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## ***Effects of various entertainment activities on the use of conventional radio***

Final report

Prepared for

Association québécoise de l'industrie du disque, du spectacle et de la  
vidéo  
6420 St-Denis Street  
Montréal, Québec H2S 2R7

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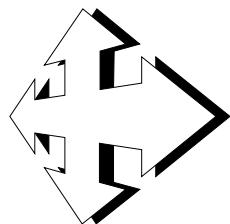
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# TABLE OF CONTENTS

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TABLE OF CONTENTS .....	iii
Chapter 1	
<b>INTRODUCTION</b> .....	1
Chapter 2	
<b>METHODOLOGY</b> .....	3
2.1 Questionnaire design and pretest .....	3
2.2 Sampling strategy .....	4
2.3 Data collection operations .....	5
2.4 Data weighting .....	6
2.5 Data processing .....	7
2.6 Data analysis .....	7
2.7 Limitations of this research .....	8
Chapter 3	
<b>TIME SPENT LISTENING</b> .....	9
Chapter 4	
<b>LISTENING PATTERNS: REASONS AND LOCATIONS</b> .....	13
Chapter 5	
<b>IMPACTS ON RADIO LISTENING</b> .....	17
APPENDIX A Questionnaire .....	21
APPENDIX B Detailed tables .....	49





# Benoît Gauthier

***management and research consulting***

March 2006

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## President, ***Circum*** Network Inc. Adm.A., CMC, CMRP

Mr. Gauthier has very strong experience in research — in academic, private and public settings. He has specialized in strategic and organizational research and intervention, in market research, in program evaluation, in applied social research and in policy analysis. Over the years, his involvement in more than 400 research and intervention assignments has allowed him to build a particular expertise in the measurement and the management of client satisfaction, health and social services, technology, immigration, housing, human resource management, arts and culture, and management information systems. From a methodological standpoint, Mr. Gauthier has developed an enviable reputation as a top level quantitative and qualitative analyst as well as a strong project manager.

After his doctoral studies, Mr. Gauthier has successively occupied the positions of chief of research in a branch of Justice Canada, senior evaluator at the Canada Mortgage and Housing Corporation, evaluation manager then director of program evaluation at Communications Canada

and senior vice president and chief of operations at Ekos Research Associates. Early in 1996, he founded Circum Network Inc.. Since then, Mr. Gauthier has developed an interest for organisational management issues; this interest has allowed him to bridge measurement concerns and management concerns. He has acquired the Certified Management Consultant and the Certified Marketing Research Professional certifications. He is a member of the Ordre des administrateurs agréés du Québec.

Mr. Gauthier has taught social research methodology, program evaluation and decision making methods at the undergraduate and graduate levels at the Quebec École nationale d'administration publique, at the University of Ottawa and at the Université du Québec à Hull. He is still involved in teaching at ÉNAP et UQAH. He is the editor of the textbook entitled *Recherche sociale : de la problématique à la collecte des données*, an introduction to social research which has gone through four French editions so far (1984, 1992, 1997, 2003; Presses de l'Université du Québec) and one Portuguese edition (2003; Lusociência).

Mr. Gauthier has completed a masters degree in political science at Université Laval, a masters degree in public administration at ENAP and the course work and comprehensive examinations towards a doctorate in political science at Carleton University.

## **STUDIES AND CERTIFICATIONS**

- Certified Marketing Research Professional, Professional Marketing Research Society (2004)
- Certified Management Consultant, Canadian Association of Management Consultants (CMC; 1999; certified for the preparation of PSGGR conformity opinions in March 2001)
- Masters (Public Administration), École nationale d'administration publique, Québec (1991)
- Masters Diploma (Public Sector Management), École nationale d'administration publique, Québec (1987)
- PhD, course work and comprehensive examinations (Political Science), Carleton University, Ontario (1984)
- Masters (Political Science), Laval University, Québec (1979)
- BA (Political Science), Laval University, Québec (1978)

## **ADDITIONAL TRAINING**

- *Formation en saine gestion des entreprises et des organisations, Part B*, Seminar from the Ordre des administrateurs agréés du Québec given by Deveaux Brault et Associés, December 2000
- *Formation en saine gestion des entreprises et des organisations, Part A*, Seminar from the Ordre des administrateurs agréés du Québec given by Deveaux Brault et Associés, October 1999
- *Atelier de saine gestion I*, Seminar from the Ordre des administrateurs agréés du Québec, March 1999
- *Service Quality and Customer Satisfaction Measurement*, Seminar given by Chuck Chakrapani on behalf of the Professional Marketing Research Society, November 1996

## **PROFESSIONAL AFFILIATIONS**

- Certified Management Consultant (CMC); certified for the preparation of PSGGR conformity opinions
- Member, Ordre des administrateurs agréés du Québec (Adm.A.)
- Member and webmaster, Canadian Evaluation Society; 2002 CES Exemplary Service Award
- Member, Société québécoise d'évaluation de programmes
- Member, American Evaluation Association
- Certified Marketing Research Professional (CMRP) and professional member, Marketing Research and Intelligence Association
- Member, American Association for Public Opinion Research
- Member, World Association for Public Opinion Research

## **CONFERENCES SINCE 2000**

- *Survey of Evaluation Practice and Issues in Canada*, presentation to the 2005 Canadian Evaluation Society and American Evaluation Association Conference, Toronto, October 26, 2005.
- *A Strategic Analysis of the Situation of Program Evaluation in Canada*, organization of a panel for the 2003 Canadian Evaluation Society Conference, Vancouver, June 2, 2003.
- *Satisfaction de la clientèle: mesure et utilisation*, Presentation to the Quebec City Chapter of the Professional Marketing Research Society, April 15, 2003.

- *La copie privée au Canada, 1998-2000*, presentation to the Rencontres professionnelles de l'industrie québécoise du disque, du spectacle et de la radio, March 21, 2002.
- *Assessing Survey Research, A Principled Approach*, presentation at the 2001 Canadian Evaluation Society conference, Banff, May 21, 2001.
- *Learning about survey research through a principled approach*, half-day workshop offered at the 2001 Canadian Evaluation Society conference, Banff, May 20, 2001.
- *Assessing Survey Research, A Principled Approach*, presentation at the 2001 conference of the American Association for Public Opinion Research, Montreal, May 19, 2001.
- *Assessing Survey Research, A Principled Approach*, presentation at the 2001 *Riding the Communications Revolution Professional Marketing Research Society* conference, Ottawa, April 24, 2001.
- *Comment mesurer adéquatement le taux de satisfaction de sa clientèle?*, half-day workshop at the conference entitled *Le service à la clientèle: virage-client dans le secteur public*, organized by the Institute for International Research, Quebec, January 24, 2001.
- *La mesure de la satisfaction de la clientèle*, one-day workshop for the Société québécoise d'évaluation de programmes, Quebec, October 5, 2000.
- *Internet and Program Evaluation, The Non Existent Relationship*, presentation for the National Capital chapter of the Canadian Evaluation Society, Ottawa, September 26, 2000.
- *L'évaluation de la satisfaction de la clientèle, méthodes et limites*, half-day workshop at the 2000 Joint Annual Conference of the Canadian Evaluation Society and of the Société québécoise d'évaluation de programme, Montréal, May 14, 2000.

## **PAST PROFESSIONAL EXPERIENCE**

### **Executive Vice-President and Chief of Operations, Ekos Research Associates, 1989-1996**

- Management and participation in almost 100 research assignments dealing primarily with program evaluation and public opinion research. A thematic list of projects is appended.
- Daily management of a company staffed with 25 full time employees and about 150 part time employees.

### **Director of Program Evaluation, Communications Canada, Ottawa, 1988-1989**

- Responsible for the quality, the usefulness, the pertinence and the synchronization of evaluation studies and their transcription into strategic advice

### **Senior Program Evaluation Manager, Communications Canada, Ottawa, 1986-1988**

- Management of program evaluation studies used by the department for strategic planning, resource allocation and program planning and analysis

### **Senior Program Evaluation Manager and Methodologist, Canada Mortgage and Housing Corporation, Ottawa, 1983-1986**

- Preparation of program evaluation studies used by the department in strategic planning and in program planning and analysis

### **Chief of Research, Canadian Unity Information Office, Ottawa, 1983**

- Management of a multidisciplinary team dealing with requests for program evaluation studies, market research studies, mass communication research and attitude and opinion measurement.

## MAIN PUBLICATIONS

### BOOKS

*Recherche sociale : de la problématique à la collecte des données*, Québec, Presses de l'Université du Québec, 1984, second edition 1992, third edition 1997, fourth edition 2003, 529 pages  
(*Recherche sociale* was published in Portuguese in 2003 by Lusociência under the title *Investigação Social*)

*PUNCH Documentation*, user manual for the PUNCH software, **Circum Network Inc.**, 1996-1999, 100 pages

*Recherche sociale : cahier d'exercices*, Québec, Télé-Université, Université du Québec, 1988, second edition 1993, 367 pages

*Recherche sociale : corrigé des exercices*, Québec, Télé-Université, Université du Québec, 1988, second edition 1993, 150 pages

SAS, *manuel d'introduction*, with Jean Crête, Ottawa, Ottawa University Bookstore, 1983, 165 pages

*Méta-évaluation en affaires sociales : analyse de cent cas d'évaluations de programmes*, Québec, Conseil québécois de la recherche sociale, Social Affairs Department, 1983, 304 pages

*Logement et politiques gouvernementales : le cas de Donnacona*, Québec, Université Laval, Master's thesis published by the Laboratoire d'études politiques et administratives, 1979, 265 pages

### ARTICLES

"Enquête sur les pratiques et les enjeux de l'évaluation au Canada", *Bulletin de la Société québécoise d'évaluation de programme*, volume 18, no. 2, December 2005, with Shelley Borys, Natalie Kishchuk et Simon Roy.

"Are all samples of telephone numbers created equal?", *Vue*, February 2005, pages 14-17.

"Electronic Collaboration Tools: Opening Up a New World of Possibilities for Evaluators", *Evaluation Exchange*, vol. 10, no. 3, fall 2004, page 21 (<http://www.gse.harvard.edu/hfrp/eval/issue27/pp4.html>)

"The lay of the land: evaluation practice in Canada today" (*et alii*),  
*Canadian Journal of Program Evaluation*, vol. 19, no. 1, Spring 2004,  
pages 143-178.

"Le concours de simulation : le point de vue d'un juge", *Canadian Journal of Program Evaluation*, vol. 18, no. 1, Spring 2003, pages 119-126.

"Performance tools — Web data collection", *Measuring Up*, vol. 1, no. 4, October 2002, pages 19-20.

"Conservateurs et réformistes, le mariage impossible" (with François-Pierre Gingras), *Le Droit*, June 13, 1997, page 17

"L'avenir de la droite fédérale en Ontario passe-t-elle par la fusion du Parti réformiste et du Parti progressiste-conservateur ?" (with François-Pierre Gingras), [http://circum.com/textes\\_e.htm](http://circum.com/textes_e.htm), June 4, 1997.

"La question du chômage et le caractère distinctif de l'électorat québécois au scrutin fédéral de 1993" (with François-Pierre Gingras and Frank Graves), *Revue québécoise de science politique*, no. 27, spring 1996, pp. 51-122.

"Lecture et société", *Documentation et bibliothèques*, January 1994

"L'avenir de l'évaluation au Québec et la place des conseillers privés et universitaires", *L'avenir de l'évaluation au Québec*, proceedings from the November 18, 1991, conference organised by the Société québécoise d'évaluation de programmes and the École nationale d'administration publique, 1992, pp. 55-63

"Évaluation des programmes de sciences et de technologie dans une perspective ministérielle", *L'évaluation de programmes : Bulletin d'actualités*, November 1989, pp. 5-6

"Client Satisfaction and Program Evaluation", *Social Indicators Research*, vol. 19, no. 2, 1987, pp. 229-254

"La satisfaction de la clientèle en évaluation de programmes", *Newsletter: Canadian Evaluation Society*, vol. 5, no. 4, winter 1986, pp. 10-13

"La satisfaction des clients en évaluation de programmes", *L'évaluation de programmes : Bulletin d'actualités*, Bureau du Contrôleur général du Canada, April 1986, pp. 2-3

"Méta-évaluation en affaires sociales", Conseil québécois de la recherche sociale, *Actes du Colloque sur la recherche sociale*, Québec, Québec Government, 1984, pp. 67-78

"Le mode de scrutin : une fausse justification", *Le Devoir*, August 25, 1982, p. 11

"Les femmes à l'Assemblée nationale", *Le Devoir*, July 16, 1982, p. 13

"Les sondages ne mentent pas, c'est leur traitement journalistique qui serait déficient", *Le Devoir*, April 13, 1982, p. 17

#### **BOOK REVIEWS**

Twenty book reviews in *Politique* and in the Canadian Political Science Review

# Chapter 1

## INTRODUCTION

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On January 13, 2006, the Canadian Radio-television and Telecommunications Commission (CRTC) issued a Notice of Public Hearing (CRTC 2006-1) concerning its Review of the Commercial Radio Policy. In its Notice, the CRTC notes that

The seven years since the 1998 Policy came into effect have seen the advent of new digital technologies and methods of distribution that are having a profound effect on the way in which people, particularly young people, obtain and listen to music. This is presenting the radio industry with new opportunities, but also new challenges: in addition to the satellite radio services now available, file-sharing, podcasting, downloading, and audio streaming, all facilitated through the increasing ubiquity of the Internet, offer new and often more flexible alternatives to the traditional practices of purchasing recorded music and listening to radio broadcasting.

The CRTC asks specifically: "What is the likely impact of other audio technologies, such as satellite radio, Internet radio, podcasting, file sharing and down-loading, on commercial radio and the music industry?"

The Association québécoise de l'industrie du disque, du spectacle et de la vidéo has asked Circum Network Inc. to conduct an independent study

addressing the following questions: what are Canadians' music listening habits? what are the reasons leading Canadians to listening to commercial radio and what is the place of music within this? what is the impact of satellite radio listening and of Internet radio listening on Canadian's music listening and commercial radio listening habits?

### ***Assignment***

This assignment included the collection of data from a random sample of Canadians and their analysis. The first task comprised the following steps:

- developing a survey questionnaire to address the study issues and testing it;
- contacting households, selecting potential respondents, ensuring their cooperation, completing the interviews, implementing top quality controls;
- running marginal frequencies to ensure that the data are within expected ranges; verifying the distribution of continuous-type variables to identify outlier values and to determine their effects on the further analyses;
- building a complete set of edit statements to impose the questionnaire logic over the data set; identifying eventual out-of-sync cases, evidence of data corruption and any other symptom which may suggest that the data integrity was jeopardized;
- constructing a complete and fully documented data set.

We conducted the analysis based on the following key themes:

- the time devoted by Canadians to various recreational activities;
- the reasons identified by Canadians for listening to various forms of radio;
- the impact of various recreational activities on conventional radio listening.

### ***Structure of the report***

The study methodology is presented in Chapter 2. Conclusions regarding time devoted to activities are presented in Chapter 3 whereas Chapter 4 focusses on reasons for radio listening. Chapter 5 deals with the impacts of various activities on radio listening.

# Chapter 2

## METHODOLOGY

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This research is based on a telephone survey of the Canadian public. The following aspects of the methodology are discussed: questionnaire design and pretest, sampling strategy, data collection operations, data weighting, data processing, data analysis and limitations of the study.

### 2.1 Questionnaire design and pretest

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The questionnaire was developed by **Circum Network Inc.** based, in part, on a previous study conducted in 2001<sup>1</sup> and, mainly, on the information required to address the three questions posed by ADISQ.

The questionnaire was organized within the following sections:

- time devoted to various leisure activities;
- listening to conventional radio: reasons for listening, type of conventional radio station listened to, main listening location;

<sup>1</sup>

**Circum Network Inc.**, *Importance de la musique à la radio en 2001 : un sondage auprès des Canadiens*, préparé pour la Canadian Musical Reproduction Rights Agency et pour la Société du droit de reproduction des auteurs, compositeurs et éditeurs du Canada, January 2002.

- listening to Internet radio: reasons for listening, type of Internet radio station listened to, main listening location;
- listening to satellite radio: reasons for listening, type of satellite radio station listened to, main listening location;
- effects of various leisure activities on time spent listening (TSL) to conventional radio;
- socio-demographic characteristics of the respondent.

This questionnaire was pretested with 13 respondents on February 7, 2006 before the full fledged implementation of the field work. Some adjustments to the vocabulary were deemed necessary and two questions which were interpreted as repetitive by respondents were deleted. Since no profound changes were made and since the context of the study was basically unchanged, no additional pretesting was required and pretest cases were kept in the final data base. The questionnaire is reproduced in Appendix A.

## **2.2 Sampling strategy**

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The population for this survey consisted of all residents of Canada age 12 or older who did not live in institutions and who could express themselves in English or French.

The sample was constituted by means of simple random sampling, with no pre-weighted stratification. The province was the only stratum used for operational purposes in data collection, both to ensure that the appropriate number of interviews were completed in each province and to manage the constraints associated with time zones.

We selected the sample in two stages. First we selected the telephone numbers representing the households, and then, within each household, we selected one person to interview.

The initial sample consisted of a list of telephone 2,600 numbers created using the Canadian edition of the *Survey Sampler* software package from ASDE Inc. This sample included telephone numbers listed in telephone

directories as well as numbers generated randomly to ensure representation for unlisted numbers. This sample of telephone numbers was consistent with the distribution of residential telephone numbers throughout Canada.

Within each household, we selected one person in a strictly random fashion (whoever had had their birthday most recently). No substitutions were allowed.

## 2.3 Data collection operations

The field operations for this survey were conducted by Echo Survey Research, the data-collection subsidiary of **Circum** Network Inc. The telephone interviews were conducted from February 7, 2006 to February 23, 2006. During this survey period, we found no references related to the study topic, in the general press or in specialized publications, although satellite radio providers may have been running promotional campaigns.

The field operations were carried out in accordance with quality standards and procedures that are described in a separate document.<sup>1</sup> This survey was registered with the Canadian Survey Research Council so that respondents could verify its legitimacy with an independent third party.

The field campaign yielded a response rate of 52%. The refusal rate was 36%. Whenever we received a refusal, we made an attempt to reverse it in a follow-up call. When the data-collection operations were completed, the numbers that had been reached but where the resident had not answered the questionnaire (excluding refusals to respond) had been contacted an average of 10.5 times. The data entered in the contact log were analysed according to the method recommended by the Marketing Research and Intelligence Association.

<sup>1</sup> See **Circum** Network Inc., *Assessing Survey Research, a principled approach*, 2003. Available at <http://circum.com/cgi/documents.cgi?lang=an&doc=T028>

**EXHIBIT 2.1**  
**Sample Disposition Table**

Disposition	#	#
<b>Numbers used from the list obtained from Passport Canada</b>		<b>2,600 (a)</b>
<b>Ineligible numbers:</b>		
Not in service, duplicate, non-residential, fax, double	533	
Language problem, cognitive problem	98	
TOTAL INELIGIBLE	631 (b)	
<b>Eligible numbers: ( a - b )</b>		
Refusals	715 (d)	
Callbacks, no answer, answering machine	231	
Discarded after the fact	0	
TOTAL NOT COMPLETED AMONG ELIGIBLE	946	
<b>Completed</b>		
Response rate ( e / c )	52%	
Refusal rate ( d / c )	36%	

## **2.4 Data weighting**

The data from this survey must be weighted in order to obtain descriptive statistics<sup>1</sup> that are representative of the Canadian population age 12 and over. All of the estimates are adjusted for sex, age, region of residence and language so as to be consistent with the data from the 2001 Census of Canada.

The weighting was calculated by means of an iterative marginal adjustment algorithm that minimizes the variance of the weighting produced.<sup>2</sup> The

<sup>1</sup> All of the descriptive statistics have been weighted; the inferential statistics have not.

<sup>2</sup> Provided in the StatXP software.

variance of the weighting is 0.09; the mean design effect for the survey is therefore 1.09.<sup>1</sup>

## 2.5 Data processing

Survey data were managed using VoxCo's StatXP software. Data were edited to ensure conformity to the established response categories and to limit the distributions of unbound variables within reasonable values. Filtering logic instructions were developed to ensure that the reported data conform to the skip logic of the questionnaire.

## 2.6 Data analysis

Data analysis was done using basic stubs-and-banners crosstabs developed in StatXP (see Appendix B). Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions. Differences between means were tested using two-tailed t-tests.

Based on the full sample of 1,023 responses, the maximum sampling error is estimated at  $\pm 3.2$  percentage points in the worst, complete-sample case (for a proportion of 50%, at a confidence level of 95%, with design effect, without correction for finite population). Sampling errors are wider for sub-samples; Appendix B reports the sampling error for proportions of 50% within each of the groupings presented in the banners.

<sup>1</sup> See Bruce D. Spencer, "An approximate design effect for unequal weighting when measurement may correlate with selection probabilities", *Survey Methodology*, vol. 26, no. 2, December 2000, pages 137-138.

## 2.7 ***Limitations of this research***

This report assumes that respondents possess the information relevant to answering the questions. In particular, no measures were taken to address the validity and reliability issues associated with asking individuals to estimate the time spent conducting various activities. In fact, the reported hours spent conducting various activities appear low in comparison with sources such as BBM. We recognize that these answers bear measurement error beyond the sampling error reported in the previous section; for that reason, we suggest analysing them in relative rather than absolute terms.

