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
4 - Very likely	222 11%	38 8%	184 12% B	25 17% BG	99 13% B	17 13%	17 8%	27 10%	96 17% JK	92 12% K	32 5%	134 11% M	22 6%	16 9%	49 20% LMN	180 11%	42 11%	110 11%	88 9%	151 13% U	33 4%
3 - Somewhat likely	449 22%	93 19%	355 24% B	29 20%	199 26% BF	25 19%	44 21%	58 22%	177 32% JK	177 23% K	87 14%	290 24% M	62 17%	41 24%	55 23%	388 24% Q	60 16%	210 22%	186 19%	282 25% U	90 11%
2 - Not very likely	500 25%	138 28%	363 24%	36 25%	174 23%	31 23%	60 29%	62 24%	123 22%	215 28%	148 23%	296 24%	101 28%	45 26%	56 23%	408 25%	92 24%	240 25%	259 26%	305 26%	198 24%
1 - Not at all likely	813 41%	220 44% E	593 39%	55 37%	284 37%	57 43%	82 40%	115 44%	147 27%	290 37% I	362 57% IJ	496 40% LO	170 47% LO	68 40%	78 32%	624 39%	189 49% P	395 41%	461 46% R	404 35%	509 60% T
Already subscribe	8 *%	3 1%	5 *%	1 1%	4 *%	-	-	1 *%	4 1%	2 *%	1 *%	6 *%	1 *%	1 1%	-	7 *%	1 *%	6 1%	2 *%	5 *%	2 *%
Don't know/Refuse	11 1%	4 1%	7 *%	2 1%	2 *%	2 1%	2 1%	-	2 *%	2 *%	7 1% J	5 *%	2 1%	1 *%	2 1%	8 *%	3 1%	6 1%	7 1%	4 *%	10 1% T
Top 2 Box	670 33%	131 26%	539 36% B	54 36% B	298 39% BG	42 32%	61 30%	85 32%	272 50% JK	269 35% K	119 19%	424 35% M	84 23%	57 33% M	104 43% LM	568 35% Q	102 26%	320 33% S	274 27%	433 38% U	123 15%
Bottom 2 Box	1,313 66%	357 72% CDE	956 63%	91 62%	458 60%	88 67%	142 69% E	177 68%	270 49%	504 65% I	509 80% IJ	792 65% LO	271 76% LNO	113 66%	134 56%	1,032 64%	282 73% P	634 66%	720 72% R	709 62%	707 84% T
Mean	2.0	1.9	2.1 B	2.2 B	2.2 BGH	2.0	2.0	2.0	2.4 JK	2.1 K	1.7	2.1 M	1.8	2.0 M	2.3 LMN	2.1 Q	1.9	2.0 S	1.9	2.2 U	1.6
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
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(Continued)

Table QE3A Page 145

QE3A. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to music from the Internet for free with advertising between songs?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media		
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Standard Deviation	1.04	0.97	1.06	1.11	1.07	1.07	0.98	1.04	1.07	1.04	0.90	1.04	0.93	1.01	1.13	1.04	1.04	1.05	1.00	1.05	0.84	
Standard Error	0.03	0.04	0.03	0.09	0.05	0.08	0.07	0.08	0.07	0.04	0.03	0.04	0.05	0.09	0.10	0.03	0.06	0.04	0.03	0.03	0.03	
CHI-SQUARE SIGNIFICANCE	<-----69.54----->				<-----294.24----->				<-----73.05----->				<-----30.43----->		<-----18.96----->		<-----296.32----->					
	100%*				100%*				100%*				100%*		99%*		100%*					

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE3A. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to music from the Internet for free with advertising between songs?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
4 - Very likely	222 11%	24 12%	198 11%	24 15%	197 11%	17 21%	205 11%	220 12%	2 1%	143 15%	78 7%	58 14%	137 9%	180 10%	4 2%	150 14%	33 4%	106 13%	78 7%	61 15%	122 8%
3 - Somewhat likely	449 22%	45 22%	404 22%	43 26%	405 22%	22 28%	427 22%	439 23%	9 7%	264 28%	185 18%	95 22%	282 18%	364 21%	10 4%	276 25%	99 11%	225 27%	151 13%	91 22%	285 18%
2 - Not very likely	500 25%	45 22%	456 25%	38 23%	462 25%	19 24%	481 25%	485 26%	16 12%	252 26%	249 24%	122 29%	387 24%	478 27%	28 12%	293 27%	211 24%	218 26%	284 25%	114 27%	391 25%
1 - Not at all likely	813 41%	87 43%	726 40%	59 36%	754 41%	21 26%	793 41%	720 38%	93 7%	285 30%	527 50%	147 35%	758 48%	738 42%	177 78%	372 34%	542 61%	282 34%	627 54%	146 35%	768 49%
Already subscribe	8 *%	1 *%	7 *%	-	8 *%	1 1%	7 *%	8 *%	-	7 1%	1 *%	1 *%	6 *%	7 *%	-	6 1%	1 *%	7 1%	-	2 *%	5 *%
Don't know/Refuse	11 1%	1 1%	10 1%	-	11 1%	1 1%	11 1%	6 *%	5 4%	4 *%	7 1%	2 *%	12 1%	6 *%	8 4%	4 *%	9 1%	3 *%	11 1%	3 1%	11 1%
Top 2 Box	670 33%	69 34%	602 33%	67 41%	603 33%	39 48%	632 33%	660 35%	11 9%	407 43%	263 25%	154 36%	419 26%	544 31%	14 6%	426 39%	132 15%	331 39%	229 20%	152 36%	407 26%
Bottom 2 Box	1,313 66%	131 65%	1,182 66%	98 59%	1,216 66%	40 50%	1,274 66%	1,205 64%	109 87%	537 56%	775 74%	270 63%	1,145 72%	1,216 69%	205 90%	665 60%	753 84%	500 59%	911 79%	260 62%	1,159 73%
Mean	2.0	2.0	2.0	2.2	2.0	2.4 G	2.0	2.1 I	1.3	2.3 K	1.8	2.2 M	1.9	2.0 O	1.3	2.2 Q	1.6	2.2 S	1.7	2.2 U	1.8

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE3A. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to music from the Internet for free with advertising between songs?  
Base: All respondents  
Banner 2

	Social Group						Technology Available															
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	1.0	2.0	2.0	
Standard Deviation	1.04	1.07	1.04	1.09	1.04	1.10	1.03	1.04	0.68	1.05	0.98	1.05	1.00	1.02	0.63	1.05	0.83	1.04	0.94	1.07	0.98	
Standard Error	0.03	0.08	0.03	0.11	0.03	0.16	0.03	0.03	0.06	0.04	0.03	0.06	0.03	0.02	0.04	0.03	0.03	0.04	0.03	0.05	0.02	
CHI-SQUARE SIGNIFICANCE	<-----1.18----->		<-----10.19----->			<-----21.68----->		<-----137.24----->			<-----176.26----->		<-----44.12----->		<-----207.47----->		<-----329.98----->		<-----216.92----->		<-----53.3----->	
	1%*		82%*			100%*		100%*			100%*		100%*		100%*		100%*		100%*		100%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

QE3B. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to an unlimited amount of music from the Internet without advertising for a monthly fee?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
4 - Very likely	95 5%	15 3%	80 5% B	7 4%	44 6% B	5 4%	6 3%	17 7%	33 6%	41 5% K	20 3%	59 5% M	8 2%	6 3%	21 9% M	75 5%	20 5%	53 5% S	34 3%	59 5% U	22 3%
3 - Somewhat likely	245 12%	45 9%	200 13% B	15 10%	107 14% B	21 16% B	23 11%	34 13%	83 15% K	101 13% K	53 8%	141 11% M	26 7%	25 14% M	54 22% LM	201 12%	44 11%	128 13%	104 10%	166 14% U	51 6%
2 - Not very likely	546 27%	160 32% CE	386 26%	44 30%	180 24%	37 28%	56 27%	70 27%	182 33% K	216 28% K	138 22%	318 26%	117 33% LO	51 30%	58 24%	465 29% Q	81 21%	258 27%	263 26%	339 29% U	180 21%
1 - Not at all likely	1,097 55%	272 55%	825 55%	82 56%	424 56%	67 51%	115 56%	136 52%	244 44%	412 53% I	419 66% IJ	697 57% O	205 57% O	88 51%	104 43%	856 53%	240 62% P	517 54%	594 59% R	577 50%	582 69% T
Already subscribe	14 1%	1 *% *	13 1% B	-	3 *% *	0 *% *	6 3% BCE	4 1%	6 1%	5 1%	3 *% *	8 1% *	1 *% *	2 1% *	3 1% *	13 1% *	1 *% *	6 1% *	5 *% *	8 1% *	3 *% *
Don't know/Refuse	6 *% *	2 *% *	4 *% *	-	3 *% *	1 1% *	-	1 *% *	-	2 *% *	3 1% *	4 *% *	1 *% *	-	-	4 *% *	2 1% *	3 *% *	3 *% *	2 *% *	4 *% *
Top 2 Box	340 17%	60 12% B	279 19% B	22 15%	151 20% B	27 20% B	29 14%	51 20% B	117 21% K	143 18% K	73 11%	200 16% M	34 9%	30 18% M	75 31% LMN	276 17%	63 16%	181 19% S	138 14%	225 20% U	73 9%
Bottom 2 Box	1,643 82%	432 87% CEFH	1,211 80%	126 85%	605 79%	104 79%	170 83%	206 79%	426 78%	628 81%	557 88% IJ	1,015 83% O	322 90% LNO	139 81% O	162 67%	1,321 82%	322 83%	775 80%	857 85% R	916 80%	762 90% T
Mean	1.7	1.6	1.7 B	1.6	1.7	1.7 B	1.6	1.7 B	1.8 JK	1.7 K	1.5	1.6 M	1.5	1.7 M	2.0 LMN	1.7 Q	1.6	1.7 S	1.6	1.7 U	1.4
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE3B. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to an unlimited amount of music from the Internet without advertising for a monthly fee?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media																
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)															
Standard Deviation	0.87	0.78	0.90	0.84	0.92	0.88	0.81	0.93	0.91	0.89	0.78	0.87	0.73	0.85	1.01	0.87	0.88	0.90	0.81	0.89	0.72															
Standard Error	0.02	0.03	0.03	0.07	0.05	0.07	0.06	0.07	0.06	0.04	0.03	0.03	0.04	0.08	0.09	0.03	0.05	0.03	0.03	0.03	0.03															
CHI-SQUARE SIGNIFICANCE	<-----				65.1	----->				<-----			85.22	----->			<-----		111.09	----->		<-----		14.48	----->		<-----		20.66	----->		<-----		128.98	----->	
					99%*								100%*						100%*					96%*			100%*			100%*						

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE3B. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to an unlimited amount of music from the Internet without advertising for a monthly fee?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
4 - Very likely	95 5%	16 8%	78 4%	13 8%	82 4%	11 13%	84 4%	92 5%	3 2%	58 6%	37 4%	34 8%	52 3%	78 4%	3 1%	61 6%	20 2%	45 5%	36 3%	37 9%	44 3%
3 - Somewhat likely	245 12%	21 10%	224 12%	29 18%	216 12%	17 22%	228 12%	239 13%	6 5%	158 17%	87 8%	65 15%	156 10%	209 12%	11 5%	170 15%	50 6%	131 16%	90 8%	62 15%	159 10%
2 - Not very likely	546 27%	49 24%	498 28%	37 22%	510 28%	15 18%	532 28%	527 28%	19 15%	264 28%	282 27%	122 29%	406 26%	492 28%	29 13%	338 31%	184 21%	249 30%	271 24%	121 29%	400 25%
1 - Not at all likely	1,097 55%	116 58%	980 54%	86 52%	1,010 55%	37 47%	1,059 55%	1,002 53%	94 7%	461 48%	635 61%	194 46%	957 60%	980 55%	180 79%	522 47%	634 71%	407 48%	745 65%	191 46%	967 61%
Already subscribe	14 1%	-	14 1%	-	14 1%	-	14 1%	14 1%	-	11 1%	3 *	8 2%	5 *	11 1%	-	8 1%	3 *	8 1%	3 *	5 1%	6 *
Don't know/Refuse	6 *	-	6 *	1 *	6 *	-	6 *	4 *	2 2%	3 *	3 *	2 *	6 *	3 *	4 2%	2 *	4 *	1 *	6 1%	1 *	6 *
Top 2 Box	340 17%	37 18%	303 17%	42 25%	298 16%	28 35%	312 16%	330 18%	9 7%	216 23%	123 12%	99 23%	208 13%	287 16%	14 6%	231 21%	70 8%	176 21%	126 11%	99 24%	203 13%
Bottom 2 Box	1,643 82%	165 82%	1,478 82%	123 74%	1,520 83%	52 65%	1,591 83%	1,530 81%	113 91%	725 76%	917 88%	317 74%	1,363 86%	1,472 83%	209 92%	860 78%	818 91%	656 78%	1,016 88%	312 75%	1,367 86%
Mean	1.7	1.7	1.7	1.8 E	1.7	2.0 G	1.7	1.7 I	1.3	1.8 K	1.5	1.9 M	1.6	1.7 O	1.3	1.8 Q	1.4	1.8 S	1.5	1.9 U	1.5

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QE3B. How likely are you to subscribe to the following types of services within the next 6 months: A service that allows you to select and listen to an unlimited amount of music from the Internet without advertising for a monthly fee?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	2.0	1.0
Standard Deviation	0.87	0.95	0.86	0.99	0.86	1.11	0.86	0.88	0.68	0.93	0.79	0.97	0.80	0.86	0.61	0.90	0.70	0.90	0.77	0.98	0.79
Standard Error	0.02	0.07	0.02	0.10	0.02	0.16	0.02	0.02	0.06	0.04	0.03	0.05	0.02	0.02	0.04	0.03	0.02	0.03	0.02	0.05	0.02
CHI-SQUARE SIGNIFICANCE	<-----9.51----->		<-----19.52----->			<-----41.11----->		<-----44.06----->		<-----98.05----->		<-----82.57----->		<-----82.55----->		<-----192.55----->		<-----106.01----->		<-----87.94----->	
	78%*		99%*			100%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
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Table QE4 Page 152

QE4. How likely are you to purchase and download music from the Internet within the next 6 months? Would you say...  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
4 - Very likely	448 22%	95 19%	353 23% B	38 26%	163 21%	33 25%	58 28% BE	62 23%	215 39% JK	177 23% K	52 8%	281 23% M	61 17%	51 30% M	54 23%	372 23%	75 19%	220 23% S	181 18%	289 25% U	70 8%
3 - Somewhat likely	344 17%	89 18%	255 17%	24 17%	127 17%	18 14%	40 19%	45 17%	110 20% K	161 21% K	61 10%	200 16%	63 18%	32 19%	48 20%	292 18% Q	53 14%	174 18% S	140 14%	225 20% U	80 10%
2 - Not very likely	392 20%	125 25% CEFGH	267 18%	28 19%	151 20% G	18 14%	26 13%	44 17%	95 17%	163 21%	126 20%	217 18%	97 27% LO	36 21%	41 17%	328 20%	64 16%	185 19%	197 20%	234 20%	158 19%
1 - Not at all likely	808 40%	183 37%	625 41%	57 39%	319 42%	61 47% B	80 39%	107 41%	123 22%	275 35% I	394 62% IJ	526 43% N	135 38%	52 30%	92 39%	614 38%	194 50% P	382 40%	481 48% R	400 35%	528 63% T
Don't know/Refuse	11 1%	4 1%	7 *%	-	1 *%	1 1%	1 *%	4 1% E	5 1%	2 *%	3 *%	2 *%	2 *%	1 1%	5 2% L	8 1%	2 1%	4 *%	4 *%	3 *%	6 1%
Top 2 Box	792 40%	184 37%	608 40%	62 42%	290 38%	51 39%	98 48% BE	107 41%	325 59% JK	338 43% K	114 18%	481 39%	124 35%	83 48% M	102 42%	664 41% Q	128 33%	394 41% S	321 32%	514 45% U	150 18%
Bottom 2 Box	1,200 60%	307 62% G	893 59%	85 58%	470 62% G	79 60%	106 52%	151 58%	218 40%	438 56% I	520 82% IJ	744 61% N	232 65% NO	87 51%	133 56%	943 58% P	257 66% P	567 59%	678 68% R	634 55% T	686 81%
Mean	2.2	2.2	2.2	2.3	2.2	2.2	2.4 BE	2.2	2.8 JK	2.3 K	1.6	2.2	2.1	2.5 LM	2.3	2.3 Q	2.0	2.2 S	2.0	2.4 U	1.6
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0
Standard Deviation	1.20	1.14	1.22	1.23	1.19	1.26	1.26	1.22	1.19	1.17	0.96	1.21	1.11	1.21	1.20	1.19	1.19	1.20	1.16	1.20	0.96
Standard Error	0.03	0.05	0.04	0.10	0.06	0.10	0.09	0.09	0.08	0.05	0.03	0.04	0.06	0.11	0.10	0.03	0.07	0.04	0.04	0.04	0.03
CHI-SQUARE SIGNIFICANCE					<-----49.25-----> 93%*				<-----504.66-----> 100%*				<-----56.04-----> 100%*		<-----27.27-----> 100%*		<-----35.22-----> 100%*		<-----349.05-----> 100%*		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE4. How likely are you to purchase and download music from the Internet within the next 6 months? Would you say...  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
4 - Very likely	448 22%	29 14%	419 23% B	33 20%	415 23%	16 21%	432 22%	444 24% I	3 3%	322 34% K	126 12%	149 35% M	235 15%	355 20% O	3 1%	328 30% Q	31 3%	236 28% S	123 11%	144 35% U	215 14%
3 - Somewhat likely	344 17%	30 15%	315 17%	31 19%	314 17%	18 23%	326 17%	343 18% I	1 1%	220 23% K	124 12%	95 22% M	217 14%	306 17% O	4 2%	251 23% Q	59 7%	172 20% S	137 12%	101 24% U	209 13%
2 - Not very likely	392 20%	45 22%	348 19%	34 20%	358 19%	13 16%	380 20%	382 20% I	10 8%	157 16% J	235 22% J	80 19%	306 19%	369 21% O	26 11%	224 20%	170 19%	183 22%	211 18%	68 16%	326 21% T
1 - Not at all likely	808 40%	98 49% C	710 39%	64 39%	744 40%	32 41%	776 40%	700 37%	108 86% H	250 26% J	557 53% J	101 24%	815 52% L	737 42%	191 84% N	295 27% P	630 70% P	249 30%	672 58% R	103 25% R	824 52% T
Don't know/Refuse	11 1%	-	11 1%	4 2% E	7 4% *	-	11 1%	8 4% *	2 2%	6 1%	5 4% *	-	9 1%	6 4% *	3 1%	3 4% *	5 1%	1 4% *	8 1% R	1 4% *	8 1%
Top 2 Box	792 40%	59 29% B	733 41% B	64 39% B	729 40%	35 44%	758 39%	788 42% I	5 4%	543 57% K	250 24%	245 57% M	452 29%	661 37% O	7 3%	579 53% Q	90 10%	408 49% S	260 23%	245 59% U	424 27%
Bottom 2 Box	1,200 60%	143 71% C	1,057 59%	97 59%	1,103 60%	45 56%	1,155 60%	1,082 58%	118 94% H	407 43% J	792 76% J	181 43%	1,121 71% L	1,106 62%	217 96% N	519 47% P	800 89% P	432 51%	883 77% R	171 41% R	1,150 73% T
Mean	2.2	1.9	2.2 B	2.2	2.2	2.2	2.2	2.3 I	1.2	2.6 K	1.8	2.7 M	1.9	2.2 O	1.2	2.6 Q	1.4	2.5 S	1.7	2.7 U	1.9
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	3.0	1.0	3.0	1.0	2.0	1.0	3.0	1.0	2.0	1.0	3.0	1.0
Standard Deviation	1.20	1.10	1.20	1.17	1.20	1.19	1.20	1.20	0.59	1.20	1.05	1.18	1.12	1.17	0.52	1.18	0.77	1.19	1.04	1.19	1.09

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE4. How likely are you to purchase and download music from the Internet within the next 6 months? Would you say...  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.03	0.08	0.03	0.12	0.03	0.18	0.03	0.03	0.05	0.05	0.03	0.07	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----23.26----->		<-----12.42----->		<-----3.41----->		<-----197.98----->		<-----468.8----->		<-----268.53----->		<-----267.38----->		<-----877.6----->		<-----342.32----->		<-----313.93----->		
	100%*		95%*		24%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5A. Please rate your level of agreement with the following statements: It is important that Canadians have access to music by Canadian artists.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,198 60%	238 48%	960 64% B	99 67% BG	513 67% BGH	84 63% B	116 57% B	149 57% B	315 57% B	492 63% B	374 59% B	785 64% M	173 48% M	101 59% M	139 58% M	968 60% M	230 59% M	532 55% M	637 64% R	698 61% R	476 57% R
4 - Somewhat agree	632 32%	223 45% CDEFGH	408 27%	36 24%	184 24%	36 27%	68 33% E	85 32% E	177 32% E	230 30% E	207 33% E	331 27% LNO	164 46% LNO	57 33% LNO	76 32% LNO	508 31% LNO	124 32% LNO	337 35% S	293 29% S	365 32% S	287 34% S
3 - Neither agree or disagree	85 4%	21 4%	64 4%	9 6%	28 4%	6 4%	10 5%	11 4%	30 6%	28 4%	24 4%	52 4%	13 4%	9 5%	10 4%	70 4%	15 4%	38 4%	42 4%	50 4%	31 4%
2 - Somewhat disagree	45 2%	9 2%	36 2%	2 1%	22 3%	1 1%	5 2%	5 2%	18 3%	14 2%	12 2%	23 2%	6 2%	3 2%	12 5%	37 2%	8 2%	29 3% S	15 1% S	23 2% S	17 2% S
1 - Strongly disagree	27 1%	1 *% B	26 2% B	1 1%	9 1%	4 3% B	3 1% B	9 4% B	2 *% B	11 1% B	14 2% I	23 2% M	1 *% M	1 1% M	1 1% M	18 1% M	9 2% M	21 2% S	8 1% S	9 1% S	22 3% T
Don't know/Refuse	17 1%	3 1%	14 1%	-	7 1%	1 1%	3 1%	3 1%	6 1%	3 *% B	6 1% B	12 1% B	2 1% B	-	2 1% B	14 1% B	3 1% B	9 1% B	8 1% B	6 1% B	9 1% B
Top 2 Box	1,829 91%	461 93%	1,369 91%	135 92%	697 91%	120 91%	184 90%	234 89%	492 90%	722 93%	581 91%	1,116 91%	337 94% L	158 92% L	215 89% L	1,476 91% L	354 91% L	868 90% R	930 93% R	1,063 92% R	763 91% R
Bottom 2 Box	71 4%	10 2%	62 4% B	3 2%	30 4%	6 4%	8 4%	14 6%	20 4%	24 3% B	26 4% B	47 4% M	6 2% M	5 3% M	13 5% M	55 3% M	17 4% M	50 5% S	23 2% S	32 3% S	39 5% T
Mean	4.5	4.4	4.5 B	4.6 BH	4.6 BH	4.5	4.4	4.4	4.4	4.5	4.5	4.5 M	4.4	4.5	4.4	4.5	4.4	4.4	4.5 R	4.5 U	4.4
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.79	0.67	0.83	0.74	0.79	0.89	0.82	0.93	0.78	0.77	0.84	0.83	0.66	0.76	0.83	0.78	0.85	0.88	0.72	0.74	0.87

