
Canadian Film and Music Opinion Study

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Research Objectives and Methodology

Research Objectives and Methodology

- The Department of Canadian Heritage Film, Video and Sound Recording Branch (DGFSP) wanted to determine what the attitudes and behaviours of Canadians are toward Canadian film and music. More specifically, they are interested in determining:
 - The awareness of Canadian film and music
 - Levels of satisfaction with Canadian film and music
 - Purchasing behaviours of DVDs and CDs
 - Attendance at movie theatres and live music performances
- Using Decima's CATI (Computer-Assisted Telephone Interviewing) technology, a total of 2,002 interviews were conducted within Canada's general population aged 15 and older.
- Due to the recent success of the feature film industry in the Quebec market, Quebec residents are of particular interest in this study. A decision was made to collect 750 of the 2,002 interviews from Quebec in order to ensure a sufficient sample is obtained for a more detailed analysis of the Quebec market.
- The associated statistical margin of error (at a 95% level of confidence) for each question asked to all respondents is +/- 2.2%. Some results are based on smaller sub-segments of the total survey sample (and have been identified where applicable), and so the margin of error will be greater.
- Results in this report have been provided for the following population subgroups: by region, language in which the survey was completed, age, gender, household income, education level attained, visible minority and/or aboriginal status, and urban versus rural residence.
- Additional analysis was also conducted with respondents that go to a movie theatre at least once a month. As well, respondents were categorized based on how many specific Canadian films they have seen (a detailed description is provided in the footnote on slide 25).

Research Objectives and Methodology

- The regional distribution of the interviews, along with their associated margins of error, are outlined below:

		<u>Error Interval</u>
Atlantic	250 interviews	+/- 6.2 %
Quebec	750 interviews	+/- 3.6 %
Ontario	400 interviews	+/- 4.9 %
Manitoba/Saskatchewan	202 interviews	+/- 6.9 %
Alberta	200 interviews	+/- 6.9 %
<u>British Columbia</u>	<u>200 interviews</u>	<u>+/- 6.9 %</u>
Total Canada	2,002 interviews	+/- 2.2 %

- It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions.)

Research Objectives and Methodology

- The data is weighted in tabulation to replicate the actual population distribution by gender, age and region according to the 2001 Census data. Percentages are based on total answering respondents. Those who answer “do not know” or “refuse” are not included as part of the total answering population.
- This report features top-4-box scores. A top-4-box score represents the sum of the top four scaled responses in a question. For example, in an agreement question with a ten-point scale (strongly agree as a “10” through to strongly disagree as a “1”), the top-4-box score would represent the results of those that strongly agreed and gave a response of 7, 8, 9 or 10.
- In some cases, the values in the top-4-box score fields in this report may differ slightly from those in the data tables (provided to the client). This slight discrepancy is attributable to rounding.
- Frequencies identified in bolded, underlined, italicized text are values significantly higher than frequencies in another segment of the population.
- For questions where ranges are used as a method to summarize responses (e.g. 1 to 5 hours), a midpoint is used so that it is possible to estimate the average (e.g. the average amount of time spent among respondents).
- Of the 2,002 interviews completed, a total of 693 were completed in French. Residents of Quebec make up 691 of these French respondents, with only 2 interviews completed in French outside of Quebec. The remaining 59 respondents in Quebec conducted their interviews in English.
- When applicable, the current research will compare to one or more of three previous research studies:
 - “Canadians at the Movies: Attitudes and Behaviour Toward Canadian Cinema”, 1998, Angus Reid Group, interviews 1,501 Canadian adults.
 - “The Associated Press/AOL Poll: Movies Study”, 2005, Ipsos-Public Affairs, interviews 1,000 American adults.
 - “Motion picture theatres and drive-ins”, Canada 1998/99 to 2003/04, Statistics Canada

Overview of Results

Overview of Results

The Objectives and the Approach

- The Department of Canadian Heritage Film, Video and Sound Recording Branch (DGFSP) want to determine what the attitudes and behaviours of Canadians are toward Canadian feature film and Canadian music.
- To achieve this, they conducted a survey using CATI (Computer-Assisted Telephone Interviewing) technology. A total of 2,002 telephone interviews were conducted between May 23 and 31, 2005. Surveys were conducted across all Canadian regions, with an oversample of 750 interviews in Quebec.