Also, the proportion of Canadians aged 12 or more who report listening to conventional radio "in an average week" is lower in our survey (80%) than the proportion of the same population which listened to the radio for at least 15 minutes per week in the Fall of 2004 according to the BBM Radio Data Book (93%). While it is possible that the proportion of radio listeners has actually diminished over 18 months, it is also possible that there was a certain level of reporting error related to low intensity activity: some part of the population may listen to too little radio to report it as an activity carried "in an average week".

Since utilisation of satellite radio has only recently become legally possible in Canada, it is not surprising to find that only a small number of respondents listen to satellite radio; however, this leads to a small sample size which makes the analysis of behaviour and attitudes of satellite radio listeners hazardous in this study.

# Chapter 3

## ***TIME SPENT LISTENING***

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This chapter reviews the data on time spent listening (TSL) to various media. The hypothesis that is tested is that conventional radio listening is still pervasive in Canadian society, notwithstanding the evolution of other activities.

As noted earlier, one should not exaggerate the precision of the estimates of average numbers of hours per week for each activity as the measurement approach is rather crude. The incidence of the behaviour in the population as well as the relative TSL are significant, though.

Exhibit 3.1 summarises the findings with regard to time spent listening to various media.

Among the eight music-related activities tested here, conventional radio listening is clearly prominent. In the general Canadian population aged 12 or more, 80% declared listening to conventional radio during an "average week". The results suggest that the average weekly listening time (across the whole population, including those who don't listen to conventional radio) is 10.6 hours. Among people who listen to conventional commercial

radio (entities most concerned with the CRTC policy review), average TSL to conventional radio is 13 hours.

**EXHIBIT 3.1**  
**Time spent listening to various media**

	All Canadians			Conventional commercial radio listeners <sup>1</sup>		
	% listening <sup>2</sup>	Hours per week <sup>3</sup>	Index of hours per week <sup>4</sup>	% listening <sup>2</sup>	Hours per week <sup>3</sup>	Index of hours per week <sup>4</sup>
Conventional radio	80%	10.6	1.00	100%	13.0	1.00
Internet use	60%	8.7	0.82	66%	8.6	0.66
Music collection	46%	4.6	0.43	50%	4.3	0.33
Peer to peer exchanges	11%	0.6	0.06	12%	0.4	0.03
Streaming non-radio	8%	0.6	0.06	11%	0.9	0.07
Other music downloads	8%	0.5	0.05	9%	0.5	0.04
Podcasting	4%	0.5	0.05	4%	0.6	0.05
Satellite radio	3%	0.4	0.04	2%	0.2	0.02
Internet radio	8%	0.4	0.04	10%	0.4	0.03
Internet radio (excluding Canadian simulcasting)	5%	0.3	0.03	6%	0.2	0.02
number of cases:	1023			464		

Note: the question was "In an average week, how many hours do you spend doing each of the following:".

<sup>1</sup> Survey respondents were asked to indicate whether they listen to conventional radio, then whether the station they listen to the most is a CBC station, a community station or a commercial station. Not surprisingly, the distribution of responses to the latter question does not fit known listening patterns: we believe that there is social desirability in indicating listening to CBC and that there is confusion regarding what a community station is. Therefore, while we acknowledge that conventional commercial radio listeners leaked into the CBC and community radio categories in this survey, we are fairly certain that those who indicated that they listened to conventional commercial radio stations indeed do.

<sup>2</sup> Percentage of respondents indicating at least one hour of activity during an average week.

<sup>3</sup> The figures include zero values for those not involved in the activity.

<sup>4</sup> Number of hours of activity for one hour of conventional radio listening in the population.

Internet use comes second in the list of activities (although it is not a music-related activity per se; it was used as a filter to Internet-based media). Some 60% of Canadians aged 12 or more indicated that they use the Internet in an average week, for 8.7 hours on average. In the segment

of listeners to commercial radio, use of the Internet is very similar to that in the general population (66%, 8.6 hours).

Listening to ones' music collection ("using an audio-recorder like an iPod, or CDs, or tapes") is the third most frequent activity. It is carried out by 48% of the sample, 4.6 hours per week on average. Similarly, half of listeners to commercial radio (50%) listen to their own music collection, for an average of 4.3 hours per week. Our data indicate that listening to one's music collection is not associated with a difference in one's listening to conventional radio: those who listen to their music collection average 9.6 hours of conventional radio per week versus 10.6 in the general public — the difference is not statistically significant. Of course, this activity is not new in the radio landscape.

The six other activities tested (which are new in the conventional radio environment) show incidences of a maximum of 11% of Canadians aged 12 or more conducting them and between 0.4 and 0.6 hours per week on average devoted to them. This is basically also true of listeners to commercial radio. Taken all together, peer-to-peer exchanges of music, other music downloads, streaming of on-line content exclusive of Internet radio, Internet radio, podcasting and satellite radio account for 30% of the TSL to conventional radio. Otherwise stated, when one person listens to one hour of conventional radio in the Canadian population aged 12 or more, there is 0.3 hour of these six activities also going on in the aggregate.

Has this 0.3 hour been taken away from conventional radio use? The data presented up to now do not offer a definitive answer to this question. However, it is likely that this 0.3 hour was shaved off of many daily activities (including television listening, reading, etc.) and that some of them are actually carried out in tandem (or multitasking, e.g., downloading music while listening to conventional radio). We can also note that, in the aggregate, people who listen to conventional commercial radio indicated that they spend 0.2 hour conducting these six activities for one hour of conventional radio listening.

Note that Internet radio listening is reduced from 0.4 hour per week to 0.3 hour per week if time spent listening to signal from Canadian simulcasting

stations (which may be conceived as not representing competition for conventional radio) is excluded.

# Chapter 4

## ***LISTENING PATTERNS: REASONS AND LOCATIONS***

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This chapter analyses the data relative to the reasons for listening to the three types of radio and relative to listening location. The hypothesis tested is that listening to conventional radio, Internet radio and satellite radio is done for different sets of reasons and in different locations, such that the activities are not purely interchangeable.

Exhibit 4.1 presents the key observations. As expected from past research on this topic, the motivations to listen to conventional radio are more diverse than those characteristic of Internet radio and satellite radio. Five factors scored 40 or more on the importance scale:

- to hear local news;
- to listen to music attentively;
- to get weather reports;
- to hear international or Canadian news;
- to hear provincial news.

News, weather reports and music are the key factors in listening to conventional radio.

**EXHIBIT 4.1**  
**Reasons for listening to various media**

Type of radio →	All Canadians				CCRL <sup>1</sup>
	Conventional <sup>2</sup>	Internet	Satellite <sup>3</sup>	Conventional	
	score	% diff.	score	% diff.	
to hear local news	46	26	-43%	34	-26%
to listen to music attentively	45	49	9%	62	38%
to get weather reports	44	26	-41%	33	-25%
to hear int. or Cdn news	41	26	-37%	30	-27%
to hear provincial news	40	24	-40%	24	-40%
to get background music	39	34	-13%	44	13%
for sound quality	35	35	0%	41	17%
to be entertained by radio hosts	29	24	-17%	22	-24%
to get traffic reports	28	17	-39%	23	-18%
to hear the sports news	21	20	-5%	27	29%
to hear hot lines or call-in shows	14	8	-43%	10	-29%
to take part in contests	7	8	14%	12	71%
number of cases:	831	74	33	464	

Note: the question was "Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:".

<sup>1</sup> Conventional commercial radio listeners; see note at Exhibit 3.1

<sup>2</sup> Entries are weighted averages where "not at all important" is given a weight of 0, "moderately important", 33, "very important", 67 and "extremely important", 100.

<sup>3</sup> The results in this column are based on a small number of responses.

In comparison, only one factor even approaches the 40 mark as concerns Internet radio: listening to music attentively (score of 49). The next most important factors are sound quality (35) and background music (34). Six factors present levels of importance that are at least 35% less important for Internet radio than for conventional radio.

Motivations of satellite radio listeners<sup>1</sup> are even more focussed: the main factor is listening to music attentively (score of 62), followed by background music (44).

All in all, conventional radio responds to a much more complex set of listener motivations than Internet radio or satellite radio — and one which includes an important share of news and local content.

**EXHIBIT 4.2**  
**Listening location for various media**

Type of radio →	All Canadians			CCRL <sup>1</sup>
	Conven-tional	Internet	Satellite <sup>2</sup>	Conven-tional
from your home	43%	71%	68%	37%
while you commute such as by car or bus	44%	— <sup>3</sup>	16%	48%
at work	12%	20%	13%	14%
elsewhere	1%	8%	3%	1%
don't know / no response	0%	1%	0%	0%
number of cases:	831	74	33	464

Note: the question was "Do you listen to this station mainly...".

<sup>1</sup> Conventional commercial radio listeners; see note at Exhibit 3.1

<sup>2</sup> The results in this column are based on a small number of responses.

<sup>3</sup> Not asked because of the very low probability of this behaviour.

Exhibit 4.2 presents another set of figures which distinguishes conventional radio from Internet and satellite radio. As many users of conventional radio listen from home (43%) as there are who listen while commuting (44%); a smaller proportion (12%) listens to conventional radio mainly at work.

In comparison, Internet radio users are more prone to listening to their medium at home (71%), as are users of satellite radio (68%).

These patterns of location of listening, coupled with the reasons for listening to each medium, confirm that Internet radio and satellite radio

<sup>1</sup> These results are presented with caution because of the small sample size.

are not substitutes for conventional radio for a large proportion of conventional radio listeners.

# Chapter 5

## **IMPACTS ON RADIO LISTENING**

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This chapter estimates the impact that use of various media has had on listening to conventional radio. It is based on the following question: "Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?" Note that the question does not attempt to quantify "how much more" or, more importantly, "how much less"; a respondent would answer "less" whether the impact has been to reduce their listening of conventional radio by 10% or by 100%.

Exhibit 5.1 presents the key results. They are expressed as the net value of the proportion of respondents who indicated that the activity made them listen to more conventional radio minus the proportion who said that it made them listen to less. For example, 7% of respondents indicated that time spent exchanging files on peer to peer networks increased the time they listened to conventional radio but 24% stated that it decreased it — leading to the net effect of -17% depicted in Exhibit 5.1.

One note of caution in interpreting the results: listening to one's own music collection, be that on CDs, cassettes or a digital audio-recorder,

(the first item in Exhibit 5.1) is not a new activity. Its effect has long been absorbed in the adjustments people make to the use of their time and, in particular, the time they spend listening to conventional radio. Otherwise stated, if the question dealing with one's own music collection had been asked ten years ago (before any of the new media were available), it is highly likely that the same effect of own-music listening on radio listening would have been observed.

**EXHIBIT 5.1**  
**Effect of various media on conventional radio listening**

	Net effect on conventional radio among users	% of the population carrying out the activity	Net effect on conventional radio among Canadians 12+	Number of cases
Music collection <sup>1</sup>	-17%	46%	-8%	443
Streaming non-radio	-19%	8%	-2%	72
Internet radio <sup>2</sup>	-19%	8%	-2%	74
Peer to peer exchanges	-17%	11%	-2%	93
Other music downloads	-14%	8%	-1%	63
Satellite radio	-12%	3%	-0%	33
Podcasting	-4%	4%	-0%	35

Note: the question was "Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?".

<sup>1</sup> Note that this activity is not a new one (whereas the others are) and that its effect may well have already been absorbed in time adjustments.

<sup>2</sup> Includes simulcasting which may be considered as a technological shift without reduction in use of conventional radio.

One key observation is that all new media tested have some negative net impact on TSL to conventional radio, ranging from an impact of -4% for podcasting to one of -19% for listening to steamed media on the Internet (radio or not). Note again that these figures cannot be interpreted as percentage loss in TSL since the impact is not to drop conventional radio altogether. For example, the -19% net impact by Internet radio does not mean that 19% of Internet radio listeners stopped listening to conventional radio, but merely that they reduced their TSL.

Another aspect must be factored in to fully understand the meaning of Exhibit 5.1. The effect of each of the activities listed in the exhibit on conventional radio at large must take into account the number of Canadians who carry them out. For example, if an activity had the effect of completely moving listeners away from conventional radio but it was carried out by 1% of the population, then the effect on conventional radio would be a 1% reduction in TSL.

In Exhibit 5.1, the proportion of Canadians aged 12 or more who engage in each activity (according to our survey data) is reproduced along with the net effect on conventional radio listening by users of the activities. The product of the two values provides an estimate of the net effect of various activities on listening to conventional radio for the population of Canadians aged 12 or more. Note again that these values are artificially inflated by the implicit assumption that the reduction in TSL to conventional radio is 100% whereas it is most likely much less than that.

Even under these exaggerated conditions, the global effect of new media is marginal. Internet streaming (including simulcasting) has had a reduction effect of 2%, for example (again, assuming that the reduction is total), as have peer to peer file exchanges. Satellite radio and podcasting have had no measurable impact on conventional radio yet.



# **APPENDIX A**

## **Questionnaire**

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**SURVEY ON COMMERCIAL, INTERNET AND SATELLITE RADIO**  
**National telephone questionnaire aimed at**  
**the general public — Canadians aged 12 or more**

Hi. My name is \_\_\_\_\_ and I work for Echo Survey, a national research firm. Let me assure you right away: I have nothing to sell you. We are conducting an important study on cultural leisure activities. I would like to talk to the person in your household who is aged 12 or more and who had their birthday most recently. (REACH THE RIGHT PERSON) Your co-operation is very important to us. The interview will not last more than 15 minutes and your answers will remain totally confidential. May I begin?

Question	Answer
Who is this survey done for?	I cannot tell you right now who commissioned the survey, but I will be glad to identify the sponsors at the end of the interview. (PROVIDE NO OTHER INFORMATION — REFER TO THE SUPERVISOR AND THEN TO THE STUDY DIRECTOR IF THIS IS A REFUSAL/COOPERATION ISSUE) At the end of the interview: The survey is commissioned by ADISQ, the Quebec Recording Industry Association.
How will my answers be kept confidential?	No individual answers will be reported, only percentages and averages. Also, your name or phone number will not be associated with your answers.
Why would I answer this survey?	The results of this study will be used to inform decisions of the Government of Canada with regard to radio. Since only a limited number of people will be involved in the study, your participation is extremely important.
What is this survey about?	Not everyone gets exactly the same questions, but the study is generally about cultural leisure activities.
Dealing with teenagers	When recruiting 12 to 17 year olds, you can invite parents to supervise the phone call using a second phone set.
How can I ensure the legitimacy of this survey?	You can call the Canadian Survey Research Council at (800)554-9996 to confirm that Echo Survey is a legitimate professional survey research company and that this survey was registered with them. Otherwise, you can call the research director, Benoît Gauthier, at (819)770-2423.

## LEISURE ACTIVITIES

**Q1. In an average week, how many hours do you spend doing each of the following:**

- a) listening to conventional radio, actively or in the background
- b) listening to Sirius or XM satellite radio which requires a subscription and a special decoder, actively or in the background
- c) listening to music using an audio-recorder like an iPod, or CDs, or tapes, actively or in the background
- d) using the Internet for any type of activity

[IF AT LEAST 1/2 HOUR ON THE INTERNET, ASK THE FOLLOWING QUESTIONS]

- e) listening to streaming audio content on the Internet, other than Internet radio
- f) listening to radio on the Internet, actively or in the background
- g) exchanging files on peer to peer Internet exchanges sites like Kazaa, Morpheus or eDonkey
- h) downloading music from the Internet other than on peer to peer exchange sites
- i) listening to podcasting programs obtained from the Internet

NONE .....	1
NOTE HOURS (ACCEPT HALF HOURS) _____ .	2
DON'T KNOW / NO RESPONSE .....	9

## CONVENTIONAL RADIO

[FOR LISTENERS OF CONVENTIONAL RADIO]

Q2. **Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**  
(PERMUTATE THE ORDER OF ITEMS)

- a) to listen to music attentively
- b) to get background music
- c) to hear international or Canadian news
- d) to hear provincial news
- e) to hear local news
- f) to hear hot lines or call-in shows
- g) to take part in contests
- h) to be entertained by radio hosts
- i) to get traffic reports
- j) to get weather reports
- k) to hear the sports news
- l) for sound quality

NOT AT ALL IMPORTANT .....	1
MODERATELY IMPORTANT .....	2
VERY IMPORTANT .....	3
EXTREMELY IMPORTANT .....	4
DON'T KNOW / NO RESPONSE .....	9

[FOR LISTENERS OF CONVENTIONAL RADIO]

Q3. **Now, think of the conventional radio station you listen to the most. Is it... (PERMUTATE THE ORDER OF PRESENTATION)**

A CBC/RADIO-CANADA STATION .....	1
A COMMUNITY OR STUDENT NOT-FOR-PROFIT STATION .....	2
A PRIVATE COMMERCIAL STATION .....	3
DON'T KNOW / NO RESPONSE .....	999

[FOR LISTENERS OF COMMERCIAL RADIO]

Q4. **Is it a...** (PERMUTATE THE FIRST 2 CATEGORIES)

MUSIC RADIO STATION . . . . .	1
TALK RADIO STATION . . . . .	2
EQUALLY TO BOTH (DO NOT READ) . . . . .	998
DON'T KNOW / NO RESPONSE . . . . .	999

[FOR LISTENERS OF CONVENTIONAL RADIO]

Q5. **Do you listen to this station mainly...** (PERMUTATE THE FIRST 3 CATEGORIES)

FROM YOUR HOME . . . . .	1
WHILE YOU COMMUTE SUCH AS BY CAR OR BUS . . . . .	2
AT WORK . . . . .	3
ELSEWHERE (PLEASE SPECIFY) . . . . .	998
DON'T KNOW / NO RESPONSE . . . . .	999

## INTERNET RADIO

[FOR LISTENERS OF INTERNET RADIO]

Q6. **Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**  
(PERMUTATE THE ORDER OF ITEMS)

- a) to listen to music attentively
- b) to get background music
- c) to hear international or Canadian news
- d) to hear provincial news
- e) to hear local news
- f) to hear hot lines or call-in shows
- g) to take part in contests
- h) to be entertained by radio hosts
- i) to get traffic reports
- j) to get weather reports
- k) to hear the sports news
- l) for sound quality

NOT AT ALL IMPORTANT .....	1
MODERATELY IMPORTANT .....	2
VERY IMPORTANT .....	3
EXTREMELY IMPORTANT .....	4
DON'T KNOW / NO RESPONSE .....	9

[FOR LISTENERS OF INTERNET RADIO]

Q7. **Now, think of the Internet radio station you listen to the most. Is this a station that is also a conventional station which could be heard using a traditional receiver within the reach of its antenna or is it a station which broadcasts only on the Internet?**

ALSO CONVENTIONAL .....	1
ONLY ON THE INTERNET .....	2
DON'T KNOW / NO RESPONSE .....	9

[IF ALSO CONVENTIONAL]

Q8. **Is it...** (PERMUTATE THE ORDER OF PRESENTATION)

A CBC/RADIO-CANADA STATION .....	1
A COMMUNITY OR STUDENT NOT-FOR-PROFIT STATION .....	2
A PRIVATE COMMERCIAL STATION .....	3
DON'T KNOW / NO RESPONSE .....	999

[FOR LISTENERS OF INTERNET RADIO]

Q9. **Is this radio station...** (PERMUTATE THE FIRST 2 CATEGORIES)

CANADIAN .....	1
FOREIGN .....	2
DON'T KNOW / NO RESPONSE .....	999

[FOR LISTENERS OF INTERNET RADIO]

Q10. **Is it a...** (PERMUTATE THE FIRST 2 CATEGORIES)

MUSIC RADIO STATION .....	1
TALK RADIO STATION .....	2
EQUALLY TO BOTH (DO NOT READ) .....	998
DON'T KNOW / NO RESPONSE .....	999

[FOR LISTENERS OF INTERNET RADIO]

Q11. **Do you listen to this station mainly...** (PERMUTATE THE FIRST 3 CATEGORIES)

FROM YOUR HOME .....	1
AT WORK .....	3
ELSEWHERE (PLEASE SPECIFY) .....	998
DON'T KNOW / NO RESPONSE .....	999

## SATELLITE RADIO

[FOR LISTENERS OF SATELLITE RADIO]

Q12. **Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**  
**(PERMUTATE THE ORDER OF ITEMS)**

- a) to listen to music attentively
- b) to get background music
- c) to hear international or Canadian news
- d) to hear provincial news
- e) to hear local news
- f) to hear hot lines or call-in shows
- g) to take part in contests
- h) to be entertained by radio hosts
- i) to get traffic reports
- j) to get weather reports
- k) to hear the sports news
- l) for sound quality

NOT AT ALL IMPORTANT .....	1
MODERATELY IMPORTANT .....	2
VERY IMPORTANT .....	3
EXTREMELY IMPORTANT .....	4
DON'T KNOW / NO RESPONSE .....	9

[FOR LISTENERS OF SATELLITE RADIO]

Q13. **Now, think of the satellite radio channel you listen to the most. Is this a channel that is also a conventional station which could be heard using a traditional receiver within the reach of its antenna or is it a channel which broadcasts only on satellites?**

ALSO CONVENTIONAL .....	1
ONLY ON SATELLITES .....	2
DON'T KNOW / NO RESPONSE .....	9

[FOR LISTENERS OF SATELLITE RADIO]

Q14. **Is it a...** (PERMUTATE THE FIRST 2 CATEGORIES)