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QE5A Page 156

QE5A. Please rate your level of agreement with the following statements: It is important that Canadians have access to music by Canadian artists.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.02	0.03	0.03	0.06	0.04	0.07	0.06	0.07	0.05	0.03	0.03	0.03	0.03	0.07	0.07	0.02	0.05	0.03	0.02	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----110.31----->								<-----20.6----->			<-----68.51----->				<-----3.98----->		<-----33.98----->		<-----20.01----->	
	100%*								89%*			100%*				22%*		100%*		99%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5A. Please rate your level of agreement with the following statements: It is important that Canadians have access to music by Canadian artists.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,198	142	1,055	96	1,102	55	1,142	1,121	77	577	620	278	909	1,041	134	694	482	500	669	257	917
	60%	71%	59%	58%	60%	69%	59%	60%	61%	60%	59%	65%	57%	59%	59%	63%	54%	59%	58%	62%	58%
		C										M			Q						
4 - Somewhat agree	632	48	583	58	574	16	616	592	40	297	334	111	542	577	79	317	335	268	387	126	530
	32%	24%	32%	35%	31%	19%	32%	32%	32%	31%	32%	26%	34%	33%	35%	29%	37%	32%	34%	30%	34%
			B				F						L			P					
3 - Neither agree or disagree	85	3	82	5	80	5	80	83	2	44	41	17	64	77	5	47	35	42	40	15	67
	4%	2%	5%	3%	4%	7%	4%	4%	1%	5%	4%	4%	4%	4%	2%	4%	4%	5%	3%	4%	4%
			B					I						O							
2 - Somewhat disagree	45	2	43	4	41	1	43	42	3	19	26	7	33	36	4	19	21	14	26	8	32
	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
1 - Strongly disagree	27	4	23	1	26	2	25	25	2	13	13	8	23	27	4	17	14	12	18	7	24
	1%	2%	1%	*%	1%	3%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%
Don't know/Refuse	17	1	16	1	16	-	17	15	2	5	12	4	11	15	1	7	8	5	11	4	12
	1%	1%	1%	*%	1%		1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Top 2 Box	1,829	191	1,639	154	1,675	71	1,759	1,713	116	874	954	389	1,451	1,618	213	1,011	817	768	1,056	383	1,447
	91%	95%	91%	93%	91%	89%	91%	91%	93%	91%	91%	91%	92%	91%	94%	92%	91%	91%	92%	92%	91%
Bottom 2 Box	71	6	65	5	67	3	68	67	5	32	39	15	56	63	8	36	35	26	44	15	56
	4%	3%	4%	3%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	3%	4%	3%	4%	4%	4%
Mean	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.5
		C														Q					
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.79	0.76	0.80	0.72	0.80	0.90	0.79	0.80	0.77	0.79	0.80	0.81	0.79	0.80	0.78	0.79	0.81	0.79	0.80	0.80	0.80
Standard Error	0.02	0.06	0.02	0.07	0.02	0.13	0.02	0.02	0.06	0.03	0.03	0.05	0.02	0.02	0.05	0.02	0.03	0.03	0.02	0.04	0.02
CHI-SQUARE SIGNIFICANCE		<-----14.44----->	<-----3.25----->	<-----8.34----->	<-----4.0----->	<-----3.5----->	<-----11.47----->	<-----3.17----->	<-----20.46----->	<-----5.75----->	<-----2.41----->										
		96%*		14%*		70%*		22%*		16%*		88%*		13%*		100%*		43%*		7%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5B. Please rate your level of agreement with the following statements: Listening to music contributes to your quality of life.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,232 61%	254 51%	977 65% B	95 64% B	508 67% BG	93 71% BG	119 58%	163 62% B	346 63%	482 62%	382 60%	802 65% M	174 49% M	111 64% M	144 60% M	987 61%	245 63%	571 59%	636 63%	730 63% U	473 56%
4 - Somewhat agree	559 28%	178 36% CDEFH	381 25%	38 26%	179 24%	31 23%	66 32% E	67 26%	143 26%	220 28%	183 29%	302 25%	136 38% LN	49 28%	71 30%	460 28%	99 26%	291 30%	264 26%	323 28%	255 30%
3 - Neither agree or disagree	91 5%	24 5% DF	67 4% D	2 1%	38 5% DF	2 2%	4 2%	20 8% DFG	35 6%	30 4%	23 4%	59 5% M	20 6% M	5 3%	6 2%	70 4%	21 5%	36 4%	43 4%	45 4%	33 4%
2 - Somewhat disagree	68 3%	27 5% CEH	42 3% H	8 6% H	16 2%	4 3%	12 6% EH	2 1%	14 3%	28 4%	25 4%	32 3%	18 5%	4 2%	12 5%	54 3%	14 4%	39 4%	36 4%	33 3%	46 5% T
1 - Strongly disagree	37 2%	7 1%	30 2% F	4 3%	16 2%	1 *% F	1 1%	8 3%	8 2%	12 2%	16 2%	25 2%	4 1%	3 2%	5 2%	33 2%	4 1%	22 2%	13 1%	12 1%	25 3% T
Don't know/Refuse	16 1%	6 1%	11 1%	-	4 *% F	2 1%	3 2%	2 1%	2 *% F	5 1%	8 1%	7 1%	6 2%	-	3 1%	12 1%	5 1%	7 1%	11 1%	8 1%	10 1%
Top 2 Box	1,791 89%	433 87%	1,358 90%	133 90%	688 90%	124 94% B	184 90%	230 88%	489 89%	702 90%	566 89%	1,104 90%	310 87%	160 93% M	215 90%	1,447 90%	344 89%	862 89%	900 90%	1,053 91% U	728 86%
Bottom 2 Box	105 5%	33 7%	72 5%	12 8% F	32 4%	4 3%	13 6%	10 4%	22 4%	40 5%	41 6%	57 5%	22 6%	7 4%	17 7%	87 5%	18 5%	60 6%	49 5%	45 4%	71 8% T
Mean	4.5	4.3	4.5 B	4.4	4.5 B	4.6 BCDGH	4.4	4.4	4.5	4.5	4.4	4.5 M	4.3	4.5 M	4.4	4.4	4.5	4.4	4.5	4.5 U	4.3
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE5B. Please rate your level of agreement with the following statements: Listening to music contributes to your quality of life.  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	0.88	0.90	0.86	0.98	0.86	0.70	0.85	0.90	0.85	0.86	0.92	0.87	0.87	0.82	0.92	0.88	0.84	0.91	0.84	0.79	1.00
Standard Error	0.02	0.04	0.03	0.08	0.04	0.05	0.06	0.07	0.05	0.03	0.03	0.03	0.04	0.07	0.08	0.03	0.05	0.03	0.03	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----97.45----->								<-----17.02----->			<-----54.14----->				<-----5.5----->		<-----9.48----->		<-----42.83----->	
	100%*								75%*			100%*				40%*		78%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5B. Please rate your level of agreement with the following statements: Listening to music contributes to your quality of life.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,232 61%	132 65%	1,100 61%	93 57%	1,138 62%	52 65%	1,180 61%	1,166 62%	65 52%	618 65%	613 59%	286 67%	930 59%	1,086 61%	118 52%	728 66%	476 53%	511 61%	687 60%	281 67%	923 58%
4 - Somewhat agree	559 28%	50 25%	509 28%	51 31%	508 28%	18 22%	541 28%	523 28%	36 29%	245 26%	314 30%	103 24%	473 30%	510 29%	71 31%	291 26%	287 32%	245 29%	334 29%	100 24%	480 30%
3 - Neither agree or disagree	91 5%	7 3%	84 5%	13 8%	78 4%	3 4%	88 5%	90 5%	1 1%	41 4%	50 5%	17 4%	65 4%	77 4%	2 1%	40 4%	39 4%	39 5%	40 3%	15 4%	64 4%
2 - Somewhat disagree	68 3%	7 4%	61 3%	4 3%	64 3%	4 5%	64 3%	56 3%	13 10%	27 3%	41 4%	11 3%	68 4%	61 3%	19 8%	20 2%	60 7%	29 3%	51 4%	13 3%	67 4%
1 - Strongly disagree	37 2%	5 2%	32 2%	3 2%	34 2%	3 4%	33 2%	31 2%	5 4%	19 2%	18 2%	6 2%	30 2%	26 1%	11 5%	13 1%	24 3%	12 1%	25 2%	7 2%	30 2%
Don't know/Refuse	16 1%	1 1%	15 1%	-	16 1%	-	16 1%	12 1%	5 4%	6 1%	10 1%	2 1%	16 1%	13 1%	6 3%	9 1%	9 1%	5 1%	14 1%	1 *	18 1%
Top 2 Box	1,791 89%	182 90%	1,609 89%	145 88%	1,646 90%	70 87%	1,721 89%	1,689 90%	102 81%	863 90%	927 89%	390 92%	1,403 89%	1,596 90%	189 83%	1,019 93%	763 85%	756 90%	1,021 89%	381 91%	1,403 89%
Bottom 2 Box	105 5%	12 6%	93 5%	8 5%	97 5%	7 9%	98 5%	87 5%	18 14%	46 5%	59 6%	17 4%	98 6%	87 5%	30 13%	33 3%	84 9%	41 5%	76 7%	20 5%	97 6%
Mean	4.5	4.5	4.4	4.4	4.5	4.4	4.5	4.5	4.2	4.5	4.4	4.5	4.4	4.5	4.2	4.6	4.3	4.5	4.4	4.5	4.4

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE5B. Please rate your level of agreement with the following statements: Listening to music contributes to your quality of life.  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.88	0.92	0.87	0.88	0.88	1.05	0.87	0.85	1.16	0.86	0.89	0.81	0.90	0.85	1.14	0.76	1.01	0.85	0.92	0.84	0.90
Standard Error	0.02	0.07	0.02	0.09	0.02	0.15	0.02	0.02	0.09	0.04	0.03	0.05	0.02	0.02	0.08	0.02	0.03	0.03	0.03	0.04	0.02
CHI-SQUARE SIGNIFICANCE	<-----3.16----->		<-----7.32----->		<-----6.44----->		<-----64.12----->		<-----10.63----->		<-----14.58----->		<-----66.14----->		<-----92.73----->		<-----8.88----->		<-----14.35----->		
	13%*		60%*		51%*		100%*		84%*		96%*		100%*		100%*		74%*		95%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5C. Please rate your level of agreement with the following statements: It is important to you as a Canadian that Canadian artists gain international recognition.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,146 57%	229 46%	917 61% BG	90 61% BG	492 65% BG	80 60% B	103 50%	153 58% B	318 58% B	450 58%	361 57%	738 60% M	166 46% M	90 53%	151 63% M	913 57%	233 60%	514 53%	596 59% R	658 57%	451 54%
4 - Somewhat agree	572 29%	199 40% CDEFGH	373 25%	35 24%	162 21%	36 27%	64 31% E	77 30% E	134 25%	218 28%	202 32% I	306 25% LO	149 42% LO	57 33%	59 24%	471 29%	102 26%	300 31%	290 29%	342 30%	276 33%
3 - Neither agree or disagree	155 8%	42 9%	112 7%	13 9%	51 7%	11 9%	21 10%	16 6%	63 11% K	57 7%	31 5%	93 8%	30 8%	12 7%	18 8%	130 8%	24 6%	70 7%	71 7%	97 8% U	43 5%
2 - Somewhat disagree	72 4%	18 4%	53 4%	5 4%	26 3%	3 2%	11 5%	8 3%	23 4%	27 3%	21 3%	44 4%	9 3%	10 6%	7 3%	57 4%	14 4%	49 5% S	22 2%	36 3%	34 4%
1 - Strongly disagree	38 2%	2 *% B	36 2% B	1 1%	24 3% BF	1 1%	4 2%	5 2%	6 1%	21 3%	11 2%	32 3% M	2 *% M	2 1%	3 1%	30 2%	8 2%	26 3% S	11 1%	10 1%	24 3% T
Don't know/Refuse	20 1%	4 1%	16 1%	2 2%	7 1%	2 1%	3 2%	2 1%	4 1%	5 1%	10 2%	14 1%	2 1%	1 *% M	2 1%	14 1%	6 2%	7 1%	13 1%	8 1%	14 2%
Top 2 Box	1,719 86%	429 87%	1,290 86%	125 85%	654 86%	115 87%	166 81%	230 88%	453 83%	668 86%	563 88% I	1,044 85%	314 88%	148 86%	210 87%	1,384 86%	335 86%	815 84%	886 88% R	1,000 87%	727 86%
Bottom 2 Box	110 5%	21 4%	89 6% F	7 5%	50 7% F	3 3%	15 7% F	14 5% F	29 5%	48 6%	32 5%	76 6% M	11 3%	12 7%	10 4%	87 5%	22 6%	74 8% S	33 3%	46 4%	58 7% T
Mean	4.4	4.3	4.4 BG	4.4 BG	4.4 BG	4.5 BG	4.2	4.4	4.4	4.4	4.4	4.4	4.3	4.3	4.5 M	4.4	4.4	4.3	4.5 R	4.4	4.3
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QE5C Page 163  
(Continued)

QE5C. Please rate your level of agreement with the following statements: It is important to you as a Canadian that Canadian artists gain international recognition.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	0.92	0.81	0.95	0.88	0.99	0.79	0.97	0.90	0.92	0.96	0.87	0.96	0.77	0.92	0.86	0.91	0.92	0.99	0.81	0.84	0.96
Standard Error	0.02	0.03	0.03	0.07	0.05	0.06	0.07	0.07	0.06	0.04	0.03	0.03	0.04	0.08	0.07	0.03	0.05	0.04	0.03	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----99.34----->								<-----32.96----->			<-----61.78----->				<-----4.78----->		<-----41.24----->		<-----34.31----->	
	100%*								100%*			100%*				31%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5C. Please rate your level of agreement with the following statements: It is important to you as a Canadian that Canadian artists gain international recognition.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,146	134	1,012	111	1,035	58	1,088	1,069	78	551	594	238	889	976	139	622	490	459	648	229	883
	57%	67%	56%	67%	56%	72%	57%	57%	62%	58%	57%	56%	56%	55%	61%	56%	55%	55%	56%	55%	56%
4 - Somewhat agree	572	48	524	34	538	11	562	541	31	256	316	130	484	556	63	326	293	268	352	125	496
	29%	24%	29%	21%	29%	13%	29%	29%	25%	27%	30%	31%	31%	31%	28%	30%	33%	32%	31%	30%	31%
3 - Neither agree or disagree	155	8	147	10	145	3	151	153	2	86	68	30	109	136	4	92	48	68	72	33	107
	8%	4%	8%	6%	8%	4%	8%	8%	1%	9%	7%	7%	7%	8%	2%	8%	5%	8%	6%	8%	7%
2 - Somewhat disagree	72	7	64	6	66	5	67	65	7	33	38	15	55	59	11	38	32	26	44	18	52
	4%	4%	4%	3%	4%	6%	3%	3%	5%	3%	4%	4%	3%	3%	5%	3%	4%	3%	4%	4%	3%
1 - Strongly disagree	38	3	36	1	37	3	35	34	4	20	19	8	27	29	5	15	19	13	20	7	27
	2%	1%	2%	1%	2%	4%	2%	2%	4%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Don't know/Refuse	20	1	18	3	17	-	20	17	3	9	11	4	18	17	5	8	13	7	15	5	17
	1%	1%	1%	2%	1%		1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Top 2 Box	1,719	182	1,536	145	1,573	68	1,650	1,610	109	807	910	368	1,373	1,532	202	948	783	727	1,000	354	1,379
	86%	90%	85%	88%	86%	86%	86%	86%	87%	84%	87%	86%	87%	86%	89%	86%	87%	86%	87%	85%	87%
Bottom 2 Box	110	10	100	7	103	8	102	99	11	53	57	24	82	88	16	53	51	39	64	25	79
	5%	5%	6%	4%	6%	10%	5%	5%	9%	6%	5%	6%	5%	5%	7%	5%	6%	5%	6%	6%	5%
Mean	4.4	4.5	4.4	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.3	4.4
		C		E																	
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Standard Deviation	0.92	0.84	0.92	0.83	0.92	1.09	0.91	0.91	1.02	0.93	0.90	0.91	0.89	0.89	0.92	0.88	0.90	0.88	0.90	0.92	0.88
Standard Error	0.02	0.06	0.03	0.09	0.02	0.16	0.02	0.02	0.08	0.04	0.03	0.05	0.02	0.02	0.06	0.03	0.03	0.03	0.03	0.05	0.02
CHI-SQUARE SIGNIFICANCE		<-----9.94----->		<-----9.91----->		<-----17.6----->		<-----15.99----->		<-----6.64----->		<-----.36----->		<-----18.07----->		<-----13.01----->		<-----5.43----->		<-----2.74----->	
		81%*		81%*		99%*		97%*		53%*		%*		99%*		93%*		39%*		9%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5D. Please rate your level of agreement with the following statements: You can easily find music by Canadian artists online.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	665 33%	129 26%	536 36% B	63 43% B	261 34% B	47 36% B	73 36% B	92 35% B	224 41% K	292 38% K	144 23%	421 34% M	91 25% M	60 35% M	92 38% M	549 34%	116 30%	319 33%	298 30%	421 37% U	178 21%
4 - Somewhat agree	721 36%	217 44% CDEFGH	504 33%	50 34%	256 34%	44 34%	70 34%	85 32%	223 41% K	287 37% K	194 30%	409 33%	158 44% L	66 38% L	85 35% O	592 37%	129 33%	372 39% S	326 33%	452 39% U	246 29%
3 - Neither agree or disagree	190 9%	44 9%	146 10%	9 6%	77 10%	12 9%	20 10%	28 11%	44 8%	75 10%	64 10%	124 10% O	31 9%	23 13% O	12 5%	149 9%	41 11%	81 8%	103 10%	93 8%	98 12% T
2 - Somewhat disagree	135 7%	37 7%	98 6%	9 6%	51 7%	9 7%	12 6%	18 7%	36 7%	48 6%	49 8%	72 6%	24 7%	11 6%	26 11%	113 7%	22 6%	62 6%	75 7%	72 6%	68 8%
1 - Strongly disagree	80 4%	9 2%	71 5% B	6 4%	39 5% B	6 4%	8 4%	12 5%	6 1%	27 3% I	46 7% IJ	63 5% MN	6 2%	2 1%	8 3%	54 3% P	26 7%	46 5%	41 4%	25 2%	68 8% T
Don't know/Refuse	213 11%	59 12%	154 10%	12 8%	77 10%	14 11%	22 11%	28 11%	14 3%	49 6% I	139 22% IJ	137 11% N	47 13% N	10 6%	18 7%	158 10%	54 14%	86 9%	160 16% R	88 8%	184 22% T
Top 2 Box	1,386 69%	346 70%	1,040 69%	113 77% E	517 68%	91 69%	143 70%	177 67%	448 82% JK	579 74% K	337 53%	831 68%	249 70%	126 73%	177 74%	1,141 71% Q	245 63%	691 72% S	624 62%	873 76% U	424 50%
Bottom 2 Box	214 11%	46 9%	168 11%	14 10%	90 12%	15 11%	20 10%	30 11%	42 8%	74 10%	96 15% IJ	135 11%	30 9%	13 8%	34 14%	166 10%	48 12%	108 11%	116 12%	97 8%	136 16% T
Mean	4.0	4.0	4.0	4.2 BE	3.9	4.0	4.0	4.0	4.2 K	4.1 K	3.7	4.0	4.0	4.1	4.0	4.0 Q	3.9	4.0	3.9	4.1 U	3.6
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE5D. Please rate your level of agreement with the following statements: You can easily find music by Canadian artists online.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.09	0.96	1.12	1.07	1.14	1.12	1.08	1.13	0.92	1.05	1.25	1.13	0.94	0.96	1.12	1.06	1.19	1.10	1.12	0.98	1.27
Standard Error	0.03	0.04	0.04	0.09	0.06	0.09	0.09	0.09	0.06	0.04	0.05	0.04	0.05	0.09	0.10	0.03	0.07	0.04	0.04	0.03	0.05
CHI-SQUARE SIGNIFICANCE	<-----46.11----->								<-----255.8----->			<-----61.19----->				<-----21.65----->		<-----33.49----->		<-----238.55----->	
	69%*								100%*			100%*				100%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5D. Please rate your level of agreement with the following statements: You can easily find music by Canadian artists online.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	665	63	602	49	616	25	640	646	19	356	309	169	437	570	31	428	172	315	284	163	438
	33%	31%	33%	29%	34%	32%	33%	34%	15%	37%	30%	40%	28%	32%	14%	39%	19%	37%	25%	39%	28%
								I		K		M		O		Q		S		U	
4 - Somewhat agree	721	55	666	61	660	33	689	701	20	389	331	161	546	657	46	432	270	352	349	163	540
	36%	27%	37%	37%	36%	41%	36%	37%	16%	41%	32%	38%	35%	37%	20%	39%	30%	42%	30%	39%	34%
			B					I		K				O		Q		S			
3 - Neither agree or disagree	190	25	165	24	165	5	184	178	12	83	106	30	161	174	19	88	104	66	127	30	163
	9%	12%	9%	15%	9%	7%	10%	9%	10%	9%	10%	7%	10%	10%	8%	8%	12%	8%	11%	7%	10%
																	P		R		T
2 - Somewhat disagree	135	13	122	18	117	6	129	123	12	63	72	32	110	113	27	69	70	41	98	25	114
	7%	6%	7%	11%	6%	7%	7%	7%	10%	7%	7%	8%	7%	6%	12%	6%	8%	5%	9%	6%	7%
															N				R		
1 - Strongly disagree	80	19	61	6	74	3	77	61	19	19	61	10	83	60	33	22	71	19	74	11	82
	4%	9%	3%	3%	4%	4%	4%	3%	15%	2%	6%	2%	5%	3%	15%	2%	8%	2%	6%	3%	5%
		C						H		J		L			N		P		R		T
Don't know/Refuse	213	27	186	7	205	8	205	170	43	45	167	23	245	199	71	62	208	48	219	25	245
	11%	13%	10%	4%	11%	10%	11%	9%	34%	5%	16%	5%	15%	11%	31%	6%	23%	6%	19%	6%	15%
				D				H		J		L			N		P		R		T
Top 2 Box	1,386	118	1,268	110	1,276	58	1,328	1,347	39	745	640	331	983	1,227	77	860	442	667	633	326	978
	69%	59%	70%	67%	69%	73%	69%	72%	31%	78%	61%	78%	62%	69%	34%	78%	49%	79%	55%	78%	62%
			B					I		K		M		O		Q		S		U	
Bottom 2 Box	214	32	183	23	191	9	206	183	31	82	133	42	193	173	60	91	141	60	172	36	196
	11%	16%	10%	14%	10%	11%	11%	10%	25%	9%	13%	10%	12%	10%	26%	8%	16%	7%	15%	9%	12%
									H		J				N		P		R		T
Mean	4.0	3.7	4.0	3.8	4.0	4.0	4.0	4.0	3.1	4.1	3.9	4.1	3.9	4.0	3.1	4.1	3.6	4.1	3.7	4.1	3.9
			B					I		K		M		O		Q		S		U	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5D. Please rate your level of agreement with the following statements: You can easily find music by Canadian artists online.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.09	1.31	1.06	1.10	1.08	1.06	1.09	1.04	1.50	0.97	1.18	1.01	1.15	1.05	1.45	0.97	1.25	0.94	1.22	0.99	1.15
Standard Error	0.03	0.11	0.03	0.12	0.03	0.17	0.03	0.03	0.15	0.04	0.04	0.06	0.03	0.03	0.12	0.03	0.05	0.03	0.04	0.05	0.03
CHI-SQUARE SIGNIFICANCE	<-----34.28----->		<-----19.3----->		<-----1.51----->		<-----217.85----->		<-----122.19----->		<-----61.28----->		<-----266.5----->		<-----312.62----->		<-----200.99----->		<-----59.35----->		
	100%*		99%*		2%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5E. Please rate your level of agreement with the following statements: You can easily find music by non-Canadian artists online.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,075 54%	210 42%	865 57% B	87 59% B	423 56% B	72 54% B	119 58% B	165 63% B	403 73% JK	450 58% K	208 33%	695 57% M	146 41%	86 50%	146 61% M	901 56% Q	174 45%	532 55% S	456 45%	676 59% U	264 31%
4 - Somewhat agree	478 24%	171 35% CDEFGH	306 20%	31 21%	165 22%	30 22%	40 19%	41 16%	103 19%	201 26% I	163 26% I	241 20%	129 36% LO	47 27%	59 25%	378 23%	100 26%	243 25%	236 24%	291 25%	211 25%
3 - Neither agree or disagree	134 7%	28 6%	106 7%	8 5%	55 7%	10 8%	15 8%	17 7%	18 3%	49 6% I	62 10% IJ	93 8% O	19 5%	15 9%	7 3%	101 6%	32 8%	54 6%	84 8% R	65 6%	84 10% T
2 - Somewhat disagree	60 3%	21 4% G	39 3%	4 3%	23 3%	4 3%	3 1%	5 2%	7 1%	24 3%	29 5% I	29 2%	16 4%	5 3%	9 4%	45 3%	15 4%	31 3%	37 4%	26 2%	44 5% T
1 - Strongly disagree	70 3%	13 3%	57 4%	5 4%	31 4%	5 4%	5 3%	10 4%	7 1%	10 1%	51 8% IJ	46 4%	10 3%	5 3%	8 3%	49 3%	20 5%	35 4%	47 5%	25 2%	68 8% T
Don't know/Refuse	187 9%	53 11%	134 9%	13 9%	63 8%	12 9%	22 11%	23 9%	11 2%	42 5% I	123 19% IJ	122 10% O	37 10%	14 8%	12 5%	140 9%	47 12%	71 7%	143 14% R	68 6%	171 20% T
Top 2 Box	1,553 78%	381 77%	1,172 78%	118 80%	588 77%	101 77%	159 78%	206 79%	505 92% JK	652 84% K	371 58%	936 76%	276 77%	134 78%	205 85% L	1,279 79% Q	274 71%	775 80% S	692 69%	967 84% U	475 56%
Bottom 2 Box	130 6%	33 7%	96 6%	9 6%	55 7%	9 7%	8 4%	16 6%	14 3%	34 4%	80 13% IJ	76 6%	26 7%	10 6%	17 7%	95 6%	35 9%	66 7%	84 8%	51 4%	112 13% T
Mean	4.3	4.2	4.4 B	4.4 B	4.3	4.3	4.5 B	4.4 B	4.6 JK	4.4 K	3.9	4.4 M	4.2	4.3	4.4 M	4.4 Q	4.2	4.3 S	4.2	4.4 U	3.8
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

(Continued)