The Results – Canadian Feature Film Industry

How Often and Where Canadians View Movies

- According to a recent Statistics Canada survey, movie theatre attendance has dropped over 2003-2004, halting an upward trend of more than a decade.
- Results in this report show that half of Canadians go to the movies at least once every three months. However, due to various external factors, such as cost, time and various matters of convenience, Canadians watch more movies at home, on conventional and specialty television or on a movie channel, by renting movies or watching from their own personal movie collection.
- In recent years, two new technologies have emerged as a means by which people can watch movies. These are video-on-demand (VOD), and downloading movies from the Internet. Although a very low proportion of the population watch movies using these new technologies, this is likely to change in the years to come as more television service providers introduce and promote VOD and as higher broadband access becomes more mainstream.
- Younger respondents watch more movies in general. The frequent moviegoers tend to be younger men, living in urban areas, and earning higher annual household incomes.
- The most important influences on movie selection at the theatre are the story, what has been heard through word-of-mouth, and the actors starring in the movie.

Overview of Results

Language Preference

- Four-fifths of the Canadian population generally watch movies in English, while Quebec respondents watch about a quarter of their movies in French. One-third of the respondents from Quebec would prefer to see English movies in the original English version, a large proportion when compared to respondents in the rest of Canada, for whom the vast majority would prefer to see movies produced in French either dubbed or subtitled in English.

Renting and Buying Movies

- Two-thirds of Canadians rent movies at least once every three months, in contrast with how often they buy movies, which averages a few times a year. Younger respondents are more likely to both rent and buy movies when compared to older respondents.
- Similar factors impact movie rental and movie purchase selection. This includes the content of the movie, awareness of the movie (for example, hearing about the movie through word-of-mouth), what is seen by way of advertising, and the actors starring in the movie. Factors that are generally more common when it comes to purchasing movies include a desire to own the movie because it was really well-liked, cost, and an interest in watching the movie multiple times.

Movie Genre Preferences

- Favourites among Canadians when it comes to movie genres are comedies, dramas, spy movies or thrillers, and action films. Comedies, action flicks and horror films are more likely to be favoured by younger Canadians. Quebec residents are more likely to be interested than the rest of Canada in thrillers, art films and foreign films.

Overview of Results

Awareness and Viewership of Canadian Feature Film

- The top three Canadian feature films that Canadians have heard of and have seen are all English movies: Men with Brooms, Mambo Italiano, and Resident Evil: Apocalypse. The top three in terms of both awareness and viewership among Quebec residents are: Les Invasions barbares, Séraphin and La Grande séduction – all French Canadian feature films.
- As well, Quebec residents have both heard of and have seen more of the Canadian feature films listed than those residing in the rest of Canada. More specifically, at least 4 out of 5 Quebec residents have heard of 6 of the 8 French movies listed. In the rest of Canada, about half of the respondents (ranging from 25% to 68%) have heard of the English films listed. Thus French films are quite successful in Quebec, as compared to English films in the rest of Canada.

Attitudes Toward Canadian Feature Film

- The majority of Canadians agree that it is important for Canadian movies to be seen in movie theatres in Canada. Canadians also believe that Canadian movies should be made available to be seen on television.
- About one-quarter of Canadians believe that Canadian movies are not available in movie theatres or video stores.
- The majority of Canadians believe that people would watch more Canadian movies if they were promoted and advertised better.
- Half of Canadians consider the quality of Canadian-made films as good as movies made in other countries, and that over the past couple of years, the Canadian film industry has begun to make better films.

Overview of Results

The Results – Canadian Music Industry

Perceptions of Quality of Canadian Music

- Canadians think that Canadian music can hold its own on the international stage. The vast majority (93%) view it as equal to or better than music made by foreign artists.

Listening Habits of Canadians

- When Canadians listen to music or when they discover new music, most cited the radio as their primary and most frequent source. CDs and mp3s are also a frequent and important way of accessing music. Canadians listen to music for close to 19 hours on average per week.

Music-Related Technologies

- Over 80% of Canadians have access to a computer and to a DVD player, two-thirds have access to a cell phone and over half have access to a CD burner. Emerging technologies include portable digital music players (2 in 5 Canadians) and DVD burners (1 in 3).