MUSIC RADIO CHANNEL . . . . .	1
TALK RADIO CHANNEL . . . . .	2
EQUALLY TO BOTH (DO NOT READ) . . . . .	3
DON'T KNOW / NO RESPONSE . . . . .	9

[FOR LISTENERS OF SATELLITE RADIO]

Q15. **Do you listen to this channel mainly...** (PERMUTATE THE FIRST 3 CATEGORIES)

FROM YOUR HOME . . . . .	1
WHILE YOU COMMUTE SUCH AS BY CAR OR BUS . . . . .	2
AT WORK . . . . .	3
ELSEWHERE (PLEASE SPECIFY) . . . . .	998
DON'T KNOW / NO RESPONSE . . . . .	999

## EFFECTS ON CONVENTIONAL RADIO

**Q16. Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect? (PERMUTATE THE ORDER — ONLY ACTIVITIES CARRIED OUT BY THE RESPONDENT (Q1) ARE LISTED)**

- a) time spent listening to satellite radio
- b) time spent listening to music using an audio-recorder like an iPod, CDs or tapes
- c) time spent listening to streaming audio content on the Internet, other than Internet radio
- d) time spent listening to radio on the Internet
- e) time spent exchanging files on peer to peer Internet exchanges sites like Kazaa, Morpheus or eDonkey
- f) time spent downloading music from the Internet other than on peer to peer exchange sites
- g) time spent listening to podcasting programs obtained from the Internet

MORE .....	1
LESS .....	2
NO EFFECT .....	3
DON'T KNOW / NO RESPONSE .....	9

## NON-USERS OF INTERNET AND SATELLITE RADIO

[FOR THOSE NOT LISTENING TO INTERNET RADIO]

**Q18. Did you know that there are radio stations which broadcast on the Internet?**

YES (WHY DO YOU NOT LISTEN TO THESE INTERNET RADIO STATIONS?) . . . . .	1
No . . . . .	2
DON'T KNOW / NO RESPONSE . . . . .	9

[FOR THOSE NOT LISTENING TO SATELLITE RADIO]

**Q19. Did you know that there are radio channels available by subscription which broadcast by satellite?**

YES . . . . .	1
No . . . . .	2
DON'T KNOW / NO RESPONSE . . . . .	9

[FOR THOSE NOT LISTENING TO SATELLITE RADIO]

**Q20. Have you ever considered the possibility of subscribing to a satellite radio service?**

YES, I AM ALREADY A SUBSCRIBER . . . . .	3
YES (WHY DID YOU NOT GET A SUBSCRIPTION?) . . . . .	1
No (WHY DID YOU NOT CONSIDER IT?) . . . . .	2
DON'T KNOW / NO RESPONSE . . . . .	9

## Sociodemographics

**Q21. I have only a few questions left. They are only for statistical purposes. Does your household have access to the Internet from home?**

YES .....	1
No .....	2
DON'T KNOW / NO RESPONSE .....	9

**Q22. Which language did you first learn and still understand? (DO NOT READ)**

FRENCH .....	1
ENGLISH .....	2
BOTH FRENCH AND ENGLISH .....	3
OTHER .....	4
DON'T KNOW / NO RESPONSE .....	9

**Q23. In what year were you born?**

YEAR .....	
DON'T KNOW / NO RESPONSE .....	9999

**Q24. What is the highest level of education you have completed? (READ ONLY IF NECESSARY)**

SOME HIGH SCHOOL OR LESS .....	1
HIGH SCHOOL GRADUATE .....	2
SOME COLLEGE, TECHNICAL SCHOOL OR CEGEP .....	3
COLLEGE, TECHNICAL SCHOOL OR CEGEP GRADUATE .....	4
SOME UNIVERSITY .....	5
UNIVERSITY GRADUATE .....	6
DON'T KNOW / NO RESPONSE .....	9

**Q25. What is your main occupation? (READ ONLY IF NECESSARY)**

STUDENT .....	1 >> GOTO Q29
EMPLOYED OR SELF-EMPLOYED .....	2
UNEMPLOYED AND LOOKING FOR WORK .....	3 >> GOTO Q29
AT HOME OR RETIRED .....	4 >> GOTO Q29
DON'T KNOW / NO RESPONSE .....	9 >> GOTO Q29

**Q26. Was your total personal income in the last year more or less than \$50,000? (DO NOT READ)**

MORE .....	1 >> GOTO Q28
LESS .....	2
EXACTLY THAT AMOUNT .....	3 >> GOTO Q29
DON'T KNOW / NO RESPONSE .....	9 >> GOTO Q29

**Q27. Was it more or less than \$25,000? (DO NOT READ)**

MORE .....	1 >> GOTO Q29
LESS .....	2 >> GOTO Q29
EXACTLY THAT AMOUNT .....	3 >> GOTO Q29
DON'T KNOW / NO RESPONSE .....	9 >> GOTO Q29

**Q28. Was it more or less than \$75,000? (DO NOT READ)**

MORE .....	1
LESS .....	2
EXACTLY THAT AMOUNT .....	3
DON'T KNOW / NO RESPONSE .....	9

**Q29. How many different telephone numbers does your household have, excluding cellular phone numbers and numbers used only for fax or Internet access?**

NUMBER _____ (1-10)	
DON'T KNOW / NO RESPONSE .....	99

**Q30. Including you, how many people 12 or older live in your household?**

NUMBER: _____ (1-10)	
DK/NR .....	99

## POST INTERVIEW

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### THANK AND TERMINATE

#### Q31. (DO NOT ASK) Interview language

FRENCH .....	1
ENGLISH .....	2

#### Q32. (DO NOT ASK) Gender

FEMALE .....	1
MALE .....	2

#### Q33. (DO NOT ASK) Province

NEWFOUNDLAND .....	1
PEI .....	2
NEW BRUNSWICK .....	3
NOVA SCOTIA .....	4
QUEBEC .....	5
ONTARIO .....	6
MANITOBA .....	7
SASKATCHEWAN, NUNAVUT .....	8
ALBERTA, NWT .....	9
BRITISH COLUMBIA, YUKON .....	10

**SONDAGE SUR LA RADIO COMMERCIALE ET LES RADIOS INTERNET ET SATELLITE**  
**Questionnaire téléphonique national auprès du grand public**  
**adressé à des Canadiens de 12 ans et plus**

Bonjour. je m'appelle \_\_\_\_\_. Je vous téléphone de la part d'Écho Sondage, une société de recherche nationale. Je vous rassure tout de suite : je n'ai rien à vous vendre. Nous effectuons une étude importante sur les activités de loisirs culturels. J'aimerais parler à la personne qui, dans votre ménage, est âgée de 12 ans ou plus et a eu son anniversaire le plus récemment. (REJOINDRE LA BONNE PERSONNE) Votre collaboration nous est très précieuse. L'entrevue ne devrait pas prendre plus de 15 minutes et vos réponses vont demeurer absolument confidentielles. Puis-je commencer?

Question	Réponse
Pour qui ce sondage est-il réalisé?	Je ne peux pas vous dire tout de suite qui en est le commanditaire mais je vous l'apprendrai avec plaisir à la fin de l'entrevue. (NE FOURNIR AUCUNE AUTRE INFORMATION — SI C'EST UN RISQUE DE REFUS, CONFIER LE CAS AU SURVEILLANT OU AU DIRECTEUR DE L'ÉTUDE) À la fin de l'entrevue : Le sondage est commandité par l'Association québécoise de l'industrie du disque, du spectacle et de la vidéo.
Comment assurerez-vous la confidentialité de mes réponses?	Le rapport ne renfermera aucune réponse individuelle, seulement des pourcentages et des moyennes. Vos nom et numéro de téléphone ne seront pas non plus associés à vos réponses.
Pourquoi devrais-je répondre à ce sondage?	Les résultats de cette étude serviront à informer le Gouvernement du Canada dans ses décisions relatives à la radio. Puisque le sondage ne s'adresse qu'à un petit nombre de personnes, votre participation est extrêmement importante.
Sur quoi porte ce sondage?	Les questions ne sont pas exactement les mêmes pour chaque répondant, mais le sondage porte de façon générale sur les activités de loisirs culturels.
Lorsque le répondant est un adolescent	Lorsque le répondant a entre 12 et 17 ans, vous pouvez inviter les parents à superviser la conversation au moyen d'un autre appareil de téléphone.
Comment puis-je vérifier la légitimité de ce sondage?	Vous pouvez vous adresser au Conseil canadien de recherche par sondage, au numéro (800)554-9996, pour obtenir confirmation du fait que Écho Sondage est bel et bien une entreprise de recherche par sondages et que le présent sondage est enregistré auprès de cet organisme. Vous pouvez aussi vous informer auprès du directeur de la recherche, Benoît Gauthier, au (819)770-2423.

## ACTIVITÉS DE LOISIRS

**Q1. Au cours d'une semaine normale, combien d'heures consacrez-vous à chacune des activités suivantes :**

- a) écouter la radio conventionnelle, attentivement ou comme bruit de fond
  - b) écouter la radio satellite de Sirius ou XM qui requiert un abonnement et un décodeur spécial, attentivement ou comme bruit de fond
  - c) écouter de la musique sur un baladeur genre iPod, sur CD ou sur cassette, attentivement ou comme bruit de fond
  - d) utiliser Internet pour quelque activité que ce soit
- [SI AU MOINS 1/2 HEURE SUR INTERNET, POSER LES QUESTIONS SUIVANTES]
- e) écouter du contenu audio en transit continu ou « streaming » sur Internet, autre que la radio Internet
  - f) écouter la radio sur Internet, attentivement ou comme bruit de fond
  - g) échanger des fichiers sur des sites Internet d'échange poste à poste comme Kazaa, Morpheus or eDonkey
  - h) télécharger de la musique d'Internet autrement que par échange de fichiers poste à poste
  - i) écouter des émissions obtenues sur Internet par baladodiffusion ou podcasting

AUCUNE .....	1
INSCRIRE LES HEURES (ACCEPTER LES DEMI-HEURES) _____	2
NE SAIT PAS / PAS DE RÉPONSE .....	9

## RADIO CONVENTIONNELLE

[POUR LES AUDITEURS DE LA RADIO CONVENTIONNELLE]

Q2. **Les raisons suivantes pour décider d'écouter la radio conventionnelle sont-elles pour vous pas du tout importantes, assez importantes, très importantes ou extrêmement importantes, à commencer par :** (PERMUTER L'ORDRE DES ARTICLES)

- a) pour écouter attentivement de la musique
- b) pour avoir un fond musical
- c) pour écouter les nouvelles internationales ou pan-canadiennes
- d) pour écouter les nouvelles provinciales
- e) pour écouter les nouvelles locales
- f) pour écouter les lignes ouvertes
- g) pour les concours
- h) pour vous laisser divertir par les animateurs de radio
- i) pour vous renseigner sur la circulation
- j) pour vous renseigner sur la météo
- k) pour entendre les nouvelles du sport
- l) pour la qualité du son

PAS DU TOUT IMPORTANTE . . . . .	1
ASSEZ IMPORTANTE . . . . .	2
TRÈS IMPORTANTE . . . . .	3
EXTRÊMEMENT IMPORTANTE . . . . .	4
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[POUR LES AUDITEURS DE LA RADIO CONVENTIONNELLE]

Q3. **Pensez maintenant à la station de radio conventionnelle que vous écoutez le plus. S'agit-il... (PERMUTER L'ORDRE DE PRÉSENTATION)**

D'UNE STATION DE RADIO-CANADA/CBC . . . . .	1
D'UNE STATION COMMUNAUTAIRE OU ÉTUDIANTE SANS BUT LUCRATIF . . . . .	2
D'UNE STATION COMMERCIALE PRIVÉE . . . . .	3
NE SAIT PAS / PAS DE RÉPONSE . . . . .	999

[POUR LES AUDITEURS DE LA RADIO CONVENTIONNELLE COMMERCIALE]

Q4. **Cette station de radio est-elle...** (FAIRE LA ROTATION DES 2 PREMIÈRES CATÉGORIES)

UNE STATION DE RADIO MUSICALE . . . . .	1
UNE STATION DE RADIO QUI PRIVILÉGIE LA PAROLE . . . . .	2
LES DEUX DE FAÇON ÉGALE (NE PAS LIRE) . . . . .	998
NE SAIT PAS / PAS DE RÉPONSE . . . . .	999

[POUR LES AUDITEURS DE LA RADIO CONVENTIONNELLE]

Q5. **Écoutez-vous surtout cette station...** (FAIRE LA ROTATION DES 3 PREMIÈRES CATÉGORIES)

CHEZ VOUS . . . . .	1
AU COURS DE VOS DÉPLACEMENTS COMME EN VOITURE OU DANS L'AUTOBUS . . . . .	2
AU TRAVAIL . . . . .	3
AILLEURS (VEUILLEZ PRÉCISER) . . . . .	998
NE SAIT PAS / PAS DE RÉPONSE . . . . .	999

## RADIO INTERNET

[POUR LES AUDITEURS DE LA RADIO INTERNET]

Q6. **Les raisons suivantes pour décider d'écouter la radio Internet sont-elles pour vous pas du tout importantes, assez importantes, très importantes ou extrêmement importantes, à commencer par :** (PERMUTER L'ORDRE DES ARTICLES)

- a) pour écouter attentivement de la musique
- b) pour avoir un fond musical
- c) pour écouter les nouvelles internationales ou pan-canadiennes
- d) pour écouter les nouvelles provinciales
- e) pour écouter les nouvelles locales
- f) pour écouter les lignes ouvertes
- g) pour les concours
- h) pour vous laisser divertir par les animateurs de radio
- i) pour vous renseigner sur la circulation
- j) pour vous renseigner sur la météo
- k) pour entendre les nouvelles du sport
- l) pour la qualité du son

PAS DU TOUT IMPORTANTE . . . . .	1
ASSEZ IMPORTANTE . . . . .	2
TRÈS IMPORTANTE . . . . .	3
EXTRÊMEMENT IMPORTANTE . . . . .	4
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[POUR LES AUDITEURS DE LA RADIO INTERNET]

Q7. (Q8 dans la base de données) **Pensez maintenant à la station de radio Internet que vous écoutez le plus. Cette station est-elle aussi une station conventionnelle qu'on pourrait écouter avec un récepteur traditionnel à l'intérieur de la portée de son antenne ou est-elle une station qui ne diffuse que sur Internet?**

AUSSI CONVENTIONNELLE . . . . .	1
QUE SUR INTERNET . . . . .	2
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[SI AUSSI CONVENTIONNELLE]

Q8. (Q7 dans la base de données) **S'agit-il...** (PERMUTER L'ORDRE DE PRÉSENTATION)

D'UNE STATION DE RADIO-CANADA/CBC .....	1
D'UNE STATION COMMUNAUTAIRE OU ÉTUDIANTE SANS BUT LUCRATIF .....	2
D'UNE STATION COMMERCIALE PRIVÉE .....	3
NE SAIT PAS / PAS DE RÉPONSE .....	9

[POUR LES AUDITEURS DE LA RADIO INTERNET]

Q9. **Cette station de radio est-elle...** (FAIRE LA ROTATION DES 2 PREMIÈRES CATÉGORIES)

CANADIENNE .....	1
ÉTRANGÈRE .....	2
NE SAIT PAS / PAS DE RÉPONSE .....	999

[POUR LES AUDITEURS DE LA RADIO INTERNET]

Q10. **Cette station de radio est-elle...** (FAIRE LA ROTATION DES 2 PREMIÈRES CATÉGORIES)

UNE STATION DE RADIO MUSICALE .....	1
UNE STATION DE RADIO QUI PRIVILÉGIE LA PAROLE .....	2
LES DEUX DE FAÇON ÉGALE (NE PAS LIRE) .....	998
NE SAIT PAS / PAS DE RÉPONSE .....	999

[POUR LES AUDITEURS DE LA RADIO INTERNET]

Q11. **Écoutez-vous surtout cette station...** (FAIRE LA ROTATION DES 2 PREMIÈRES CATÉGORIES)

CHEZ VOUS .....	1
AU TRAVAIL .....	3
AILLEURS (VEUILLEZ PRÉCISER) .....	998
NE SAIT PAS / PAS DE RÉPONSE .....	999

## RADIO SATELLITE

[POUR LES AUDITEURS DE LA RADIO SATELLITE]

Q12. **Les raisons suivantes pour décider d'écouter la radio satellite de Sirius ou XM sont-elles pour vous pas du tout importantes, assez importantes, très importantes ou extrêmement importantes, à commencer par :** (PERMUTER L'ORDRE DES ARTICLES)

- a) pour écouter attentivement de la musique
- b) pour avoir un fond musical
- c) pour écouter les nouvelles internationales ou pan-canadiennes
- d) pour écouter les nouvelles provinciales
- e) pour écouter les nouvelles locales
- f) pour écouter les lignes ouvertes
- g) pour les concours
- h) pour vous laisser divertir par les animateurs de radio
- i) pour vous renseigner sur la circulation
- j) pour vous renseigner sur la météo
- k) pour entendre les nouvelles du sport
- l) pour la qualité du son

PAS DU TOUT IMPORTANTE . . . . .	1
ASSEZ IMPORTANTE . . . . .	2
TRÈS IMPORTANTE . . . . .	3
EXTRÊMEMENT IMPORTANTE . . . . .	4
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[POUR LES AUDITEURS DE LA RADIO SATELLITE]

Q13. **Pensez maintenant à la chaîne de radio satellite que vous écoutez le plus. Cette chaîne est-elle aussi une station conventionnelle qu'on pourrait écouter avec un récepteur traditionnel à l'intérieur de la portée de son antenne ou est-elle une chaîne qui ne diffuse que par satellites?**

AUSSI CONVENTIONNELLE . . . . .	1
QUE PAR SATELLITES . . . . .	3
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[POUR LES AUDITEURS DE LA RADIO SATELLITE]

Q14. **Cette chaîne est-elle...** (FAIRE LA ROTATION DES 2 PREMIÈRES CATÉGORIES)

UNE CHAÎNE DE RADIO MUSICALE . . . . .	1
UNE CHAÎNE DE RADIO QUI PRIVILÉGIE LA PAROLE . . . . .	2
LES DEUX DE FAÇON ÉGALE (NE PAS LIRE) . . . . .	998
NE SAIT PAS / PAS DE RÉPONSE . . . . .	999

[POUR LES AUDITEURS DE LA RADIO SATELLITE]

Q15. **Écoutez-vous surtout cette chaîne...** (FAIRE LA ROTATION DES 3 PREMIÈRES CATÉGORIES)

CHEZ VOUS . . . . .	1
AU COURS DE VOS DÉPLACEMENTS COMME EN VOITURE OU DANS L'AUTOBUS . . . . .	2
AU TRAVAIL . . . . .	3
AILLEURS (VEUILLEZ PRÉCISER) . . . . .	998
NE SAIT PAS / PAS DE RÉPONSE . . . . .	999

## EFFETS SUR LA RADIO CONVENTIONNELLE

**Q16. Est-ce que le temps que vous passez à chacune des activités suivantes fait en sorte que vous écoutez plus, moins ou autant de radio conventionnelle? (PERMUTER L'ORDRE DES ARTICLES — SEULES LES ACTIVITÉS MENÉES PAR LA PERSONNE À LA QUESTION 1 SERONT MENTIONNÉES)**

- a) le temps passé à écouter la radio satellite
- b) le temps passé à écouter de la musique sur un baladeur genre iPod, sur CD ou sur cassette
- c) le temps passé à écouter du contenu audio en transit continu ou « streaming » sur Internet, autre que la radio Internet
- d) le temps passé à écouter la radio sur Internet
- e) le temps passé à échanger des fichiers sur des sites Internet d'échange poste à poste comme Kazaa, Morpheus or eDonkey
- f) le temps passé à télécharger de la musique d'Internet autrement que par échange de fichiers poste à poste
- g) le temps passé à écouter des émissions obtenues sur Internet par baladodiffusion ou podcasting

PLUS .....	1
MOINS .....	2
AUTANT .....	3
NE SAIT PAS / PAS DE RÉPONSE .....	9

## NON-UTILISATEURS DES RADIOS INTERNET ET SATELLITE

[POUR CEUX QUI N'ÉCOUTENT PAS LA RADIO INTERNET]

### Q18. **Savez-vous qu'il existe des stations de radio qui diffusent sur Internet?**

OUI (POUR QUELLE RAISON PRINCIPALE N'ÉCOUTEZ-VOUS PAS CES STATIONS DE RADIO INTERNET?) . . . . .	1
NON . . . . .	2
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[POUR CEUX QUI N'ÉCOUTENT PAS LA RADIO SATELLITE]

### Q19. **Savez-vous qu'il existe des chaînes de radio diffusées par satellites qu'on peut écouter sur abonnement?**

OUI . . . . .	1
NON . . . . .	2
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

[SI AU COURANT DE LA RADIO SATELLITE]

### Q20. **Avez-vous déjà considéré la possibilité de vous abonner à un service de radio satellite?**

OUI, JE SUIS DÉJÀ ABONNÉ . . . . .	3
OUI (POURQUOI NE VOUS ÊTES-VOUS PAS ABONNÉ(E)?) . . . . .	1
NON (POURQUOI NE L'AVEZ-VOUS PAS CONSIDÉRÉ?) . . . . .	2
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

## Données socio-démographiques

**Q21. Je n'ai plus que quelques questions à vous poser et elles sont à des fins statistiques seulement. Votre ménage a-t-il un accès Internet à domicile?**