Table QE5E Page 170

QE5E. Please rate your level of agreement with the following statements: You can easily find music by non-Canadian artists online.  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media											
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)										
Standard Deviation	1.01	0.96	1.03	1.00	1.06	1.04	0.93	1.03	0.73	0.86	1.28	1.03	0.98	0.99	0.98	0.98	1.14	1.01	1.12	0.89	1.29										
Standard Error	0.03	0.04	0.03	0.08	0.06	0.08	0.07	0.08	0.05	0.04	0.05	0.04	0.05	0.09	0.09	0.03	0.07	0.04	0.04	0.03	0.05										
CHI-SQUARE SIGNIFICANCE	<-----<				78.05	----->				<-----<	410.66	----->				<-----<	69.91	----->		<-----<	26.7	----->		<-----<	45.47	----->		<-----<	316.54	----->	
					100%*						100%*						100%*				100%*				100%*				100%*		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QE5E. Please rate your level of agreement with the following statements: You can easily find music by non-Canadian artists online.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,075	89	987	94	981	44	1,032	1,058	17	647	429	279	688	907	33	689	251	514	426	274	667
	54%	44%	55%	57%	53%	55%	54%	56%	14%	68%	41%	66%	43%	51%	15%	63%	28%	61%	37%	66%	42%
			B					I		K		M		O		Q		S		U	
4 - Somewhat agree	478	51	427	41	437	19	459	450	27	193	284	90	408	457	53	261	248	215	291	95	415
	24%	25%	24%	25%	24%	24%	24%	24%	22%	20%	27%	21%	26%	26%	23%	24%	28%	26%	25%	23%	26%
										J						P					
3 - Neither agree or disagree	134	14	119	15	119	4	130	123	10	50	83	24	124	132	18	65	84	46	103	17	132
	7%	7%	7%	9%	6%	5%	7%	7%	8%	5%	8%	6%	8%	7%	8%	6%	9%	5%	9%	4%	8%
										J						P			R		T
2 - Somewhat disagree	60	10	50	6	53	2	58	49	11	15	45	6	63	48	22	24	44	17	53	3	67
	3%	5%	3%	4%	3%	3%	3%	3%	9%	2%	4%	1%	4%	3%	10%	2%	5%	2%	5%	1%	4%
									H		J		L		N		P		R		T
1 - Strongly disagree	70	17	53	3	67	3	67	50	20	10	60	7	85	59	33	14	79	10	83	10	82
	3%	8%	3%	2%	4%	4%	3%	3%	16%	1%	6%	2%	5%	3%	15%	1%	9%	1%	7%	2%	5%
		C							H		J		L		N		P		R		T
Don't know/Refuse	187	21	165	6	180	7	179	147	40	40	146	20	214	170	68	48	189	39	195	18	219
	9%	11%	9%	4%	10%	9%	9%	8%	32%	4%	14%	5%	14%	10%	30%	4%	21%	5%	17%	4%	14%
					D				H		J		L		N		P		R		T
Top 2 Box	1,553	139	1,414	135	1,418	63	1,490	1,509	44	840	713	369	1,096	1,364	86	950	499	729	717	369	1,082
	78%	69%	78%	82%	77%	79%	77%	80%	36%	88%	68%	87%	69%	77%	38%	86%	56%	87%	62%	88%	68%
			B					I		K		M		O		Q		S		U	
Bottom 2 Box	130	27	103	9	120	5	124	99	30	25	104	12	148	107	55	38	123	27	136	13	149
	6%	13%	6%	6%	7%	7%	6%	5%	24%	3%	10%	3%	9%	6%	24%	3%	14%	3%	12%	3%	9%
		C							H		J		L		N		P		R		T
Mean	4.3	4.0	4.4	4.4	4.3	4.4	4.3	4.4	3.1	4.6	4.1	4.6	4.1	4.3	3.2	4.5	3.8	4.5	4.0	4.6	4.1
			B					I		K		M		O		Q		S		U	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QE5E. Please rate your level of agreement with the following statements: You can easily find music by non-Canadian artists online.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	4.0	5.0	4.0
Standard Deviation	1.01	1.28	0.98	0.94	1.02	1.04	1.01	0.95	1.48	0.77	1.17	0.81	1.15	1.00	1.45	0.82	1.30	0.80	1.25	0.82	1.15
Standard Error	0.03	0.11	0.03	0.10	0.03	0.17	0.03	0.03	0.15	0.03	0.04	0.05	0.03	0.02	0.12	0.03	0.05	0.03	0.04	0.04	0.03
CHI-SQUARE SIGNIFICANCE	<-----41.1----->		<-----9.65----->		<-----.63----->		<-----314.21----->		<-----237.65----->		<-----104.5----->		<-----363.78----->		<-----447.83----->		<-----251.47----->		<-----116.9----->		
	100%*		79%*		%		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

Table QE6 Page 173

QE6. Which of the following four options best applies to the way you will purchase music in the future:  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Option 2: You will download most of your music	582 29%	115 23%	467 31% B	45 30%	224 29% B	41 31% B	76 37% B	81 31% B	235 43% JK	270 35% K	74 12%	370 30% M	73 20%	65 38% M	74 31% M	487 30% Q	96 25%	288 30% S	238 24%	365 32% U	114 14%
Option 3: You will purchase most of your music on CD's or records	526 26%	171 35% CEFGH	355 24%	42 29% FGH	205 27% FGH	23 17%	35 17%	49 19%	104 19%	214 28% I	193 30% I	296 24%	135 38% LNO	35 20%	59 25%	417 26%	109 28%	241 25%	301 30% R	338 29%	218 26%
Option 4: You will only be purchasing CD's or records	495 25%	126 25%	368 24%	35 24%	179 23%	40 30%	48 23%	66 25%	69 13%	152 20% I	261 41% IJ	318 26% N	99 28% N	31 18%	47 20%	375 23%	120 31% P	222 23%	304 30% R	231 20%	357 42% T
Option 1: You will only be downloading music	256 13%	50 10%	206 14% B	14 10%	103 14%	18 13%	31 15%	40 15%	122 22% JK	103 13% K	24 4%	150 12% M	26 7%	30 17% M	49 20% LM	225 14% Q	31 8%	136 14% S	81 8%	158 14% U	36 4%
Don't know/Refuse	144 7%	32 6%	112 7%	11 7%	50 7%	11 8%	15 7%	25 10%	19 3%	37 5%	85 13% IJ	93 8%	25 7%	12 7%	11 5%	111 7%	33 8%	79 8%	79 8%	59 5%	117 14% T
CHI-SQUARE SIGNIFICANCE	<-----57.23-----> 100%								<-----364.5-----> 100%			<-----69.65-----> 100%				<-----20.5-----> 100%		<-----37.25-----> 100%		<-----238.08-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QE6. Which of the following four options best applies to the way you will purchase music in the future:  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Option 2: You will download most of your music	582	44	538	63	520	37	546	579	3	393	189	160	333	478	4	410	72	309	172	167	315
	29%	22%	30%	38%	28%	46%	28%	31%	3%	41%	18%	38%	21%	27%	2%	37%	8%	37%	15%	40%	20%
			B	E		G		I		K		M		O		Q		S		U	
Option 3: You will purchase most of your music on CD's or records	526	57	469	39	488	10	516	499	27	218	308	95	456	515	44	304	253	215	341	84	476
	26%	28%	26%	23%	27%	13%	27%	27%	21%	23%	29%	22%	29%	29%	19%	28%	28%	26%	30%	20%	30%
							F			J		L		O					R		T
Option 4: You will only be purchasing CD's or records	495	68	426	28	466	16	478	433	62	117	377	62	514	467	122	182	407	156	432	64	523
	25%	34%	24%	17%	25%	21%	25%	23%	49%	12%	36%	15%	32%	26%	54%	17%	45%	19%	38%	15%	33%
		C							H		J		L		N		P		R		T
Option 1: You will only be downloading music	256	14	242	25	231	10	247	254	2	185	71	90	125	192	3	168	26	126	68	77	118
	13%	7%	13%	15%	13%	12%	13%	14%	2%	19%	7%	21%	8%	11%	1%	15%	3%	15%	6%	18%	7%
			B					I		K		M		O		Q		S		U	
Don't know/Refuse	144	18	125	10	134	7	137	113	31	43	101	19	154	121	54	37	137	35	138	25	150
	7%	9%	7%	6%	7%	8%	7%	6%	25%	4%	10%	4%	10%	7%	24%	3%	15%	4%	12%	6%	9%
									H		J		L		N		P		R		T
CHI-SQUARE SIGNIFICANCE	<-----18.95----->		<-----10.82----->		<-----14.28----->		<-----136.27----->		<-----294.42----->		<-----146.47----->		<-----195.9----->		<-----472.83----->		<-----233.19----->		<-----147.97----->		
	100%		97%		99%		100%		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1A. How often do you: Watch movies in a theatre or at a drive in?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	3 *%	-	3 *%	-	-	-	-	3 1%	2 *%	-	-	1 *%	-	-	2 1%	3 *%	-	3 *%	-	1 *%	1 *%
At least once per week	63 3%	17 3% G	46 3% G	6 4%	23 3%	6 5% G	3 1%	8 3%	14 3%	31 4%	15 2%	29 2%	13 4%	4 2%	16 7% L	52 3%	10 3%	37 4%	24 2%	38 3%	23 3%
A few times per month	381 19%	96 19% F	285 19% F	29 20%	152 20% F	16 12%	34 16%	54 21% F	161 29% JK	138 18% K	76 12%	232 19%	66 18%	37 22%	46 19%	337 21% Q	44 11%	196 20% S	149 15%	231 20% U	87 10%
A few times a year	1,139 57%	286 58%	853 57%	79 54%	438 58%	77 58%	119 58%	139 53%	326 59% K	479 62% K	315 50%	685 56%	207 58%	111 64%	131 55%	934 58%	205 53%	527 55%	573 57%	680 59% U	422 50%
Never	415 21%	95 19%	320 21%	33 22%	147 19%	32 24%	50 24%	59 22%	45 8%	129 17% I	227 36% IJ	279 23% N	71 20% N	20 12%	45 19%	287 18%	128 33% P	201 21%	255 25% R	199 17%	306 36% T
Don't know/Refuse	3 *%	1 *%	2 *%	0 *%	1 *%	0 *%	-	-	-	-	3 *%	1 *%	1 *%	-	0 *%	2 *%	1 *%	2 *%	2 *%	2 *%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----31.75----->								<-----190.45----->			<-----34.65----->				<-----52.43----->		<-----19.74----->		<-----106.83----->	
	62%*								100%*			100%*				100%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1A. How often do you: Watch movies in a theatre or at a drive in?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	3 *%	2 1%	1 *%	-	3 *%	-	3 *%	1 *%	2 1% H	-	3 *%	-	2 *%	2 *%	-	-	2 *%	-	2 *%	2 *%	-
At least once per week	63 3%	6 3%	57 3%	9 6%	53 3%	7 9%	55 3%	60 3%	2 2%	33 3%	30 3%	13 3%	49 3%	57 3%	4 2%	44 4% Q	16 2%	32 4%	29 3%	15 4%	46 3%
A few times per month	381 19%	24 12%	357 20% B	32 19%	349 19%	18 23%	362 19%	372 20% I	9 7%	244 26% K	136 13%	93 22% M	239 15%	301 17% O	16 7%	222 20% Q	95 11%	183 22% S	132 11%	83 20% U	235 15%
A few times a year	1,139 57%	95 47%	1,044 58% B	95 57%	1,044 57%	43 54%	1,096 57%	1,098 58% I	41 33%	564 59%	575 55%	266 62% M	851 54%	1,032 58% O	77 34%	657 60% Q	450 50%	513 61% S	591 51%	251 60% U	858 54%
Never	415 21%	75 37% C	340 19%	29 18%	386 21%	10 13%	405 21%	346 18%	69 55% H	114 12%	301 29% J	54 13%	437 28% L	379 21%	127 56% N	175 16%	330 37% P	111 13%	394 34% R	64 15%	441 28% T
Don't know/Refuse	3 *%	0 *%	3 *%	0 *%	3 *%	1 1%	2 *%	1 *%	2 2%	1 *%	2 *%	1 *%	4 *%	2 *%	3 1%	3 *%	2 *%	2 *%	3 *%	2 *%	2 *%
CHI-SQUARE SIGNIFICANCE	<-----46.81-----> <-----4.67-----> <-----15.68-----> <-----135.03-----> <-----114.71-----> <-----45.12-----> <-----142.39-----> <-----132.58-----> <-----129.6-----> <-----38.06-----> 100%* 54%* 99%* 100%* 100%* 100%* 100%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1B. How often do you: Rent movies from a rental store?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	6 *%	1 *%	6 *%	-	-	2 2%	-	3 1%	3 1%	2 *%	0 *%	2 *%	-	1 *%	2 1%	6 *%	-	6 1%	1 *%	3 *%	3 *%
At least once per week	79 4%	46 9%	33 2%	7 5%	20 3%	3 2%	2 1%	1 *%	30 5%	31 4%	18 3%	36 3%	36 10%	4 3%	3 1%	54 3%	25 6%	41 4%	38 4%	52 5%	29 3%
		CDEFGH	H	GH	H								LNO			P					
A few times per month	247 12%	112 23%	135 9%	15 10%	81 11%	7 5%	14 7%	17 7%	86 16%	110 14%	46 7%	108 9%	91 25%	27 16%	22 9%	210 13%	37 10%	119 12%	115 11%	159 14%	72 9%
		CDEFGH			F				K	K			LNO	L						U	
A few times a year	546 27%	146 29%	401 27%	46 31%	210 28%	27 21%	38 19%	79 30%	160 29%	235 30%	144 23%	319 26%	103 29%	53 31%	71 29%	429 27%	117 30%	265 27%	255 25%	322 28%	196 23%
		FG	G	FG	G			FG	K	K										U	
Never	1,118 56%	191 39%	928 62%	78 53%	448 59%	92 70%	150 73%	159 61%	268 49%	397 51%	425 67%	757 62%	127 35%	87 50%	143 59%	910 56%	208 54%	531 55%	593 59%	612 53%	538 64%
			BD	B	B	BCDE	BCDEH	B			IJ	MN		M	M						T
Don't know/Refuse	6 *%	1 *%	5 *%	-	2 *%	-	1 *%	3 1%	2 *%	2 *%	3 *%	5 *%	1 *%	-	1 *%	5 *%	1 *%	5 1%	1 *%	3 *%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----234.89-----> 100%*								<-----57.44-----> 100%*			<-----152.96-----> 100%*				<-----13.76-----> 98%*		<-----9.15-----> 90%*		<-----27.61-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1B. How often do you: Rent movies from a rental store?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	6	3	3	1	5	1	5	5	2	3	4	-	6	6	-	3	3	2	4	3	3
	*%	2%	*%	1%	*%	1%	*%	*%	1%	*%	*%		*%	*%		*%	*%	*%	*%	1%	*%
At least once per week	79	3	76	3	77	3	77	75	4	41	39	13	69	75	7	50	32	44	38	13	69
	4%	1%	4%	2%	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	5%	4%	5%	3%	3%	4%
			B															S			
A few times per month	247	21	225	11	236	10	237	240	6	132	114	48	185	219	13	160	72	132	98	40	193
	12%	11%	13%	7%	13%	12%	12%	13%	5%	14%	11%	11%	12%	12%	6%	15%	8%	16%	9%	10%	12%
				D				I						O		Q		S			
A few times a year	546	52	494	55	491	19	527	529	17	259	287	105	416	484	35	302	218	234	283	111	410
	27%	26%	27%	33%	27%	24%	27%	28%	14%	27%	27%	25%	26%	27%	15%	27%	24%	28%	25%	27%	26%
								I						O							
Never	1,118	120	998	96	1,023	47	1,071	1,024	94	518	600	259	899	983	171	584	565	426	725	250	900
	56%	60%	55%	58%	56%	59%	56%	55%	76%	54%	57%	61%	57%	55%	75%	53%	63%	51%	63%	60%	57%
									H					N		P		R			
Don't know/Refuse	6	2	4	-	6	-	6	5	1	3	3	-	7	6	1	2	5	3	3	-	7
	*%	1%	*%		*%		*%	*%	1%	*%	*%		*%	*%	*%	*%	1%	*%	*%		*%
CHI-SQUARE SIGNIFICANCE	<-----21.25----->		<-----11.27----->		<-----3.54----->		<-----28.69----->		<-----4.92----->		<-----6.31----->		<-----33.83----->		<-----31.58----->		<-----41.2----->		<-----8.7----->		
	100%*		95%*		38%*		100%*		57%*		72%*		100%*		100%*		100%*		88%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QF1C Page 179