Music Preference

- Favourite types of music among Canadians are rock music, current hits or pop, and country music. Residents in the rest of Canada when compared with Quebec residents, are more likely to prefer rock and country music, whereas Quebec residents are more likely to prefer current hits or pop, jazz or blues, and world music.
- Men by far prefer to listen to rock music over any other types of music, whereas women are more eclectic in their tastes and listen to a wider variety of music in general.

Overview of Results

Language Preference

- Canadians listen to three-quarters (74%) of their music in English, and 10% of their music in French.
- Other languages listened to by Canadians include Spanish, Italian, and German music.

Purchasing Behaviour

- Canadians buy, on average, 10 CDs per year, four of which are CDs by Canadian artists. Purchasing trends in terms of quantity are similar across the country; however, Quebec residents have a tendency to purchase more Canadian CDs than residents living in the rest of Canada.
- Traditional retail music stores are the place of choice for most Canadians to purchase their music, followed by big box store formats.
- Almost half of Canadians have purchased at least one music DVD over the past year.
- The vast majority of Canadians have access to the Internet, either at home, at work or elsewhere. While downloading free music from the Internet is prominent, on-line paid services are growing. About one-third of downloaded music, whether purchased or downloaded for free, is Canadian music. Younger Canadians are more likely to use this technology.
- Just over one-tenth of Canadian cell phone users have purchased at least one ringtone for their cell phone in the past year. Again, younger Canadians are the most active consumers of this product.

Overview of Results

Finding Music at Retail Stores Versus On-line

- Canadians generally agree that they can easily find Canadian music in retail stores, and less likely to agree that finding Canadian music on-line is easy. Canadians are just as likely to agree that foreign music is easy to find in stores as they are to agree that the same music is easy to find on-line (about 4 in 10 agree).

Live Music Performances

- Close to half of the Canadian population has attended at least one live music performance within the past year, which includes performances by amateur and professional musicians, singers and bands. A significant proportion of these performances is by Canadian artists, indicative of the many festivals and pub performances that are an important part of our Canadian culture, and a favourite activity among Canadians. Attendees tend to be younger or have a higher annual household income.