OUI . . . . .	1
NON . . . . .	2
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q22. Quelle est la langue que vous avez apprise en premier lieu et que vous comprenez toujours?**  
(NE PAS LIRE)

FRANÇAIS . . . . .	1
ANGLAIS . . . . .	2
LES DEUX, FRANÇAIS ET ANGLAIS (NE PAS LIRE) . . . . .	3
AUTRE . . . . .	4
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q23. Quelle est votre année de naissance?**

ANNÉE _____	
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9999

**Q24. Quel est le niveau de scolarité le plus avancé que vous ayez complété? (LIRE SEULEMENT AU BESOIN)**

UN PEU D'ÉCOLE SECONDAIRE OU MOINS . . . . .	1
DIPLÔME D'ÉTUDES SECONDAIRES . . . . .	2
UN PEU DE COLLÈGE, D'ÉCOLE TECHNIQUE OU DE CÉGEP . . . . .	3
DIPLÔME D'ÉTUDES COLLÉGIALES OU TECHNIQUES . . . . .	4
UN PEU D'UNIVERSITÉ . . . . .	5
DIPLÔME D'ÉTUDES UNIVERSITAIRES . . . . .	6
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q25. Quelle est votre principale occupation? (LIRE SEULEMENT AU BESOIN)**

ÉTUDIANT(E) . . . . .	1 >> PASSER À Q29
EMPLOYÉ(E) OU TRAVAILLEUR(EUSE) AUTONOME . . . . .	2
CHÔMEUR(EUSE) À LA RECHERCHE D'UN EMPLOI . . . . .	3 >> PASSER À Q29
PERSONNE AU FOYER OU À LA RETRAITE . . . . .	4 >> PASSER À Q29
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9 >> PASSER À Q29

**Q26. Votre revenu personnel total de la dernière année était-il plus élevé ou plus bas que 50 000 \$? (NE PAS LIRE)**

PLUS ÉLEVÉ . . . . .	1 >> PASSER À Q28
PLUS BAS . . . . .	2
EXACTEMENT CE MONTANT . . . . .	3 >> PASSER À Q29
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9 >> PASSER À Q29

**Q27. Était-il plus élevé ou plus bas que 25 000 \$? (NE PAS LIRE)**

PLUS ÉLEVÉ . . . . .	1 >> PASSER À Q29
PLUS BAS . . . . .	2 >> PASSER À Q29
EXACTEMENT CE MONTANT . . . . .	3 >> PASSER À Q29
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9 >> PASSER À Q29

**Q28. Était-il plus élevé ou plus bas que 75 000 \$? (NE PAS LIRE)**

PLUS ÉLEVÉ . . . . .	1
PLUS BAS . . . . .	2
EXACTEMENT CE MONTANT . . . . .	3
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q29. Combien de numéros de téléphone différents y a-t-il dans votre ménage, à l'exclusion des numéros de téléphone cellulaire et des numéros servant uniquement à un télécopieur ou à un accès Internet?**

NOMBRE \_\_\_\_\_ (1-10)  
NE SAIT PAS / PAS DE RÉPONSE . . . . . 99

**Q30. En vous comptant, combien de personnes de 12 ans et plus votre ménage compte-t-il?**

NOMBRE : ..... (1-10)  
NSP/PDR ..... 99

**À LA SUITE DE L'ENTREVUE**

**REMERCIER ET TERMINER**

**Q31. (NE PAS DEMANDER) Langue de l'entrevue**

FRANÇAIS ..... 1  
ANGLAIS ..... 2

**Q32. (NE PAS DEMANDER) Sexe du répondant**

FEMME ..... 1  
HOMME ..... 2

**Q33. (NE PAS DEMANDER) Province**

TERRE-NEUVE ..... 1  
IPÉ ..... 2  
NOUVEAU-BRUNSWICK ..... 3  
NOUVELLE-ÉCOSSE ..... 4  
QUÉBEC ..... 5  
ONTARIO ..... 6  
MANITOBA ..... 7  
SASKATCHEWAN, NUNAVUT ..... 8  
ALBERTA, TNO ..... 9  
COLOMBIE-BRITANNIQUE, YUKON ..... 10

## **APPENDIX B**

### **Detailed tables**

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**In an average week, how many hours do you spend doing each of the following:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1A <b>listening to conventional radio, actively or in the background</b>																				
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
<b>None</b>	17%	<b>24%</b>	22%	12%	<b>11%</b>	15%	<b>0%</b>	20%	13%	<b>15%</b>	<b>16%</b>	9%	<b>29%</b>	<b>20%</b>	<b>22%</b>	17%	19%	<b>0%</b>	<b>0%</b>	<b>89%</b>
<b>Some</b>	80%	<b>73%</b>	77%	<b>88%</b>	<b>87%</b>	81%	<b>100%</b>	80%	83%	<b>84%</b>	<b>83%</b>	91%	<b>69%</b>	<b>78%</b>	<b>74%</b>	<b>82%</b>	<b>76%</b>	<b>100%</b>	<b>100%</b>	<b>0%</b>
<b>DK/NR</b>	2%	3%	1%	0%	2%	3%	<b>0%</b>	0%	<b>4%</b>	1%	1%	0%	2%	2%	<b>4%</b>	<b>1%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>11%</b>
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	10.6	<b>5.4</b>	10.0	10.9	12.0	<b>13.9</b>	<b>12.9</b>	8.6	11.9	9.6	10.0	8.1	<b>7.3</b>	<b>7.0</b>	8.0	<b>9.7</b>	<b>13.2</b>	<b>13.0</b>	<b>12.7</b>	<b>0.0</b>
standard deviation:	15.8	10.2	15.3	14.6	14.8	19.5	16.6	11.0	17.1	14.8	14.2	12.8	12.1	11.2	13.3	13.9	20.1	16.4	16.9	0.0
Student's t:		***	-	-	-	***	***	-	-	-	-	-	**	*	-	**	**	***	**	***

		Age					Activities									Internet at home		Listens to terrestrial radio?			
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1B listening to Sirius or XM satellite radio which requires a subscription and a special decoder, actively or in the background																					
1,000 Canadians 12+:		25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:		1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
<b>None</b>		84%	82%	<b>91%</b>	86%	85%	81%	83%	<b>0%</b>	<b>73%</b>	<b>86%</b>	82%	87%	89%	85%	70%	85%	82%	85%	<b>81%</b>	88%
<b>Some</b>		3%	<b>6%</b>	2%	4%	2%	2%	<b>3%</b>	<b>100%</b>	<b>18%</b>	<b>5%</b>	<b>5%</b>	11%	8%	10%	<b>20%</b>	4%	3%	2%	5%	4%
<b>DK/NR</b>		12%	12%	<b>7%</b>	10%	13%	<b>17%</b>	<b>13%</b>	0%	9%	10%	13%	<b>1%</b>	<b>3%</b>	5%	10%	11%	15%	12%	14%	8%
confidence interval at 50%		3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:		0.36	0.53	0.11	0.71	0.25	0.15	<b>0.27</b>	<b>8.97</b>	1.39	0.45	<b>0.37</b>	0.81	0.30	0.46	1.74	0.33	0.44	0.23	0.32	0.69
standard deviation:		3.0	2.7	1.1	6.0	1.6	1.4	1.7	11.9	4.1	3.8	2.1	3.2	1.5	1.8	4.7	2.0	4.7	1.7	1.7	5.6
Student's t:		-	-	-	-	-	-	***	***	-	-	*	-	-	-	-	-	-	-	-	

**In an average week, how many hours do you spend doing each of the following:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1C listening to music using an audio-recorder like an iPod, or CDs, or tapes, actively or in the background																				
1,000 Canadians 12+; responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
<b>None</b>	45%	<b>27%</b>	44%	44%	47%	<b>54%</b>	<b>42%</b>	32%	24%	<b>0%</b>	<b>34%</b>	22%	31%	<b>11%</b>	14%	<b>41%</b>	<b>56%</b>	<b>41%</b>	44%	<b>56%</b>
<b>Some</b>	46%	<b>65%</b>	54%	52%	<b>40%</b>	<b>31%</b>	<b>48%</b>	60%	73%	<b>100%</b>	<b>58%</b>	<b>78%</b>	67%	<b>89%</b>	82%	<b>51%</b>	<b>32%</b>	<b>50%</b>	45%	<b>37%</b>
<b>DK/NR</b>	9%	8%	<b>2%</b>	<b>4%</b>	13%	<b>14%</b>	<b>10%</b>	8%	3%	<b>0%</b>	<b>8%</b>	<b>0%</b>	2%	0%	4%	<b>8%</b>	<b>13%</b>	9%	11%	7%
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	4.6	<b>9.5</b>	6.1	<b>3.5</b>	<b>2.7</b>	<b>2.0</b>	<b>4.6</b>	7.4	9.7	<b>9.1</b>	6.2	9.1	7.5	<b>11.2</b>	10.9	<b>5.3</b>	<b>2.6</b>	4.3	5.0	4.6
standard deviation:	10.0	16.0	10.5	6.6	5.4	5.1	9.2	12.6	13.3	12.5	11.8	11.7	10.9	14.6	13.1	11.0	5.6	8.3	10.3	12.6
Student's t:	***	-	*	***	***	***	***	-	-	***	-	-	-	*	-	***	***	-	-	-

**In an average week, how many hours do you spend doing each of the following:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q1D using the Internet for any type of activity</b>																				
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
<b>None</b>	35%	<b>21%</b>	<b>18%</b>	27%	37%	<b>54%</b>	<b>33%</b>	23%	<b>0%</b>	<b>22%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>20%</b>	<b>75%</b>	<b>30%</b>	38%	41%
<b>Some</b>	60%	<b>74%</b>	<b>80%</b>	<b>71%</b>	58%	<b>36%</b>	<b>62%</b>	77%	<b>100%</b>	<b>75%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>77%</b>	<b>12%</b>	<b>66%</b>	56%	<b>51%</b>
<b>DK/NR</b>	6%	6%	<b>2%</b>	<b>1%</b>	5%	<b>10%</b>	<b>5%</b>	0%	0%	3%	<b>0%</b>	0%	0%	0%	0%	<b>3%</b>	<b>13%</b>	4%	6%	8%
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	8.7	<b>13.2</b>	10.9	9.2	<b>7.1</b>	<b>5.0</b>	<b>8.5</b>	9.9	<b>18.4</b>	10.8	<b>13.8</b>	<b>16.8</b>	<b>14.9</b>	<b>15.8</b>	<b>20.5</b>	<b>11.2</b>	<b>1.1</b>	8.6	8.4	9.5
standard deviation:	13.5	15.5	14.6	13.9	11.4	11.1	12.6	13.3	16.0	14.5	14.8	15.8	13.2	15.8	17.0	14.5	4.7	12.0	13.5	16.7
Student's t:		***	-	-	*	***	***	-	***	-	***	**	*	*	**	***	***	-	-	-

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1E listening to streaming audio content on the Internet, other than Internet radio																				
1,000 Canadians 12+; responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
None	83%	<b>70%</b>	79%	83%	<b>90%</b>	<b>91%</b>	<b>81%</b>	60%	<b>52%</b>	<b>78%</b>	72%	<b>0%</b>	65%	<b>55%</b>	<b>38%</b>	<b>78%</b>	<b>96%</b>	<b>80%</b>	82%	<b>92%</b>
Some	8%	<b>20%</b>	<b>13%</b>	8%	<b>2%</b>	<b>1%</b>	<b>9%</b>	27%	<b>37%</b>	<b>14%</b>	<b>14%</b>	<b>100%</b>	<b>29%</b>	<b>38%</b>	<b>48%</b>	<b>11%</b>	<b>2%</b>	<b>11%</b>	8%	<b>4%</b>
DK/NR	8%	10%	8%	10%	8%	8%	10%	13%	10%	8%	<b>14%</b>	<b>0%</b>	6%	7%	14%	<b>11%</b>	<b>2%</b>	9%	10%	<b>4%</b>
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	0.64	1.88	0.90	0.50	<b>0.03</b>	<b>0.02</b>	<b>0.77</b>	2.47	2.82	1.16	1.14	<b>7.07</b>	2.93	4.86	8.55	<b>0.88</b>	<b>0.04</b>	0.92	0.56	<b>0.15</b>
standard deviation:	5.1	10.4	4.6	2.0	0.3	0.3	5.6	5.2	7.2	7.3	6.7	15.4	13.1	16.6	22.7	6.0	0.4	6.8	3.5	0.9
Student's t:	-	-	-	-	***	**	***	-	-	-	-	**	-	-	-	***	***	-	-	**

**In an average week, how many hours do you spend doing each of the following:**

		Age					Activities									Internet at home		Listens to terrestrial radio?			
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1F <b>listening to radio on the Internet, actively or in the background</b>																					
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992	
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192	
<b>None</b>	85%	80%	80%	82%	86%	90%	<b>83%</b>	<b>52%</b>	<b>0%</b>	<b>81%</b>	74%	64%	74%	65%	<b>47%</b>	<b>80%</b>	<b>97%</b>	<b>82%</b>	84%	<b>93%</b>	
<b>Some</b>	8%	<b>14%</b>	<b>13%</b>	9%	6%	<b>2%</b>	<b>8%</b>	<b>40%</b>	<b>100%</b>	<b>13%</b>	<b>13%</b>	<b>36%</b>	24%	<b>34%</b>	<b>53%</b>	<b>11%</b>	<b>1%</b>	10%	6%	7%	
<b>DK/NR</b>	7%	6%	7%	10%	8%	8%	9%	8%	<b>0%</b>	7%	<b>12%</b>	<b>0%</b>	<b>2%</b>	1%	0%	<b>9%</b>	<b>3%</b>	8%	<b>10%</b>	<b>0%</b>	
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39	
mean:	0.43	0.53	0.71	0.27	0.37	0.28	<b>0.42</b>	2.11	<b>4.95</b>	0.69	0.75	1.67	0.89	1.44	<b>2.15</b>	<b>0.59</b>	<b>0.02</b>	0.39	0.46	0.43	
standard deviation:	2.59	1.69	3.30	1.09	2.93	2.89	2.67	4.66	7.46	3.25	3.41	4.91	2.07	3.56	2.87	3.04	0.20	2.33	3.07	2.24	
Student's t:	-	-	-	-	-	-	***	-	***	-	-	-	-	-	*	***	***	-	-	-	

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q1F2</b> <b>listening to radio on the Internet, actively or in the background (excluding Canadian simulcasting)</b>																				
1,000 Canadians 12+;	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
<b>None</b>	87%	83%	83%	84%	88%	<b>91%</b>	<b>85%</b>	69%	<b>27%</b>	<b>83%</b>	78%	72%	77%	71%	<b>62%</b>	<b>83%</b>	<b>97%</b>	85%	85%	<b>94%</b>
<b>Some</b>	6%	<b>11%</b>	<b>10%</b>	6%	4%	<b>1%</b>	<b>6%</b>	23%	<b>73%</b>	<b>10%</b>	<b>10%</b>	<b>28%</b>	<b>21%</b>	<b>27%</b>	<b>38%</b>	<b>8%</b>	<b>1%</b>	7%	5%	6%
<b>DK/NR</b>	7%	6%	7%	10%	8%	8%	9%	8%	<b>0%</b>	7%	<b>12%</b>	<b>0%</b>	<b>2%</b>	1%	0%	<b>9%</b>	<b>3%</b>	8%	<b>10%</b>	<b>0%</b>
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	0.33	0.48	0.65	0.16	<b>0.08</b>	0.23	<b>0.31</b>	1.78	<b>3.84</b>	0.54	0.59	1.48	0.76	1.36	1.52	<b>0.45</b>	<b>0.02</b>	0.24	0.39	0.41
standard deviation:	2.26	1.67	3.28	0.66	0.49	2.83	2.26	4.73	6.78	2.74	2.99	4.91	1.86	3.57	2.58	2.66	0.20	1.51	2.98	2.24
Student's t:	-	-	-	-	**	-	***	-	***	-	-	-	-	-	-	***	***	-	-	-

**In an average week, how many hours do you spend doing each of the following:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1G exchanging files on peer to peer Internet exchanges sites like Kazaa, Morpheus or eDonkey																				
1,000 Canadians 12+; responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
<b>None</b>	81%	<b>63%</b>	<b>73%</b>	81%	<b>89%</b>	<b>92%</b>	<b>81%</b>	63%	62%	<b>76%</b>	68%	61%	0%	<b>55%</b>	<b>53%</b>	<b>75%</b>	<b>97%</b>	80%	83%	82%
<b>Some</b>	11%	<b>29%</b>	<b>21%</b>	9%	<b>3%</b>	<b>0%</b>	<b>10%</b>	26%	<b>33%</b>	<b>16%</b>	19%	<b>39%</b>	<b>100%</b>	<b>44%</b>	<b>44%</b>	<b>15%</b>	<b>1%</b>	12%	<b>7%</b>	<b>18%</b>
<b>DK/NR</b>	8%	8%	6%	10%	8%	8%	9%	12%	5%	7%	<b>13%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	4%	<b>10%</b>	<b>2%</b>	9%	10%	<b>1%</b>
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	0.63	<b>1.66</b>	1.14	0.68	<b>0.15</b>	<b>0.02</b>	<b>0.51</b>	2.64	2.42	<b>0.63</b>	1.13	1.93	<b>5.45</b>	0.95	1.65	<b>0.88</b>	<b>0.03</b>	0.39	0.66	1.10
standard deviation:	3.9	5.6	5.8	4.4	1.5	0.3	3.9	12.0	9.4	3.8	5.2	7.1	10.2	1.9	4.3	4.6	0.4	2.4	5.3	3.8
Student's t:	*	-	-	-	**	***	***	-	-	**	-	-	***	-	-	***	***	-	-	-

**In an average week, how many hours do you spend doing each of the following:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q1H downloading music from the Internet other than on peer to peer exchange sites																				
1,000 Canadians 12+; responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
<b>None</b>	84%	<b>70%</b>	81%	84%	<b>89%</b>	<b>92%</b>	<b>83%</b>	61%	<b>61%</b>	<b>77%</b>	74%	64%	67%	<b>0%</b>	<b>42%</b>	<b>80%</b>	<b>96%</b>	82%	84%	<b>91%</b>
<b>Some</b>	8%	<b>22%</b>	12%	6%	<b>3%</b>	<b>0%</b>	<b>8%</b>	22%	<b>33%</b>	15%	<b>13%</b>	<b>36%</b>	<b>30%</b>	<b>100%</b>	<b>53%</b>	<b>10%</b>	<b>2%</b>	9%	6%	9%
<b>DK/NR</b>	8%	9%	8%	10%	8%	8%	10%	16%	6%	8%	<b>13%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	5%	<b>10%</b>	<b>2%</b>	10%	10%	<b>1%</b>
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:	0.53	1.21	1.04	0.70	<b>0.10</b>	<b>0.00</b>	<b>0.42</b>	2.80	3.64	0.91	0.94	2.93	1.10	<b>6.39</b>	3.88	<b>0.73</b>	<b>0.04</b>	0.45	0.39	0.91
standard deviation:	3.7	5.1	5.0	5.5	1.0	0.0	3.4	11.3	11.2	4.8	5.0	10.5	3.0	11.5	11.0	4.4	0.3	3.6	3.2	4.7
Student's t:	-	-	-	-	**	***	***	-	-	-	-	-	-	***	-	***	***	-	-	-

**In an average week, how many hours do you spend doing each of the following:**

		Age					Activities								Internet at home		Listens to terrestrial radio?				
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q11 <b>listening to podcasting programs obtained from the Internet</b>																					
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992	
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192	
<b>None</b>	88%	<b>82%</b>	87%	87%	89%	<b>92%</b>	<b>87%</b>	68%	<b>68%</b>	<b>85%</b>	80%	75%	81%	<b>69%</b>	<b>0%</b>	<b>85%</b>	<b>97%</b>	87%	86%	<b>94%</b>	
<b>Some</b>	4%	<b>10%</b>	6%	3%	3%	<b>0%</b>	<b>4%</b>	<b>24%</b>	<b>28%</b>	<b>7%</b>	<b>7%</b>	<b>24%</b>	16%	<b>29%</b>	<b>100%</b>	<b>5%</b>	<b>1%</b>	4%	4%	6%	
<b>DK/NR</b>	8%	7%	7%	10%	8%	8%	9%	8%	4%	7%	<b>13%</b>	<b>1%</b>	<b>2%</b>	3%	0%	<b>10%</b>	<b>2%</b>	9%	<b>10%</b>	<b>1%</b>	
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39	
mean:	0.5	1.9	0.4	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.4</b>	2.1	1.7	0.8	0.8	3.8	2.2	3.5	<b>10.2</b>	<b>0.6</b>	<b>0.0</b>	0.6	<b>0.1</b>	0.8	
standard deviation:	4.9	11.0	2.4	0.5	0.7	0.3	5.0	6.7	5.1	6.8	6.5	15.3	12.7	15.3	20.9	5.8	0.2	6.6	0.8	4.6	
Student's t:		-	-	*	*	**	***	-	-	-	-	-	-	-	*	**	**	-	*	-	