QF1C. How often do you: Buy DVD's or Blu-rays?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	5 *%	1 *%	4 *%	-	1 *%	3 BE	0	-	1 *%	2 *%	2 *%	2 *%	-	1 *%	2 1%	3 *%	2 1%	4 *%	2 *%	4 *%	3 *%
At least once per week	65 3%	8 2%	57 4%	6 4%	27 4%	6 B	11 5%	7 3%	32 6%	23 3%	10 2%	43 4%	6 2%	6 4%	10 4%	49 3%	16 4%	38 4%	20 2%	38 3%	15 2%
A few times per month	296 15%	78 16%	218 14%	30 21%	100 13%	18 14%	33 16%	36 14%	106 19%	132 17%	54 8%	194 16%	58 16%	22 13%	22 9%	249 15%	47 12%	164 17%	119 12%	186 16%	83 10%
A few times a year	961 48%	221 45%	740 49%	64 44%	402 53%	64 49%	94 46%	116 44%	274 50%	412 53%	253 40%	599 49%	154 43%	92 54%	114 47%	784 49%	176 46%	433 45%	477 48%	590 51%	315 37%
Never	674 34%	188 38%	486 32%	47 32%	231 30%	41 31%	66 32%	102 39%	135 25%	209 27%	316 50%	387 32%	139 39%	51 29%	92 38%	528 33%	147 38%	327 34%	384 38%	332 29%	424 50%
Don't know/Refuse	2 *%	-	2 *%	-	-	-	0 *%	1 1%	-	-	2 *%	1 *%	-	-	0 *%	2 *%	-	1 *%	1 *%	1 *%	2 *%
CHI-SQUARE SIGNIFICANCE	<-----60.65-----> 100%*								<-----134.13-----> 100%*			<-----26.09-----> 96%*				<-----8.22-----> 86%*		<-----19.06-----> 100%*		<-----99.13-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1C. How often do you: Buy DVD's or Blu-rays?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	5	2	3	2	3	2	3	4	1	1	4	1	5	6	1	5	2	5	2	3	4
	*%	1%	*%	1%	*%	2%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
At least once per week	65	12	53	1	64	4	61	60	5	39	26	11	43	48	5	33	20	34	19	14	39
	3%	6%	3%	*%	3%	5%	3%	3%	4%	4%	2%	3%	3%	3%	2%	3%	2%	4%	2%	3%	2%
					D													S			
A few times per month	296	27	269	26	270	11	285	286	10	170	126	63	213	249	20	183	85	151	116	61	209
	15%	13%	15%	15%	15%	13%	15%	15%	8%	18%	12%	15%	13%	14%	9%	17%	9%	18%	10%	15%	13%
								I		K				O		Q		S			
A few times a year	961	85	876	89	872	42	919	931	30	497	463	224	695	846	62	575	333	446	460	217	691
	48%	42%	49%	54%	47%	53%	48%	50%	24%	52%	44%	53%	44%	48%	27%	52%	37%	53%	40%	52%	44%
								I		K		M		O		Q		S		U	
Never	674	75	599	47	628	21	653	596	78	248	426	127	623	624	136	305	452	205	551	122	636
	34%	37%	33%	28%	34%	26%	34%	32%	63%	26%	41%	30%	39%	35%	60%	28%	51%	24%	48%	29%	40%
									H		J		L		N		P		R		T
Don't know/Refuse	2	1	0	1	1	-	2	1	0	-	2	-	3	-	3	-	3	-	3	-	3
	*%	1%	*%	1%	*%		*%	*%	*%		*%		*%		1%		*%		*%		*%
CHI-SQUARE SIGNIFICANCE	<-----19.17----->		<-----23.55----->		<-----17.91----->		<-----56.47----->		<-----56.06----->		<-----15.2----->		<-----78.59----->		<-----116.33----->		<-----126.51----->		<-----19.83----->		
	100%*		100%*		100%*		100%*		100%*		99%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1D. How often do you: Watch movies on video-on-demand (VOD) or pay-per-view services?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	22 1%	4 1%	18 1%	3 2%	11 2%	2 1%	2 1%	-	5 1%	10 1%	6 1%	14 1%	4 1%	1 *	3 1%	18 1%	4 1%	14 1%	8 1%	14 1%	7 1%
At least once per week	125 6%	27 5%	98 7%	9 6%	55 7%	7 5%	14 7%	12 5%	46 8%	54 7%	24 4%	74 6%	21 6%	9 5%	21 9%	107 7%	18 5%	66 7%	48 5%	78 7%	29 3%
A few times per month	401 20%	82 17%	319 21%	28 19%	162 21%	29 22%	48 23%	53 20%	137 25%	179 23%	76 12%	243 20%	55 15%	51 30%	51 21%	354 22%	47 12%	200 21%	166 17%	247 21%	105 12%
A few times a year	461 23%	112 23%	349 23%	32 22%	159 21%	31 24%	61 30%	67 25%	126 23%	202 26%	124 19%	283 23%	84 24%	34 20%	59 25%	381 24%	81 21%	227 23%	214 21%	308 27%	138 16%
Never	989 49%	269 54%	720 48%	75 51%	372 49%	63 48%	79 38%	131 50%	235 43%	329 42%	405 64%	611 50%	192 54%	77 45%	105 44%	752 47%	237 61%	458 47%	563 56%	500 43%	561 67%
Don't know/Refuse	5 *	2 *	3 *	-	2 *	-	1 1%	-	-	3 *	2 *	3 *	2 *	-	1 *	4 *	1 *	2 *	4 *	4 *	2 *
CHI-SQUARE SIGNIFICANCE	<-----32.16-----> 64%*								<-----89.72-----> 100%			<-----21.69-----> 88%*				<-----31.43-----> 100%*		<-----19.27-----> 100%		<-----105.66-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1D. How often do you: Watch movies on video-on-demand (VOD) or pay-per-view services?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	22	4	17	5	16	-	22	19	2	8	14	5	16	18	3	14	7	15	5	6	15
	1%	2%	1%	3%	1%		1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%
																		S			
At least once per week	125	12	113	9	116	6	119	124	1	86	39	36	77	105	2	85	22	66	41	27	80
	6%	6%	6%	6%	6%	7%	6%	7%	1%	9%	4%	8%	5%	6%	1%	8%	2%	8%	4%	6%	5%
								I		K		M		O		Q		S			
A few times per month	401	34	368	32	370	21	380	394	7	264	137	114	247	339	13	253	99	215	136	121	232
	20%	17%	20%	19%	20%	27%	20%	21%	6%	28%	13%	27%	16%	19%	6%	23%	11%	26%	12%	29%	15%
								I		K		M		O		Q		S		U	
A few times a year	461	34	427	46	415	14	447	446	16	249	212	136	318	422	28	280	168	210	237	116	334
	23%	17%	24%	28%	23%	18%	23%	24%	13%	26%	20%	32%	20%	24%	12%	25%	19%	25%	21%	28%	21%
			B					I		K		M		O		Q		S		U	
Never	989	116	873	72	916	38	951	891	97	347	641	133	920	884	180	468	594	335	726	145	917
	49%	58%	48%	44%	50%	47%	49%	47%	78%	36%	61%	31%	58%	50%	79%	43%	66%	40%	63%	35%	58%
		C						H		J		L		N		P		R		T	
Don't know/Refuse	5	2	3	-	5	1	4	4	1	2	3	2	4	5	1	1	5	-	6	2	4
	*%	1%	*%		*%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%		1%	*%	*%
CHI-SQUARE SIGNIFICANCE	<-----12.9-----> <-----12.09-----> <-----7.67-----> <-----49.44-----> <-----147.88-----> <-----98.51-----> <-----74.95-----> <-----132.57-----> <-----135.38-----> <-----81.06----->																				
	98%* 97%* 82%* 100%* 100% 100%* 100%* 100%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1E. How often do you: Watch movies on regular television channels?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	178 9%	49 10%	130 9%	15 11%	65 9%	10 8%	17 8%	22 8%	42 8%	65 8%	66 10%	97 8%	37 10%	11 6%	31 13%	132 8%	46 12%	92 10%	87 9%	104 9%	86 10%
At least once per week	644 32%	152 31%	493 33%	47 32%	263 35% G	38 29%	54 26%	89 34%	172 31%	254 33%	207 33%	385 31%	122 34%	57 33%	78 33%	527 33%	117 30%	331 34%	303 30%	376 33%	259 31%
A few times per month	631 32%	165 33% H	466 31%	54 37% H	226 30%	50 38% H	71 34%	66 25%	172 31%	249 32%	197 31%	398 32%	109 31%	53 31%	69 29%	503 31%	128 33%	289 30%	337 34%	395 34% U	247 29%
A few times a year	323 16%	71 14%	252 17%	17 12%	114 15%	22 17%	40 20% D	58 22% BDE	88 16%	120 15%	108 17%	215 18%	51 14%	25 14%	33 14%	264 16%	59 15%	140 14%	175 17%	166 14%	153 18% T
Never	220 11%	56 11%	164 11%	13 9%	92 12%	11 9%	21 10%	27 10%	74 13% K	86 11%	55 9%	131 11%	35 10%	26 15%	28 11%	183 11%	37 9%	109 11%	98 10%	106 9%	92 11%
Don't know/Refuse	6 *%	3 1%	3 *%	1 *%	1 *%	-	1 1%	-	-	3 *%	3 1%	1 *%	4 1%	-	2 1%	5 *%	1 *%	4 *%	3 *%	4 *%	5 1%
CHI-SQUARE SIGNIFICANCE	<-----34.74-----> 75%*								<-----12.6-----> 75%			<-----25.66-----> 96%*				<-----7.0-----> 78%		<-----9.13-----> 90%		<-----11.38-----> 96%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1E. How often do you: Watch movies on regular television channels?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	178	18	161	15	164	11	167	157	22	72	106	20	168	154	37	92	99	85	105	27	163
	9%	9%	9%	9%	9%	14%	9%	8%	17%	7%	10%	5%	11%	9%	16%	8%	11%	10%	9%	6%	10%
									H				L		N		P			T	
At least once per week	644	62	582	65	579	23	622	603	42	308	336	116	519	561	76	364	272	266	365	129	508
	32%	31%	32%	39%	32%	29%	32%	32%	33%	32%	32%	27%	33%	32%	33%	33%	30%	32%	32%	31%	32%
													L								
A few times per month	631	59	572	47	584	29	602	602	29	320	311	165	486	588	54	359	282	283	359	152	489
	32%	29%	32%	29%	32%	36%	31%	32%	23%	33%	30%	39%	31%	33%	24%	33%	32%	34%	31%	36%	31%
								I				M		O						U	
A few times a year	323	34	290	24	300	12	311	307	17	148	176	68	250	286	36	168	153	131	191	68	255
	16%	17%	16%	14%	16%	15%	16%	16%	13%	15%	17%	16%	16%	16%	16%	15%	17%	16%	17%	16%	16%
Never	220	30	190	14	206	4	216	205	15	106	114	55	151	177	22	114	84	74	124	41	158
	11%	15%	11%	8%	11%	5%	11%	11%	12%	11%	11%	13%	10%	10%	10%	10%	9%	9%	11%	10%	10%
							F														
Don't know/Refuse	6	-	6	1	6	1	5	5	1	3	3	1	8	7	2	4	5	2	7	-	9
	0.3%	0%	0.3%	0.1%	0.3%	0.1%	0.3%	0.3%	0.1%	0.3%	0.3%	0.1%	0.5%	0.4%	0.1%	0.4%	0.2%	0.6%	0.6%	0%	0.6%
CHI-SQUARE SIGNIFICANCE	<-----4.07-----> <-----4.87-----> <-----7.82-----> <-----17.02-----> <-----6.7-----> <-----27.23-----> <-----19.02-----> <-----6.99-----> <-----5.1-----> <-----10.78----->																				
	46%* 57%* 83%* 100%* 76% 100% 100% 78% 60% 94%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1F. How often do you: Download or stream movies from the Internet using a service such as Netflix or iTunes?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	81 4%	6 1%	75 5% B	13 9% BH	37 5% B	6 5% B	9 5% B	11 4% B	48 9% JK	30 4% K	1 *% *	56 5% M	1 *% *	4 2% *	19 8% MN	67 4% 4%	14 4% 4%	55 6% S	18 2% 2%	41 4% U	11 1% 1%
At least once per week	163 8%	27 5%	136 9% B	12 8% B	50 7% B	16 12% BE	29 14% BCE	29 11% B	89 16% JK	61 8% K	12 2% *	85 7% M	17 5% 5%	24 14% LM	36 15% LM	136 8% 8%	27 7% 7%	85 9% S	54 5% 5%	108 9% U	15 2% 2%
A few times per month	243 12%	37 8%	206 14% B	15 10% B	108 14% B	16 12% B	28 13% B	39 15% B	123 22% JK	91 12% K	28 4% *	150 12% M	22 6% 6%	27 15% M	44 18% M	215 13% Q	28 7% 7%	121 13% S	87 9% 9%	145 13% U	37 4% 4%
A few times a year	171 9%	42 8%	129 9% 9%	14 10% 10%	66 9% 9%	14 10% 10%	14 7% 7%	22 8% 8%	57 10% K	78 10% K	31 5% 5%	111 9% 9%	26 7% 7%	13 8% 8%	20 8% 8%	143 9% 9%	29 7% 7%	89 9% 9%	71 7% 7%	119 10% U	37 4% 4%
Never	1,342 67%	383 77% CDEFGH	959 64%	93 63%	500 66%	80 61%	125 61%	160 61%	231 42%	515 66% I	565 89% IJ	822 67% O	291 82% LNO	104 61% 61%	120 50% 50%	1,052 65%	290 75% P	616 64% 64%	771 77% R	737 64% 64%	740 88% T
Don't know/Refuse	3 *% *%*	-	3 *% *%*	-	-	1 *% *%*	1 *% *%*	2 1% 1%	-	3 *% *%*	-	2 *% *%*	-	-	1 *% *%*	2 *% *%*	1 *% *%*	1 *% *%*	2 *% *%*	1 *% *%*	2 *% *%*
CHI-SQUARE SIGNIFICANCE	<-----74.91-----> 100%*								<-----321.96-----> 100%*			<-----96.04-----> 100%*				<-----15.69-----> 99%*		<-----49.98-----> 100%		<-----150.87-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1F. How often do you: Download or stream movies from the Internet using a service such as Netflix or iTunes?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Not Aborig.	With Aborig.	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	81	12	69	17	65	6	75	81	-	51	30	20	39	52	-	43	9	45	7	20	32
	4%	6%	4%	10%	4%	7%	4%	4%		5%	3%		5%	2%	3%	4%	1%	5%	1%	5%	2%
				E						K		M			Q		S		U		
At least once per week	163	10	152	14	149	14	149	163	-	117	46	51	86	122	1	104	19	99	24	45	78
	8%	5%	8%	8%	8%	17%	8%	9%		12%	4%	12%	5%	7%	*	9%	2%	12%	2%	11%	5%
			B			G				K		M		O		Q		S		U	
A few times per month	243	16	227	21	222	3	240	238	5	177	66	73	117	181	1	148	34	116	66	69	113
	12%	8%	13%	13%	12%	4%	12%	13%	4%	18%	6%	17%	7%	10%	*	13%	4%	14%	6%	17%	7%
			B			F	I			K		M		O		Q		S		U	
A few times a year	171	20	151	22	149	11	160	170	1	103	68	45	110	155	2	128	29	91	66	57	100
	9%	10%	8%	13%	8%	13%	8%	9%	+	11%	6%	11%	7%	9%	1%	12%	3%	11%	6%	14%	6%
								I		K				O		Q		S		U	
Never	1,342	143	1,199	91	1,250	46	1,296	1,222	120	505	835	237	1,227	1,261	222	676	804	489	986	225	1,257
	67%	71%	67%	55%	68%	58%	67%	65%	96%	53%	80%	56%	78%	71%	98%	61%	90%	58%	86%	54%	79%
				D					H		J		L		N		P		R		T
Don't know/Refuse	3	-	3	-	3	-	3	3	-	2	1	-	3	2	1	2	-	1	2	1	2
	+		+		+		+	+		+	+		+	+	+		+	+	+	+	+
CHI-SQUARE SIGNIFICANCE	<-----9.39-----> <-----24.85-----> <-----17.92-----> <-----50.64-----> <-----172.17-----> <-----88.22-----> <-----77.92-----> <-----208.84-----> <-----216.0-----> <-----112.15-----> 91%* 100%* 100%* 100%* 100% 100%* 100%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "+" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1G. How often do you: Watch movies on hand-held mobile devices such as an iPod, a cellular phone, or a tablet?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	19 1%	4 1%	15 1%	2 1%	13 2%	-	-	-	12 K	5 1%	1 **	8 1%	5 1%	1 **	6 3% LN	18 1%	1 **	7 1%	6 1%	11 1%	-
At least once per week	53 3%	7 1%	46 3% B	7 4%	22 3% B	2 1%	8 4% BF	7 3%	33 6% JK	15 2% K	2 **	30 2%	5 1%	5 3%	13 5% M	44 3%	9 2%	30 3% S	17 2%	30 3% U	5 1%
A few times per month	88 4%	13 3%	74 5% BH	7 5%	38 5% BH	8 6% BH	15 7% BH	6 2%	37 7% K	41 5% K	8 1%	56 5% M	5 2%	9 5% M	18 7% M	75 5%	12 3%	50 5% S	29 3%	56 5% U	13 2%
A few times a year	135 7%	22 4%	114 8% BD	3 2%	51 7% D	14 11% BD	23 11% BDE	22 8% D	51 9% K	67 9% K	13 2%	86 7% M	13 4%	11 6%	25 10% M	120 7% Q	16 4%	78 8% S	45 4%	93 8% U	18 2%
Never	1,708 85%	449 91% CEFG	1,259 83% G	128 87% G	637 84% G	108 82%	159 77%	227 87% G	414 76%	650 84% I	613 96% IJ	1,047 85% O	330 92% LNO	146 85% O	179 74%	1,357 84%	351 90% P	800 83% R	906 90% R	961 83% T	806 96% T
CHI-SQUARE SIGNIFICANCE	<-----52.32----->								<-----124.01----->			<-----45.76----->				<-----11.39----->		<-----24.34----->		<-----73.79----->	
	100%*								100%*			100%*				98%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1G. How often do you: Watch movies on hand-held mobile devices such as an iPod, a cellular phone, or a tablet?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	19 1%	1 *	19 1%	2 1%	17 1%	2 2%	17 1%	19 1%	-	16 2% K	3 *% K	7 2% M	7 *% M	11 1%	-	11 1%	-	10 1% S	1 *% S	8 2% U	3 *% U
At least once per week	53 3%	5 3%	48 3%	12 7%	41 2%	5 6%	48 3%	53 3%	-	46 5% K	6 1%	14 3%	26 2% O	35 2% O	1 *% Q	32 3% Q	4 *% S	25 3% S	11 1% S	18 4% U	18 1% U
A few times per month	88 4%	7 3%	81 4%	13 8%	74 4%	4 5%	84 4%	87 5% I	0 *% I	70 7% K	18 2%	44 10% M	32 2% M	68 4% O	1 *% Q	63 6% Q	6 1% S	50 6% S	19 2% S	46 11% U	23 1% U
A few times a year	135 7%	15 8%	120 7%	5 3%	130 7%	13 16% G	123 6% F	134 7% I	2 2% I	99 10% K	37 3% J	45 11% M	72 5% M	107 6% O	3 1% Q	96 9% Q	14 2% S	74 9% S	37 3% S	62 15% U	49 3% U
Never	1,708 85%	173 86%	1,534 85%	133 80%	1,575 86%	57 71% G	1,651 86% F	1,585 84% I	122 98% H	725 76% J	982 94% J	316 74% M	1,445 91% L	1,552 88% L	222 98% N	899 82% N	871 97% P	682 81% P	1,083 94% R	283 68% R	1,489 94% T
CHI-SQUARE SIGNIFICANCE	<-----1.58-----> <-----22.79-----> <-----16.07-----> <-----17.46-----> <-----132.71-----> <-----105.1-----> <-----21.28-----> <-----121.47-----> <-----83.96-----> <-----232.14----->																				
	19%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF1H. How often do you: Watch movies in an airplane using the onboard entertainment system?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	4 *%	2 *%	2 *%	-	2 *%	0 *%	-	-	1 *%	2 *%	1 *%	3 *%	1 *%	-	-	4 *%	-	4 *%	-	1 *%	3 *%
At least once per week	7 *%	1 *%	6 *%	-	3 *%	-	1 *%	3 1%	2 *%	3 *%	2 *%	4 *%	1 *%	-	2 1%	7 *%	-	5 1%	2 *%	3 *%	3 *%
A few times per month	52 3%	18 4% H	34 2% H	2 1%	25 3% H	3 2% H	3 1% H	1 *% H	25 4% K	17 2% K	9 1% K	21 2% M	12 3% M	6 4% M	12 5% LM	47 3% Q	5 1% Q	27 3% R	20 2% R	31 3% T	13 2% T
A few times a year	876 44%	183 37%	692 46% B	69 47% B	320 42% B	59 45% B	107 52% BE	138 53% BE	261 48% K	361 46% K	237 37% K	546 45% M	110 31% M	81 47% M	135 56% LM	736 46% Q	140 36% Q	415 43% R	427 43% R	550 48% T	280 33% T
Never	1,033 52%	278 56% CGH	755 50%	76 52%	398 52%	69 52%	94 46% BE	118 45% BE	256 47% I	384 49% I	372 58% IJ	636 52% O	224 63% LNO	83 48% O	88 36% O	793 49% P	241 62% P	498 52% R	537 54% R	548 48% T	525 62% T
Don't know/Refuse	31 2%	13 3% DFG	18 1%	1 *%	14 2%	0 *%	1 *%	2 1%	4 1%	11 1%	16 2%	15 1%	10 3%	2 1%	4 1%	29 2%	2 1%	16 2%	17 2%	18 2%	18 2%
CHI-SQUARE SIGNIFICANCE	<-----50.6-----> 99%*								<-----36.06-----> 100%*			<-----61.56-----> 100%*				<-----25.36-----> 100%*		<-----7.72-----> 83%*		<-----49.98-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1H. How often do you: Watch movies in an airplane using the onboard entertainment system?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Not Aborig.	With Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Every day	4 *%	-	4 *%	-	4 *%	-	4 *%	4 *%	0 *%	3 *%	1 *%	2 *%	3 *%	3 *%	1 *%	3 *%	1 *%	3 *%	1 *%	1 *%	3 *%
At least once per week	7 *%	3 1%	4 *%	2 1%	5 *%	-	7 *%	5 *%	2 1%	3 *%	4 *%	2 *%	4 *%	6 *%	-	2 *%	4 *%	2 *%	4 *%	5 1%	1 *%
A few times per month	52 3%	1 *%	51 3%	1 1%	50 3%	5 6%	47 2%	50 3%	1 1%	40 4%	11 1%	16 4%	28 2%	42 2%	2 1%	35 3%	9 1%	27 3%	17 1%	25 6%	19 1%
A few times a year	876 44%	51 25%	825 46%	87 53%	788 43%	27 33%	849 44%	863 46%	13 10%	519 54%	357 34%	231 54%	610 39%	801 45%	31 14%	554 50%	275 31%	386 46%	443 38%	235 56%	598 38%
Never	1,033 52%	147 73%	887 49%	73 44%	961 52%	47 59%	987 51%	927 49%	106 85%	380 40%	653 62%	171 40%	906 57%	888 50%	190 84%	498 44%	589 66%	411 49%	663 58%	148 35%	928 59%
Don't know/Refuse	31 2%	1 *%	30 2%	2 1%	30 2%	2 2%	30 2%	29 2%	2 2%	10 1%	21 2%	4 1%	31 2%	33 2%	3 1%	19 2%	17 2%	12 1%	23 2%	3 1%	33 2%
CHI-SQUARE SIGNIFICANCE	<-----49.63-----> 100%*	<-----11.0-----> 95%*	<-----7.11-----> 79%*	<-----69.21-----> 100%*	<-----120.66-----> 100%*	<-----47.25-----> 100%*	<-----94.11-----> 100%*	<-----100.32-----> 100%*	<-----22.75-----> 100%*	<-----112.28-----> 100%*											

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
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Table QF1I Page 191

QF1I. How often do you: Watch movies through a pay-per-view service at a hotel?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Every day	2 *%	1 *%	0 *%	-	-	0 *%	-	-	1 *%	-	0 *%	0 *%	1 *%	-	-	2 *%	-	2 *%	-	-	2 *%
At least once per week	2 *%	1 *%	1 *%	1 1%	-	-	-	-	-	1 *%	1 *%	1 *%	1 *%	-	-	2 *%	-	1 *%	2 *%	2 *%	1 *%
A few times per month	12 1%	3 1%	10 1%	1 1%	2 *%	3 3%	1 *%	3 1%	7 1%	4 1%	1 *%	8 1%	3 1%	-	2 1%	10 1%	2 1%	7 1%	4 *%	9 1%	2 *%
A few times a year	312 16%	34 7%	278 18%	26 18%	136 18%	19 14%	33 16%	64 24%	85 16%	149 19%	73 12%	200 16%	19 5%	33 19%	58 24%	268 17%	44 11%	155 16%	128 13%	190 17%	86 10%
Never	1,674 84%	455 92%	1,219 81%	120 81%	623 82%	109 83%	171 83%	195 75%	455 83%	623 80%	560 88%	1,017 83%	332 93%	139 81%	180 75%	1,333 82%	341 88%	801 83%	869 87%	949 82%	751 89%
Don't know/Refuse	1 *%	1 *%	-	-	-	-	-	-	-	-	1 *%	-	1 *%	-	-	1 *%	-	1 *%	-	1 *%	-
CHI-SQUARE SIGNIFICANCE	<-----77.52-----> 100%*								<-----26.47-----> 100%*			<-----55.25-----> 100%*				<-----7.58-----> 82%*		<-----8.42-----> 87%*		<-----22.67-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF1I. How often do you: Watch movies through a pay-per-view service at a hotel?  
Base: All respondents  
Banner 2