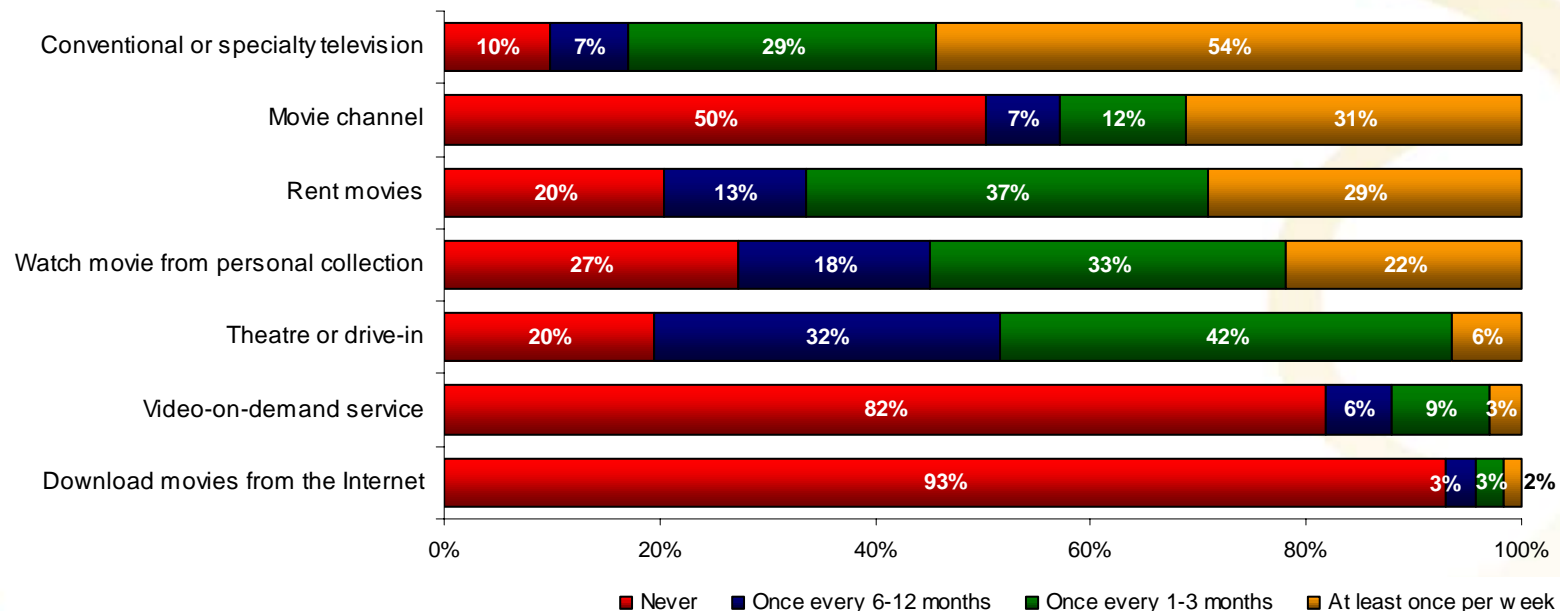
Detailed Results

Canadian Film Industry

How Often and Where Canadians View Movies

How Often and Where Canadians View Movies

- Today, Canadians can access movies a variety of ways. This research measures which approaches and technologies are used and how often they are used throughout the course of an average year. Results show that television is the dominant means of watching movies, either via a conventional or specialty television channel (54% do so at least once per week) or a dedicated movie channel (31%). It should be noted that fully 50% of Canadians never watch a dedicated movie channel.
- Twenty-nine percent of Canadians rent movies at least once per week, followed closely by watching movies from personal collections at 22%.
- While 80% “go to the movies” at least once a year, only 6% go at least once per week.
- Downloading movies from the Internet and video-on-demand (VOD) are still relatively new ways to watch movies. A full ninety-three percent of Canadians do not typically download and watch movies from the Internet, and 82% do not typically watch movies using a VOD service.



How Often and Where Canadians View Movies

- Comparisons were made between segments by focusing on those who watch movies via each method at least once every three months (based on A1. How often do you watch movies?)
- Men are more likely than women to do each of the following at least once every three months: rent movies (70% vs. 63%), go to a movie theatre or drive-in (53% vs. 45%), and download and watch movies (6% vs. 3%).
- Younger Canadians, specifically those 15 to 20, watch movies, through all means, more often than older Canadians. Some of the biggest differences are seen with renting movies (88% vs. 34% for 55 and over) and watching movies at a theatre or drive-in (84% vs. 24%).
- Urban residents are more likely than rural residents to do each of the following at least once every three months: rent movies (70% vs. 62%), watch movies from their own collection (56% vs. 50%), watch movies in a theatre or drive-in (54% vs. 42%) and download movies from the Internet (5% vs. 2%). Conversely, rural residents are more likely to watch a dedicated movie channel (53% vs. 41%).
- For more details including differences based on annual household income please refer to the table below. Frequencies identified in bolded, underlined, italicized text are values significantly higher than frequencies in another segment of the population.

Percentage of Respondents Who Do the Following at Least Once Every Three Months*	Overall	Men	Women	15-20	21-34	35-54	55+	Urban	Rural	<\$40K	\$40K-\$60K	\$60K-\$80K	\$80K+
Watch movies on conventional/specialty TV (n=1,657)	83%	82%	84%	<u>89%</u>	82%	85%	80%	83%	86%	79%	<u>85%</u>	<u>87%</u>	83%
Rent movies (n=1,370)	66%	<u>70%</u>	63%	<u>88%</u>	<u>85%</u>	73%	34%	<u>70%</u>	62%	54%	69%	71%	<u>83%</u>
Watch movies from personal collection (n=1,087)	55%	<u>56%</u>	54%	<u>80%</u>	<u>68%</u>	57%	33%	<u>56%</u>	50%	50%	<u>58%</u>	57%	<u>59%</u>
Watch movies in a theatre or drive-in (1,043)	49%	<u>53%</u>	45%	<u>84%</u>	<u>67%</u>	45%	24%	<u>54%</u>	42%	39%	45%	<u>55%</u>	<u>59%</u>
Watch a movie channel (n=855)	43%	42%	43%	<u>57%</u>	<u>48%</u>	41%	35%	41%	<u>53%</u>	42%	42%	44%	43%
Use a video-on-demand service (n=249)	12%	13%	11%	<u>21%</u>	<u>16%</u>	11%	7%	12%	11%	9%	13%	15%	<u>15%</u>
Download/watch movies from the Internet (n=92)	4%	<u>6%</u>	3%	<u>13%</u>	<u>11%</u>	1%	<1%	<u>5%</u>	2%	6%	4%	4%	5%

* Results on this page may differ from those on the previous page and from those in the data tables due to rounding.