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2A to listen to music attentively</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	21%	14%	16%	23%	25%	26%	21%	10%	24%	15%	23%	19%	15%	10%	24%	23%	16%	21%	21%	0%
<b>Moderately important (score = 33)</b>	35%	34%	36%	34%	36%	34%	35%	40%	28%	42%	35%	30%	23%	36%	33%	35%	35%	35%	35%	0%
<b>Very important (score = 67)</b>	33%	32%	36%	35%	32%	32%	33%	21%	33%	30%	30%	33%	39%	39%	26%	32%	36%	33%	32%	0%
<b>Extremely important (score = 100)</b>	11%	20% +++	12%	8%	7%	7%	11%	29%	14%	13%	11%	17%	22% +	15%	17%	11%	14%	11%	12%	0%
<b>Don't Know / No response</b>	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	44.8	52.5	47.7	42.7	40.0	40.4	44.8	56.4	45.6	47.3	43.1	49.5	56.4	53.3	44.9	43.4	49.2	44.8	44.9	*
standard deviation:	31.4	32.1	30.1	30.2	30.0	30.5	31.4	33.5	33.5	29.9	31.5	33.1	32.9	29.0	34.1	31.5	30.6	31.3	31.4	*
Student's t:		**	-	-	*	*	-	-	-	*	-	*	-	*	-	*	*	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2B</b> <b>to get background music</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	27%	29%	22%	24%	24%	32%	27%	34%	34%	25%	27%	27%	22%	28%	27%	28%	26%	27%	27%	0%
<b>Moderately important (score = 33)</b>	36%	40%	36%	37%	37%	35%	36%	34%	36%	37%	39%	45%	42%	34%	36%	39%	29%	39%	33%	0%
<b>Very important (score = 67)</b>	28%	24%	29%	29%	34%	27%	28%	29%	21%	31%	26%	21%	30%	34%	34%	26%	33%	26%	31%	0%
<b>Extremely important (score = 100)</b>	8%	7%	13%	10%	5%	7%	8%	4%	8%	7%	8%	7%	6%	4%	3%	7%	12%	8%	9%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	39.2	36.4	44.0	41.3	39.7	36.2	39.2	34.0	34.6	39.9	38.2	35.5	40.0	38.1	37.5	37.6	43.6	38.0	40.7	*
standard deviation:	30.9	30.1	32.0	31.0	28.6	30.8	30.9	29.2	31.5	29.7	30.3	28.8	28.5	29.4	28.3	30.0	32.8	30.2	31.7	*
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2C to hear international or Canadian news</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	24%	<b>42%</b>	21%	19%	24%	<b>18%</b>	24%	25%	23%	22%	23%	24%	33%	<b>38%</b>	20%	24%	23%	<b>28%</b>	<b>19%</b>	0%
		+++				-								+				++	--	
<b>Moderately important (score = 33)</b>	34%	<b>46%</b>	<b>43%</b>	33%	29%	<b>26%</b>	34%	23%	32%	35%	35%	38%	34%	41%	48%	34%	33%	<b>38%</b>	<b>28%</b>	0%
		++	+			--												++	--	
<b>Very important (score = 67)</b>	38%	<b>11%</b>	33%	43%	41%	<b>50%</b>	38%	45%	40%	39%	38%	31%	28%	<b>19%</b>	32%	37%	38%	<b>31%</b>	<b>47%</b>	0%
		---				+++												---	++	
<b>Extremely important (score = 100)</b>	5%	1%	3%	5%	6%	5%	5%	7%	4%	4%	5%	6%	5%	2%	0%	5%	4%	<b>3%</b>	<b>6%</b>	0%
																		-	+	
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	40.9	<b>23.9</b>	39.2	44.3	42.9	<b>47.6</b>	40.9	45.0	42.0	41.3	41.3	39.9	34.7	<b>28.1</b>	37.1	40.7	41.3	<b>36.3</b>	<b>46.8</b>	*
standard deviation:	29.0	23.6	26.6	28.0	29.8	28.2	29.0	31.2	28.6	28.1	28.7	29.4	29.9	26.4	23.9	29.1	28.9	28.3	29.0	*
Student's t:		***	-	-	-	***	-	-	-	-	-	-	-	**	-	-	-	***	***	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2D</b> <b>to hear provincial news</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	26%	<b>46%</b>	19%	21%	27%	22%	26%	28%	32%	26%	28%	32%	39%	41%	25%	26%	27%	<b>30%</b>	<b>22%</b>	0%
<b>Moderately important (score = 33)</b>	32%	33%	41%	39%	28%	29%	32%	17%	27%	35%	33%	38%	34%	35%	38%	32%	32%	35%	29%	0%
<b>Very important (score = 67)</b>	37%	<b>19%</b>	37%	35%	41%	<b>45%</b>	37%	44%	30%	35%	36%	26%	23%	<b>18%</b>	32%	38%	34%	<b>32%</b>	<b>43%</b>	0%
<b>+++</b>		---			++										-			--	++	
<b>Extremely important (score = 100)</b>	4%	1%	3%	5%	4%	4%	4%	11%	<b>10%</b>	3%	4%	4%	4%	6%	6%	4%	5%	3%	5%	0%
<b>+ +</b>									+									-	+	
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	<b>0%</b>	<b>1%</b>	0%	0%	0%
<b>confidence interval at 50%</b>	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
<b>mean:</b>	39.6	<b>25.1</b>	41.0	41.2	40.8	<b>43.9</b>	39.6	46.0	39.5	38.6	38.4	34.1	<b>31.0</b>	<b>29.6</b>	39.4	39.7	39.3	<b>36.1</b>	<b>44.2</b>	*
<b>standard deviation:</b>	29.2	26.8	26.5	28.0	29.9	28.8	29.2	33.7	33.6	28.7	29.2	28.9	29.8	30.2	29.1	28.9	30.0	28.6	29.4	*
<b>Student's t:</b>	***	-	-	-	-	**	-	-	-	-	-	-	*	*	-	-	-	***	***	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2E</b> <b>to hear local news</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	18%	<b>37%</b>	<b>10%</b>	13%	16%	17%	18%	23%	26%	18%	17%	25%	27%	30%	26%	17%	22%	19%	18%	0%
<b>Moderately important (score = 33)</b>	31%	<b>42%</b>	39%	34%	27%	<b>21%</b>	31%	31%	32%	33%	31%	27%	34%	38%	33%	32%	26%	<b>35%</b>	<b>26%</b>	0%
<b>Very important (score = 67)</b>	44%	<b>19%</b>	48%	44%	49%	<b>54%</b>	44%	32%	30%	43%	45%	40%	32%	<b>24%</b>	38%	44%	42%	<b>40%</b>	<b>49%</b>	0%
<b>Extremely important (score = 100)</b>	7%	2%	3%	9%	8%	7%	7%	15%	11%	5%	7%	8%	6%	8%	3%	6%	8%	6%	8%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	46.3	<b>28.4</b>	48.1	49.4	<b>49.9</b>	<b>50.9</b>	46.3	46.1	42.2	45.0	47.2	43.7	39.2	<b>36.1</b>	39.8	46.6	45.6	<b>44.3</b>	<b>48.9</b>	*
standard deviation:	28.9	26.2	24.3	27.8	28.5	28.7	28.9	33.1	32.5	28.1	28.3	31.2	30.1	30.7	28.8	28.2	30.8	28.5	29.1	*
Student's t:	***	-	-	*	**	-	-	-	-	-	-	-	-	*	-	-	-	*	*	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2F</b> <b>to hear hot lines or call-in shows</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	69%	<b>80%</b>	70%	72%	66%	<b>62%</b>	69%	57%	78%	72%	72%	68%	69%	65%	63%	<b>72%</b>	<b>61%</b>	70%	67%	0%
<b>Moderately important (score = 33)</b>	21%	14%	21%	18%	22%	<b>26%</b>	21%	37%	15%	20%	20%	20%	26%	27%	31%	20%	23%	21%	20%	0%
<b>Very important (score = 67)</b>	8%	4%	7%	7%	11%	10%	<b>8%</b>	2%	4%	6%	7%	8%	2%	9%	2%	<b>7%</b>	<b>13%</b>	<b>6%</b>	<b>11%</b>	0%
<b>Extremely important (score = 100)</b>	1%	2%	0%	3%	1%	2%	1%	4%	3%	1%	1%	3%	4%	0%	3%	1%	2%	2%	1%	0%
<b>Don't Know / No response</b>	1%	1%	2%	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	<b>0%</b>	<b>2%</b>	0%	1%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	14.0	<b>9.3</b>	11.8	13.3	15.2	<b>17.2</b>	14.0	17.2	10.5	11.7	12.4	14.8	13.6	14.7	15.1	<b>12.6</b>	<b>18.0</b>	13.0	15.2	*
standard deviation:	23.5	21.1	20.2	24.5	23.7	24.8	23.5	23.6	22.9	21.2	22.3	25.2	23.7	21.7	23.3	22.4	26.1	22.8	24.4	*
Student's t:	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	**	**	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2G</b> <b>to take part in contests</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	84%	<b>76%</b>	83%	84%	85%	<b>90%</b>	<b>84%</b>	77%	<b>70%</b>	83%	84%	<b>71%</b>	<b>70%</b>	74%	66%	83%	86%	83%	85%	0%
<b>Moderately important (score = 33)</b>	12%	<b>18%</b>	13%	14%	12%	<b>6%</b>	<b>12%</b>	17%	20%	13%	13%	<b>25%</b>	<b>27%</b>	23%	24%	<b>13%</b>	<b>8%</b>	<b>14%</b>	<b>9%</b>	0%
<b>Very important (score = 67)</b>	3%	3%	5%	1%	2%	3%	3%	6%	6%	3%	2%	3%	2%	3%	5%	3%	4%	<b>1%</b>	<b>5%</b>	0%
<b>Extremely important (score = 100)</b>	1%	2%	0%	0%	1%	0%	1%	0%	3%	1%	1%	1%	1%	0%	6%	1%	1%	1%	0%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	<b>0%</b>	<b>1%</b>	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	6.9	<b>10.2</b>	7.4	5.7	6.6	<b>4.6</b>	6.9	9.4	13.3	7.4	6.6	11.7	11.2	9.5	16.9	7.0	6.5	6.6	7.2	*
standard deviation:	17.4	20.9	17.3	13.8	17.4	15.3	17.4	18.8	23.8	18.1	16.6	20.4	18.9	16.9	27.6	17.2	18.1	16.5	18.5	*
Student's t:	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2H</b> <b>to be entertained by radio hosts</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	39%	42%	30%	38%	37%	43%	39%	31%	42%	41%	39%	43%	43%	51%	39%	38%	42%	<b>42%</b>	<b>35%</b>	0%
<b>Moderately important (score = 33)</b>	38%	36%	38%	43%	42%	37%	38%	43%	37%	38%	39%	30%	26%	32%	53%	39%	38%	38%	39%	0%
<b>Very important (score = 67)</b>	18%	18%	<b>25%</b>	15%	17%	17%	18%	18%	10%	17%	17%	19%	24%	8%	8%	18%	17%	<b>16%</b>	<b>22%</b>	0%
<b>Extremely important (score = 100)</b>	4%	4%	6%	4%	4%	3%	4%	8%	9%	4%	4%	8%	7%	9%	0%	5%	3%	4%	4%	0%
<b>Don't Know / No response</b>	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	<b>0%</b>	<b>1%</b>	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	29.1	27.9	<b>35.6</b>	28.5	29.0	26.6	29.1	34.0	28.6	27.9	28.8	30.8	31.4	24.8	23.1	29.9	26.8	<b>27.0</b>	<b>31.8</b>	*
standard deviation:	28.4	28.5	29.9	27.6	27.4	27.6	28.4	29.8	31.2	28.3	28.4	32.4	32.3	31.3	20.5	28.8	27.2	28.0	28.7	*
Student's t:	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q21</b> <b>to get traffic reports</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	47%	<b>60%</b>	42%	41%	47%	48%	47%	42%	45%	46%	47%	57%	49%	56%	47%	<b>45%</b>	<b>54%</b>	-	+	0%
<b>Moderately important (score = 33)</b>	25%	<b>16%</b>	27%	<b>33%</b>	24%	26%	25%	28%	19%	27%	26%	<b>13%</b>	17%	15%	16%	26%	22%	-	+	0%
<b>Very important (score = 67)</b>	23%	19%	24%	21%	25%	24%	23%	20%	23%	24%	22%	25%	30%	22%	26%	25%	19%	21%	26%	0%
<b>Extremely important (score = 100)</b>	4%	5%	7%	4%	4%	<b>1%</b>	4%	11%	<b>12%</b>	4%	5%	5%	3%	7%	11%	5%	4%	5%	3%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	28.3	22.9	31.7	29.6	28.7	26.3	28.3	33.1	34.4	28.7	28.7	26.0	29.3	26.8	33.5	<b>29.8</b>	<b>23.9</b>	28.0	28.8	*
standard deviation:	31.0	31.6	32.3	29.7	30.8	28.7	31.0	34.2	36.4	30.6	31.4	33.0	32.0	34.1	36.2	31.2	29.9	31.4	30.4	*
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2J to get weather reports</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	22%	<b>37%</b>	24%	16%	21%	<b>18%</b>	<b>22%</b>	26%	33%	22%	24%	<b>36%</b>	<b>39%</b>	<b>38%</b>	26%	22%	22%	22%	19%	0%
<b>Moderately important (score = 33)</b>	32%	41%	34%	37%	27%	28%	32%	26%	26%	32%	31%	27%	28%	22%	37%	33%	30%	32%	32%	0%
<b>Very important (score = 67)</b>	38%	<b>19%</b>	34%	39%	<b>45%</b>	<b>45%</b>	38%	37%	27%	40%	38%	33%	30%	31%	31%	39%	37%	36%	40%	0%
<b>Extremely important (score = 100)</b>	8%	3%	7%	7%	7%	9%	8%	11%	13%	5%	7%	4%	3%	8%	7%	7%	10%	7%	8%	0%
<b>Don't Know / No response</b>	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	<b>0%</b>	<b>1%</b>	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	43.8	<b>29.2</b>	41.8	46.2	46.1	<b>48.5</b>	43.8	44.3	39.5	43.1	42.9	35.5	<b>32.2</b>	36.6	39.8	43.4	45.2	42.3	45.8	*
standard deviation:	30.2	27.2	30.3	28.2	30.0	29.5	30.2	32.9	34.7	29.1	30.2	31.1	30.2	33.7	30.2	29.7	31.5	30.4	29.7	*
Student's t:	***	-	-	-	-	**	-	-	-	-	-	-	**	-	-	-	-	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2K</b> <b>to hear the sports news</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	57%	51%	56%	60%	58%	60%	57%	43%	46%	57%	56%	47%	55%	55%	51%	55%	62%	57%	57%	0%
<b>Moderately important (score = 33)</b>	25%	27%	25%	26%	28%	22%	25%	26%	25%	25%	25%	27%	24%	26%	30%	26%	24%	26%	25%	0%
<b>Very important (score = 67)</b>	14%	16%	14%	10%	12%	16%	14%	24%	20%	14%	15%	23%	17%	12%	19%	16%	10%	14%	15%	0%
<b>Extremely important (score = 100)</b>	3%	6%	5%	4%	2%	2%	3%	7%	7%	4%	4%	3%	4%	6%	0%	3%	4%	4%	3%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	21.4	25.9	22.2	19.5	19.4	20.0	21.4	32.1	29.4	21.7	22.6	27.0	23.8	23.1	22.5	22.4	18.5	21.3	21.4	*
standard deviation:	28.3	30.9	29.4	28.0	25.9	27.4	28.3	32.9	32.6	28.9	29.4	29.5	30.2	30.4	25.7	28.6	27.2	28.4	28.2	*
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*

**Are the following reasons for deciding to listen to conventional radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q2L for sound quality</b>																				
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
<b>Not at all important (score = 0)</b>	36%	45%	34%	31%	33%	38%	36%	26%	31%	35%	39%	34%	37%	46%	48%	36%	38%	39%	32%	0%
<b>Moderately important (score = 33)</b>	29%	25%	28%	33%	29%	29%	29%	25%	32%	31%	28%	30%	27%	30%	18%	30%	28%	29%	29%	0%
<b>Very important (score = 67)</b>	28%	<b>20%</b>	32%	28%	32%	28%	28%	32%	24%	27%	27%	23%	26%	17%	24%	28%	28%	26%	31%	0%
<b>Extremely important (score = 100)</b>	6%	9%	4%	8%	5%	4%	6%	17%	12%	6%	6%	11%	9%	7%	10%	7%	4%	5%	7%	0%
<b>Don't Know / No response</b>	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*
mean:	34.6	31.1	35.6	37.5	36.9	32.9	34.6	46.5	38.5	34.2	33.4	36.7	36.0	28.4	31.9	35.2	32.8	<b>32.2</b>	<b>37.8</b>	*
standard deviation:	31.5	33.7	30.8	31.7	31.0	30.4	31.5	35.0	33.5	30.9	31.9	33.4	33.6	31.6	35.3	31.7	30.8	31.0	31.9	*
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not	
		20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0
Q3																					
1,000 Canadians 12+:		831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0
A CBC/Radio-Canada station	28%	26%	27%	<b>18%</b>	27%	<b>36%</b>	<b>28%</b>	46%	20%	25%	25%	19%	17%	17%	29%	27%	33%	<b>0%</b>	<b>65%</b>	0%	---
A community or student not-for-profit station	12%	13%	11%	11%	14%	11%	12%	15%	13%	13%	12%	14%	14%	17%	13%	12%	13%	<b>0%</b>	<b>28%</b>	0%	---
A private commercial station	57%	57%	60%	<b>67%</b>	58%	<b>48%</b>	57%	40%	67%	59%	60%	64%	68%	65%	58%	58%	52%	<b>100%</b>	<b>0%</b>	0%	+++
Don't know / No response	3%	3%	2%	4%	1%	4%	3%	0%	0%	3%	2%	3%	1%	2%	0%	3%	3%	<b>0%</b>	<b>7%</b>	0%	---
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*	

Is it a...		Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
			12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q4																					
1,000 Canadians 12+:		11590	2008	1915	2376	2160	2484	11590	282	1128	5803	7599	1230	1336	1003	458	8900	2690	11590	0	0
responses:		464	58	71	89	99	121	464	12	43	218	293	41	42	29	15	345	119	464	0	0
<b>Music radio station</b>		64%	73%	71%	70%	63%	<b>50%</b>	64%	48%	66%	<b>73%</b>	65%	64%	68%	77%	51%	65%	64%	64%	0%	0%
<b>Talk radio station</b>		15%	<b>6%</b>	13%	15%	19%	<b>23%</b>	15%	8%	10%	9%	15%	14%	12%	0%	5%	15%	15%	15%	0%	0%
<b>Equally to both</b>		20%	21%	16%	13%	18%	<b>27%</b>	20%	43%	24%	18%	20%	23%	20%	23%	43%	20%	21%	20%	0%	0%
<b>Don't Know / No response</b>		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
confidence interval at 50%		4.75	13.45	12.15	10.86	10.29	9.31	4.75	29.56	15.62	6.94	5.98	15.99	15.80	19.02	26.44	5.51	9.39	4.75	*	*

Do you listen to this station mainly...																Internet at home			Listens to terrestrial radio?		
	Total	Age					Activities								Yes	No	Com-	Other	Does not		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Pod-casting						
Q5																					
1,000 Canadians 12+:	20500	3507	3191	3555	3699	5127	20500	711	1686	9856	12620	1909	1971	1541	792	15289	5211	11590	8910	0	
responses:	831	103	118	131	172	250	831	27	65	378	493	66	66	49	27	601	230	464	367	0	
<b>From your home</b>	43%	45%	<b>26%</b>	<b>31%</b>	36%	<b>64%</b>	<b>43%</b>	34%	34%	41%	37%	37%	31%	36%	30%	<b>35%</b>	<b>63%</b>	<b>37%</b>	<b>50%</b>	0%	
		---	--	++		++		+								---	++	---	++		
<b>While you commute such as by car or bus</b>	44%	44%	<b>56%</b>	49%	46%	<b>29%</b>	44%	48%	42%	46%	49%	48%	54%	50%	61%	<b>50%</b>	<b>26%</b>	<b>48%</b>	<b>38%</b>	0%	
		++		++		---										+++	---	++	--		
<b>At work</b>	12%	10%	15%	18%	<b>18%</b>	<b>5%</b>	12%	18%	<b>22%</b>	11%	12%	13%	14%	10%	9%	13%	10%	14%	10%	0%	
			+	---				+													
<b>Elsewhere (please specify)</b>	1%	1%	2%	2%	0%	2%	1%	0%	3%	2%	2%	2%	1%	5%	0%	1%	1%	<b>1%</b>	<b>2%</b>	0%	
			-	+														-	+		
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
confidence interval at 50%	3.55	10.09	9.43	8.95	7.81	6.48	3.55	19.71	12.70	5.27	4.61	12.61	12.61	14.63	19.71	4.18	6.75	4.75	5.35	*	

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6A</b> <b>to listen to music attentively</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	30%	21%	50%	12%	26%	70%	34%	7%	30%	27%	30%	25%	11%	25%	21%	31%	0%	28%	46%	11%
<b>Moderately important (score = 33)</b>	19%	7%	14%	29%	43%	0%	21%	41%	19%	15%	19%	19%	25%	11%	12%	18%	58%	25%	14%	7%
<b>Very important (score = 67)</b>	23%	36%	13%	17%	8%	15%	23%	11%	23%	23%	23%	29%	38%	33%	38%	23%	0%	25%	19%	20%
<b>Extremely important (score = 100)</b>	26%	36%	23%	35%	23%	0%	19%	41%	26%	32%	26%	23%	26%	28%	24%	27%	0%	22%	13%	61%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	48.6	62.4	36.3	60.2	42.9	12.0	42.8	62.1	48.6	53.6	48.6	50.3	60.3	55.4	56.3	48.8	33.0	46.9	33.6	77.1
standard deviation:	39.6	37.2	41.2	36.1	36.4	25.8	38.1	34.8	39.6	40.3	39.6	37.4	31.7	38.3	36.1	39.8	0.0	37.4	38.0	34.0
Student's t:	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-	*	*