	Social Group										Technology Available											
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%	
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582	
Every day	2 *%	-	2 *%	-	2 *%	-	2 *%	1 *%	0 *%	1 *%	0 *%	-	2 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	-	2 *%	
At least once per week	2 *%	1 *%	1 *%	1 1%	1 *%	-	2 *%	2 *%	-	2 *%	1 *%	2 *%	1 *%	3 *%	-	1 *%	2 *%	1 *%	2 *%	1 *%	2 *%	
A few times per month	12 1%	2 1%	11 1%	-	12 1%	-	12 1%	11 1%	2 1%	6 1%	7 1%	4 1%	8 1%	11 1%	-	9 1%	2 *%	8 1%	3 *%	9 2%	2 *%	
A few times a year	312 16%	27 14%	285 16%	44 26%	269 15%	22 28%	290 15%	307 16%	6 4%	185 19%	127 12%	89 21%	195 12%	268 15%	7 3%	194 18%	81 9%	145 17%	128 11%	89 21%	187 12%	
Never	1,674 84%	172 85%	1,502 83%	121 73%	1,553 85%	57 72%	1,616 84%	1,556 83%	117 94%	762 80%	911 87%	331 78%	1,376 87%	1,489 84%	219 96%	895 81%	809 90%	685 81%	1,017 88%	317 76%	1,389 88%	
Don't know/Refuse	1 *%	-	1 *%	-	1 *%	-	1 *%	1 *%	-	-	1 *%	1 *%	-	1 *%	-	1 *%	-	1 *%	-	1 *%	-	
CHI-SQUARE SIGNIFICANCE	<-----2.94-----> 29%*		<-----19.96-----> 100%*			<-----10.52-----> 94%*		<-----14.46-----> 99%*			<-----21.53-----> 100%*		<-----26.56-----> 100%*		<-----29.76-----> 100%*		<-----35.68-----> 100%*		<-----21.71-----> 100%*		<-----56.4-----> 100%*	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2A. Have you heard of any of the following movies:  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Resident Evil: Afterlife	1,081 54%	229 46%	852 56% B	82 56% B	426 56% B	67 51%	127 62% BF	150 57% B	457 83% JK	459 59% K	153 24%	682 56% M	160 45%	95 55% M	141 59% M	888 55%	192 50%	588 61% S	380 38%	636 55% U	255 30%
Goon	953 48%	267 54% CDEH	687 46%	60 41%	348 46%	62 47%	107 52% DH	109 42%	344 63% JK	402 52% K	195 31%	554 45%	205 57% LO	89 52%	103 43%	783 48%	170 44%	538 56% S	359 36%	567 49% U	303 36%
Starbuck	753 38%	376 76% CDEFGH	377 25%	38 26%	205 27%	31 23%	52 26%	51 19%	180 33%	308 40%	254 40%	304 25% I	294 82% LNO	76 44% LO	77 32%	606 38%	147 38%	381 39%	399 40%	480 42%	344 41%
Barney's Version	735 37%	209 42% CDFG	526 35% F	47 32%	282 37% F	35 27%	68 33%	94 36%	194 35%	304 39%	223 35%	464 38% O	150 42% O	66 38% O	52 21%	611 38%	124 32%	364 38%	354 35%	422 37%	300 36%
Monsieur Lazhar	586 29%	355 72% CDEFGH	231 15% G	20 14%	135 18% FG	15 11%	18 9%	43 16% G	144 26%	233 30%	195 31%	189 15%	281 79% LNO	73 42% LO	41 17%	492 30% Q	95 24%	265 27%	330 33% R	354 31%	285 34%
Incendies	525 26%	351 71% CDEFGH	174 12% G	16 11%	106 14% G	14 10%	13 6%	26 10% G	134 24%	213 27%	169 27%	152 12%	270 76% LNO	70 41% LO	32 13%	441 27% Q	84 22%	253 26%	298 30%	316 27% Q	262 31%
A Dangerous Method	485 24%	102 21% B	383 25% B	30 20%	208 27% BG	38 29% BG	41 20%	66 25%	166 30% K	189 24% K	124 20%	312 25% M	71 20%	39 23%	60 25% Q	413 26% Q	72 19%	247 26% S	204 20%	283 25% U	157 19%
Laurence Anyways	316 16%	204 41% CDEFGH	112 7%	16 11%	55 7%	11 8%	14 7%	16 6%	87 16% K	128 17%	94 15%	91 7%	161 45% LNO	41 24% LO	23 10%	265 16% Q	51 13%	160 17%	167 17%	206 18%	141 17%
CHI-SQUARE SIGNIFICANCE	<-----1737.54-----> 100%								<-----265.65-----> 100%			<-----1143.45-----> 100%				<-----18.27-----> 75%		<-----101.55-----> 100%		<-----92.64-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2A. Have you heard of any of the following movies:  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Resident Evil: Afterlife	1,081	101	980	94	987	47	1,034	1,054	27	651	429	251	680	846	47	647	247	554	337	233	661
	54%	50%	54%	57%	54%	59%	54%	56%	22%	68%	41%	59%	43%	48%	21%	59%	28%	66%	29%	56%	42%
								I		K		M		O		Q		S		U	
Goon	953	79	874	64	889	33	921	927	26	549	405	212	675	820	53	582	289	483	387	205	669
	48%	39%	49%	39%	48%	41%	48%	49%	21%	57%	39%	50%	43%	46%	23%	53%	32%	57%	34%	49%	42%
			B					I		K		M		O		Q		S		U	
Starbuck	753	70	684	61	692	17	736	705	49	332	421	133	679	738	91	447	383	347	479	149	682
	38%	35%	38%	37%	38%	22%	38%	38%	39%	35%	40%	31%	43%	42%	40%	41%	43%	41%	42%	36%	43%
							F			J		L								T	
Barney's Version	735	56	679	41	695	23	712	709	27	371	364	180	552	676	50	442	283	311	411	178	549
	37%	28%	38%	25%	38%	29%	37%	38%	21%	39%	35%	42%	35%	38%	22%	40%	32%	37%	36%	43%	35%
			B		D			I				M		O		Q				U	
Monsieur Lazhar	586	32	555	28	558	16	571	557	29	267	320	115	520	589	54	338	302	268	373	124	520
	29%	16%	31%	17%	30%	20%	30%	30%	23%	28%	31%	27%	33%	33%	24%	31%	34%	32%	32%	30%	33%
			B		D								L		O						
Incendies	525	45	480	30	496	19	506	496	30	231	295	102	470	530	53	313	268	253	328	109	475
	26%	22%	27%	18%	27%	24%	26%	26%	24%	24%	28%	24%	30%	30%	23%	28%	30%	30%	28%	26%	30%
					D								L		O						
A Dangerous Method	485	42	443	39	446	20	465	468	17	266	219	114	339	406	35	263	176	195	246	104	337
	24%	21%	25%	24%	24%	25%	24%	25%	14%	28%	21%	27%	21%	23%	15%	24%	20%	23%	21%	25%	21%
								I		K		M		O		Q					
Laurence Anyways	316	18	298	16	300	12	304	300	16	141	175	49	293	314	33	191	156	160	186	65	283
	16%	9%	17%	10%	16%	15%	16%	16%	13%	15%	17%	11%	19%	18%	15%	17%	17%	19%	16%	16%	18%
			B		D								L								
CHI-SQUARE SIGNIFICANCE	<-----28.39-----> <-----25.68-----> <-----10.36-----> <-----56.06-----> <-----117.9-----> <-----59.96-----> <-----74.78-----> <-----156.82-----> <-----190.13-----> <-----32.96----->																				
	98% 96% 20% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2A. Have you heard of any of the following movies: Laurence Anyways?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	316 16%	204 41% CDEFGH	112 7%	16 11%	55 7%	11 8%	14 7%	16 6%	87 16%	128 17%	94 15%	91 7%	161 45% LNO	41 24% LO	23 10%	265 16%	51 13%	160 17%	167 17%	206 18%	141 17%
No	1,684 84%	289 58%	1,395 93% B	132 89% B	707 93% B	121 92% B	191 93% B	245 94% B	462 84%	648 83%	541 85%	1,135 93% MN	195 55%	131 76% M	217 90% MN	1,347 83%	337 87%	804 83%	835 83%	942 82%	700 83%
Don't know/Refuse	3 *%	2 *%	1 *%	-	-	-	-	1 *%	-	1 *%	1 *%	1 *%	2 1%	-	-	3 *%	-	2 *%	1 *%	3 *%	1 *%
CHI-SQUARE SIGNIFICANCE	<-----462.83-----> 100%*								<-----2.12-----> 29%*			<-----313.87-----> 100%*				<-----3.35-----> 81%*		<-----.59-----> 26%*		<-----.96-----> 38%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2A. Have you heard of any of the following movies: Laurence Anyways?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	316	18	298	16	300	12	304	300	16	141	175	49	293	314	33	191	156	160	186	65	283
	16%	9%	17%	10%	16%	15%	16%	16%	13%	15%	17%	11%	19%	18%	15%	17%	17%	19%	16%	16%	18%
No	1,684	184	1,501	149	1,535	68	1,616	1,575	109	814	869	377	1,285	1,455	194	909	736	680	962	351	1,296
	84%	91%	83%	90%	84%	85%	84%	84%	87%	85%	83%	89%	81%	82%	85%	83%	82%	81%	84%	84%	82%
Don't know/Refuse	3	-	3	-	3	-	3	3	-	1	2	-	4	4	-	1	3	1	3	1	3
	*%		*%		*%		*%	*%		*%	*%		*%	*%		*%	*%	*%	*%	*%	*%
CHI-SQUARE SIGNIFICANCE	<-----8.35----->		<-----5.4----->		<-----.2----->		<-----1.13----->		<-----2.26----->		<-----13.16----->		<-----1.96----->		<-----1.48----->		<-----3.22----->		<-----1.25----->		
	98%*		93%*		9%*		43%*		68%*		100%*		62%*		52%*		80%*		46%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2B. Have you heard of any of the following movies: Resident Evil: Afterlife?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	1,081 54%	229 46%	852 56% B	82 56% B	426 56% B	67 51%	127 62% BF	150 57% B	457 83% JK	459 59% K	153 24%	682 56% M	160 45%	95 55% M	141 59% M	888 55%	192 50%	588 61% S	380 38%	636 55% U	255 30%
No	912 46%	263 53% CDEGH	648 43%	65 44%	332 44%	64 49% G	78 38%	109 41%	92 17%	313 40% I	480 75% IJ	539 44%	196 55% LO	77 45%	97 41%	720 45%	191 49%	374 39%	616 61% R	510 44%	581 69% T
Don't know/Refuse	10 1%	3 1%	8 1%	-	3 *	1 *	1 *	3 1%	-	5 1%	4 1%	6 1%	2 *	-	1 1%	6 *	4 1%	4 *	7 1%	5 *	6 1%
CHI-SQUARE SIGNIFICANCE	<-----25.34-----> 99%*								<-----430.31-----> 100%*			<-----16.73-----> 99%*				<-----5.54-----> 94%		<-----104.17-----> 100%		<-----122.67-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2B. Have you heard of any of the following movies: Resident Evil: Afterlife?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	1,081	101	980	94	987	47	1,034	1,054	27	651	429	251	680	846	47	647	247	554	337	233	661
	54%	50%	54%	57%	54%	59%	54%	56%	22%	68%	41%	59%	43%	48%	21%	59%	28%	66%	29%	56%	42%
								I		K		M		O		Q		S		U	
No	912	101	811	72	840	33	879	817	95	300	611	174	891	920	176	451	641	283	807	181	913
	46%	50%	45%	43%	46%	41%	46%	43%	76%	31%	58%	41%	56%	52%	78%	41%	72%	34%	70%	43%	58%
									H		J		L		N		P		R		T
Don't know/Refuse	10	-	10	-	10	-	10	8	3	4	6	-	11	7	4	3	7	4	7	3	8
	1%		1%		1%		1%	*%	2%	*%	1%		1%	*%	2%	*%	1%	*%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<-----2.73----->		<-----1.36----->		<-----1.08----->		<-----59.5----->		<-----148.71----->		<-----36.47----->		<-----63.87----->		<-----194.44----->		<-----263.72----->		<-----27.27----->		
	75%		49%*		42%*		100%*		100%		100%		100%		100%		100%		100%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2C. Have you heard of any of the following movies: Incendies?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	525 26%	351 71% CDEFGH	174 12% G	16 11%	106 14% G	14 10%	13 6%	26 10%	134 24%	213 27%	169 27%	152 12%	270 76% LNO	70 41% LO	32 13%	441 27% Q	84 22%	253 26%	298 30%	316 27%	262 31%
No	1,476 74%	144 29%	1,332 88% B	131 89% B	656 86% B	118 89% B	193 94% BCE	235 90% B	415 76%	564 73%	467 73%	1,074 88% MN	87 24% M	101 59% M	208 87% MN	1,173 73%	303 78% P	712 74%	704 70%	833 72%	580 69%
Don't know/Refuse	2 *%	-	2 *%	-	-	1 *%	-	1 *%	-	-	1 *%	1 *%	-	1 *%	-	2 *%	-	1 *%	1 *%	2 *%	-
CHI-SQUARE SIGNIFICANCE	<-----950.39-----> 100%*								<-----2.68-----> 39%*			<-----613.58-----> 100%*				<-----5.39-----> 93%*		<-----3.04-----> 78%*		<-----4.55-----> 90%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2C. Have you heard of any of the following movies: Incendies?  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	525	45	480	30	496	19	506	496	30	231	295	102	470	530	53	313	268	253	328	109	475
	26%	22%	27%	18%	27%	24%	26%	26%	24%	24%	28%	24%	30%	30%	23%	28%	30%	30%	28%	26%	30%
					D								L	O							
No	1,476	157	1,319	135	1,341	60	1,416	1,381	95	725	750	324	1,110	1,241	174	788	625	588	821	307	1,106
	74%	78%	73%	82%	73%	76%	74%	74%	76%	76%	72%	76%	70%	70%	77%	72%	70%	70%	71%	74%	70%
				E								M			N						
Don't know/Refuse	2	-	2	-	2	-	2	2	-	-	2	-	2	2	-	-	2	-	2	1	1
	*%		*%		*%		*%	*%			*%		*%	*%			*%		*%	*%	*%
CHI-SQUARE SIGNIFICANCE	<-----1.98----->		<-----6.42----->		<-----.26----->		<-----.57----->		<-----5.6----->		<-----6.18----->		<-----4.47----->		<-----3.06----->		<-----2.02----->		<-----3.38----->		
	63%*		96%*		12%*		25%*		94%*		95%*		89%*		78%*		64%*		82%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2D. Have you heard of any of the following movies: Monsieur Lazhar?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	586 29%	355 72% CDEFGH	231 15% G	20 14%	135 18% FG	15 11%	18 9%	43 16% G	144 26%	233 30%	195 31%	189 15%	281 79% LNO	73 42% LO	41 17%	492 30% Q	95 24%	265 27%	330 33% R	354 31%	285 34%
No	1,414 71%	139 28%	1,274 85% B	127 86% B	626 82% B	117 89% BE	186 91% BCEH	218 83% B	404 74%	544 70%	440 69%	1,036 84% MN	75 21%	99 58% M	199 83% MN	1,121 69%	293 75% P	697 72% S	673 67%	794 69%	555 66%
Don't know/Refuse	3 *%	1 *%	2 *%	-	-	-	1 *%	1 *%	-	1 *%	2 *%	2 *%	1 *%	-	-	3 *%	1 *%	3 *%	-	3 *%	2 *%
CHI-SQUARE SIGNIFICANCE	<-----769.4-----> 100%*								<-----4.88-----> 70%*			<-----567.71-----> 100%*				<-----5.54-----> 94%*		<-----10.02-----> 99%*		<-----2.14-----> 66%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2D. Have you heard of any of the following movies: Monsieur Lazhar?  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	586	32	555	28	558	16	571	557	29	267	320	115	520	589	54	338	302	268	373	124	520
	29%	16%	31%	17%	30%	20%	30%	30%	23%	28%	31%	27%	33%	33%	24%	31%	34%	32%	32%	30%	33%
			B		D								L	O							
No	1,414	169	1,244	137	1,277	64	1,350	1,318	95	688	724	310	1,058	1,180	172	761	590	572	774	292	1,058
	71%	84%	69%	83%	69%	80%	70%	70%	76%	72%	69%	73%	67%	67%	76%	69%	66%	68%	67%	70%	67%
		C		E								M		N							
Don't know/Refuse	3	1	2	-	3	-	3	3	1	1	3	0	4	4	1	2	3	1	4	1	4
	*%	1%	*%		*%		*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
CHI-SQUARE SIGNIFICANCE	<-----21.78----->		<-----13.08----->		<-----3.79----->		<-----3.26----->		<-----2.62----->		<-----5.53----->		<-----8.47----->		<-----2.64----->		<-----1.1----->		<-----1.49----->		
	100%*		100%*		85%*		80%*		73%*		94%*		99%*		73%*		42%*		53%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
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**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2E. Have you heard of any of the following movies: A Dangerous Method?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	485 24%	102 21%	383 25% B	30 20%	208 27% BG	38 29% BG	41 20%	66 25%	166 30% K	189 24% K	124 20%	312 25% M	71 20%	39 23%	60 25%	413 26% Q	72 19%	247 26% S	204 20%	283 25% U	157 19%
No	1,509 75%	391 79% CEF	1,117 74%	117 80%	551 72%	93 71%	164 80% EF	191 73%	380 69%	586 75%	508 80% IJ	909 74%	285 80% L	132 77%	179 75%	1,194 74%	315 81% P	712 74%	797 79% R	861 75%	681 81% T
Don't know/Refuse	9 *%	2 *%	7 *%	-	2 *%	1 1%	0 *%	4 2%	1 *%	2 *%	5 1%	6 *%	1 *%	1 1%	2 1%	9 1%	1 *%	7 1%	2 *%	7 1%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----23.24----->								<-----20.71----->			<-----6.01----->				<-----9.2----->		<-----10.85----->		<-----10.25----->	
	97%*								100%*			58%*				99%		100%*		99%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2E. Have you heard of any of the following movies: A Dangerous Method?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	485	42	443	39	446	20	465	468	17	266	219	114	339	406	35	263	176	195	246	104	337
	24%	21%	25%	24%	24%	25%	24%	25%	14%	28%	21%	27%	21%	23%	15%	24%	20%	23%	21%	25%	21%
								I		K		M		O		Q					
No	1,509	159	1,350	126	1,383	59	1,449	1,401	107	685	823	308	1,235	1,356	192	831	715	643	897	308	1,239
	75%	79%	75%	76%	75%	75%	75%	75%	86%	72%	79%	72%	78%	76%	85%	75%	80%	76%	78%	74%	78%
									H		J		L		N		P				
Don't know/Refuse	9	1	8	-	9	-	9	9	-	5	4	3	8	11	-	7	4	3	8	5	6
	*%	1%	*%		1%		*%	*%		1%	*%	1%	1%	1%		1%	*%	*%	1%	1%	*%
CHI-SQUARE SIGNIFICANCE	<-----1.52----->		<-----.87----->		<-----.44----->		<-----8.43----->		<-----13.3----->		<-----6.2----->		<-----8.22----->		<-----5.56----->		<-----1.87----->		<-----6.86----->		
	53%*		35%*		20%*		99%*		100%*		96%		98%		94%		61%		97%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2F. Have you heard of any of the following movies: Goon?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	953 48%	267 54% CDEH	687 46%	60 41%	348 46%	62 47%	107 52% DH	109 42%	344 63% JK	402 52% K	195 31%	554 45%	205 57% LO	89 52% LO	103 43%	783 48%	170 44%	538 56% S	359 36%	567 49% U	303 36%
No	1,042 52%	226 46% B	817 54% B	87 59% BG	411 54% B	69 53%	98 48%	150 57% B	203 37%	373 48% I	439 69% IJ	669 55% M	152 42%	81 47%	137 57% M	826 51%	217 56%	423 44%	640 64% R	580 50%	535 64% T
Don't know/Refuse	7 *%	3 1%	5 *%	-	2 *%	1 *%	-	2 1%	1 *%	3 *%	2 *%	5 *%	1 *%	2 1%	-	6 *%	1 *%	4 *%	4 *%	4 *%	4 *%
CHI-SQUARE SIGNIFICANCE	<-----23.4-----> 98%*								<-----128.8-----> 100%*			<-----25.08-----> 100%*				<-----2.83-----> 76%		<-----79.25-----> 100%*		<-----34.86-----> 100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2F. Have you heard of any of the following movies: Goon?  
 Base: All respondents  
 Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	953	79	874	64	889	33	921	927	26	549	405	212	675	820	53	582	289	483	387	205	669
	48%	39%	49%	39%	48%	41%	48%	49%	21%	57%	39%	50%	43%	46%	23%	53%	32%	57%	34%	49%	42%
			B					I		K		M		O		Q		S		U	
No	1,042	122	920	101	942	47	995	944	99	402	640	213	900	945	174	513	604	355	759	209	908
	52%	61%	51%	61%	51%	59%	52%	50%	79%	42%	61%	50%	57%	53%	77%	47%	67%	42%	66%	50%	57%
		C							H		J		L		N		P		R		T
Don't know/Refuse	7	1	7	-	7	-	7	7	-	5	2	1	7	8	-	6	2	3	5	3	5
	*%	*%	*%		*%		*%	*%		1%	*%	*%	*%	*%		1%	*%	*%	*%	1%	*%
CHI-SQUARE SIGNIFICANCE	<-----6.51----->		<-----6.2----->		<-----1.87----->		<-----38.7----->		<-----73.08----->		<-----6.84----->		<-----44.82----->		<-----87.65----->		<-----112.08----->		<-----8.03----->		
	96%*		95%*		61%*		100%*		100%*		97%		100%*		100%*		100%*		98%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF2G. Have you heard of any of the following movies: Barney's Version?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	735 37%	209 42% CDFG	526 35% F	47 32%	282 37% F	35 27%	68 33%	94 36%	194 35%	304 39%	223 35%	464 38% O	150 42% O	66 38% O	52 21%	611 38%	124 32%	364 38%	354 35%	422 37%	300 36%
No	1,255 63%	283 57%	971 64% B	100 68% B	475 62%	95 72% BCEH	137 67% B	164 62%	346 63%	473 61%	410 64%	758 62%	205 57%	107 62%	184 76% LMN	995 62%	259 67%	599 62%	643 64%	724 63%	538 64%
Don't know/Refuse	13 1%	3 1%	10 1%	-	4 1%	1 1%	-	5 2%	8 2%	-	4 1%	5 *	3 1%	-	5 2%	9 1%	4 1%	3 *	6 1%	5 *	4 *
CHI-SQUARE SIGNIFICANCE	<-----24.66-----> 98%*								<-----15.03-----> 100%*			<-----36.89-----> 100%*				<-----5.42-----> 93%		<-----2.04-----> 64%*		<-----.24-----> 11%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2G. Have you heard of any of the following movies: Barney's Version?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	735	56	679	41	695	23	712	709	27	371	364	180	552	676	50	442	283	311	411	178	549
	37%	28%	38%	25%	38%	29%	37%	38%	21%	39%	35%	42%	35%	38%	22%	40%	32%	37%	36%	43%	35%
			B		D			I				M		O		Q				U	
No	1,255	146	1,109	121	1,134	57	1,198	1,157	98	579	674	244	1,024	1,089	176	658	604	529	732	237	1,026
	63%	72%	62%	73%	62%	71%	62%	62%	78%	61%	64%	57%	65%	61%	78%	60%	67%	63%	64%	57%	65%
		C		E				H				L		N		P				T	
Don't know/Refuse	13	-	13	4	9	-	13	12	1	5	8	3	6	8	1	1	8	1	8	2	7
	1%		1%	2%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			E										*	*	*	*	P	*	R	*	*
CHI-SQUARE SIGNIFICANCE	<-----9.85----->	99%	<-----18.36----->	100%	<-----3.05----->	78%*	<-----13.7----->	100%*	<-----3.53----->	83%	<-----8.34----->	98%	<-----22.63----->	100%	<-----21.59----->	100%*	<-----3.82----->	85%	<-----9.15----->	99%	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2H. Have you heard of any of the following movies: Starbuck?  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Yes	753 38%	376 76% CDEFGH	377 25%	38 26%	205 27%	31 23%	52 26%	51 19%	180 33%	308 40%	254 40%	304 25%	294 82% LNO	76 44% LO	77 32%	606 38%	147 38%	381 39%	399 40%	480 42%	344 41%
No	1,239 62%	118 24%	1,121 74% B	108 74% B	550 72% B	101 76% B	152 74% B	210 80% BE	368 67% JK	463 60%	378 59%	916 75% MN	62 17%	95 55% M	162 67% MN	1,001 62%	238 61%	579 60%	599 60%	665 58%	493 59%
Don't know/Refuse	11 1%	2 *%	9 1%	0 *%	7 1%	0 *%	0 *%	1 *%	-	6 1%	4 1%	6 1%	2 *%	1 1%	2 1%	8 *%	3 1%	6 1%	5 *%	6 1%	5 1%
CHI-SQUARE SIGNIFICANCE	<-----512.53-----> 100%*								<-----13.01-----> 99%*			<-----397.64-----> 100%*				<-----.57-----> 25%		<-----.2-----> 9%		<-----.18-----> 9%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF2H. Have you heard of any of the following movies: Starbuck?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Yes	753	70	684	61	692	17	736	705	49	332	421	133	679	738	91	447	383	347	479	149	682
	38%	35%	38%	37%	38%	22%	38%	38%	39%	35%	40%	31%	43%	42%	40%	41%	43%	41%	42%	36%	43%
							F			J		L								T	
No	1,239	131	1,108	102	1,137	62	1,177	1,164	75	619	620	292	893	1,027	133	649	506	492	663	267	890
	62%	65%	61%	62%	62%	77%	61%	62%	60%	65%	59%	69%	56%	58%	59%	59%	57%	59%	58%	64%	56%
						G				K		M								U	
Don't know/Refuse	11	1	10	2	9	1	10	9	2	5	6	0	10	8	3	5	6	2	9	1	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<-----.97----->		<-----.99----->		<-----9.31----->		<-----1.42----->		<-----6.39----->		<-----21.31----->		<-----2.9----->		<-----1.49----->		<-----2.69----->		<-----8.69----->		
	38%		39%*		99%*		51%*		96%		100%		77%		52%		74%		99%		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF3A. Please rate your level of agreement with the following statements: It is important that Canadians have access to Canadian movies.  
 Base: All respondents  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	1,096 55%	237 48%	859 57% B	89 60% B	458 60% BH	76 58% B	106 52%	131 50%	315 57%	425 55%	340 53%	703 57% M	171 48%	95 55%	125 52%	884 55%	212 55%	494 51%	569 57% R	635 55%	430 51%
4 - Somewhat agree	699 35%	233 47% CDEFG	466 31%	47 32%	213 28%	41 31%	61 30%	103 39% CE	180 33%	276 36%	227 36%	367 30%	175 49% LNO	65 38%	88 37%	560 35%	139 36%	356 37%	346 34%	405 35%	317 38%
3 - Neither agree or disagree	104 5%	9 2%	95 6% B	6 4%	48 6% B	9 7% B	19 9% BD	13 5%	30 6%	38 5%	34 5%	83 7% MN	5 1%	4 2%	12 5%	80 5%	24 6%	49 5%	47 5%	60 5%	40 5%
2 - Somewhat disagree	54 3%	8 2%	46 3%	3 2%	26 3%	2 2%	7 4%	8 3%	10 2%	25 3%	14 2%	35 3% M	1 *% M	7 4% M	10 4% M	49 3% Q	5 1%	36 4% S	19 2%	29 3%	23 3%
1 - Strongly disagree	32 2%	3 1%	29 2% B	3 2%	10 1%	3 2%	6 3%	7 3%	4 1%	10 1%	17 3% I	25 2%	3 1%	-	4 2%	27 2%	4 1%	22 2%	14 1%	14 1%	24 3% T
Don't know/Refuse	18 1%	5 1%	13 1%	-	6 1%	0 *% CFH	6 3%	1 *% CFH	8 1%	4 *% CFH	5 1%	12 1%	2 1%	2 1%	2 1%	16 1%	3 1%	9 1%	8 1%	8 1%	8 1%
Top 2 Box	1,795 90%	470 95% CEFGH	1,325 88% G	135 92% G	672 88% G	117 89%	167 81% G	234 89% G	495 90%	701 90%	567 89%	1,071 87% LO	346 97% LO	160 93% L	212 88%	1,443 89%	352 91%	851 88%	915 91% R	1,040 90%	747 89%
Bottom 2 Box	86 4%	11 2%	75 5% B	6 4%	36 5% B	5 4%	13 6% B	15 6%	14 3%	35 5%	31 5%	61 5% M	4 1%	7 4%	13 6% M	76 5% Q	10 3%	58 6% S	33 3%	43 4%	47 6%
Mean	4.4	4.4 G	4.4	4.5 G	4.4 G	4.4	4.3	4.3	4.5	4.4	4.4	4.4	4.4	4.5	4.3	4.4	4.4	4.3	4.4 R	4.4 U	4.3
Median	5.0	4.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued) Table QF3A Page 212

QF3A. Please rate your level of agreement with the following statements: It is important that Canadians have access to Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	0.84	0.67	0.88	0.85	0.86	0.88	0.98	0.90	0.76	0.83	0.89	0.89	0.63	0.73	0.88	0.85	0.77	0.91	0.79	0.80	0.91
Standard Error	0.02	0.03	0.03	0.07	0.04	0.07	0.07	0.07	0.05	0.03	0.03	0.03	0.03	0.07	0.08	0.03	0.04	0.03	0.03	0.02	0.03
CHI-SQUARE SIGNIFICANCE	<-----110.14----->								<-----19.79----->			<-----80.91----->				<-----8.45----->		<-----19.77----->		<-----13.65----->	
	100%*								86%*			100%*				71%*		99%*		94%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF3A. Please rate your level of agreement with the following statements: It is important that Canadians have access to Canadian movies.  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	1,096	116	979	78	1,018	47	1,049	1,028	68	521	574	239	843	944	125	610	460	449	614	206	863
	55%	58%	54%	47%	55%	59%	55%	55%	54%	55%	55%	56%	53%	53%	55%	55%	51%	53%	53%	49%	55%
4 - Somewhat agree	699	62	637	72	627	25	674	656	43	331	368	137	584	642	82	364	355	309	414	148	575
	35%	31%	35%	43%	34%	31%	35%	35%	34%	35%	35%	32%	37%	36%	36%	33%	40%	37%	36%	35%	36%
3 - Neither agree or disagree	104	9	95	11	93	7	97	102	2	53	51	24	74	97	4	68	33	43	58	35	66
	5%	5%	5%	7%	5%	9%	5%	5%	1%	6%	5%	6%	5%	5%	2%	6%	4%	5%	5%	8%	4%
2 - Somewhat disagree	54	7	47	5	49	1	53	49	5	27	26	10	43	44	8	32	20	19	33	16	36
	3%	4%	3%	3%	3%	1%	3%	3%	4%	3%	3%	2%	3%	2%	4%	3%	2%	2%	3%	4%	2%
1 - Strongly disagree	32	6	26	-	32	-	32	28	4	13	18	11	25	34	4	19	19	16	21	10	28
	2%	3%	1%	-	2%	-	2%	1%	3%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Don't know/Refuse	18	1	17	-	18	-	18	14	4	10	9	5	13	12	4	8	8	5	11	2	14
	1%	1%	1%	-	1%	-	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%
Top 2 Box	1,795	178	1,617	150	1,645	72	1,723	1,684	111	852	942	376	1,427	1,586	207	974	815	758	1,028	354	1,438
	90%	88%	90%	91%	90%	90%	90%	90%	89%	89%	90%	88%	90%	89%	91%	88%	91%	90%	89%	85%	91%
Bottom 2 Box	86	13	73	5	81	1	85	77	9	41	45	21	68	78	12	51	39	35	54	26	64
	4%	6%	4%	3%	4%	1%	4%	4%	7%	4%	4%	5%	4%	4%	5%	5%	4%	4%	5%	6%	4%
Mean	4.4	4.4	4.4	4.3	4.4	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.3	4.4
Median	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0
Standard Deviation	0.84	0.95	0.82	0.73	0.85	0.70	0.84	0.83	0.95	0.83	0.84	0.90	0.83	0.85	0.84	0.86	0.84	0.84	0.86	0.94	0.82
Standard Error	0.02	0.07	0.02	0.08	0.02	0.10	0.02	0.02	0.08	0.03	0.03	0.05	0.02	0.02	0.06	0.03	0.03	0.03	0.03	0.05	0.02
CHI-SQUARE SIGNIFICANCE	<-----7.39-----> <-----11.69-----> <-----8.11-----> <-----16.1-----> <-----1.4-----> <-----6.09-----> <-----9.68-----> <-----15.24-----> <-----1.92-----> <-----22.65----->																				
	61%* 89%* 68%* 98%* 1%* 47%* 79%* 97%* 4%* 100%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
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QF3B. Please rate your level of agreement with the following statements: You are interested in watching Canadian movies.  
Base: All respondents  
Banner 1

	Region									Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%	
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842	
5 - Strongly agree	606 30%	151 31%	454 30%	48 32%	244 32%	36 27%	48 24%	79 30%	179 33%	233 30%	183 29%	352 29%	113 32%	55 32%	84 35%	479 30%	127 33%	273 28%	316 32%	365 32%	226 27%	
4 - Somewhat agree	951 47%	264 53% CEH	687 46%	68 46%	353 46%	67 51% H	95 46%	104 40%	256 47%	376 48%	301 47%	556 45%	195 55% L	88 51% L	108 45%	783 49%	167 43%	478 49%	465 46%	545 47%	408 48%	
3 - Neither agree or disagree	217 11%	46 9%	171 11%	12 8%	85 11%	11 8%	31 15% BDF	33 13%	67 12%	88 11%	60 9%	146 12%	34 10%	18 11%	19 8%	173 11%	45 11%	93 10%	109 11%	112 10%	90 11%	
2 - Somewhat disagree	136 7%	27 5%	110 7%	13 9%	31 4%	12 9%	19 9% E	35 13% BCE	33 6%	48 6%	49 8%	94 8% M	13 4%	8 5%	21 9% M	108 7%	28 7%	75 8%	64 6%	84 7%	62 7%	
1 - Strongly disagree	71 4%	3 1%	68 5% B	7 5% B	37 5% B	6 5% B	7 4%	11 4% B	9 2%	27 3%	34 5% I	63 5% MN	1 *% I	1 *% I	6 2%	51 3%	20 5%	38 4%	35 3%	36 3%	42 5% T	
Don't know/Refuse	22 1%	4 1%	17 1%	-	11 1%	1 *% I	5 2% I	1 *% I	3 *% I	6 1%	10 2% I	15 1% I	1 *% I	2 1% I	3 1% I	21 1% Q	1 *% Q	10 1% Q	14 1% Q	9 1% Q	14 2% Q	
Top 2 Box	1,557 78%	415 84% CEGH	1,141 76%	116 79%	597 78% GH	103 78%	143 70%	183 70%	436 79%	608 78%	484 76%	909 74%	308 86% L	143 83% L	192 80%	1,262 78%	295 76%	751 78%	781 78%	910 79% U	634 75% U	
Bottom 2 Box	207 10%	29 6%	178 12% B	20 14% B	68 9% B	18 14% B	26 13% B	46 17% BE	42 8%	75 10%	83 13% IJ	158 13% MN	14 4% MN	8 5% MN	26 11% M	159 10%	48 12%	113 12%	99 10%	120 10%	104 12%	
Mean	4.0	4.1 CDFGH	3.9	3.9	4.0 GH	3.9	3.8	3.8	4.0 K	4.0	3.9	3.9	4.1 L	4.1 L	4.0 L	4.0	3.9	3.9	4.0	4.0 U	3.9	
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3B. Please rate your level of agreement with the following statements: You are interested in watching Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.01	0.81	1.06	1.09	1.02	1.06	1.03	1.14	0.92	0.99	1.08	1.08	0.75	0.80	1.00	0.98	1.09	1.02	1.00	1.00	1.06
Standard Error	0.03	0.03	0.03	0.09	0.05	0.08	0.08	0.09	0.06	0.04	0.04	0.04	0.04	0.07	0.09	0.03	0.06	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----108.48----->								<-----29.38----->			<-----81.86----->				<-----12.12----->		<-----6.96----->		<-----14.46----->	
	100%*								99%*			100%*				90%*		57%*		96%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3B. Please rate your level of agreement with the following statements: You are interested in watching Canadian movies.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	606	64	542	36	570	35	570	557	49	283	323	135	467	515	76	342	251	238	350	122	469
	30%	31%	30%	22%	31%	44%	30%	30%	39%	30%	31%	32%	30%	29%	33%	31%	28%	28%	30%	29%	30%
					D	G			H												
4 - Somewhat agree	951	96	855	96	855	28	923	900	51	445	505	193	767	855	103	509	445	411	545	184	773
	47%	48%	47%	58%	47%	35%	48%	48%	41%	47%	48%	45%	48%	48%	45%	46%	50%	49%	47%	44%	49%
				E																	
3 - Neither agree or disagree	217	15	203	15	203	11	207	212	6	118	100	47	156	193	10	122	79	101	101	55	148
	11%	7%	11%	9%	11%	13%	11%	11%	5%	12%	10%	11%	10%	11%	4%	11%	9%	12%	9%	13%	9%
								I	O									S	U		
2 - Somewhat disagree	136	14	122	13	123	3	133	125	12	70	66	30	112	125	22	80	67	57	89	31	116
	7%	7%	7%	8%	7%	4%	7%	7%	9%	7%	6%	7%	7%	7%	10%	7%	7%	7%	8%	7%	7%
1 - Strongly disagree	71	12	59	6	65	3	68	65	6	29	42	17	60	66	12	39	39	28	50	22	56
	4%	6%	3%	4%	4%	3%	4%	3%	5%	3%	4%	4%	4%	4%	5%	4%	4%	3%	4%	5%	4%
Don't know/Refuse	22	2	20	-	22	-	22	20	2	12	10	4	20	19	4	9	14	6	16	3	20
	1%	1%	1%		1%		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Top 2 Box	1,557	159	1,397	132	1,425	64	1,493	1,457	100	727	828	327	1,234	1,370	179	851	696	649	895	306	1,242
	78%	79%	78%	80%	78%	80%	78%	78%	80%	76%	79%	77%	78%	77%	79%	77%	78%	77%	78%	73%	79%
Bottom 2 Box	207	26	181	19	188	5	202	189	18	99	108	47	172	191	34	119	106	85	139	53	172
	10%	13%	10%	11%	10%	7%	10%	10%	14%	10%	10%	11%	11%	11%	15%	11%	12%	10%	12%	13%	11%
Mean	4.0	3.9	4.0	3.9	4.0	4.1	3.9	3.9	4.0	3.9	4.0	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.01	1.10	0.99	0.96	1.01	1.00	1.00	1.00	1.13	1.00	1.01	1.04	1.01	1.01	1.13	1.02	1.03	0.99	1.05	1.09	1.01
Standard Error	0.03	0.08	0.03	0.10	0.03	0.15	0.03	0.03	0.09	0.04	0.03	0.06	0.03	0.02	0.08	0.03	0.03	0.03	0.03	0.05	0.03
CHI-SQUARE SIGNIFICANCE	<-----7.97-----> <-----11.6-----> <-----11.89-----> <-----12.44-----> <-----7.06-----> <-----2.2-----> <-----16.49-----> <-----8.94-----> <-----11.43-----> <-----11.79----->																				
	67%* 89%* 90%* 91%* 58%* 5%* 98%* 74%* 88%* 89%*																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QF3C Page 217