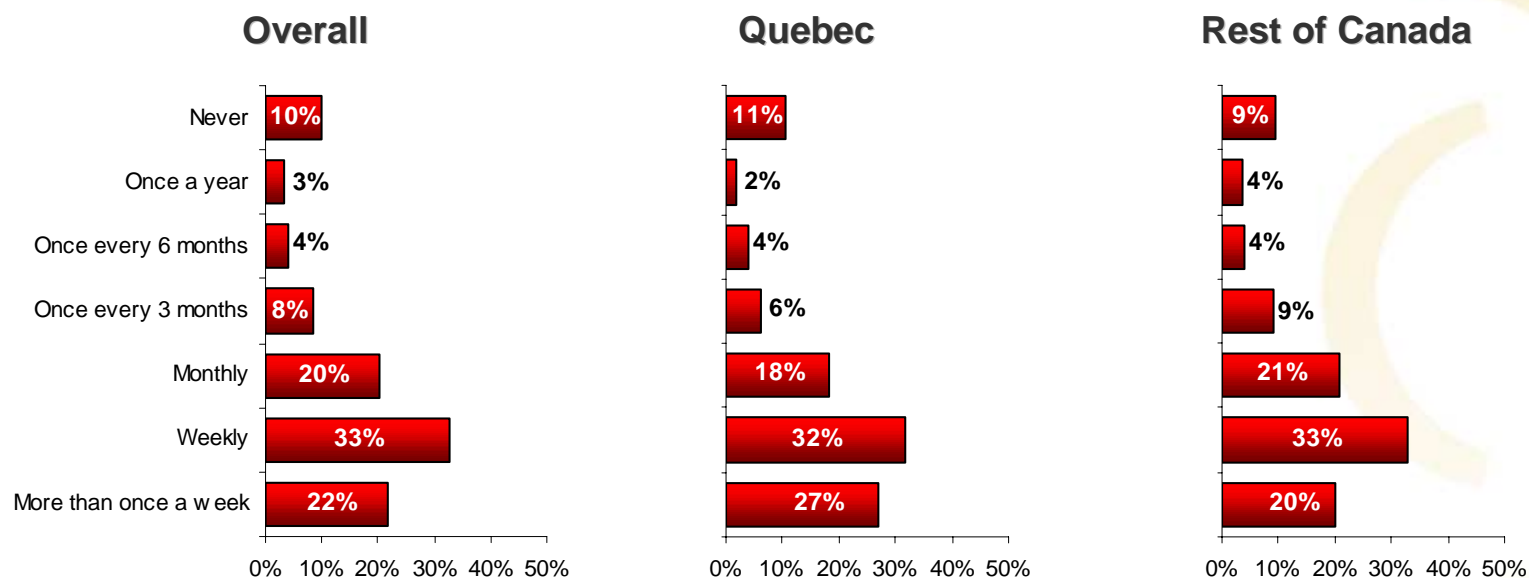
Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Question: A1. How often do you watch movies ...

Base: Watch movies at least once every three months (n varies with method)