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6B</b> <b>to get background music</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	40%	23%	47%	36%	52%	70%	44%	21%	40%	33%	40%	29%	26%	16%	31%	41%	0%	37%	58%	21%
<b>Moderately important (score = 33)</b>	27%	36%	25%	21%	32%	0%	26%	42%	27%	29%	27%	36%	47%	41%	24%	28%	0%	27%	23%	34%
<b>Very important (score = 67)</b>	18%	27%	18%	9%	7%	15%	15%	17%	18%	22%	18%	29%	17%	19%	28%	17%	58%	19%	8%	31%
<b>Extremely important (score = 100)</b>	13%	14%	10%	26%	8%	0%	12%	20%	13%	14%	13%	3%	10%	21%	12%	13%	0%	17%	4%	14%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	34.3	44.0	29.8	42.8	23.5	12.0	31.9	45.2	34.3	38.9	34.3	35.5	37.2	48.4	40.9	33.9	67.0	38.2	18.2	46.0
standard deviation:	35.2	32.9	33.8	41.7	30.5	25.8	35.3	34.3	35.2	35.0	35.2	28.5	30.5	33.7	34.9	35.2	0.0	36.7	27.6	32.1
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	**	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6C</b> <b>to hear international or Canadian news</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	56%	71%	55%	29%	62%	52%	54%	36%	56%	61%	56%	50%	59%	58%	56%	57%	0%	57%	50%	62%
<b>Moderately important (score = 33)</b>	16%	19%	14%	5%	22%	0%	14%	31%	16%	16%	16%	19%	17%	18%	18%	15%	58%	17%	9%	27%
<b>Very important (score = 67)</b>	18%	9%	26%	27%	8%	15%	19%	4%	18%	17%	18%	19%	17%	16%	17%	18%	0%	18%	21%	11%
<b>Extremely important (score = 100)</b>	8%	0%	4%	31%	8%	17%	10%	29%	8%	3%	8%	10%	8%	4%	5%	9%	0%	9%	13%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	26.0	<b>12.5</b>	26.9	<b>54.9</b>	20.5	32.4	28.0	41.9	26.0	20.6	26.0	29.2	24.3	21.9	22.8	25.9	33.0	26.3	31.9	16.3
standard deviation:	34.1	21.6	32.7	41.3	31.3	42.6	35.6	40.6	34.1	29.8	34.1	34.9	33.1	30.4	31.0	34.3	0.0	34.2	38.3	23.0
Student's t:		**	-	*	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6D</b> <b>to hear provincial news</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	56%	65%	55%	37%	62%	70%	57%	26%	56%	56%	56%	46%	37%	40%	50%	56%	58%	54%	63%	52%
<b>Moderately important (score = 33)</b>	17%	14%	24%	13%	14%	0%	18%	33%	17%	16%	17%	29%	25%	32%	17%	18%	0%	18%	18%	14%
<b>Very important (score = 67)</b>	20%	21%	22%	15%	24%	15%	17%	26%	20%	21%	20%	18%	38%	13%	28%	20%	0%	20%	12%	34%
<b>Extremely important (score = 100)</b>	5%	0%	0%	28%	0%	0%	6%	15%	5%	5%	5%	4%	0%	10%	0%	5%	0%	8%	0%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	24.3	18.6	22.2	45.2	20.5	12.0	23.6	43.2	24.3	24.6	24.3	26.3	33.9	31.1	25.6	24.6	0.0	27.6	14.9	27.4
standard deviation:	31.6	27.3	27.0	42.7	28.3	25.8	31.8	34.0	31.6	31.9	31.6	29.4	29.1	33.2	29.4	31.7	0.0	34.1	23.7	30.6
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6E</b> <b>to hear local news</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	57%	79%	50%	37%	58%	35%	58%	27%	57%	58%	57%	46%	56%	61%	63%	57%	58%	57%	59%	53%
<b>Moderately important (score = 33)</b>	14%	7%	28%	0%	7%	17%	11%	33%	14%	15%	14%	23%	16%	12%	8%	14%	0%	11%	12%	27%
<b>Very important (score = 67)</b>	20%	14%	22%	12%	35%	33%	20%	18%	20%	20%	20%	21%	24%	13%	20%	20%	0%	21%	17%	21%
<b>Extremely important (score = 100)</b>	7%	0%	0%	43%	0%	0%	9%	22%	7%	5%	7%	7%	4%	10%	5%	7%	0%	11%	5%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	25.6	11.5	24.0	55.3	25.6	32.5	26.3	45.1	25.6	23.3	25.6	29.6	25.2	23.9	21.8	25.9	0.0	28.4	21.6	22.6
standard deviation:	33.8	23.8	26.8	46.7	31.4	30.0	35.1	36.7	33.8	31.8	33.8	32.9	31.8	35.4	32.5	33.9	0.0	36.4	31.7	26.6
Student's t:		**	-	*	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6F to hear hot lines or call-in shows</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	80%	88%	73%	65%	85%	67%	80%	73%	80%	78%	80%	78%	71%	82%	73%	80%	58%	86%	68%	77%
<b>Moderately important (score = 33)</b>	12%	4%	19%	19%	15%	17%	12%	14%	12%	12%	12%	10%	11%	12%	15%	12%	0%	12%	12%	14%
<b>Very important (score = 67)</b>	6%	8%	8%	8%	0%	0%	5%	13%	6%	6%	6%	9%	18%	2%	7%	6%	0%	2%	12%	9%
<b>Extremely important (score = 100)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	8.3	6.6	11.5	12.5	4.8	6.7	7.8	13.4	8.3	8.7	8.3	9.2	15.9	5.7	10.4	8.4	0.0	5.3	13.2	10.7
standard deviation:	18.6	19.0	20.7	21.2	11.7	13.4	18.0	23.8	18.6	19.1	18.6	20.5	26.2	14.6	20.4	18.7	0.0	13.8	23.9	21.3
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6G</b> <b>to take part in contests</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	84%	82%	93%	77%	92%	67%	86%	54%	84%	83%	84%	79%	80%	90%	73%	85%	58%	88%	81%	78%
<b>Moderately important (score = 33)</b>	5%	5%	4%	7%	0%	0%	4%	23%	5%	4%	5%	7%	12%	4%	4%	5%	0%	4%	4%	9%
<b>Very important (score = 67)</b>	7%	10%	3%	8%	8%	17%	6%	24%	7%	8%	7%	11%	8%	2%	14%	7%	0%	6%	6%	13%
<b>Extremely important (score = 100)</b>	1%	4%	0%	0%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	4%	1%	0%	2%	0%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	7.9	12.0	3.4	8.1	5.2	13.8	7.1	23.4	7.9	8.6	7.9	9.7	9.6	3.0	15.8	8.0	0.0	7.6	6.2	11.7
standard deviation:	21.2	27.0	13.0	19.7	17.9	27.3	20.6	27.8	21.2	22.7	21.2	21.9	20.4	12.1	30.1	21.3	0.0	21.7	18.0	23.4
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6H</b> <b>to be entertained by radio hosts</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	54%	52%	61%	24%	70%	67%	61%	41%	54%	56%	54%	57%	48%	52%	44%	56%	0%	<b>67%</b>	50%	21%
<b>Moderately important (score = 33)</b>	23%	22%	23%	40%	14%	17%	20%	28%	23%	17%	23%	12%	30%	13%	16%	22%	58%	15%	30%	34%
<b>Very important (score = 67)</b>	13%	20%	12%	8%	8%	0%	9%	12%	13%	16%	13%	22%	22%	25%	27%	13%	0%	10%	8%	32%
<b>Extremely important (score = 100)</b>	8%	7%	4%	20%	8%	0%	7%	19%	8%	7%	8%	6%	0%	6%	8%	8%	0%	8%	4%	13%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	24.4	27.0	19.9	41.6	17.9	<b>6.7</b>	20.0	36.7	24.4	24.5	24.4	25.3	24.8	28.4	33.0	24.3	33.0	19.7	20.9	<b>45.7</b>
standard deviation:	32.2	32.6	28.8	35.7	31.5	13.4	30.5	38.0	32.2	33.0	32.2	33.4	26.7	34.0	34.7	32.4	0.0	31.9	27.3	31.9
Student's t:	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-	-	*

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6i to get traffic reports</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	73%	81%	78%	45%	92%	85%	70%	55%	73%	76%	73%	71%	78%	68%	60%	73%	58%	74%	62%	89%
<b>Moderately important (score = 33)</b>	7%	0%	15%	5%	0%	0%	9%	19%	7%	4%	7%	7%	10%	11%	9%	7%	0%	9%	9%	0%
<b>Very important (score = 67)</b>	9%	15%	8%	0%	8%	0%	9%	11%	9%	10%	9%	12%	8%	6%	17%	9%	0%	7%	12%	11%
<b>Extremely important (score = 100)</b>	8%	4%	0%	42%	0%	0%	10%	15%	8%	8%	8%	7%	4%	10%	9%	9%	0%	11%	9%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	17.2	13.7	10.1	47.6	5.2	0.0	19.2	28.5	17.2	16.2	17.2	17.8	12.9	19.0	24.9	17.4	0.0	18.0	21.8	7.6
standard deviation:	32.5	29.2	20.2	48.7	17.9	0.0	34.0	37.1	32.5	32.4	32.5	32.2	26.8	33.9	35.4	32.6	0.0	33.7	34.6	21.2
Student's t:	-	-	*	-	***	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6J</b> <b>to get weather reports</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	57%	62%	64%	37%	62%	70%	64%	14%	57%	54%	57%	59%	55%	48%	39%	57%	58%	67%	57%	26%
<b>Moderately important (score = 33)</b>	13%	14%	18%	0%	7%	15%	8%	33%	13%	15%	13%	9%	10%	18%	16%	14%	0%	5%	14%	40%
<b>Very important (score = 67)</b>	17%	21%	13%	12%	31%	0%	14%	31%	17%	21%	17%	18%	30%	20%	27%	18%	0%	13%	17%	34%
<b>Extremely important (score = 100)</b>	10%	4%	5%	43%	0%	0%	12%	22%	10%	6%	10%	11%	4%	10%	14%	10%	0%	15%	5%	0%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	26.4	22.2	19.7	55.3	22.9	5.9	24.4	53.7	26.4	26.4	26.4	26.4	27.8	30.9	38.8	26.7	0.0	25.4	22.2	36.1
standard deviation:	35.3	31.1	30.0	46.7	30.6	12.7	36.7	32.7	35.3	33.4	35.3	36.5	33.3	35.6	37.3	35.4	0.0	38.8	31.6	25.9
Student's t:	-	-	*	-	*	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6K</b> <b>to hear the sports news</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	65%	76%	58%	57%	92%	33%	66%	47%	65%	64%	65%	65%	66%	52%	63%	66%	58%	67%	64%	62%
<b>Moderately important (score = 33)</b>	16%	17%	14%	8%	8%	35%	14%	27%	16%	15%	16%	16%	25%	19%	25%	16%	0%	12%	17%	25%
<b>Very important (score = 67)</b>	7%	3%	8%	19%	0%	17%	9%	11%	7%	7%	7%	8%	9%	9%	3%	7%	0%	10%	6%	0%
<b>Extremely important (score = 100)</b>	9%	4%	20%	8%	0%	0%	8%	15%	9%	11%	9%	7%	0%	17%	4%	9%	0%	10%	4%	14%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	19.8	11.5	29.8	25.7	<b>2.6</b>	27.3	19.3	31.1	19.8	20.9	19.8	18.5	14.3	29.7	15.2	20.0	0.0	21.0	15.7	21.8
standard deviation:	32.6	23.9	40.3	35.5	8.8	25.1	32.3	36.1	32.6	34.0	32.6	30.8	21.9	38.2	25.3	32.7	0.0	34.1	27.5	34.1
Student's t:	-	-	-	***	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

**Are the following reasons for deciding to listen to Internet radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q6L for sound quality</b>																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Not at all important (score = 0)</b>	43%	36%	53%	28%	62%	35%	45%	14%	43%	42%	43%	28%	18%	28%	26%	43%	0%	40%	54%	32%
<b>Moderately important (score = 33)</b>	18%	20%	20%	8%	7%	17%	16%	26%	18%	15%	18%	20%	27%	8%	17%	17%	58%	17%	14%	25%
<b>Very important (score = 67)</b>	29%	36%	22%	34%	31%	33%	27%	31%	29%	33%	29%	31%	51%	44%	39%	29%	0%	34%	15%	36%
<b>Extremely important (score = 100)</b>	9%	7%	5%	23%	0%	0%	9%	29%	9%	7%	9%	17%	4%	15%	13%	9%	0%	9%	9%	7%
<b>Don't Know / No response</b>	2%	0%	0%	8%	0%	15%	3%	0%	2%	3%	2%	4%	0%	4%	5%	1%	42%	0%	8%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14
mean:	34.7	38.2	26.4	52.0	23.1	32.4	33.7	58.4	34.7	35.2	34.7	46.0	46.5	49.7	47.3	34.7	33.0	37.4	25.6	39.6
standard deviation:	34.9	33.5	31.7	38.9	30.7	30.0	35.3	34.2	34.9	34.5	34.9	36.2	27.7	36.0	34.5	35.1	0.0	34.9	34.9	32.4
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-

Now, think of the Internet radio station you listen to the most. Is this a station that is also a conventional station which could be heard using a traditional receiver within the reach of its antenna or is it a station which broadcasts only on the Internet?																				
	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q7																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Also conventional</b>	36%	23%	40%	37%	49%	52%	39%	51%	36%	31%	36%	31%	24%	23%	32%	37%	0%	42%	33%	20%
<b>Only on the Internet</b>	54%	66%	51%	56%	36%	33%	49%	49%	54%	55%	54%	57%	66%	63%	51%	54%	58%	46%	55%	80%
<b>Don't know / No response</b>	10%	11%	10%	7%	15%	15%	12%	0%	10%	14%	10%	13%	10%	14%	17%	9%	42%	12%	12%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14

	Is it...	Age										Activities							Internet at home		Listens to terrestrial radio?		
							Conv.	Satellite	Inter-	Recor-	Inter-	Strea-	Peer to	Other	Pod-	Yes	No	Com-	Other	Does	not		
		Total	12-24	25-34	35-44	45-54	55+	radio	radio	net	ded	net	med	to peer	music	casting			mer	al	not		
Q8																							
1,000 Canadians 12+:		725	154	215	126	122	59	658	182	725	463	725	232	161	151	184	725	0	475	182	68		
responses:		29	5	8	5	6	3	27	7	29	18	29	9	7	6	7	29	0	20	7	2		
A CBC/Radio-Canada station		14%	26%	7%	21%	17%	0%	16%	9%	14%	16%	14%	7%	26%	11%	34%	14%	0%	4%	45%	0%		
A community or student not-for-profit station		13%	29%	0%	22%	16%	0%	7%	24%	13%	9%	13%	19%	0%	0%	24%	13%	0%	4%	15%	65%		
A private commercial station		69%	45%	80%	57%	67%	100%	73%	67%	69%	74%	69%	62%	74%	89%	27%	69%	0%	86%	40%	35%		
Don't know / No response		4%	0%	13%	0%	0%	0%	4%	0%	4%	0%	4%	12%	0%	0%	15%	4%	0%	6%	0%	0%		
confidence interval at 50%		19.02	45.80	36.21	45.80	41.81	59.13	19.71	38.71	19.02	24.14	19.02	34.14	38.71	41.81	38.71	19.02	*	22.90	38.71	72.42		

		Age						Activities								Internet at home		Listens to terrestrial radio?			
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q9																					
1,000 Canadians 12+:	responses:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
Canadian		74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
Foreign		50%	56%	38%	63%	49%	52%	52%	64%	50%	50%	50%	53%	47%	65%	65%	51%	0%	56%	45%	40%
Don't know / No response		41%	37%	52%	28%	43%	33%	38%	36%	41%	39%	41%	39%	43%	27%	27%	41%	58%	33%	47%	60%
confidence interval at 50%		8%	7%	10%	9%	8%	15%	10%	0%	8%	11%	8%	8%	11%	8%	8%	8%	42%	11%	8%	0%
		11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14

**Type of Internet radio listened to (based on Q7 and Q9)**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
INTRADTYPE																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>Canadian simulcasting</b>	27%	20%	25%	29%	38%	52%	30%	44%	27%	23%	27%	21%	12%	19%	28%	27%	0%	33%	23%	13%
<b>Foreign simulcasting</b>	9%	4%	15%	8%	11%	0%	9%	7%	9%	9%	9%	10%	12%	4%	4%	9%	0%	9%	9%	7%
<b>Canadian webcasting</b>	18%	25%	9%	27%	11%	0%	16%	20%	18%	19%	18%	20%	24%	31%	20%	18%	0%	17%	13%	27%
<b>Foreign webcasting</b>	30%	33%	37%	20%	17%	33%	26%	29%	30%	27%	30%	29%	31%	23%	23%	30%	58%	<b>20%</b>	37%	53%
<b>Can't identify</b>	16%	18%	15%	16%	23%	15%	19%	0%	16%	22%	16%	20%	21%	23%	24%	16%	42%	21%	17%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14

		Is it a...										Internet at home			Listens to terrestrial radio?				
		Total	Age					Activities						Yes	No	Com-	Other	Does not	
			12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting			
Q10																			
1,000 Canadians 12+:		2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128 558 339
responses:		74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43 22 9
<b>Music radio station</b>		60%	52%	66%	73%	74%	15%	62%	58%	60%	59%	60%	76%	50%	70%	52%	60%	58%	<b>73%</b> 40% 52% +
<b>Talk radio station</b>		19%	10%	25%	20%	18%	70%	23%	7%	19%	17%	19%	5%	8%	5%	16%	20%	0%	13% 44% 0%
<b>Equally to both</b>		20%	38%	10%	7%	8%	0%	14%	36%	20%	23%	20%	19%	42%	24%	32%	20%	0%	14% 14% 48%
<b>Don't Know / No response</b>		1%	0%	0%	0%	0%	15%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	42%	0% 3% 0%
confidence interval at 50%		11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62 21.84 34.14