QF3C. Please rate your level of agreement with the following statements: The stories in Canadian movies relate to you.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	209 10%	60 12% G	149 10%	12 8%	91 12%	10 8%	15 7%	21 8%	72 13%	73 9%	62 10%	112 9%	45 13%	15 9%	36 15%	168 10%	41 11%	97 10%	104 10%	129 11%	72 9%
4 - Somewhat agree	796 40%	208 42% G	589 39%	59 40%	302 40%	58 44% G	69 34%	101 39%	232 42%	312 40%	236 37%	477 39%	155 43%	79 46%	83 35%	639 40%	158 41%	396 41%	374 37%	456 40%	324 38%
3 - Neither agree or disagree	419 21%	104 21%	315 21%	34 23%	154 20%	24 18%	51 25%	52 20%	143 26% K	173 22% K	96 15%	245 20%	75 21%	45 26%	54 23%	358 22% Q	61 16%	180 19%	209 21%	255 22% U	128 15%
2 - Somewhat disagree	329 16%	94 19% E	235 16%	24 17%	99 13%	19 15%	45 22% CE	47 18%	65 12%	130 17%	125 20% I	200 16%	61 17%	26 15%	39 16%	267 17%	63 16%	168 17%	172 17%	190 17%	167 20%
1 - Strongly disagree	171 9%	16 3%	155 10% B	15 10% B	83 11% B	14 11% B	14 7%	29 11% B	22 4%	68 9%	77 12% IJ	134 11% MN	13 4%	5 3%	19 8%	124 8% P	47 12% P	98 10%	89 9%	88 8%	97 12% T
Don't know/Refuse	78 4%	13 3%	64 4%	4 2%	31 4%	6 5%	11 6%	13 5%	13 2%	21 3%	41 6% IJ	58 5% MN	8 2%	3 2%	9 4%	60 4%	17 4%	27 3%	55 5% R	33 3%	54 6% T
Top 2 Box	1,005 50%	267 54% G	738 49% G	70 48%	393 52% G	68 52% G	84 41%	122 47%	304 55% K	385 50%	298 47%	589 48%	200 56% L	94 55%	119 49%	806 50%	199 51%	493 51%	478 48%	585 51%	396 47%
Bottom 2 Box	501 25%	110 22%	390 26%	39 26%	183 24%	33 25%	60 29%	76 29%	87 16%	198 26% I	202 32% IJ	335 27% MN	74 21%	30 18%	58 24%	391 24%	110 28%	266 28%	261 26%	278 24%	264 31% T
Mean	3.3	3.4 CDGH	3.2	3.2	3.3	3.3	3.1	3.2	3.5 JK	3.3	3.1	3.2	3.5 L	3.4 L	3.3	3.3	3.2	3.2	3.2	3.3 U	3.1
Median	4.0	4.0	4.0	3.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF3C. Please rate your level of agreement with the following statements: The stories in Canadian movies relate to you.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media										
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)									
Standard Deviation	1.14	1.04	1.17	1.13	1.19	1.16	1.08	1.17	1.01	1.13	1.23	1.18	1.04	0.95	1.17	1.12	1.23	1.17	1.15	1.12	1.21									
Standard Error	0.03	0.05	0.04	0.09	0.06	0.09	0.08	0.09	0.07	0.05	0.04	0.04	0.05	0.09	0.10	0.03	0.07	0.04	0.04	0.03	0.04									
CHI-SQUARE SIGNIFICANCE	<-----<				69.46	----->				<-----<	109.17	----->			<-----<	61.84	----->		<-----<	15.21	----->		<-----<	13.39	----->		<-----<	50.9	----->	
					100%*						100%*					100%*				97%*				94%*				100%*		

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3C. Please rate your level of agreement with the following statements: The stories in Canadian movies relate to you.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	209 10%	18 9%	191 11%	21 12%	189 10%	21 26% G	188 10%	195 10%	14 11%	96 10%	113 11%	39 9%	164 10%	177 10%	24 11%	124 11%	78 9%	89 11%	111 10%	37 9%	165 10%
4 - Somewhat agree	796 40%	87 43%	710 39%	57 35%	739 40%	36 45%	761 40%	753 40%	44 35%	377 39%	419 40%	193 45% M	601 38%	698 39%	84 37%	431 39%	351 39%	331 39%	449 39%	151 36%	632 40%
3 - Neither agree or disagree	419 21%	34 17%	385 21%	37 22%	383 21%	6 7%	413 21% F	407 22% I	12 10%	225 24% K	194 19%	88 21%	305 19%	366 21% O	20 9%	238 22% Q	147 16%	187 22% S	198 17%	94 23%	292 18%
2 - Somewhat disagree	329 16%	27 14%	302 17%	32 19%	298 16%	12 15%	318 17%	304 16%	25 20%	152 16%	177 17%	66 15%	285 18%	316 18%	42 19%	191 17%	164 18%	148 18%	208 18%	82 20%	275 17%
1 - Strongly disagree	171 9%	28 14% C	143 8%	8 5%	163 9%	5 6%	166 9%	152 8%	19 16% H	72 8%	99 9%	31 7%	151 10%	146 8%	39 17% N	88 8%	97 11% P	63 7%	120 10% R	39 9%	145 9%
Don't know/Refuse	78 4%	7 4%	70 4%	11 7%	66 4%	1 1%	77 4%	67 4%	11 8% H	33 3%	45 4%	10 2%	76 5% L	70 4%	18 8% N	29 3%	58 6% P	23 3%	65 6% R	14 3%	73 5%
Top 2 Box	1,005 50%	104 52%	901 50%	78 47%	928 50%	57 71% G	949 49%	948 50%	58 46%	473 50%	532 51%	231 54% M	765 48%	875 49%	108 48%	555 50%	429 48%	420 50%	560 49%	188 45%	797 50%
Bottom 2 Box	501 25%	55 28%	445 25%	39 24%	461 25%	17 21%	484 25%	456 24%	44 36% H	224 23%	276 26%	97 23%	436 28%	462 26%	81 36% N	279 25%	261 29%	211 25%	328 28%	121 29%	420 27%
Mean	3.3	3.2	3.3	3.3	3.3	3.7 G	3.3	3.3	3.1	3.3	3.3	3.3	3.2	3.3 O	3.1	3.3 Q	3.2	3.3	3.2	3.2	3.3
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF3C. Please rate your level of agreement with the following statements: The stories in Canadian movies relate to you.  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.14	1.22	1.13	1.10	1.14	1.19	1.13	1.12	1.33	1.10	1.17	1.08	1.17	1.13	1.35	1.13	1.19	1.12	1.19	1.14	1.16
Standard Error	0.03	0.10	0.03	0.12	0.03	0.18	0.03	0.03	0.11	0.05	0.04	0.06	0.03	0.03	0.09	0.03	0.04	0.04	0.04	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----11.76----->		<-----10.65----->		<-----33.52----->		<-----29.48----->		<-----11.14----->		<-----18.51----->		<-----44.44----->		<-----34.6----->		<-----22.93----->		<-----9.55----->		
	89%*		85%*		100%*		100%*		87%*		99%*		100%*		100%*		100%*		78%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3D. Please rate your level of agreement with the following statements: You can easily find and watch Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	288 14%	111 22% CDEFGH	177 12%	21 14%	79 10%	20 15%	23 11%	34 13%	90 16% K	126 16% K	69 11%	142 12%	84 23% LNO	25 14%	36 15%	243 15%	45 12%	157 16% S	128 13%	179 16%	109 13%
4 - Somewhat agree	750 37%	265 54% CDEFGH	485 32%	52 35%	240 31%	43 32%	65 32%	85 33%	200 36%	285 37%	249 39%	394 32%	198 55% LNO	71 41%	84 35%	602 37%	148 38%	363 38%	392 39%	440 38%	337 40%
3 - Neither agree or disagree	223 11%	33 7%	190 13% BF	12 8%	105 14% BDF	10 7%	20 10%	43 17% BDFG	71 13%	88 11%	59 9%	154 13% M	27 8%	19 11%	23 10%	180 11%	43 11%	107 11%	98 10%	115 10%	80 10%
2 - Somewhat disagree	477 24%	66 13%	410 27% B	38 26% B	218 29% B	36 27% B	57 28% B	61 23% B	136 25%	183 24%	150 24%	328 27% M	40 11% M	40 23% M	66 28% M	382 24%	95 24%	227 24%	231 23%	277 24%	179 21%
1 - Strongly disagree	207 10%	13 3%	194 13% B	21 14% B	100 13% B	20 15% B	29 14% B	24 9% B	45 8%	81 10%	75 12%	166 14% M	5 1% M	14 8% M	21 9% M	164 10%	44 11%	89 9%	116 12%	119 10%	90 11%
Don't know/Refuse	58 3%	6 1%	52 3% B	3 2%	19 2% B	3 2%	12 6% B	14 5% B	6 1%	14 2%	34 5% IJ	43 3% M	3 1% M	3 2% M	9 4%	45 3%	13 3%	22 2%	38 4%	21 2%	47 6% T
Top 2 Box	1,038 52%	377 76% CDEFGH	661 44%	72 49%	319 42%	63 48%	88 43%	119 46%	290 53%	411 53%	318 50%	536 44% LNO	282 79% LNO	96 56% L	121 50%	845 52%	193 50%	520 54%	520 52%	619 54%	446 53%
Bottom 2 Box	684 34%	79 16%	605 40% B	60 40% B	318 42% BH	56 43% B	85 42% B	85 33% B	181 33%	265 34%	226 35%	494 40% MN	45 13% M	54 32% M	87 36% M	546 34%	138 36%	316 33%	347 35%	396 34%	269 32%
Mean	3.2	3.8 CDEFGH	3.0	3.1	3.0	3.0	3.0	3.2 E	3.3	3.2	3.1	3.0	3.9 LNO	3.3 L	3.2	3.2	3.2	3.3	3.2	3.3	3.2
Median	4.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued) Table QF3D Page 222

QF3D. Please rate your level of agreement with the following statements: You can easily find and watch Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.26	1.02	1.28	1.34	1.26	1.37	1.31	1.23	1.24	1.28	1.27	1.29	0.94	1.22	1.27	1.27	1.26	1.26	1.27	1.28	1.26
Standard Error	0.03	0.04	0.04	0.11	0.06	0.11	0.10	0.10	0.08	0.05	0.04	0.04	0.05	0.11	0.11	0.04	0.07	0.05	0.04	0.04	0.04
CHI-SQUARE SIGNIFICANCE	<-----368.18----->								<-----43.24----->			<-----277.73----->				<-----4.03----->		<-----12.2----->		<-----25.39----->	
	100%*								100%*			100%*				22%*		91%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3D. Please rate your level of agreement with the following statements: You can easily find and watch Canadian movies.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	288	31	257	20	268	13	276	268	21	141	147	43	242	258	31	180	110	144	143	69	221
	14%	15%	14%	12%	15%	16%	14%	14%	17%	15%	14%	10%	15%	15%	14%	16%	12%	17%	12%	17%	14%
													L			Q		S			
4 - Somewhat agree	750	72	678	56	694	31	719	694	56	335	414	156	631	675	104	394	382	321	457	147	631
	37%	36%	38%	34%	38%	39%	37%	37%	45%	35%	40%	37%	40%	38%	46%	36%	43%	38%	40%	35%	40%
															N		P				
3 - Neither agree or disagree	223	17	206	9	214	5	218	215	8	113	110	42	157	186	11	111	85	83	113	40	157
	11%	9%	11%	5%	12%	7%	11%	11%	6%	12%	11%	10%	10%	10%	5%	10%	9%	10%	10%	10%	10%
					D			I						O							
2 - Somewhat disagree	477	54	422	49	428	23	454	456	21	247	229	128	332	413	43	280	175	201	254	108	348
	24%	27%	23%	29%	23%	29%	24%	24%	17%	26%	22%	30%	21%	23%	19%	25%	20%	24%	22%	26%	22%
								I				M				Q					
1 - Strongly disagree	207	20	187	21	186	8	200	194	13	97	110	47	163	187	22	114	95	81	127	43	165
	10%	10%	10%	13%	10%	10%	10%	10%	11%	10%	11%	11%	10%	11%	10%	10%	11%	10%	11%	10%	10%
Don't know/Refuse	58	7	51	10	48	-	58	51	7	22	36	9	57	54	16	22	48	11	57	10	60
	3%	3%	3%	6%	3%		3%	3%	5%	2%	3%	2%	4%	3%	7%	2%	5%	1%	5%	2%	4%
															N		P		R		
Top 2 Box	1,038	104	935	77	961	44	995	962	76	476	561	199	873	933	135	574	492	465	600	216	852
	52%	51%	52%	47%	52%	55%	52%	51%	61%	50%	54%	47%	55%	53%	59%	52%	55%	55%	52%	52%	54%
									H				L		N						
Bottom 2 Box	684	74	610	69	614	31	653	650	34	344	339	175	495	600	65	394	270	282	381	151	513
	34%	37%	34%	42%	33%	38%	34%	35%	27%	36%	32%	41%	31%	34%	29%	36%	30%	34%	33%	36%	32%
												M				Q					
Mean	3.2	3.2	3.2	3.0	3.2	3.2	3.2	3.2	3.4	3.2	3.3	3.0	3.3	3.2	3.4	3.2	3.3	3.3	3.2	3.2	3.3
									H				L								
Median	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

(Continued)

QF3D. Please rate your level of agreement with the following statements: You can easily find and watch Canadian movies.  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.26	1.29	1.26	1.32	1.26	1.29	1.26	1.26	1.28	1.27	1.26	1.24	1.27	1.27	1.25	1.29	1.24	1.28	1.26	1.30	1.26
Standard Error	0.03	0.10	0.04	0.14	0.03	0.19	0.03	0.03	0.11	0.05	0.04	0.07	0.03	0.03	0.09	0.04	0.04	0.04	0.04	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----3.15----->		<-----19.29----->		<-----5.22----->		<-----14.76----->		<-----12.53----->		<-----35.44----->		<-----23.96----->		<-----40.55----->		<-----28.79----->		<-----8.99----->		
	13%*		99%*		37%*		96%*		92%*		100%*		100%*		100%*		100%*		75%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3E. Please rate your level of agreement with the following statements: Canadian movies are well promoted and advertised.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	131 7%	64 13% CDEFGH	66 4%	9 6%	31 4%	6 5%	9 4%	11 4%	40 7%	49 6%	39 6%	46 4%	50 14% LN	9 5%	25 10% L	108 7%	23 6%	65 7%	70 7%	77 7%	64 8%
4 - Somewhat agree	590 29%	265 54% CDEFGH	325 22%	38 26%	157 21%	28 21%	45 22%	57 22%	150 27%	209 27%	215 34% J	274 22%	209 58% LNO	56 33% LO	48 20%	471 29%	119 31%	299 31%	314 31%	336 29%	303 36% T
3 - Neither agree or disagree	210 11%	53 11% D	158 10% D	9 6%	75 10%	13 10%	24 12%	37 14% D	60 11%	85 11%	59 9%	129 10%	39 11%	17 10%	24 10%	166 10%	44 11%	106 11%	98 10%	119 10%	88 10%
2 - Somewhat disagree	580 29%	81 16%	499 33% B	54 37% B	240 32% B	51 38% B	72 35% B	83 32% B	184 34% K	237 30% K	154 24%	390 32% M	51 14%	57 33% M	81 34% M	474 29%	106 27%	272 28%	273 27%	350 30% U	188 22%
1 - Strongly disagree	414 21%	21 4%	393 26% B	36 24% B	230 30% BFGH	28 21% B	44 22% B	55 21% B	111 20%	174 22%	123 19%	333 27% MNO	2 +% MN	30 18% M	47 20% M	334 21%	80 21%	189 20%	200 20%	233 20% U	141 17%
Don't know/Refuse	78 4%	12 2%	66 4% D	2 2%	28 4%	6 5%	10 5%	20 8% BD	4 1%	23 3% I	46 7% IJ	55 4% MN	7 2%	2 1%	14 6%	62 4%	16 4%	35 4%	48 5%	36 3%	58 7% T
Top 2 Box	721 36%	330 67% CDEFGH	391 26%	47 32%	188 25%	34 26%	54 26%	68 26%	190 35%	257 33%	254 40% J	320 26%	259 72% LNO	66 38% L	74 31%	579 36%	142 37%	364 38%	384 38%	413 36%	367 44% T
Bottom 2 Box	994 50%	101 20%	893 59% B	89 61% B	470 62% BH	79 60% B	116 57% B	138 53% B	294 54% K	412 53% K	277 44%	723 59% M	53 15%	87 51% M	128 53% M	808 50%	186 48%	461 48%	473 47%	583 51% U	329 39%
Mean	2.7	3.6 CDEFGH	2.4	2.5	2.3	2.5	2.5	2.5	2.7	2.6	2.8 J	2.4	3.7 LNO	2.8 L	2.7 L	2.7	2.7	2.8	2.8	2.7	3.0 T
Median	2.0	4.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	4.0	2.0	2.0	2.0	3.0	3.0	2.0	3.0	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QF3E Page 226  
(Continued)

QF3E. Please rate your level of agreement with the following statements: Canadian movies are well promoted and advertised.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.29	1.05	1.23	1.28	1.24	1.20	1.21	1.21	1.27	1.28	1.30	1.23	0.90	1.24	1.32	1.29	1.28	1.28	1.30	1.28	1.29
Standard Error	0.03	0.05	0.04	0.10	0.06	0.09	0.09	0.10	0.08	0.05	0.04	0.04	0.05	0.11	0.12	0.04	0.07	0.05	0.04	0.04	0.05
CHI-SQUARE SIGNIFICANCE	<-----727.87----->								<-----67.73----->			<-----596.16----->				<-----1.7----->		<-----2.64----->		<-----58.51----->	
	100%*								100%*			100%*				3%*		8%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3E. Please rate your level of agreement with the following statements: Canadian movies are well promoted and advertised.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	131 7%	19 9%	112 6%	10 6%	121 7%	5 6%	126 7%	118 6%	13 10%	59 6%	72 7%	19 4%	121 8%	117 7%	24 11%	72 7%	70 8%	60 7%	81 7%	26 6%	115 7%
4 - Somewhat agree	590 29%	51 25%	540 30%	37 22%	554 30%	23 28%	568 30%	540 29%	50 40%	248 26%	342 33%	94 22%	539 34%	556 31%	87 38%	308 28%	330 37%	259 31%	382 33%	98 24%	546 35%
3 - Neither agree or disagree	210 11%	24 12%	187 10%	11 6%	200 11%	8 9%	203 11%	201 11%	10 8%	89 9%	122 12%	40 10%	164 10%	197 11%	12 5%	127 12%	81 9%	85 10%	124 11%	48 12%	161 10%
2 - Somewhat disagree	580 29%	52 26%	528 29%	57 35%	523 28%	18 23%	562 29%	557 30%	24 19%	312 33%	268 26%	169 40%	386 24%	492 28%	46 20%	329 30%	209 23%	250 30%	284 25%	141 34%	396 25%
1 - Strongly disagree	414 21%	46 23%	367 20%	40 24%	374 20%	25 31%	389 20%	398 21%	16 13%	218 23%	196 19%	88 21%	294 19%	342 19%	33 15%	231 21%	144 16%	171 20%	202 18%	86 21%	288 18%
Don't know/Refuse	78 4%	11 5%	67 4%	11 6%	67 4%	2 2%	76 4%	65 3%	12 10%	30 3%	47 5%	15 3%	78 5%	69 4%	25 11%	34 3%	61 7%	16 2%	78 7%	18 4%	76 5%
Top 2 Box	721 36%	69 34%	652 36%	46 28%	675 37%	27 34%	694 36%	658 35%	63 51%	307 32%	414 40%	113 27%	660 42%	673 38%	111 49%	380 35%	400 45%	319 38%	463 40%	124 30%	661 42%
Bottom 2 Box	994 50%	98 49%	896 50%	98 59%	896 49%	43 54%	951 49%	955 51%	39 32%	530 55%	464 44%	258 61%	680 43%	834 47%	79 35%	560 51%	353 39%	421 50%	486 42%	227 54%	684 43%
Mean	2.7	2.7	2.7	2.5	2.7 D	2.5	2.7	2.7	3.2 H	2.6	2.8 J	2.5	2.9 L	2.8	3.1 N	2.7	3.0 P	2.7	2.9 R	2.6	2.9 T

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QF3E Page 228

QF3E. Please rate your level of agreement with the following statements: Canadian movies are well promoted and advertised.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	4.0	2.0	3.0	2.0	3.0	3.0	4.0	2.0	3.0	2.0	3.0	2.0	3.0
Standard Deviation	1.29	1.35	1.28	1.28	1.29	1.36	1.28	1.28	1.29	1.28	1.29	1.19	1.31	1.28	1.34	1.28	1.29	1.29	1.29	1.25	1.30
Standard Error	0.03	0.11	0.04	0.14	0.04	0.20	0.03	0.04	0.11	0.05	0.04	0.07	0.03	0.03	0.09	0.04	0.04	0.05	0.04	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----7.11----->		<-----18.61----->		<-----6.68----->		<-----47.85----->		<-----45.33----->		<-----92.81----->		<-----55.44----->		<-----71.98----->		<-----38.4----->		<-----45.54----->		
	58%*		99%*		54%*		100%*		100%*		100%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3F. Please rate your level of agreement with the following statements: Movie theatres should show more Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	630 31%	131 26%	499 33% BG	43 29%	297 39% BCDFGH	40 30%	46 22%	74 28%	189 35%	249 32%	182 29%	386 31%	94 26%	58 34%	92 38% M	505 31%	126 32%	236 24%	352 35% R	354 31%	232 28%
4 - Somewhat agree	687 34%	204 41% CEGH	483 32%	63 43% CEGH	235 31%	46 35%	65 32%	74 28%	186 34%	242 31%	242 38% J	380 31%	155 43% L	64 37%	85 35%	566 35%	121 31%	347 36%	353 35%	416 36%	297 35%
3 - Neither agree or disagree	376 19%	94 19%	282 19%	26 18%	119 16%	26 20%	51 25% E	60 23% E	125 23% K	160 21% K	85 13%	242 20%	70 20%	28 16%	35 15%	303 19%	73 19%	192 20%	165 16%	213 19%	140 17%
2 - Somewhat disagree	166 8%	47 10%	119 8%	9 6%	50 7%	9 7%	22 11%	29 11%	34 6%	75 10%	55 9%	106 9%	28 8%	14 8%	18 7%	131 8%	35 9%	108 11% S	66 7%	100 9%	75 9%
1 - Strongly disagree	91 5%	8 2%	83 6% B	5 4%	43 6% B	7 6%	12 6% B	16 6% B	12 2%	38 5% I	41 6% I	74 6% M	3 1%	5 3%	9 4%	71 4%	20 5%	56 6%	40 4%	46 4%	54 6% T
Don't know/Refuse	52 3%	11 2% D	41 3% D	*% *	18 2% D	3 2%	9 4% D	10 4%	2 *% I	14 2% IJ	33 5% IJ	39 3% IJ	8 2%	3 2%	2 1%	40 2%	12 3%	27 3%	27 3%	22 2%	44 5% T
Top 2 Box	1,318 66%	335 68% GH	983 65% GH	106 72% GH	532 70% GH	86 65% G	111 54%	147 56%	375 68%	491 63%	423 67%	766 62%	248 69% L	122 71%	177 74% L	1,070 66%	247 64%	584 60%	705 70% R	770 67%	529 63%
Bottom 2 Box	258 13%	55 11%	202 13%	14 10%	93 12%	17 13%	34 16%	45 17%	45 8%	113 15% I	95 15% I	180 15% M	32 9%	20 11%	26 11%	202 13%	55 14%	163 17% S	106 11%	146 13%	129 15%
Mean	3.8	3.8 GH	3.8 GH	3.9 GH	3.9 GH	3.8	3.6	3.6	3.9 J	3.8	3.8	3.8	3.9	3.9	4.0 L	3.8	3.8	3.6	3.9 R	3.8	3.7
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table QF3F Page 230