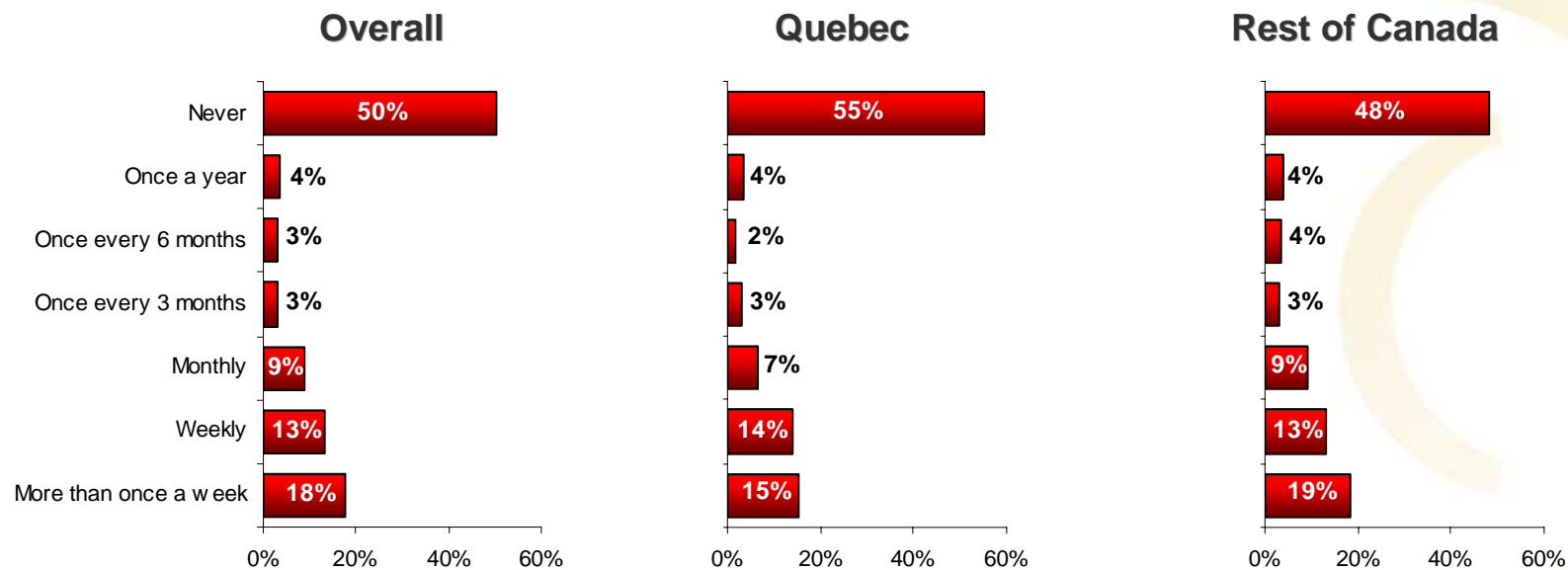
Watching Feature Films on Conventional or Specialty Television

- As the results in the previous summary pages show, Canadians seem to watch most of their feature films through a conventional or specialty television channel, in other words a channel featuring various types of programming that includes feature films. Detailed results show that over three-quarters of respondents watch movies on television at least once a month and that nearly one-quarter of Canadians take in a movie this way more than once a week.
- Residents of Quebec are slightly more likely to watch movies on television, with 59% watching a movie on television at least once a week, compared to 53% among Canadians in other provinces.