	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q11																				
1,000 Canadians 12+:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
responses:	74	20	20	12	11	6	65	13	74	52	74	28	24	21	18	72	2	43	22	9
<b>From your home</b>	71%	76%	83%	72%	48%	50%	68%	73%	71%	64%	71%	72%	72%	62%	63%	73%	0%	65%	74%	87%
<b>At work</b>	20%	7%	12%	28%	52%	17%	24%	15%	20%	24%	20%	13%	18%	23%	17%	19%	58%	27%	18%	0%
<b>Elsewhere (please specify)</b>	8%	17%	5%	0%	0%	17%	7%	12%	8%	11%	8%	15%	10%	15%	20%	8%	0%	8%	5%	13%
<b>Don't Know / No response</b>	1%	0%	0%	0%	0%	15%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	42%	0%	3%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12A</b> <b>to listen to music attentively</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	8%	0%	0%	14%	0%	0%	10%	8%	14%	5%	11%	20%	11%	13%	12%	10%	0%	17%	6%	0%
<b>Moderately important (score = 33)</b>	31%	17%	29%	31%	50%	71%	33%	31%	21%	39%	28%	30%	30%	29%	23%	28%	44%	33%	33%	24%
<b>Very important (score = 67)</b>	24%	32%	71%	25%	19%	0%	23%	24%	22%	22%	27%	25%	15%	17%	28%	26%	13%	7%	34%	25%
<b>Extremely important (score = 100)</b>	34%	51%	0%	30%	31%	29%	30%	34%	43%	29%	34%	25%	45%	41%	38%	32%	43%	35%	27%	51%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	62.2	78.0	57.0	57.0	60.0	52.7	58.7	62.2	64.5	60.0	61.4	51.6	64.4	62.2	63.8	61.2	66.1	54.9	60.9	75.9
standard deviation:	33.4	25.1	15.6	34.9	29.6	30.7	33.8	33.4	36.6	31.3	33.8	35.9	36.3	36.5	34.5	33.8	31.3	39.2	30.0	27.6
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12B to get background music</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	35%	17%	51%	39%	19%	36%	44%	35%	33%	28%	36%	30%	30%	22%	12%	35%	34%	24%	57%	0%
<b>Moderately important (score = 33)</b>	25%	9%	29%	31%	81%	35%	26%	25%	21%	21%	27%	30%	19%	29%	23%	26%	19%	47%	13%	17%
<b>Very important (score = 67)</b>	8%	20%	19%	0%	0%	0%	6%	8%	13%	13%	10%	7%	31%	8%	7%	10%	0%	0%	9%	18%
<b>Extremely important (score = 100)</b>	30%	55%	0%	30%	0%	29%	21%	30%	32%	34%	26%	33%	20%	41%	58%	25%	47%	20%	21%	65%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	44.3	<b>71.1</b>	22.7	40.4	<b>26.7</b>	40.9	34.5	44.3	48.3	51.9	42.3	47.3	47.1	56.0	70.5	41.9	53.4	39.1	31.7	<b>82.7</b>
standard deviation:	41.6	37.9	26.1	41.6	13.0	40.7	39.1	41.6	41.7	41.4	40.3	41.1	37.3	40.6	37.6	40.1	45.6	35.2	41.0	25.8
Student's t:	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12C to hear international or Canadian news</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	47%	52%	0%	54%	52%	29%	47%	47%	45%	37%	49%	49%	30%	22%	32%	52%	27%	50%	45%	46%
<b>Moderately important (score = 33)</b>	21%	24%	0%	0%	48%	71%	20%	21%	9%	29%	17%	23%	23%	33%	40%	12%	59%	13%	24%	27%
<b>Very important (score = 67)</b>	20%	25%	100%	15%	0%	0%	18%	20%	31%	24%	26%	17%	48%	31%	29%	25%	0%	9%	25%	26%
<b>Extremely important (score = 100)</b>	9%	0%	0%	32%	0%	0%	11%	9%	15%	5%	8%	11%	0%	14%	0%	8%	14%	19%	6%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	30.0	24.3	<b>67.0</b>	41.6	15.8	23.3	30.9	30.0	38.6	32.1	30.6	30.4	39.4	45.7	32.2	29.1	33.4	32.1	30.2	26.5
standard deviation:	34.1	27.8	0.0	46.0	16.6	15.1	35.6	34.1	38.6	31.0	34.4	35.2	29.0	32.7	26.1	35.0	30.2	40.6	32.2	27.7
Student's t:	-	***	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12D to hear provincial news</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	51%	80%	0%	39%	32%	29%	50%	51%	58%	44%	58%	63%	50%	63%	69%	56%	33%	43%	54%	58%
<b>Moderately important (score = 33)</b>	31%	11%	81%	30%	50%	71%	28%	31%	23%	38%	28%	19%	33%	15%	23%	27%	44%	23%	31%	42%
<b>Very important (score = 67)</b>	6%	8%	19%	0%	17%	0%	8%	6%	4%	7%	6%	7%	17%	8%	7%	6%	9%	6%	9%	0%
<b>Extremely important (score = 100)</b>	9%	0%	0%	32%	0%	0%	11%	9%	15%	5%	8%	11%	0%	14%	0%	8%	14%	19%	6%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	23.9	9.3	39.6	41.4	28.2	23.3	26.5	23.9	25.3	23.9	20.9	22.0	22.4	24.3	12.6	21.0	34.7	33.5	22.3	13.7
standard deviation:	31.2	20.3	13.5	42.2	23.1	15.1	33.6	31.2	36.0	27.5	30.1	34.1	25.1	36.5	20.6	30.2	32.9	39.1	29.0	16.3
Student's t:	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12E</b> <b>to hear local news</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	41%	48%	0%	54%	32%	29%	39%	41%	38%	36%	41%	53%	30%	40%	48%	39%	46%	43%	37%	46%
<b>Moderately important (score = 33)</b>	29%	25%	29%	0%	68%	71%	34%	29%	14%	29%	28%	19%	30%	15%	23%	27%	40%	20%	44%	10%
<b>Very important (score = 67)</b>	11%	27%	19%	0%	0%	0%	2%	11%	26%	17%	14%	7%	41%	31%	29%	13%	0%	0%	4%	44%
<b>Extremely important (score = 100)</b>	16%	0%	51%	46%	0%	0%	20%	16%	22%	13%	18%	22%	0%	14%	0%	17%	14%	28%	16%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	34.1	26.6	73.9	46.5	22.3	23.3	34.5	34.1	43.9	35.9	35.8	32.4	37.0	39.8	26.8	36.0	26.9	37.8	32.5	32.6
standard deviation:	36.6	28.2	29.4	50.0	15.5	15.1	37.7	36.6	39.8	35.0	37.3	40.5	28.0	37.1	28.6	37.3	33.1	43.3	33.9	31.9
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12F to hear hot lines or call-in shows</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	74%	89%	51%	85%	52%	45%	73%	74%	73%	70%	79%	75%	60%	77%	69%	76%	70%	69%	75%	82%
<b>Moderately important (score = 33)</b>	17%	0%	29%	15%	48%	55%	22%	17%	14%	16%	14%	19%	19%	15%	23%	14%	30%	22%	22%	0%
<b>Very important (score = 67)</b>	5%	11%	19%	0%	0%	0%	2%	5%	13%	9%	7%	7%	21%	8%	7%	7%	0%	0%	4%	18%
<b>Extremely important (score = 100)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	9.6	7.5	22.7	4.9	15.8	18.0	9.0	9.6	13.4	11.9	9.4	10.6	20.2	10.4	12.6	9.5	10.0	8.0	9.6	12.0
standard deviation:	18.7	21.1	26.1	11.8	16.6	16.5	16.4	18.7	23.8	21.5	19.5	19.7	27.1	20.4	20.6	19.5	15.2	14.2	17.6	25.7
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12G</b> <b>to take part in contests</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	77%	100%	0%	70%	69%	81%	71%	77%	75%	75%	73%	75%	74%	77%	69%	71%	100%	66%	74%	100%
<b>Moderately important (score = 33)</b>	11%	0%	29%	15%	31%	19%	14%	11%	14%	9%	14%	19%	19%	15%	23%	14%	0%	16%	13%	0%
<b>Very important (score = 67)</b>	5%	0%	19%	15%	0%	0%	6%	5%	12%	3%	6%	7%	7%	8%	7%	6%	0%	9%	4%	0%
<b>Extremely important (score = 100)</b>	5%	0%	51%	0%	0%	0%	6%	5%	0%	8%	6%	0%	0%	0%	0%	6%	0%	0%	10%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	11.9	<b>0.0</b>	73.9	15.1	10.1	6.2	15.0	11.9	12.3	13.5	15.0	10.6	11.0	10.4	12.6	<b>15.0</b>	<b>0.0</b>	12.5	16.4	<b>0.0</b>
standard deviation:	26.2	0.0	29.4	24.9	15.3	13.0	28.6	26.2	22.8	29.7	28.6	19.7	20.0	20.4	20.6	28.7	0.0	22.1	31.8	0.0
Student's t:		**	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12H to be entertained by radio hosts</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	55%	65%	0%	54%	39%	45%	56%	55%	46%	46%	53%	45%	60%	63%	49%	51%	70%	41%	65%	50%
<b>Moderately important (score = 33)</b>	25%	24%	29%	15%	44%	55%	23%	25%	26%	27%	26%	37%	19%	15%	44%	26%	21%	25%	22%	32%
<b>Very important (score = 67)</b>	15%	11%	71%	16%	17%	0%	14%	15%	21%	22%	17%	18%	21%	22%	7%	17%	9%	16%	13%	18%
<b>Extremely important (score = 100)</b>	3%	0%	0%	15%	0%	0%	4%	3%	7%	0%	4%	0%	0%	0%	0%	4%	0%	9%	0%	0%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	21.8	15.5	57.0	31.1	26.1	18.0	21.5	21.8	29.8	24.7	23.9	24.2	20.2	19.7	19.3	24.0	13.2	30.6	16.1	22.6
standard deviation:	28.3	23.0	15.6	38.3	24.1	16.5	29.0	28.3	32.5	27.0	29.3	25.0	27.1	27.6	20.8	29.3	21.9	33.8	24.1	25.4
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12I to get traffic reports</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	58%	75%	0%	69%	52%	29%	56%	58%	54%	45%	59%	53%	44%	40%	48%	57%	60%	59%	54%	64%
<b>Moderately important (score = 33)</b>	20%	0%	81%	0%	48%	35%	22%	20%	14%	22%	21%	19%	19%	15%	23%	20%	19%	13%	28%	10%
<b>Very important (score = 67)</b>	12%	8%	19%	15%	0%	36%	14%	12%	11%	14%	9%	17%	17%	8%	7%	9%	21%	9%	18%	0%
<b>Extremely important (score = 100)</b>	8%	16%	0%	16%	0%	0%	4%	8%	21%	14%	11%	11%	20%	37%	21%	10%	0%	10%	0%	26%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	23.2	21.9	39.6	26.3	15.8	35.4	21.6	23.2	32.7	32.1	23.8	28.9	37.9	47.4	33.8	24.0	20.3	22.0	21.4	29.2
standard deviation:	32.7	39.1	13.5	40.3	16.6	27.1	29.3	32.7	40.6	36.6	34.0	35.7	39.4	44.6	39.6	34.0	27.2	34.5	25.7	43.2
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12J to get weather reports</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	38%	36%	0%	39%	39%	29%	47%	38%	26%	17%	37%	20%	30%	22%	12%	41%	27%	50%	45%	0%
<b>Moderately important (score = 33)</b>	37%	39%	81%	15%	61%	35%	27%	37%	35%	50%	39%	52%	33%	33%	60%	33%	52%	13%	37%	74%
<b>Very important (score = 67)</b>	9%	8%	19%	0%	0%	36%	11%	9%	4%	14%	6%	7%	17%	8%	7%	6%	21%	0%	18%	0%
<b>Extremely important (score = 100)</b>	14%	16%	0%	46%	0%	0%	11%	14%	35%	14%	18%	22%	20%	37%	21%	18%	0%	28%	0%	26%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	32.8	34.8	39.6	51.4	20.2	35.4	28.3	32.8	49.2	41.7	34.7	43.2	42.4	53.3	45.9	33.2	31.3	35.3	24.1	50.4
standard deviation:	34.3	35.0	13.5	46.7	16.2	27.1	34.0	34.3	40.5	30.8	35.9	34.3	36.6	39.9	31.6	36.7	23.1	44.4	25.0	29.5
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12K to hear the sports news</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	53%	55%	0%	55%	52%	65%	50%	53%	54%	50%	47%	29%	54%	22%	32%	50%	62%	51%	49%	64%
<b>Moderately important (score = 33)</b>	23%	17%	81%	14%	48%	19%	29%	23%	7%	17%	27%	18%	19%	15%	23%	26%	9%	21%	33%	0%
<b>Very important (score = 67)</b>	8%	13%	19%	0%	0%	16%	7%	8%	4%	10%	7%	21%	7%	26%	24%	2%	29%	0%	12%	10%
<b>Extremely important (score = 100)</b>	14%	16%	0%	31%	0%	0%	11%	14%	35%	18%	18%	32%	20%	37%	21%	17%	0%	19%	6%	26%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	27.4	30.2	39.6	35.8	15.8	17.0	26.1	27.4	39.7	32.0	32.0	52.3	31.0	59.4	44.8	28.7	22.6	28.3	24.8	32.5
standard deviation:	36.0	38.3	13.5	44.8	16.6	25.4	33.3	36.0	46.4	39.5	37.6	40.4	39.6	38.9	38.0	37.3	30.0	38.9	29.4	44.6
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Are the following reasons for deciding to listen to Sirius or XM satellite radio not at all important, moderately important, very important or extremely important to you, starting with:**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q12L for sound quality</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Not at all important (score = 0)</b>	33%	36%	0%	28%	19%	0%	41%	33%	28%	23%	35%	30%	32%	13%	12%	34%	27%	28%	50%	0%
<b>Moderately important (score = 33)</b>	30%	37%	29%	0%	64%	71%	27%	30%	19%	37%	31%	41%	19%	33%	60%	25%	50%	23%	30%	42%
<b>Very important (score = 67)</b>	14%	11%	71%	11%	17%	0%	13%	14%	18%	17%	16%	7%	29%	17%	7%	15%	9%	13%	13%	18%
<b>Extremely important (score = 100)</b>	20%	16%	0%	61%	0%	29%	15%	20%	35%	18%	18%	22%	20%	37%	21%	22%	14%	28%	7%	40%
<b>Don't Know / No response</b>	3%	0%	0%	0%	0%	0%	4%	3%	0%	5%	0%	0%	0%	0%	0%	4%	0%	9%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81
mean:	40.8	35.9	57.0	68.6	32.6	52.7	34.3	40.8	53.4	43.9	38.8	39.8	45.6	59.6	45.9	41.9	36.6	48.0	26.1	66.0
standard deviation:	37.6	35.3	15.6	43.8	20.3	30.7	36.6	37.6	40.8	34.8	36.7	36.7	37.8	36.1	31.6	39.0	31.8	40.6	31.2	30.4
Student's t:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	

**Now, think of the satellite radio channel you listen to the most. Is this a channel that is also a conventional station which could be heard using a traditional receiver within the reach of its antenna or is it a channel which broadcasts only on satellites?**

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q13																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Also conventional</b>	30%	8%	71%	46%	19%	36%	34%	30%	33%	45%	30%	39%	28%	34%	19%	29%	35%	19%	44%	14%
<b>Only on satellites</b>	60%	81%	29%	40%	68%	64%	55%	60%	67%	47%	61%	52%	72%	66%	81%	62%	51%	62%	50%	78%
<b>Don't Know / No response</b>	10%	11%	0%	14%	13%	0%	11%	10%	0%	8%	10%	10%	0%	0%	0%	9%	14%	19%	6%	7%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81

Is it a...			Age					Activities								Internet at home		Listens to terrestrial radio?				
			Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q14																						
1,000 Canadians 12+:		888	283	82	169	99	106		711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:		33	8	3	7	5	4		27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Music radio channel</b>		79%	89%	71%	100%	100%	45%		78%	79%	71%	79%	82%	81%	56%	100%	91%	82%	65%	93%	68%	82%
<b>Talk radio channel</b>		9%	0%	29%	0%	0%	55%		12%	9%	7%	11%	6%	8%	19%	0%	9%	6%	21%	7%	14%	0%
<b>Equally to both</b>		12%	11%	0%	0%	0%	0%		11%	12%	23%	11%	12%	10%	25%	0%	0%	12%	14%	0%	17%	18%
<b>Don't Know / No response</b>		0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%		17.83	36.21	59.13	38.71	45.80	51.21		19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81

Do you listen to this channel mainly...																Internet at home			Listens to terrestrial radio?		
	Total	Age					Activities								Yes	No	Com-	Other	Does not		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads							
Q15																					
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177	
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6	
<b>From your home</b>	68%	75%	81%	40%	100%	81%	64%	68%	60%	70%	62%	43%	63%	66%	72%	63%	86%	57%	68%	86%	
<b>While you commute such as by car or bus</b>	16%	25%	0%	0%	0%	19%	20%	16%	14%	17%	20%	29%	30%	13%	21%	20%	0%	7%	28%	0%	
<b>At work</b>	13%	0%	19%	46%	0%	0%	17%	13%	26%	8%	17%	28%	7%	22%	7%	17%	0%	36%	4%	0%	
<b>Elsewhere (please specify)</b>	3%	0%	0%	15%	0%	0%	0%	3%	0%	5%	0%	0%	0%	0%	0%	0%	14%	0%	0%	14%	
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81	

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q16A time spent listening to satellite radio</b>																				
1,000 Canadians 12+:	888	283	82	169	99	106	711	888	358	536	686	241	230	199	217	707	181	282	429	177
responses:	33	8	3	7	5	4	27	33	13	19	25	9	9	7	7	26	7	12	15	6
<b>Difference ( more - less )</b>	-12%	2%	0%	-72%	-44%	71%	-8%	-12%	-28%	-6%	-13%	-7%	29%	15%	24%	-21%	22%	-45%	16%	-29%
<b>More</b>	23%	29%	0%	0%	0%	71%	20%	23%	27%	31%	22%	33%	51%	54%	58%	16%	50%	7%	29%	36%
<b>Less</b>	36%	27%	0%	72%	44%	0%	28%	36%	55%	37%	35%	40%	22%	38%	34%	38%	28%	52%	13%	64%
<b>No effect</b>	41%	44%	100%	28%	56%	29%	51%	41%	18%	33%	43%	27%	28%	8%	7%	46%	22%	41%	58%	0%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	17.83	36.21	59.13	38.71	45.80	51.21	19.71	17.83	28.40	23.50	20.48	34.14	34.14	38.71	38.71	20.09	38.71	29.56	26.44	41.81

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q16B time spent listening to music using an audio-recorder like an iPod, CDs or tapes																				
1,000 Canadians 12+; responses:	11714	3096	2211	2095	1716	1973	9856	536	1477	11714	8824	1634	1914	1756	877	9531	2183	5803	4053	1857
<b>Difference ( more - less )</b>	-17%	-19%	-19%	-12%	-21%	-11%	-17%	-12%	-24%	-17%	-17%	-17%	-12%	-1%	-6%	-16%	-19%	-15%	-19%	-17%
<b>More</b>	9%	14%	7%	11%	3%	8%	9%	27%	15%	9%	10%	14%	<b>20%</b>	<b>21%</b>	25%	10%	6%	9%	8%	11%
<b>Less</b>	26%	33%	26%	23%	24%	19%	26%	38%	39%	26%	27%	31%	32%	22%	32%	26%	25%	25%	27%	27%
<b>No effect</b>	63%	<b>51%</b>	66%	63%	72%	67%	63%	35%	<b>44%</b>	63%	61%	53%	<b>45%</b>	53%	43%	62%	64%	64%	63%	59%
<b>Don't Know / No response</b>	2%	2%	1%	2%	1%	<b>6%</b>	2%	0%	2%	2%	1%	3%	3%	0%	2%	5%	2%	2%	3%	
confidence interval at 50%	4.87	10.68	11.31	11.91	11.67	10.62	5.27	23.50	14.20	4.87	5.68	13.81	12.80	13.94	19.35	5.47	10.62	6.94	8.10	12.70

Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q16C</b> <b>time spent listening to steaming audio content on the Internet, other than Internet radio</b>																				
1,000 Canadians 12+;	2106	972	551	315	85	59	1909	241	754	1634	2106	2106	819	752	510	1990	116	1230	679	197
responses:	72	28	20	12	4	3	66	9	28	55	72	72	26	24	16	68	4	41	25	6
<b>Difference ( more - less )</b>	-19%	-24%	-29%	-9%	-43%	34%	-19%	15%	-17%	-12%	-19%	-19%	-24%	-9%	-9%	-20%	-13%	-17%	-23%	-20%
<b>More</b>	7%	7%	0%	9%	0%	34%	7%	30%	7%	8%	7%	7%	8%	16%	9%	5%	34%	7%	7%	0%
<b>Less</b>	26%	30%	29%	17%	43%	0%	26%	15%	24%	20%	26%	26%	32%	25%	17%	25%	47%	24%	30%	20%
<b>No effect</b>	66%	61%	67%	74%	57%	66%	64%	55%	69%	70%	66%	66%	59%	59%	74%	69%	0%	65%	63%	80%
<b>Don't Know / No response</b>	2%	2%	4%	0%	0%	0%	2%	0%	0%	1%	2%	2%	0%	0%	0%	1%	19%	4%	0%	0%
confidence interval at 50%	12.07	19.35	22.90	29.56	51.21	59.13	12.61	34.14	19.35	13.81	12.07	12.07	20.09	20.91	25.60	12.42	51.21	15.99	20.48	41.81

Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q16D time spent listening to radio on the Internet</b>																				
1,000 Canadians 12+: responses:	2025	656	540	343	249	112	1686	358	2025	1477	2025	754	673	663	569	1985	40	1128	558	339
<b>Difference ( more - less )</b>	-19%	-5%	-24%	-40%	-23%	-35%	-19%	-14%	-19%	-19%	-19%	-43%	-5%	-24%	-16%	-20%	0%	-21%	-15%	-20%
<b>More</b>	10%	17%	9%	0%	0%	0%	10%	27%	10%	13%	10%	3%	14%	11%	17%	11%	0%	5%	20%	14%
<b>Less</b>	30%	21%	34%	40%	23%	35%	29%	41%	30%	31%	30%	46%	19%	35%	33%	30%	0%	26%	35%	34%
<b>No effect</b>	59%	62%	57%	60%	77%	50%	60%	32%	59%	55%	59%	51%	67%	54%	51%	59%	58%	<b>70%</b>	41%	53% +
<b>Don't Know / No response</b>	1%	0%	0%	0%	0%	15%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	42%	0%	3%	0%
confidence interval at 50%	11.91	22.90	22.90	29.56	30.88	41.81	12.70	28.40	11.91	14.20	11.91	19.35	20.91	22.35	24.14	12.07	72.42	15.62	21.84	34.14

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q16E time spent exchanging files on peer to peer Internet exchanges sites like Kazaa, Morpheus or eDonkey																				
1,000 Canadians 12+; responses:	2848	1371	869	379	134	20	1971	230	673	1914	2848	819	2848	867	469	2782	65	1336	635	876
<b>Difference ( more - less )</b>	-17%	-21%	-19%	-18%	-34%	100%	-20%	30%	-9%	-16%	-17%	-22%	-17%	-21%	3%	-17%	-29%	-20%	-20%	-11%
<b>More</b>	7%	3%	5%	6%	14%	100%	7%	30%	10%	9%	7%	13%	7%	6%	22%	7%	0%	5%	12%	7%
<b>Less</b>	24%	24%	23%	24%	49%	0%	27%	0%	19%	25%	24%	35%	24%	27%	20%	24%	29%	25%	32%	18%
<b>No effect</b>	67%	71%	69%	69%	37%	0%	65%	70%	71%	63%	67%	51%	67%	62%	58%	67%	71%	68%	57%	73%
<b>Don't Know / No response</b>	2%	2%	3%	0%	0%	0%	1%	0%	0%	3%	2%	0%	2%	6%	0%	2%	0%	2%	0%	3%
confidence interval at 50%	10.62	16.40	18.70	27.37	41.81	*	12.61	34.14	20.91	12.80	10.62	20.09	10.62	19.71	27.37	10.80	59.13	15.80	20.91	19.71

Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q16F time spent downloading music from the Internet other than on peer to peer exchange sites																				
1,000 Canadians 12+; responses:	1974	1039	481	254	126	0	1541	199	663	1756	1974	752	867	1974	566	1852	122	1003	538	434
<b>Difference ( more - less )</b>	-14%	-9%	-32%	0%	-39%	0%	-16%	34%	-9%	-12%	-14%	-9%	-8%	-14%	-15%	-12%	-48%	-17%	-14%	-7%
<b>More</b>	14%	15%	6%	22%	0%	0%	13%	50%	18%	14%	14%	19%	14%	14%	13%	14%	0%	7%	24%	16%
<b>Less</b>	27%	25%	38%	21%	39%	0%	29%	15%	27%	26%	27%	28%	22%	27%	27%	26%	48%	24%	38%	23%
<b>No effect</b>	55%	54%	51%	57%	61%	0%	54%	17%	55%	56%	55%	48%	59%	55%	54%	57%	23%	66%	32%	56%
<b>Don't Know / No response</b>	4%	6%	5%	0%	0%	0%	4%	18%	0%	5%	4%	5%	6%	4%	6%	3%	29%	2%	7%	6%
confidence interval at 50%	12.90	19.35	24.14	34.14	45.80	*	14.63	38.71	22.35	13.94	12.90	20.91	19.71	12.90	24.84	13.33	51.21	19.02	22.90	27.37

Does the time you spend at each of the following activities make you listen to more or less conventional radio or does it have no effect?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
<b>Q16G</b> <b>time spent listening to podcasting programs obtained from the Internet</b>																				
1,000 Canadians 12+:	1069	493	243	120	118	20	792	217	569	877	1069	510	469	566	1069	1008	61	458	334	277
responses:	35	13	9	4	5	1	27	7	18	28	35	16	14	17	35	33	2	15	12	8
<b>Difference ( more - less )</b>	-4%	-13%	28%	-22%	-17%	-100%	-8%	-32%	-3%	-7%	-4%	11%	-9%	-4%	-4%	-4%	0%	-19%	7%	8%
<b>More</b>	16%	10%	28%	0%	25%	0%	13%	12%	18%	17%	16%	29%	14%	19%	16%	17%	0%	5%	24%	23%
<b>Less</b>	20%	23%	0%	22%	42%	100%	21%	44%	20%	24%	20%	18%	23%	23%	20%	21%	0%	24%	17%	16%
<b>No effect</b>	64%	67%	72%	78%	33%	0%	66%	45%	62%	59%	64%	54%	63%	59%	64%	62%	100%	71%	59%	61%
<b>Don't Know / No response</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	17.31	28.40	34.14	51.21	45.80	*	19.71	38.71	24.14	19.35	17.31	25.60	27.37	24.84	17.31	17.83	72.42	26.44	29.56	36.21

Did you know that there are radio stations which broadcast on the Internet?																				
	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q18																				
1,000 Canadians 12+:	23467	4137	3587	3683	4010	6181	18814	530	0	10237	13156	1353	2175	1311	500	16616	6851	10462	8352	4653
responses:	949	122	130	135	188	299	766	20	0	391	507	44	69	42	17	649	300	421	345	183
Yes	55%	52%	60%	72%	51%	49%	60%	59%	0%	65%	64%	61%	61%	74%	74%	62%	39%	64%	55%	35%
				+++		-										+++	---	+++	---	---
No	42%	46%	34%	27%	45%	49%	37%	41%	0%	32%	33%	32%	36%	24%	26%	35%	59%	34%	42%	63%
				---		++										---	+++	---	---	+++
Don't Know / No response	3%	2%	6%	1%	4%	1%	3%	0%	0%	3%	3%	7%	2%	2%	0%	3%	2%	2%	4%	2%
confidence interval at 50%	3.32	9.27	8.98	8.81	7.47	5.92	3.70	22.90	*	5.18	4.55	15.44	12.33	15.80	24.84	4.02	5.91	4.99	5.51	7.57

		Did you know that there are radio channels available by subscription which broadcast by satellite?										Internet at home		Listens to terrestrial radio?					
		Age					Activities							Yes	No	Commercial	Other	Does not	
Total		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting				
Q19																			
1,000 Canadians 12+:		24604	4510	4045	3857	4160	6187	19788	0	1667	11177	14495	1865	2618	1776	853	17894	6710	11308 8480 4816
responses:		990	134	147	140	194	301	804	0	61	424	556	63	84	56	28	695	295	452 352 186
Yes		55%	49%	<b>66%</b>	<b>66%</b>	57%	<b>47%</b>	60%	0%	67%	65%	62%	62%	54%	62%	57%	<b>60%</b> <b>43%</b>	<b>61%</b> 58% <b>36%</b>	+++ --- ++ ---
No		43%	48%	<b>33%</b>	<b>34%</b>	43%	<b>51%</b>	39%	0%	29%	34%	37%	35%	44%	32%	35%	<b>39%</b> <b>55%</b>	<b>38%</b> 40% <b>61%</b>	--- + ++ -- +++
Don't Know / No response		1%	<b>3%</b>	1%	0%	0%	2%	1%	0%	4%	1%	1%	4%	3%	<b>6%</b>	8%	1%	2%	1% 1% 2%
confidence interval at 50%		3.25	8.85	8.45	8.66	7.35	5.90	3.61	*	13.11	4.97	4.34	12.90	11.17	13.69	19.35	3.88	5.96	4.82 5.46 7.51

Have you ever considered the possibility of subscribing to a satellite radio service?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q20																				
1,000 Canadians 12+:	13586	2226	2667	2563	2354	2929	11832	0	1115	7244	8957	1152	1407	1100	484	10676	2910	6903	4929	1754
responses:	558	73	97	94	114	146	489	0	44	279	357	42	50	39	18	430	128	280	209	69
<b>Yes, I am already a subscriber</b>	7%	<b>15%</b>	5%	7%	6%	5%	6%	0%	6%	5%	5%	6%	0%	5%	10%	<b>6%</b>	<b>11%</b>	5%	8%	11%
<b>Yes</b>	14%	20%	18%	13%	8%	10%	<b>13%</b>	0%	<b>32%</b>	17%	17%	16%	23%	21%	11%	14%	12%	15%	11%	17%
<b>No</b>	73%	<b>58%</b>	70%	77%	77%	<b>82%</b>	74%	0%	<b>58%</b>	72%	73%	70%	77%	70%	74%	73%	71%	76%	71%	65%
<b>Don't Know / No response</b>	6%	6%	6%	3%	9%	3%	6%	0%	4%	7%	5%	8%	0%	4%	5%	7%	5%	<b>4%</b>	<b>10%</b>	7%
confidence interval at 50%	4.34	11.99	10.40	10.56	9.59	8.48	4.63	*	15.44	6.13	5.42	15.80	14.48	16.40	24.14	4.94	9.05	6.12	7.08	12.33

		Activities										Internet at home		Listens to terrestrial radio?							
		Age					Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not	
Total		12-24	25-34	35-44	45-54	55+															
Q21																					
1,000 Canadians 12+:		25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:		1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
Yes		73%	<b>85%</b>	<b>89%</b>	<b>87%</b>	72%	<b>51%</b>	<b>75%</b>	80%	<b>98%</b>	<b>81%</b>	<b>95%</b>	<b>94%</b>	<b>98%</b>	94%	94%	<b>100%</b>	<b>0%</b>	<b>77%</b>	72%	<b>66%</b>
No		27%	<b>15%</b>	<b>11%</b>	<b>13%</b>	28%	<b>49%</b>	<b>25%</b>	20%	<b>2%</b>	<b>19%</b>	<b>5%</b>	<b>6%</b>	<b>2%</b>	6%	6%	<b>0%</b>	<b>100%</b>	<b>23%</b>	28%	<b>33%</b>
Don't Know / No response		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%		3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39

	Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q22																				
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
French	22%	24%	23%	25%	23%	22%	23% ++	30%	18%	17%	19%	20%	19%	14%	1% --	21% -	27% +	25%	21%	19%
English	60%	51% -	60%	61%	60%	63%	62%	47%	68%	65%	64%	63%	56%	65%	80% +	62%	55%	60%	65% +	52% -
Other	17%	25% ++	17%	13%	18%	16%	15% -	23%	14%	18%	17%	17%	25% +	22%	19%	17%	18%	15% -	14% ++	29% ++
Don't Know / No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39

Age		Age					Activities									Internet at home		Listens to terrestrial radio?			
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
		AGE																			
1,000 Canadians 12+:	responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
12-17		1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
18-24		9%	<b>47%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>9%</b>	22%	14%	13%	12%	<b>26%</b>	<b>25%</b>	<b>32%</b>	<b>28%</b>	<b>11%</b>	<b>3%</b>	10%	8%	8%
18-24		10%	<b>53%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>8%</b>	9%	19%	13%	12%	20%	<b>23%</b>	<b>21%</b>	18%	11%	8%	<b>8%</b>	8%	<b>18%</b>
25-34		16%	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>16%</b>	9%	27%	19%	22%	26%	<b>31%</b>	24%	23%	<b>20%</b>	<b>7%</b>	17%	14%	19%
35-44		16%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	17%	19%	17%	18%	19%	15%	13%	13%	11%	<b>19%</b>	<b>8%</b>	<b>20%</b>	13%	<b>9%</b>
45-54		17%	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>18%</b>	11%	12%	15%	16%	<b>4%</b>	<b>5%</b>	6%	11%	16%	17%	19%	17%	<b>11%</b>
55+		25%	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>25%</b>	12%	<b>6%</b>	17%	15%	<b>3%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>17%</b>	<b>44%</b>	<b>21%</b>	<b>30%</b>	23%
No response		8%	0%	0%	0%	0%	0%	7%	<b>17%</b>	6%	5%	5%	6%	3%	4%	7%	<b>6%</b>	<b>14%</b>	<b>6%</b>	9%	<b>11%</b>
confidence interval at 50%		3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39
mean:		42.5	<b>18.2</b>	<b>29.8</b>	<b>39.9</b>	<b>49.0</b>	<b>66.4</b>	<b>42.9</b>	35.5	<b>32.4</b>	37.8	37.5	<b>27.1</b>	<b>25.9</b>	<b>25.8</b>	<b>27.9</b>	<b>38.7</b>	<b>53.6</b>	41.8	<b>44.4</b>	40.4
standard deviation:		18.4	3.3	2.9	3.0	2.9	8.8	17.8	16.7	13.0	17.4	15.7	<b>11.8</b>	9.9	10.7	11.9	16.3	19.5	17.0	18.8	20.5
Student's t:			***	***	***	***	***	***	-	**	-	-	***	***	***	***	***	***	-	*	-

What is the highest level of education you have completed?																Internet at home		Listens to terrestrial radio?		
	Total	Age					Activities									Yes	No	Commercial	Other	Does not
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting					
Q24																				
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
<b>Some high school or less</b>	13%	<b>35%</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>	<b>17%</b>	12%	22%	12%	13%	11%	17%	17%	<b>23%</b>	<b>27%</b>	<b>11%</b>	<b>19%</b>	12%	12%	16%
<b>High school graduate</b>	31%	<b>41%</b>	<b>23%</b>	<b>22%</b>	35%	35%	31%	37%	21%	29%	<b>25%</b>	32%	32%	30%	33%	<b>26%</b>	<b>43%</b>	32%	30%	29%
<b>Some college, technical school or cegep</b>	11%	11%	<b>16%</b>	12%	12%	<b>7%</b>	8%	3%	9%	10%	11%	8%	15%	9%	7%	12%	8%	<b>8%</b>	9%	<b>20%</b>
<b>College, technical school or cegep graduate</b>	16%	<b>5%</b>	21%	<b>31%</b>	19%	<b>10%</b>	17%	12%	12%	16%	17%	10%	9%	7%	8%	<b>18%</b>	<b>11%</b>	16%	17%	12%
<b>Some university</b>	6%	7%	7%	4%	3%	7%	6%	3%	10%	7%	8%	6%	5%	8%	2%	<b>7%</b>	<b>3%</b>	7%	5%	6%
<b>University graduate</b>	20%	<b>1%</b>	<b>30%</b>	<b>28%</b>	<b>26%</b>	22%	22%	15%	<b>35%</b>	23%	27%	23%	22%	22%	23%	<b>24%</b>	<b>10%</b>	22%	24%	<b>12%</b>
<b>Don't Know / No response</b>	4%	1%	0%	1%	1%	1%	<b>3%</b>	<b>8%</b>	1%	2%	1%	4%	0%	0%	0%	<b>2%</b>	<b>7%</b>	3%	4%	4%
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39

	Total	Age					Activities								Internet at home		Listens to terrestrial radio?				
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not	
Q25																					
1,000 Canadians 12+:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992	
responses:	1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192	
<b>Student</b>	17%	<b>78%</b>	<b>9%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>14%</b>	32%	27%	22%	22%	<b>41%</b>	<b>44%</b>	<b>41%</b>	<b>42%</b>	<b>21%</b>	<b>5%</b>	<b>14%</b>	<b>15%</b>	<b>26%</b>	
<b>Employed or self-employed</b>	48%	<b>14%</b>	<b>71%</b>	<b>73%</b>	<b>77%</b>	<b>29%</b>	---	53%	52%	56%	53%	55%	43%	<b>41%</b>	50%	<b>34%</b>	<b>52%</b>	<b>36%</b>	<b>57%</b>	<b>47%</b>	<b>29%</b>
<b>Unemployed and looking for work</b>	6%	7%	5%	8%	10%	<b>4%</b>	---	6%	8%	9%	5%	5%	8%	9%	9%	<b>16%</b>	5%	8%	6%	5%	8%
<b>At home or retired</b>	27%	<b>1%</b>	<b>14%</b>	<b>17%</b>	<b>12%</b>	<b>67%</b>	<b>25%</b>	6%	<b>7%</b>	18%	17%	<b>5%</b>	<b>6%</b>	<b>1%</b>	7%	<b>19%</b>	<b>47%</b>	<b>21%</b>	30%	<b>34%</b>	
<b>Don't Know / No response</b>	3%	0%	1%	1%	<b>2%</b>	0%	3%	3%	1%	1%	2%	2%	1%	0%	0%	3%	3%	2%	3%	2%	
confidence interval at 50%	3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39	

Was your total personal income in the last year more or less than \$50,000?																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q26																				
1,000 Canadians 12+:	12226	677	2914	2939	3271	1851	10764	463	1137	6199	8292	915	1173	978	369	9736	2490	6580	4185	1462
responses:	507	26	106	109	151	92	449	19	43	246	334	35	43	36	14	397	110	271	178	58
<b>More</b>	31%	3%	29%	<b>40%</b>	31%	28%	32%	29%	36%	31%	34%	37%	44%	29%	20%	<b>34%</b>	<b>16%</b>	34%	29%	19%
<b>Less</b>	49%	86%	56%	43%	47%	45%	47%	40%	51%	49%	46%	50%	44%	58%	58%	<b>45%</b>	<b>65%</b>	<b>44%</b>	51%	<b>65%</b>
<b>Exactly that amount</b>	2%	4%	0%	4%	2%	4%	3%	4%	0%	2%	2%	0%	0%	0%	0%	2%	2%	3%	2%	0%
<b>Don't Know / No response</b>	18%	7%	15%	13%	20%	23%	19%	27%	12%	19%	18%	13%	12%	14%	21%	19%	16%	19%	17%	16%
confidence interval at 50%	4.55	20.09	9.95	9.81	8.33	10.68	4.83	23.50	15.62	6.53	5.60	17.31	15.62	17.07	27.37	5.14	9.76	6.22	7.68	13.45

Was it more or less than \$25,000? /(DO NOT READ)																				
	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q27																				
1,000 Canadians 12+:	5982	583	1636	1258	1523	833	5027	186	580	3055	3781	453	522	565	215	4354	1628	2881	2146	955
responses:	245	22	59	47	71	40	207	7	20	122	149	17	19	19	8	173	72	119	88	38
<b>More</b>	62%	38%	68%	64%	63%	61%	62%	53%	79%	62%	68%	40%	44%	63%	68%	<b>68%</b>	<b>47%</b>	64%	59%	61%
<b>Less</b>	31%	62%	23%	27%	31%	30%	31%	47%	17%	35%	27%	60%	56%	37%	32%	<b>26%</b>	<b>44%</b>	31%	31%	33%
<b>Exactly that amount</b>	5%	0%	6%	8%	4%	6%	<b>5%</b>	0%	4%	1%	3%	0%	0%	0%	0%	4%	9%	4%	7%	4%
<b>Don't Know / No response</b>	2%	0%	3%	2%	1%	2%	2%	0%	0%	2%	2%	0%	0%	0%	0%	2%	0%	1%	3%	2%
confidence interval at 50%	6.54	21.84	13.33	14.94	12.15	16.19	7.12	38.71	22.90	9.27	8.39	24.84	23.50	23.50	36.21	7.79	12.07	9.39	10.92	16.61

	Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
		12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
Q28																				
1,000 Canadians 12+:	3742	22	848	1179	1028	515	3462	135	415	1895	2800	343	516	280	75	3343	399	2232	1230	280
responses:	156	1	32	44	46	27	145	6	17	74	115	13	19	12	3	139	17	90	55	11
<b>More</b>	36%	0%	<b>20%</b>	41%	46%	36%	35%	20%	38%	37%	39%	36%	31%	38%	54%	38%	22%	36%	34%	50%
<b>Less</b>	53%	100%	68%	51%	43%	48%	54%	61%	44%	56%	52%	56%	61%	62%	46%	52%	69%	51%	58%	50%
<b>Exactly that amount</b>	6%	0%	12%	2%	5%	7%	6%	18%	12%	<b>0%</b>	4%	7%	8%	0%	0%	6%	5%	6%	5%	0%
<b>Don't Know / No response</b>	5%	0%	0%	6%	6%	9%	5%	0%	5%	7%	6%	0%	0%	0%	0%	5%	5%	7%	2%	0%
confidence interval at 50%	8.20	*	18.10	15.44	15.10	19.71	8.51	41.81	24.84	11.91	9.55	28.40	23.50	29.56	59.13	8.69	24.84	10.80	13.81	30.88

		Age					Activities									Internet at home		Listens to terrestrial radio?		
		Total	12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other
INCOME																				
1,000 Canadians 12+:	12226	677	2914	2939	3271	1851	10764	463	1137	6199	8292	915	1173	978	369	9736	2490	6580	4185	1462
responses:	507	26	106	109	151	92	449	19	43	246	334	35	43	36	14	397	110	271	178	58
\$25,000 and less	18%	53%	16%	15%	17%	16%	17%	19%	11%	18%	14%	30%	25%	21%	19%	13%	35%	15%	19%	24%
																---	++			
\$25,001 - \$49,999	30%	33%	38%	27%	29%	28%	29%	21%	40%	31%	31%	20%	20%	37%	40%	30%	31%	28%	30%	40%
\$50,000 - \$74,999	19%	7%	20%	24%	16%	17%	20%	22%	16%	19%	20%	21%	27%	18%	9%	20%	13%	20%	19%	10%
\$75,000 or more	13%	0%	9%	17%	16%	12%	13%	11%	19%	11%	14%	16%	17%	11%	11%	15%	4%	14%	12%	10%
																++	--			
Don't know / No answer	21%	7%	16%	17%	22%	27%	21%	27%	14%	22%	21%	13%	12%	14%	21%	21%	17%	22%	19%	17%
confidence interval at 50%	4.55	20.09	9.95	9.81	8.33	10.68	4.83	23.50	15.62	6.53	5.60	17.31	15.62	17.07	27.37	5.14	9.76	6.22	7.68	13.45

Language of the interview		Total	Age					Activities									Internet at home		Listens to terrestrial radio?		
			12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
LANGUAGE																					
1,000 Canadians 12+:		25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
responses:		1023	142	150	147	199	305	831	33	74	443	581	72	93	63	35	721	302	464	367	192
English		74%	70%	74%	71%	73%	75%	73%	68%	79%	81%	78%	76%	71%	81%	99%	76%	67%	73%	73%	77%
French		26%	30%	26%	29%	27%	25%	27%	32%	21%	19%	22%	24%	29%	19%	1%	24%	33%	27%	27%	23%
confidence interval at 50%		3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39

Sex		Total	Age					Activities								Internet at home		Listens to terrestrial radio?			
			12-24	25-34	35-44	45-54	55+	Conv. radio	Satellite radio	Internet radio	Recorded music	Internet	Streamed content	Peer to peer	Other music downloads	Podcasting	Yes	No	Commercial	Other	Does not
SEX																					
1,000 Canadians 12+:	responses:	25492	4793	4127	4026	4259	6293	20500	888	2025	11714	15181	2106	2848	1974	1069	18601	6891	11590	8910	4992
Female		51%	48%	49%	50%	53%	56%	51%	61%	42%	50%	48%	41%	44%	41%	43%	50%	56%	50%	54%	52%
Male		49%	52%	51%	50%	47%	44%	49%	39%	58%	50%	52%	59%	56%	59%	57%	50%	44%	50%	46%	48%
confidence interval at 50%		3.20	8.59	8.36	8.45	7.26	5.86	3.55	17.83	11.91	4.87	4.25	12.07	10.62	12.90	17.31	3.81	5.89	4.75	5.35	7.39