QF3F. Please rate your level of agreement with the following statements: Movie theatres should show more Canadian movies.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.12	0.99	1.15	1.01	1.16	1.13	1.14	1.20	1.01	1.15	1.17	1.18	0.93	1.06	1.08	1.11	1.16	1.15	1.08	1.09	1.17
Standard Error	0.03	0.04	0.04	0.08	0.06	0.09	0.09	0.10	0.07	0.05	0.04	0.04	0.05	0.10	0.09	0.03	0.07	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----100.98----->								<-----85.03----->			<-----59.29----->				<-----3.65----->		<-----58.01----->		<-----28.25----->	
	100%*								100%*			100%*				18%*		100%*		100%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3F. Please rate your level of agreement with the following statements: Movie theatres should show more Canadian movies.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	630 31%	72 36%	559 31%	62 38%	568 31%	44 56% G	586 30%	585 31%	46 36%	295 31%	335 32%	142 33%	464 29%	503 28%	83 37% N	330 30%	258 29%	238 28%	347 30%	116 28%	471 30%
4 - Somewhat agree	687 34%	60 30%	627 35%	55 33%	632 34%	17 21%	670 35% F	642 34%	45 36%	311 33%	376 36%	135 32%	573 36%	636 36%	80 35%	376 34%	336 38%	299 36%	415 36%	128 31%	588 37% T
3 - Neither agree or disagree	376 19%	32 16%	344 19%	28 17%	348 19%	11 14%	365 19%	369 20% I	7 6%	207 22% K	169 16%	79 19%	280 18%	343 19%	13 6% O	218 20% Q	137 15%	181 22% S	174 15%	102 24% U	253 16%
2 - Somewhat disagree	166 8%	14 7%	152 8%	7 4%	159 9%	4 5%	162 8%	158 8%	8 7%	86 9%	80 8%	41 10%	130 8%	159 9%	16 7%	96 9%	77 9%	77 9%	97 8%	39 9%	136 9%
1 - Strongly disagree	91 5%	13 7%	78 4%	6 3%	86 5%	2 3%	89 5%	84 4%	7 6%	43 4%	49 5%	23 6%	74 5%	86 5%	15 7%	59 5%	42 5%	34 4%	64 6%	27 6%	73 5%
Don't know/Refuse	52 3%	10 5%	42 2%	8 5%	44 2%	1 1%	51 3%	40 2%	12 9% H	14 1%	38 4% J	5 1%	61 4% L	46 3%	20 9% N	22 2%	45 5% P	12 1%	54 5% R	5 1%	61 4% T
Top 2 Box	1,318 66%	132 65%	1,186 66%	117 71%	1,201 65%	61 77%	1,256 65%	1,227 65%	91 72%	606 63%	711 68%	277 65%	1,037 66%	1,139 64%	163 72% N	706 64%	594 66%	537 64%	762 66%	244 59%	1,059 67% T
Bottom 2 Box	258 13%	27 14%	230 13%	13 8%	245 13%	7 8%	251 13%	242 13%	15 12%	129 14%	128 12%	64 15%	204 13%	245 14%	31 14%	155 14%	119 13%	111 13%	161 14%	66 16%	209 13%
Mean	3.8	3.9	3.8	4.0 E	3.8	4.2 G	3.8	3.8	4.0 H	3.8	3.9	3.8	3.8	3.8	4.0 N	3.8	3.8	3.8	3.8	3.6	3.8 T
Median	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.12	1.20	1.11	1.04	1.12	1.07	1.12	1.11	1.15	1.12	1.11	1.17	1.11	1.12	1.20	1.14	1.11	1.09	1.15	1.17	1.11

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3F. Please rate your level of agreement with the following statements: Movie theatres should show more Canadian movies.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.03	0.10	0.03	0.11	0.03	0.16	0.03	0.03	0.10	0.05	0.04	0.07	0.03	0.03	0.08	0.03	0.04	0.04	0.03	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----11.05----->		<-----13.36----->		<-----24.52----->		<-----37.09----->		<-----22.31----->		<-----13.72----->		<-----50.78----->		<-----21.88----->		<-----30.44----->		<-----32.4----->		
	86%*		94%*		100%*		100%*		100%*		94%*		100%*		100%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3G. Please rate your level of agreement with the following statements: Canadian broadcasters should show more Canadian movies on television.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
5 - Strongly agree	746 37%	145 29%	602 40% BH	61 41% BH	344 45% BGH	51 39% B	67 33%	79 30%	220 40%	285 37%	229 36%	466 38% M	112 31%	59 34%	107 45% M	595 37%	151 39%	326 34%	396 39% R	429 37%	282 33%
4 - Somewhat agree	723 36%	229 46% CEFGH	494 33%	57 39%	235 31%	45 34%	64 31%	92 35%	192 35%	269 35%	246 39%	399 33%	170 48% LNO	62 36%	89 37%	588 36%	134 35%	359 37%	366 36%	420 36%	328 39%
3 - Neither agree or disagree	282 14%	67 14%	215 14% D	13 9%	93 12%	17 13%	43 21% BCDEF	49 19% DE	89 16% K	130 17% K	61 10%	187 15% O	48 14%	26 15%	21 9%	223 14%	60 15%	144 15%	120 12%	158 14%	104 12%
2 - Somewhat disagree	153 8%	43 9%	110 7%	8 5%	48 6%	12 9%	20 10%	23 9%	35 6%	59 8%	54 8%	95 8%	24 7%	18 10%	15 6%	126 8%	27 7%	82 8%	74 7%	96 8%	66 8%
1 - Strongly disagree	65 3%	6 1%	59 4% B	6 4%	28 4% B	6 4%	6 3%	13 5% B	7 1%	24 3%	32 5% IJ	54 4% MN	2 1%	2 1%	6 3%	56 3%	9 2%	43 4% S	26 3%	34 3%	40 5% T
Don't know/Refuse	34 2%	6 1%	28 2%	3 2%	13 2%	1 1%	5 3%	6 2%	5 1%	10 1%	15 2%	26 2% M	1 *%	5 3%	2 1%	27 2%	7 2%	13 1%	21 2%	14 1%	22 3% T
Top 2 Box	1,469 73%	374 75% GH	1,095 73% G	117 80% CGH	579 76% GH	96 73%	131 64%	171 65%	412 75%	554 71%	474 75%	865 71%	282 79% L	121 70%	195 81% LN	1,183 73%	286 74%	685 71%	762 76% R	849 74%	610 72%
Bottom 2 Box	218 11%	49 10%	169 11%	14 9%	76 10%	17 13%	26 12%	37 14%	43 8%	83 11%	86 13% I	149 12% M	26 7%	20 12%	21 9%	182 11%	36 9%	125 13%	100 10%	130 11%	106 13%
Mean	4.0	3.9 H	4.0 H	4.1 BGH	4.1 BGH	3.9	3.8	3.8	4.1	4.0	3.9	3.9	4.0	3.9	4.2 L	4.0	4.0	3.9	4.1 R	4.0	3.9
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

QF3G. Please rate your level of agreement with the following statements: Canadian broadcasters should show more Canadian movies on television.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.06	0.94	1.10	1.04	1.08	1.13	1.09	1.13	0.97	1.06	1.13	1.12	0.88	1.03	1.01	1.07	1.02	1.11	1.03	1.06	1.11
Standard Error	0.03	0.04	0.04	0.08	0.05	0.09	0.08	0.09	0.06	0.04	0.04	0.04	0.04	0.09	0.09	0.03	0.06	0.04	0.03	0.03	0.04
CHI-SQUARE SIGNIFICANCE	<-----99.35----->								<-----46.13----->			<-----67.68----->				<-----3.91----->		<-----20.19----->		<-----13.87----->	
	100%*								100%*			100%*				21%*		99%*		95%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3G. Please rate your level of agreement with the following statements: Canadian broadcasters should show more Canadian movies on television.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
5 - Strongly agree	746	83	663	72	674	46	701	693	53	349	397	165	564	612	99	402	310	301	409	152	560
	37%	41%	37%	44%	37%	57%	36%	37%	42%	37%	38%	39%	36%	35%	44%	37%	35%	36%	36%	36%	35%
4 - Somewhat agree	723	68	654	59	664	22	701	672	51	328	394	138	606	664	89	386	365	299	451	128	625
	36%	34%	36%	36%	36%	27%	36%	36%	41%	34%	38%	32%	38%	37%	39%	35%	41%	36%	39%	31%	40%
3 - Neither agree or disagree	282	23	259	18	265	6	276	278	4	160	122	58	210	255	8	162	99	136	126	73	189
	14%	12%	14%	11%	14%	8%	14%	15%	3%	17%	12%	14%	13%	14%	4%	15%	11%	16%	11%	18%	12%
2 - Somewhat disagree	153	16	137	10	143	4	149	145	8	71	82	44	117	146	16	95	66	73	89	40	122
	8%	8%	8%	6%	8%	5%	8%	8%	6%	7%	8%	10%	7%	8%	7%	9%	7%	9%	8%	10%	8%
1 - Strongly disagree	65	8	57	3	62	2	63	59	6	31	34	14	57	66	8	37	37	23	49	19	55
	3%	4%	3%	2%	3%	2%	3%	3%	5%	3%	3%	3%	4%	4%	4%	3%	4%	3%	4%	5%	3%
Don't know/Refuse	34	4	30	4	30	-	34	31	3	17	17	7	28	30	7	19	18	9	27	5	31
	2%	2%	2%	2%	2%		2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%
Top 2 Box	1,469	151	1,317	131	1,338	67	1,401	1,365	104	677	791	303	1,170	1,276	188	788	675	600	860	280	1,185
	73%	75%	73%	79%	73%	85%	73%	73%	83%	71%	76%	71%	74%	72%	83%	72%	75%	71%	75%	67%	75%
Bottom 2 Box	218	23	195	13	205	6	212	204	14	102	116	58	174	212	24	132	103	96	138	59	177
	11%	12%	11%	8%	11%	7%	11%	11%	11%	11%	11%	14%	11%	12%	11%	12%	12%	11%	12%	14%	11%
Mean	4.0	4.0	4.0	4.2	4.0	4.3	4.0	4.0	4.1	4.0	4.0	3.9	4.0	3.9	4.2	3.9	4.0	3.9	4.0	3.9	4.0
				E		G									N						
Median	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard Deviation	1.06	1.10	1.06	0.97	1.07	0.98	1.06	1.06	1.08	1.07	1.06	1.12	1.06	1.08	1.04	1.09	1.07	1.06	1.09	1.15	1.06

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QF3G. Please rate your level of agreement with the following statements: Canadian broadcasters should show more Canadian movies on television.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Error	0.03	0.08	0.03	0.10	0.03	0.15	0.03	0.03	0.09	0.04	0.04	0.06	0.03	0.03	0.07	0.03	0.04	0.04	0.03	0.06	0.03
CHI-SQUARE SIGNIFICANCE	<-----2.64----->		<-----8.34----->		<-----16.62----->		<-----14.48----->		<-----11.76----->		<-----9.63----->		<-----26.9----->		<-----12.57----->		<-----20.37----->		<-----23.33----->		
	8%*		70%*		98%*		96%*		89%*		79%*		100%*		92%*		100%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF4. In the past 3 months, have you used social media such as Facebook or Twitter to recommend a movie to your friends or Twitter followers?  
 Base: Respondents who access a social media network at least once a month  
 Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,298 100%	295 100%	1,003 100%	107 100%	493 100%	84 100%	148 100%	171 100%	486 100%	532 100%	258 100%	775 100%	210 100%	124 100%	185 100%	1,069 100%	229 100%	572 100%	623 100%	1,151 100%	-
UNWEIGHTED TOTAL	1,151	331	820	136	297	114	146	127	245	491	392	675	233	106	133	929	222	528	623	1,151	-
Yes	365 28%	61 21%	304 30% BG	27 25%	172 35% BDG	26 31% B	31 21%	48 28%	217 45% JK	117 22% K	27 11%	210 27% M	43 21%	34 27%	78 42% LMN	311 29%	54 24%	168 29% S	124 20%	252 22%	-
No	931 72%	232 79% CEF	699 70%	80 75% E	322 65%	58 69%	117 79% CE	123 72%	269 55%	414 78% I	229 89% IJ	565 73% O	166 79% O	91 73% O	106 58%	757 71%	174 76%	404 71%	497 80% R	897 78%	-
Don't know/Refuse	1 *%	1 *%	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	1 *%	1 *%	-	2 *%	2 *%	-
CHI-SQUARE SIGNIFICANCE	<-----33.34----->								<-----119.16----->			<-----31.91----->				<-----3.66----->		<-----16.16----->		<-----.0----->	
	100%*								100%*			100%*				84%*		100%*		*%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QF4. In the past 3 months, have you used social media such as Facebook or Twitter to recommend a movie to your friends or Twitter followers?  
 Base: Respondents who access a social media network at least once a month  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1,298	107	1,191	114	1,184	53	1,245	1,292	6	743	554	322	853	1,132	18	802	346	634	513	300	851
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,151	108	1,043	83	1,068	35	1,116	1,144	7	591	559	298	853	1,132	18	802	346	634	513	300	851
Yes	365	34	331	30	335	29	337	364	2	257	108	102	177	247	5	212	40	174	78	85	167
	28%	32%	28%	27%	28%	54%	27%	28%	27%	35%	20%	32%	21%	22%	28%	26%	12%	27%	15%	28%	20%
No	931	72	858	84	847	24	907	927	4	486	445	219	674	883	13	589	305	459	434	215	682
	72%	68%	72%	73%	72%	46%	73%	72%	73%	65%	80%	68%	79%	78%	72%	73%	88%	72%	85%	72%	80%
Don't know/Refuse	1	-	1	-	1	-	1	1	-	1	1	-	2	2	-	1	1	1	1	-	2
	*%		*%		*%		*%	*%		*%	*%		*%	*%		*%	*%	*%	*%		*%
CHI-SQUARE SIGNIFICANCE	<-----1.03----->		<-----.3----->		<-----18.85----->		<-----.01----->		<-----35.34----->		<-----16.49----->		<-----.39----->		<-----31.45----->		<-----24.78----->		<-----10.43----->		
	40%*		14%*		100%*		1%*		100%*		100%*		18%*		100%*		100%*		99%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG1 Page 239

QG1. Gender.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Male	966 48%	239 48%	727 48%	69 47%	367 48%	64 48%	100 49%	127 48%	272 50%	382 49%	293 46%	592 48%	169 47%	74 43%	127 53%	797 49%	169 44%	966 100%	-	528 46%	464 55%
Female	1,037 52%	257 52%	780 52%	78 53%	394 52%	68 52%	105 51%	135 52%	276 50%	395 51%	343 54%	635 52%	189 53%	98 57%	113 47%	819 51%	218 56%	-	1,003 100%	623 54%	378 45%
CHI-SQUARE SIGNIFICANCE	<-----.12----->								<-----1.88----->			<-----4.21----->				<-----4.01----->		<-----1968.93----->		<-----16.58----->	
	%								61%			76%				95%		100%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG1 Page 240

QG1. Gender.  
Base: All respondents  
Banner 2

	Social Group						Technology Available														
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Male	966	117	849	70	896	31	935	913	53	485	480	207	784	906	94	562	435	437	558	215	783
	48%	58%	47%	42%	49%	39%	49%	49%	42%	51%	46%	49%	50%	51%	41%	51%	49%	52%	48%	52%	49%
		C												O							
Female	1,037	85	953	95	942	48	989	965	72	471	566	219	798	867	133	539	460	404	593	202	799
	52%	42%	53%	58%	51%	61%	51%	51%	58%	49%	54%	51%	50%	49%	59%	49%	51%	48%	52%	48%	51%
		B												N							
CHI-SQUARE SIGNIFICANCE	<-----8.76----->	<-----2.43----->	<-----2.64----->	<-----2.0----->	<-----4.61----->	<-----.13----->	<-----7.56----->	<-----1.18----->	<-----2.36----->	<-----.56----->											
	100%	88%	90%	84%	97%	28%	99%	72%	88%	55%											

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG3 Page 241

QG3. Which of the following diplomas or degrees have you completed?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
High School diploma or equivalent	1,681 84%	411 83%	1,270 84%	124 84%	660 87%	110 83%	165 80%	212 81%	466 85%	667 86%	527 83%	1,036 84%	289 81%	159 92% LMO	196 82%	1,357 84%	324 84%	793 82%	851 85%	977 85% U	684 81%
Registered Apprenticeship or other trades certificate or diploma	434 22%	119 24% E	315 21%	37 25%	140 18%	31 24%	56 27% E	52 20%	86 16%	190 24% I	150 24% I	256 21%	81 23%	37 21%	61 25%	334 21%	101 26%	259 27% S	188 19%	259 23%	214 25%
College, CEGEP or other non-university certificate or diploma	830 41%	262 53% CDEFGH	568 38%	60 41%	293 39%	44 33%	81 40%	89 34%	202 37%	362 47% IK	255 40%	453 37%	190 53% LO	88 51% L	98 41%	690 43% Q	140 36%	388 40%	437 44%	524 46% U	322 38%
University degree, certificate or diploma	798 40%	193 39%	605 40%	57 39%	299 39%	51 39%	80 39%	117 44%	188 34%	360 46% IK	237 37%	461 38%	133 37%	78 46%	126 52% LM	679 42% Q	119 31%	372 38%	401 40%	497 43% U	298 35%
None	79 4%	22 4%	57 4%	8 6%	27 4%	7 5%	6 3%	9 4%	24 4%	17 2%	33 5% J	48 4%	15 4%	4 2%	12 5%	53 3%	26 7% P	44 5%	43 4%	34 3%	55 7% T
Don't know/Refuse	17 1%	7 1%	10 1%	-	4 1%	4 3% CE	1 1%	-	3 *% J	1 *% J	5 1% J	6 *% J	3 1%	1 *% J	2 1%	15 1%	2 1%	8 1%	10 1%	10 1%	9 1%
CHI-SQUARE SIGNIFICANCE	<-----51.28-----> 99%								<-----33.19-----> 100%			<-----29.54-----> 99%				<-----26.69-----> 100%		<-----16.46-----> 99%		<-----26.8-----> 100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QG3. Which of the following diplomas or degrees have you completed?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
High School diploma or equivalent	1,681	168	1,513	145	1,536	66	1,615	1,592	89	822	858	364	1,307	1,501	162	937	722	707	950	351	1,311
	84%	83%	84%	88%	84%	83%	84%	85%	71%	86%	82%	86%	83%	85%	71%	85%	81%	84%	83%	84%	83%
								I		K				O		Q					
Registered Apprenticeship or other trades certificate or diploma	434	63	372	35	399	17	417	401	34	179	256	82	388	414	60	246	226	193	278	81	393
	22%	31%	21%	21%	22%	21%	22%	21%	27%	19%	24%	19%	25%	23%	26%	22%	25%	23%	24%	19%	25%
		C								J			L								T
College, CEGEP or other non-university certificate or diploma	830	82	748	68	762	32	798	806	24	419	411	187	659	799	50	499	349	384	463	195	655
	41%	41%	42%	41%	41%	41%	41%	43%	20%	44%	39%	44%	42%	45%	22%	45%	39%	46%	40%	47%	41%
								I						O		Q		S			
University degree, certificate or diploma	798	57	741	86	712	24	773	780	18	446	351	228	571	765	33	512	282	347	447	225	572
	40%	28%	41%	52%	39%	31%	40%	42%	15%	47%	34%	53%	36%	43%	15%	47%	32%	41%	39%	54%	36%
			B	E				I		K		M		O		Q				U	
None	79	11	69	3	76	5	75	58	21	26	53	8	82	51	38	27	62	33	57	10	79
	4%	5%	4%	2%	4%	6%	4%	3%	17%	3%	5%	2%	5%	3%	17%	2%	7%	4%	5%	2%	5%
									H		J		L		N		P				T
Don't know/Refuse	17	-	17	-	17	-	17	14	4	7	10	2	17	13	6	7	11	8	11	5	14
	1%		1%		1%		1%	1%	3%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<-----20.2-----> <-----8.6-----> <-----2.78-----> <-----115.0-----> <-----35.02-----> <-----35.47-----> <-----177.75-----> <-----52.16-----> <-----4.36-----> <-----31.63----->																				
	100% 87% 27%* 100%* 100% 100% 100% 100% 50% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 \*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG4 Page 243

QG4. What language do you speak most often at home?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
English	1,564 78%	128 26%	1,436 95% B	140 95% B	719 94% B	126 96% B	200 98% BCE	250 95% B	431 79%	599 77%	508 80%	1,227 100% O	- 98% O	172 100% O	165 69%	1,258 78%	305 79%	754 78%	757 75%	872 76%	630 75%
French	546 27%	433 87% CDEFGH	113 8% G	15 10% G	61 8%	9 6%	9 5%	19 7%	155 28%	214 27%	165 26%	- 100% O	357 100% O	172 100% O	17 7%	448 28%	99 25%	253 26%	316 32% R	349 30%	258 31%
Spanish	33 2%	8 2%	26 2%	4 2%	7 1%	3 2%	7 3%	5 2%	18 3%	10 1%	6 1%	- -	- -	- -	33 14%	29 2%	4 1%	19 2%	13 1%	17 1%	13 2%
Other	207 10%	24 5% D	183 12% BD	3 2%	101 13% BD	11 8% D	20 10% BD	47 18% BCDFG	75 14% K	89 11% K	37 6%	- -	- -	- -	207 86% Q	186 12% Q	21 5%	109 11% S	66 7% S	116 10% U	45 5%
Don't know/Refuse	6 *%	3 1%	4 *%	-	2 *%	2 2%	-	-	-	-	1 *%	-	-	-	-	5 *%	1 *%	4 *%	2 *%	4 *%	3 *%
CHI-SQUARE SIGNIFICANCE	<-----1712.66-----> 100%*								<-----30.95-----> 100%*			<-----2969.4-----> 100%*				<-----12.03-----> 98%*		<-----19.1-----> 100%*		<-----12.5-----> 99%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QG4. What language do you speak most often at home?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
English	1,564 78%	179 89% C	1,385 77%	140 85%	1,424 77%	68 85%	1,496 78%	1,474 78%	89 71%	783 82% K	780 75%	370 87% M	1,147 73%	1,335 75%	167 74%	876 80% Q	624 70%	627 75%	866 75%	339 81% U	1,162 73%
French	546 27%	44 22%	502 28%	23 14%	524 28% D	19 23%	528 27%	510 27%	37 29%	222 23%	324 31% J	83 19%	523 33% L	546 31%	67 30%	302 27%	310 35% P	274 33%	338 29%	104 25%	510 32% T
Spanish	33 2%	6 3%	27 2%	7 5%	26 1%	0 *%	33 2%	32 2%	2 1%	19 2%	15 1%	10 2%	24 2%	30 2%	-	20 2%	10 1%	15 2%	15 1%	10 2%	20 1%
Other	207 10%	13 6%	194 11% B	55 33% E	151 8%	11 14%	195 10%	197 10%	10 8%	126 13% K	80 8%	37 9%	130 8%	150 8%	13 6%	96 9%	66 7%	77 9%	85 7%	47 11% U	114 7%
Don't know/Refuse	6 *%	-	6 *%	1 1%	6 *%	-	6 *%	5 *%	1 1%	2 *%	5 *%	-	7 *%	5 *%	2 1%	2 *%	4 *%	4 *%	3 *%	2 *%	5 *%
CHI-SQUARE SIGNIFICANCE	<-----11.71-----> 98%*		<-----95.76-----> 100%*		<-----2.81-----> 41%*		<-----2.38-----> 33%*		<-----30.11-----> 100%*		<-----33.03-----> 100%*		<-----7.47-----> 89%*		<-----17.84-----> 100%*		<-----3.85-----> 57%*		<-----16.79-----> 100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 "\*\*\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG5 Page 245

QG5. Which of the following categories best describes your total household income?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Under \$20,000	112 6%	33 7% FG	79 5%	8 5%	47 6% F	4 3%	6 3%	14 5%	24 4%	30 4%	56 6% IJ	62 5%	26 7%	11 6%	13 6%	89 6%	23 6%	42 4%	74 7% R	48 4%	76 9% T
\$20,000 to just under \$40,000	266 13%	79 16% G	188 12%	22 15%	104 14% G	18 13%	17 8%	27 10%	77 14%	84 11%	103 16% J	149 12%	59 17% L	17 10%	41 17%	185 11%	81 21% P	127 13%	144 14%	144 13%	135 16% T
\$40,000 to just under \$60,000	308 15%	89 18% EG	219 15%	26 17%	94 12%	26 20% EG	21 10%	53 20% EG	104 19% J	102 13%	98 15%	174 14%	65 18%	29 17%	40 17%	236 15%	72 19%	158 16%	139 14%	183 16%	127 15%
\$60,000 to just under \$80,000	271 14%	74 15%	197 13%	17 12%	97 13%	17 13%	23 11%	42 16%	75 14%	100 13%	95 15%	150 12%	53 15%	29 17%	38 16%	219 14%	52 13%	120 12%	144 14%	172 15%	107 13%
\$80,000 to just under \$100,000	236 12%	53 11%	183 12%	24 16%	87 11%	15 11%	25 12%	32 12%	69 13%	110 14% K	57 9%	150 12%	42 12%	20 11%	24 10%	192 12%	45 11%	121 12%	110 11%	145 13% U	78 9%
\$100,000 to just under \$150,000	296 15%	55 11% B	241 16% B	18 12%	133 18% B	17 13%	38 19% B	34 13%	78 14% K	158 20% IK	59 9%	208 17% MO	39 11%	27 16%	21 9%	259 16% Q	37 9%	164 17% S	115 11% S	170 15% U	94 11%
\$150,000 and above	198 10%	30 6% BF	169 11% BF	11 8%	86 11% BF	8 6%	39 19% BCDEFH	24 9%	46 8%	108 14% IK	44 7%	133 11% M	20 6%	18 11%	27 11%	173 11% Q	26 7%	106 11% S	78 8% S	122 11% U	59 7%
Don't know/Refuse	316 16%	83 17%	233 15%	22 15%	112 15%	28 21%	36 18%	35 13%	74 14%	85 11%	125 20% IJ	202 16%	53 15%	21 12%	34 14%	262 16%	53 14%	128 13%	199 20% R	167 15%	166 20% T
CHI-SQUARE SIGNIFICANCE	<-----85.63----->								<-----107.87----->			<-----42.95----->				<-----39.4----->		<-----41.1----->		<-----49.08----->	