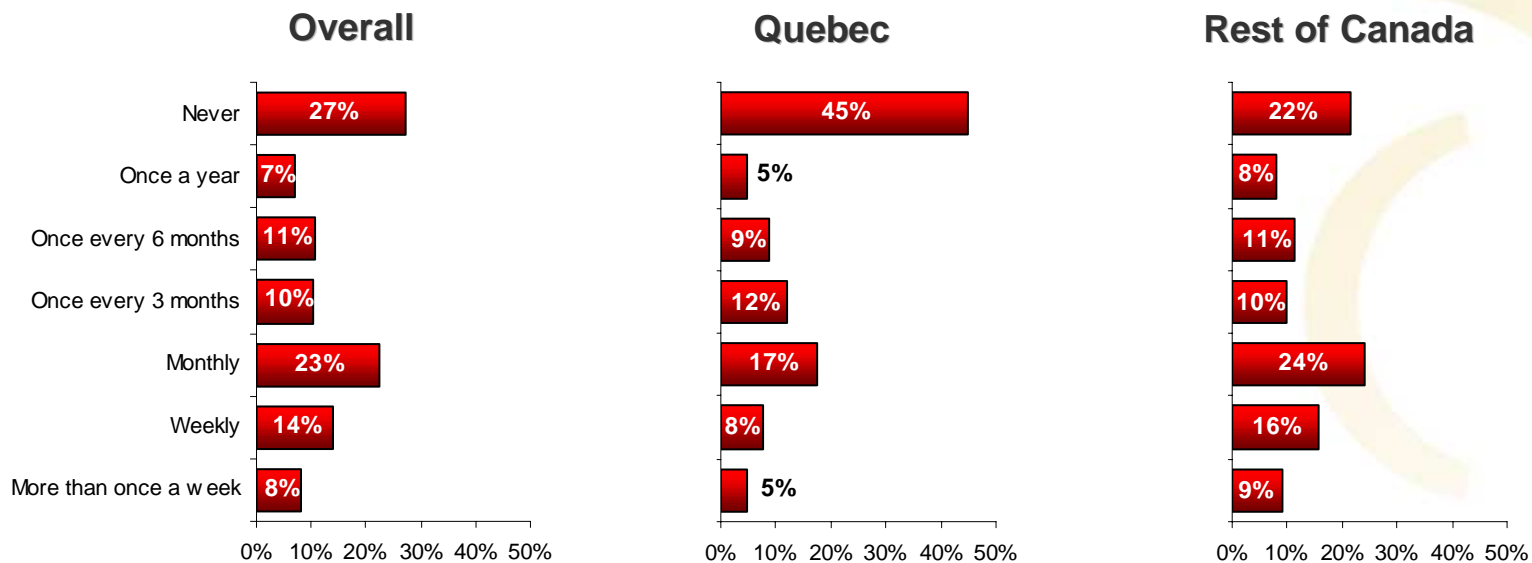
Watching a Dedicated Movie Channel

- In addition to watching movies on a conventional or specialty television channel, Canadians can also access movies through a variety of dedicated movie channels entirely devoted to showing movies. Canadians using this approach to watch movies appear to be a committed and select group within the population – in other words, no more than half of Canadians watch movies this way, and those who do, do so a lot. More specifically, 31% (or three out of every five “users”) watch movies at least once a week.
- Generally, residents of Quebec are less likely than other Canadians to watch movies over a dedicated movie channel (45% vs. 52%). As well, considering all regions, British Columbia residents watch a movie channel the least often, with 62% indicating that they never watch a dedicated movie channel.



Watching Movies from Their Own Collection

- Canadians also seem to enjoy watching movies from their own personal collection. Over half watch their own movies at least once every 3 months while 27% never watch movies from their own collection (which we can only assume includes Canadians who do not own movies).
- We see significant differences between respondents in Quebec and those in the rest of Canada. While almost one-half (45%) of Quebec residents indicate that they never watch movies from their own collection, this compares to 22% among residents in the rest of Canada. In fact, residents of Quebec are the least likely to watch from their collection. They are followed distantly behind respondents in Atlantic Canada where 29% never watch from their own collection. These are notable differences considering equivalent proportions in Alberta and in Manitoba/Saskatchewan are about 16%.