Comparison Groups: BCDEFH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

QG5. Which of the following categories best describes your total household income?  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Under \$20,000	112	42	70	18	94	9	103	80	32	19	92	3	121	68	56	26	98	19	104	1	122
	6%	21%	4%	11%	5%	11%	5%	4%	25%	2%	9%	1%	8%	4%	25%	2%	11%	2%	9%	*	8%
		C							H		J		L		N		P		R		T
\$20,000 to just under \$40,000	266	37	229	22	244	12	255	239	27	74	192	35	241	226	52	102	175	89	189	21	258
	13%	19%	13%	13%	13%	14%	13%	13%	22%	8%	18%	8%	15%	13%	23%	9%	20%	11%	16%	5%	16%
									H		J		L		N		P		R		T
\$40,000 to just under \$60,000	308	30	278	31	276	13	295	289	19	126	181	54	257	282	30	164	148	118	195	42	271
	15%	15%	15%	19%	15%	16%	15%	15%	15%	13%	17%	13%	16%	16%	13%	15%	17%	14%	17%	10%	17%
											J										T
\$60,000 to just under \$80,000	271	14	257	23	248	5	266	266	5	132	139	48	228	267	14	158	122	125	154	51	229
	14%	7%	14%	14%	14%	6%	14%	14%	4%	14%	13%	11%	14%	15%	6%	14%	14%	15%	13%	12%	14%
			B				F	I					O								
\$80,000 to just under \$100,000	236	15	222	12	224	6	230	235	1	125	111	65	160	221	3	153	70	116	107	50	174
	12%	7%	12%	7%	12%	8%	12%	13%	1%	13%	11%	15%	10%	12%	1%	14%	8%	14%	9%	12%	11%
			B				I					M		O		Q		S			
\$100,000 to just under \$150,000	296	17	279	16	280	12	284	292	4	194	102	88	184	259	5	200	64	153	110	97	166
	15%	8%	16%	9%	15%	15%	15%	16%	3%	20%	10%	21%	12%	15%	2%	18%	7%	18%	10%	23%	10%
			B				I			K		M		O		Q		S		U	
\$150,000 and above	198	11	188	20	178	8	190	198	-	159	40	90	101	179	2	148	33	117	63	97	84
	10%	5%	10%	12%	10%	10%	10%	11%		17%	4%	21%	6%	10%	1%	13%	4%	14%	5%	23%	5%
			B							K		M		O		Q		S		U	
Don't know/Refuse	316	36	280	24	292	15	301	279	37	126	190	42	290	271	65	150	185	104	229	58	278
	16%	18%	16%	14%	16%	19%	16%	15%	29%	13%	18%	10%	18%	15%	29%	14%	21%	12%	20%	14%	18%
									H		J		L		N		P		R		
CHI-SQUARE SIGNIFICANCE	<-----121.55-----> <-----17.82-----> <-----9.41-----> <-----164.79-----> <-----220.37-----> <-----162.64-----> <-----254.09-----> <-----225.31-----> <-----142.39-----> <-----232.95----->																				
	100% 99% 78% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

Table QG6 Page 247

QG6. Do you consider yourself...  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng.& French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
A person with a disability	202 10%	32 7%	169 11% B	15 10%	90 12% B	16 12% B	21 10%	27 10%	35 6%	74 10%	90 14% IJ	141 11% M	18 5%	24 14% M	19 8%	164 10%	37 10%	117 12%	97 10%	108 9%	116 14% T
A member of a visible minority group	165 8%	23 5%	142 9% BG	10 7%	97 13% BCDFGH	9 7%	7 3%	19 7%	56 10% K	71 9% K	36 6%	82 7% M	10 3%	10 6%	63 26% LMN	151 9% Q	14 4%	70 7%	67 7%	83 7%	54 6%
An Aboriginal person	80 4%	7 1%	73 5% BGH	6 4%	52 7% BGH	7 5% BG	2 1%	6 2%	28 5%	29 4%	22 4%	49 4% M	7 2%	11 6% M	12 5%	49 3%	31 8% P	31 3%	39 4%	35 3%	31 4%
None of the above	1,595 80%	434 88% CEF	1,161 77%	123 84% CE	550 72%	101 77%	174 85% CE	212 81% E	440 80%	630 81%	497 78%	985 80% O	324 91% LNO	132 76% O	154 64%	1,280 79%	315 81%	764 79%	815 81%	949 82% U	650 77%
Don't know /Refuse	19 1%	4 1%	14 1%	-	9 1%	3 2%	1 1%	1 *%	3 *%	2 *%	6 1% J	11 1%	1 *%	-	1 *%	16 1%	2 1%	8 1%	11 1%	6 1%	12 1% T
CHI-SQUARE SIGNIFICANCE	<-----89.15-----> 100%								<-----33.07-----> 100%			<-----149.34-----> 100%				<-----32.48-----> 100%		<-----4.17-----> 62%		<-----15.48-----> 100%	

Comparison Groups: BCDFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QG6. Do you consider yourself...  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
A person with a disability	202	202	-	27	175	11	191	167	34	60	141	41	185	170	54	100	125	64	160	35	190
	10%	100%		16%	10%	13%	10%	9%	27%	6%	14%	10%	12%	10%	24%	9%	14%	8%	14%	8%	12%
									H		J				N		P		R		T
A member of a visible minority group	165	27	138	165	-	23	142	157	8	94	71	27	115	119	18	84	52	58	79	34	102
	8%	13%	8%	100%		29%	7%	8%	7%	10%	7%	6%	7%	7%	8%	8%	6%	7%	7%	8%	6%
		C				G				K											
An Aboriginal person	80	11	69	23	57	80	-	72	8	36	43	21	50	52	14	36	30	30	35	20	46
	4%	5%	4%	14%	3%	100%		4%	6%	4%	4%	5%	3%	3%	6%	3%	3%	4%	3%	5%	3%
				E											N						
None of the above	1,595	-	1,595	-	1,595	-	1,595	1,519	76	780	814	349	1,256	1,457	148	901	701	705	893	338	1,266
	80%		89%		87%		83%	81%	61%	82%	78%	82%	79%	82%	65%	82%	78%	84%	78%	81%	80%
								I						O				S			
Don't know /Refuse	19	-	19	-	19	-	19	14	5	7	12	1	17	12	7	7	11	6	13	4	15
	1%		1%		1%		1%	1%	4%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
									H						N						
CHI-SQUARE SIGNIFICANCE	<----1749.97----> <-----1635.4-----> <-----1487.04-----> <-----59.43-----> <-----33.27-----> <-----7.46-----> <-----60.37-----> <-----15.53-----> <-----20.76-----> <-----8.77----->																				
	100% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



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Table QA2 Page 249

QA2. Would you prefer that I continue in English or French?  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
English	1,574 79%	75 15%	1,499 99% B	145 99% B	758 100% B	131 100% B	202 99% B	262 100% BCG	432 79%	618 80%	498 78%	1,223 100% MNO	18 5% M	114 66% M	215 90% MN	1,266 78%	308 79%	759 79%	749 75%	877 76%	610 72%
French	429 21%	420 85% CDEFG	9 1%	2 1%	4 *%	1 *%	3 1%	-	117 21%	159 20%	138 22%	4 *%	340 95% LNO	58 34% LO	25 10% L	349 22%	80 21%	207 21%	254 25%	274 24%	232 28%
CHI-SQUARE SIGNIFICANCE	<-----2762.06-----> 100%								<-----.33-----> 15%			<-----1514.34-----> 100%				<-----.19-----> 34%		<-----4.24-----> 96%		<-----3.61-----> 94%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

QA2. Would you prefer that I continue in English or French?  
 Base: All respondents  
 Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
English	1,574	175	1,398	148	1,425	74	1,500	1,485	89	791	782	374	1,131	1,325	162	877	608	615	864	349	1,136
	79%	87%	78%	90%	78%	92%	78%	79%	71%	83%	75%	88%	71%	75%	71%	80%	68%	73%	75%	84%	72%
		C		E		G		I		K		M			Q					U	
French	429	26	403	17	412	6	423	393	36	164	264	51	451	448	65	224	287	226	287	68	446
	21%	13%	22%	10%	22%	8%	22%	21%	29%	17%	25%	12%	29%	25%	29%	20%	32%	27%	25%	16%	28%
			B		D		F		H		J		L			P				T	
CHI-SQUARE SIGNIFICANCE	<-----9.23----->	<-----13.51----->	<-----9.39----->	<-----4.11----->	<-----19.22----->	<-----48.41----->	<-----1.2----->	<-----35.61----->	<-----.95----->	<-----24.41----->											
	100%	100%	100%	96%	100%	100%	73%	100%	67%	100%											

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

Table AGE\_COL Page 251

AGE\_COL. Respondent's age.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
18-24	153 8%	35 7%	118 8%	10 7%	49 6%	11 8%	20 10%	27 10% E	153 28%	-	-	83 7%	24 7%	17 10%	28 12% LM	123 8%	30 8%	96 10% S	28 3%	74 6% U	7 1%
25-34	395 20%	93 19%	302 20%	27 18%	162 21% H	26 20%	45 22%	42 16%	395 72%	-	-	223 18%	66 18%	42 24%	64 27% LM	339 21% Q	56 14%	176 18% S	99 10%	171 15% U	27 3%
35-44	338 17%	77 16%	261 17%	31 21% F	129 17%	17 13%	38 18%	46 17%	- 43%	338	-	199 16%	58 16%	31 18%	50 21%	275 17%	63 16%	165 17%	157 16%	235 20% U	73 9%
45-54	440 22%	110 22%	329 22%	26 18%	172 23%	31 24%	43 21%	57 22%	- 57%	440	-	273 22%	82 23%	36 21%	49 20%	359 22%	81 21%	218 23%	200 20%	256 22% U	155 18%
55-64	292 15%	84 17%	208 14%	27 18%	105 14%	16 12%	25 12%	35 13%	-	-	292 46%	179 15%	66 18% O	21 12%	25 10%	226 14%	66 17%	131 14%	236 24% R	223 19%	216 26% T
65+	344 17%	78 16%	266 18%	24 16%	135 18%	27 20%	28 14%	53 20%	-	-	344 54%	251 20% MNO	53 15% O	21 12%	18 8%	260 16%	84 22%	162 17%	260 26% R	169 15%	349 41% T
Refused	41 2%	18 4% CDEH	23 2%	2 1%	10 1%	4 3%	5 2%	2 1%	-	-	-	18 1%	8 2%	5 3%	5 2%	33 2%	8 2%	18 2%	23 2%	23 2%	15 2%
CHI-SQUARE SIGNIFICANCE	<-----38.31----->								<-----3924.0----->			<-----54.82----->				<-----14.85----->		<-----112.41----->		<-----293.67----->	
	64%								100%*			100%				98%		100%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

AGE\_COL. Respondent's age.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
18-24	153 8%	10 5%	143 8% B	11 7%	141 8%	8 10%	145 8%	151 8% I	2 1%	108 11% K	45 4%	19 5%	70 4%	81 5%	-	71 6% Q	10 1%	69 8% S	12 1%	21 5%	60 4%
25-34	395 20%	24 12%	371 21% B	44 27% E	351 19%	20 26%	375 19%	390 21% I	5 4%	261 27% K	135 13%	84 20% M	153 10%	195 11% O	4 2%	156 14% Q	43 5%	140 17% S	59 5% U	59 14%	140 9%
35-44	338 17%	15 8%	322 18% B	42 25% E	296 16%	13 16%	325 17%	336 18% I	2 1%	212 22% K	125 12%	90 21% M	233 15% O	303 17% O	7 3%	230 21% Q	80 9%	231 27% S	79 7% U	85 20%	225 14%
45-54	440 22%	59 29% C	381 21%	30 18%	410 22%	16 21%	423 22%	427 23% I	12 10%	208 22%	231 22%	102 24%	317 20%	386 22% O	26 11%	264 24% Q	146 16%	215 26% S	194 17%	105 25% U	306 19%
55-64	292 15%	32 16%	260 14%	18 11%	274 15%	9 11%	283 15%	270 14%	22 18%	102 11% J	190 18% J	71 17%	336 21%	398 22%	43 19%	223 20%	218 24% P	127 15% P	311 27% R	87 21%	354 22%
65+	344 17%	58 29% C	286 16%	18 11%	326 18%	14 17%	331 17%	268 14%	76 61% H	48 5%	296 28% J	53 12%	439 28% L	375 21%	142 63% N	137 12%	378 42% P	44 5% P	470 41% R	50 12%	466 29% T
Refused	41 2%	3 1%	38 2%	2 1%	39 2%	-	41 2%	36 2%	5 4%	16 2% H	25 2%	7 2%	34 2%	35 2%	5 2%	20 2%	20 2%	15 2%	26 2%	10 2%	31 2%
CHI-SQUARE SIGNIFICANCE	<-----43.52-----> <-----19.98-----> <-----4.45-----> <-----205.03-----> <-----292.77-----> <-----76.76-----> <-----198.12-----> <-----311.54-----> <-----547.01-----> <-----63.77-----> 100% 100% 38% 100% 100% 100% 100% 100% 100%																				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

AGE\_COL2. Respondent's age.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
18-20	64 3%	15 3%	49 3%	3 2%	23 3%	5 4%	9 4%	9 3%	64 12%	-	-	38 3%	13 4%	3 2%	9 4%	49 3%	15 4%	47 5% S	9 1%	31 3% U	4 *%
21-34	484 24%	113 23%	371 25%	34 23%	188 25%	32 24%	56 27%	61 23%	484 88%	-	-	269 22%	77 22%	55 32% LM	84 35% LM	414 26% Q	71 18%	225 23% S	118 12%	214 19% U	30 4%
35-54	777 39%	187 38%	590 39%	57 39%	301 39%	48 37%	81 40%	103 39%	-	777 100%	-	472 38%	140 39%	66 39%	99 41%	633 39%	144 37%	382 40%	357 36%	491 43% U	228 27%
55+	636 32%	162 33%	475 31%	51 34%	239 31%	43 33%	54 26%	88 34%	-	-	636 100%	431 35% NO	119 33% O	42 24%	43 18%	486 30%	150 39% P	293 30%	496 49% R	392 34%	565 67% T
Refused	41 2%	18 4% CDEH	23 2%	2 1%	10 1%	4 3%	5 2%	2 1%	-	-	-	18 1%	8 2%	5 3%	5 2%	33 2%	8 2%	18 2%	23 2%	23 2%	15 2%
CHI-SQUARE SIGNIFICANCE	<-----20.3----->								<-----3924.0----->			<-----45.41----->				<-----15.25----->		<-----112.03----->		<-----246.77----->	
	32%								100%*			100%				100%		100%		100%	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and Periodicals Opinion Survey - 2012**

AGE\_COL2. Respondent's age.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003	202	1,801	165	1,838	80	1,923	1,878	125	956	1,046	426	1,582	1,773	227	1,101	895	841	1,151	417	1,582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
18-20	64	6	58	5	59	3	60	62	2	40	24	6	32	35	-	32	3	28	7	8	27
	3%	3%	3%	3%	3%	4%	3%	3%	1%	4%	2%	1%	2%	2%		3%	*%	3%	1%	2%	2%
								I		K						Q		S			
21-34	484	28	456	51	433	25	460	479	5	328	156	98	191	241	4	195	50	181	64	72	173
	24%	14%	25%	31%	24%	31%	24%	26%	4%	34%	15%	23%	12%	14%	2%	18%	6%	22%	6%	17%	11%
			B					I		K		M		O		Q		S		U	
35-54	777	74	703	71	706	29	748	763	14	421	357	192	550	689	33	494	226	446	273	190	531
	39%	37%	39%	43%	38%	36%	39%	41%	11%	44%	34%	45%	35%	39%	15%	45%	25%	53%	24%	46%	34%
								I		K		M		O		Q		S		U	
55+	636	90	546	36	601	22	614	537	99	150	485	123	775	773	185	360	596	171	781	137	820
	32%	45%	30%	22%	33%	28%	32%	29%	79%	16%	46%	29%	49%	44%	81%	33%	67%	20%	68%	33%	52%
		C		D				H		J		L		N		P		R		T	
Refused	41	3	38	2	39	-	41	36	5	16	25	7	34	35	5	20	20	15	26	10	31
	2%	1%	2%	1%	2%		2%	2%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
CHI-SQUARE SIGNIFICANCE	<-----21.84----->	<-----10.66----->	<-----4.14----->	<-----146.52----->	<-----246.22----->	<-----68.87----->	<-----120.85----->	<-----249.25----->	<-----466.98----->	<-----49.19----->											
	100%			97%		61%		100%		100%		100%		100%		100%		100%		100%	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

REGN. Region.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	495 100%	1,508 100%	147 100%	761 100%	132 100%	205 100%	262 100%	548 100%	777 100%	636 100%	1,227 100%	357 100%	172 100%	240 100%	1,615 100%	388 100%	966 100%	1,003 100%	1,151 100%	842 100%
UNWEIGHTED TOTAL	2,003	600	1,403	200	537	201	230	235	280	722	960	1,208	431	164	193	1,581	422	1,000	1,003	1,151	842
Newfoundland	21 1%	-	21 1%	21 14% C	-	-	-	-	7 1%	8 1%	6 1%	21 2%	-	-	-	10 1%	10 3% P	9 1%	15 1%	16 1%	10 1%
Nova Scotia	71 4%	-	71 5%	71 49% C	-	-	-	-	16 3%	26 3%	29 5%	66 5% MNO	1 *%	2 1%	2 1%	46 3%	25 6% P	37 4%	54 5%	66 6%	33 4%
PEI	10 *%	-	10 1%	10 7% C	-	-	-	-	3 1%	3 *%	3 *%	8 1%	-	-	2 1%	3 *%	6 2%	7 1%	4 *%	10 1% U	2 *%
New Brunswick	45 2%	-	45 3%	45 31% C	-	-	-	-	11 2%	20 3%	13 2%	31 3%	6 2%	6 4%	2 1%	31 2%	15 4%	16 2%	41 4% R	44 4% U	18 2%
Quebec	495 25%	495 100%	-	-	-	-	-	-	128 23%	187 24%	162 25%	43 4%	340 95% LNO	78 45% LO	32 13% L	404 25%	91 23%	239 25%	296 30% R	331 29% R	261 31%
Ontario	761 38%	-	761 51%	-	761 100% C	-	-	-	211 39%	301 39%	239 38%	590 48% MN	10 3%	52 30% M	108 45% MN	618 38%	144 37%	367 38% S	282 28% S	297 26% S	239 28%
Manitoba	64 3%	-	64 4%	-	-	64 49% C	-	-	19 3%	22 3%	22 4%	48 4% M	1 *%	4 3%	10 4%	52 3%	12 3%	34 4%	45 4%	53 5%	46 5%
Saskatchewan	67 3%	-	67 4%	-	-	67 51% C	-	-	18 3%	27 3%	21 3%	59 5%	-	4 2%	4 2%	50 3%	18 5%	30 3%	53 5% R	61 5%	41 5%
Alberta	205 10%	-	205 14%	-	-	-	205 100% C	-	65 12%	81 10%	54 8%	169 14% MN	1 *%	8 5% M	27 11% M	185 11% Q	20 5%	100 10%	106 11%	146 13%	84 10%
British Columbia	237 12%	-	237 16%	-	-	-	-	237 91% C	58 11%	95 12%	82 13%	168 14%	-	18 10%	52 22% LN	200 12%	37 10%	119 12%	97 10%	118 10%	99 12%

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.





**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

(Continued)

Table REGN Page 256

REGN. Region.  
Base: All respondents  
Banner 1

	Region								Age			Language spoken at home				Urban/Rural		Gender		Social Media	
	Total	Quebec	ROC	Atlantic	Ontario	MB/SK	Alberta	BC/Territ.	18-34	35-54	55+	English only	French only	Eng. & French	Eng / Fr / other	Urban	Rural	Male	Female	Users	Non-users
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Territories	25 1%	-	25 2%	-	-	-	-	25 9% C	11 2%	7 1%	6 1%	24 2% O	-	-	1 *%	16 1%	9 2%	8 1%	10 1%	9 1%	9 1%
CHI-SQUARE SIGNIFICANCE	<-----10532.02-----> 100%*								<-----14.02-----> 17%*			<-----1356.72-----> 100%*				<-----63.14-----> 100%*		<-----44.34-----> 100%*		<-----18.5-----> 95%*	

Comparison Groups: BCDEFGH/IJK/LMNO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.



**PCH - Canadian Books, Film, Music, and  
Periodicals Opinion Survey - 2012**

REGN. Region.  
Base: All respondents  
Banner 2

	Social Group										Technology Available										
	Total	Disabled	Not Disabled	Minority Group	Not Minority Group	Aborig.	Not Aborig.	With Computer	Without Computer	With Smart-phone	Without Smart-phone	With E-book reader	Without E-book reader	With Internet	Without Internet	With PDMP	Without PDMP	With Gaming Console	Without Gaming Console	With Tablet	Without Tablet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,003 100%	202 100%	1,801 100%	165 100%	1,838 100%	80 100%	1,923 100%	1,878 100%	125 100%	956 100%	1,046 100%	426 100%	1,582 100%	1,773 100%	227 100%	1,101 100%	895 100%	841 100%	1,151 100%	417 100%	1,582 100%
UNWEIGHTED TOTAL	2,003	225	1,778	137	1,866	66	1,937	1,825	178	806	1,195	417	1,582	1,773	227	1,101	895	841	1,151	417	1,582
Newfoundland	21 1%	2 1%	19 1%	2 1%	19 1%	1 1%	20 1%	17 1%	4 3%	11 1%	10 1%	6 1%	20 1%	19 1%	7 3%	16 1%	10 1%	11 1%	14 1%	3 1%	23 1%
Nova Scotia	71 4%	9 4%	63 3%	5 3%	66 4%	3 4%	68 4%	67 4%	5 4%	27 3%	44 4%	17 4%	76 5%	87 5%	13 6%	63 6%	37 4%	39 5%	60 5%	16 4%	84 5%
PEI	10 *%	1 *%	9 1%	2 1%	8 *%	1 1%	9 *%	9 *%	0 *%	7 1%	3 *%	6 1%	7 *%	11 1%	1 *%	5 *%	7 1%	5 1%	7 1%	2 *%	10 1%
New Brunswick	45 2%	4 2%	42 2%	1 1%	44 2%	2 2%	44 2%	43 2%	3 2%	19 2%	26 3%	9 2%	47 3%	57 3%	5 2%	39 4%	23 3%	27 3%	35 3%	14 3%	48 3%
Quebec	495 25%	32 16%	463 26%	23 14%	472 26%	7 8%	489 25%	454 24%	41 33%	191 20%	304 29%	65 15%	518 33%	526 30%	73 32%	281 26%	316 35%	255 30%	343 30%	92 22%	508 32%
Ontario	761 38%	90 45%	671 37%	97 59%	664 36%	52 65%	710 37%	725 39%	37 29%	385 40%	376 36%	166 39%	416 26%	476 27%	60 26%	311 28%	225 25%	214 25%	318 28%	110 26%	427 27%
Manitoba	64 3%	6 3%	58 3%	6 4%	58 3%	1 1%	63 3%	58 3%	6 5%	27 3%	37 4%	17 4%	77 5%	85 5%	13 6%	52 5%	46 5%	40 5%	59 5%	22 5%	76 5%
Saskatchewan	67 3%	10 5%	58 3%	3 2%	64 3%	6 7%	61 3%	61 3%	6 5%	31 3%	37 4%	15 4%	80 5%	89 5%	13 6%	61 6%	39 4%	43 5%	59 5%	28 7%	74 5%
Alberta	205 10%	21 11%	184 10%	7 4%	198 11%	2 3%	203 11%	193 10%	12 9%	127 13%	78 7%	58 14%	166 10%	211 12%	19 8%	140 13%	90 10%	119 14%	110 10%	69 17%	158 10%
British Columbia	237 12%	26 13%	211 12%	18 11%	220 12%	4 5%	234 12%	227 12%	11 9%	116 12%	121 12%	55 13%	166 10%	195 11%	22 10%	119 11%	98 11%	79 9%	137 12%	53 13%	164 10%
Territories	25 1%	1 *%	24 1%	1 *%	24 1%	2 3%	22 1%	24 1%	1 1%	14 1%	11 1%	11 3%	9 1%	17 1%	1 *%	14 1%	4 *%	9 1%	9 1%	8 2%	10 1%
CHI-SQUARE SIGNIFICANCE	-----13.45-----		-----40.99-----		-----39.77-----		-----15.01-----		-----43.07-----		-----79.72-----		-----11.39-----		-----31.19-----		-----13.63-----		-----37.26-----		
	80%*		100%*		100%*		87%*		100%*		100%*		67%*		100%*		81%*		100%*		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
\*\*\* Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.