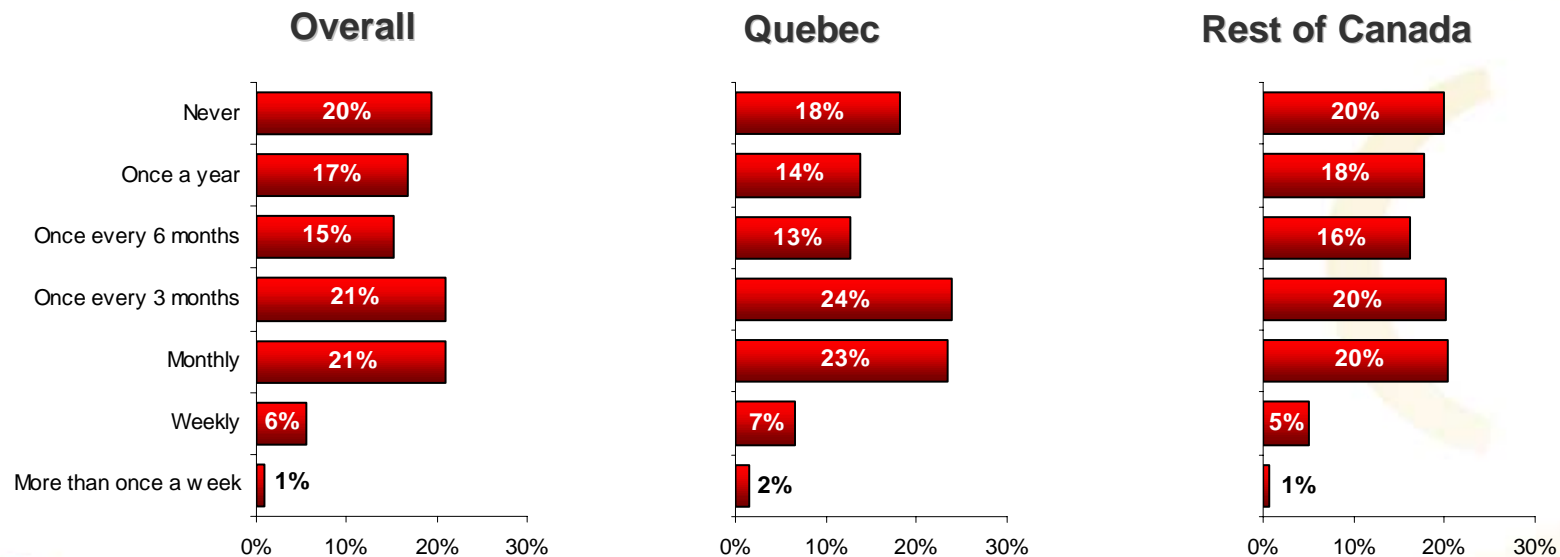


Question: A1g. How often do you watch movies from your own collection?
Base: All respondents (n=2002)

Frequency of Watching Movies at a Theatre or Drive-In

- Almost half (49%) of Canadians watch movies at a theatre or drive-in at least once every three months. Within this group, 1% attend more than once a week, 6% attend weekly, 21% attend monthly and 21% attend once every three months. Less frequent moviegoers may attend once every 6 months (15%) or once a year (17%). Twenty percent of Canadians claim to never “go to the movies.”

According to a 2003/04 Statistics Canada Motion Picture Theatres survey, movie attendance at theatres and drive-ins combined had dropped by 4.6%. This had been in contrast with an upward trend seen for over a decade. It is quite possible that the SARS scare may have contributed to this drop in attendance, particularly in Toronto and Vancouver. Comparing our results in 2005 with the 1998 study conducted by the Angus Reid Group for PCH, movie theatre attendance has slightly increased. Looking at the percent of Canadians who attend a movie theatre at least once every 3 months, attendance has increased from 46% in 1998 to 49% in 2005. This seems to suggest that Canadians have yet to return to the movies in any significant fashion.



Factors Influencing Decisions Not to Attend More Movies at the Movie Theatre

- Respondents were asked to explain why they do not attend more movies at the movie theatre. The claim that **it is expensive** is by far the most dominant reason provided, though it is important to note that respondents referred to price or expensiveness in general. While one can probably safely assume that most respondents are referring to the price of admission, it is possible that some are also referring to the broader cost of going to a movie theatre which may include expenses related to snacks, parking or transit and babysitting. This research did not delve into details surrounding these expenses.
- Secondary reasons given for not attending more movies at the theatre include **a basic lack of interest (29%), a lack of time (25%)** and that it is **inconvenient (21%)**.
- Other reasons influencing attendance include **a preference for watching movies at home (10%), accessibility (4%), and a dislike of crowds and noise (5%)**.
- Quebec residents are less likely to consider cost as a barrier than the rest of Canada (29% vs. 45%, respectively). One reason why cost may not be as much of a consideration with Quebec residents as it is with residents in the rest of Canada is because the average ticket price for admission is lower in Quebec. According to Statistics Canada, the national average admission price in 2003/04 is \$7.45, with Quebec averaging at \$6.83, as compared to averages in the rest of Canada as high as \$8.22 in Ontario.
- Other segments more likely to consider cost as a barrier are urban respondents (42% vs. 31% among those in rural areas), and younger Canadians (about 50% among 15 to 54 year olds compared to only 22% among older respondents).
- Interest levels are more likely to be an issue for urban residents (29% vs. 21% among rural residents), and those aged 55 and older (44% vs. 23% among younger respondents).
- A lack of time is a relatively more common reason given in Quebec (34% vs. 22% among respondents from the rest of Canada) and among respondents under 55 years of age (just over one quarter compared to only 13% among respondents over 55 years of age).
- Convenience, or lack thereof, is a more common response among residents in the rest of Canada (22% vs. 16% of Quebec residents) and among rural residents (38% vs. 17% among urban residents).

Factors Influencing Decision Not to Attend More Movies at the Movie Theatre

Factors Influencing Decision Not to Attend Movie Theatre	Overall	Quebec	Rest of Canada	Urban	Rural	15-20	21-34	35-54	55+
Too Expensive	41%	29%	<u>45%</u>	<u>42%</u>	31%	<u>54%</u>	<u>51%</u>	<u>47%</u>	22%
Interest (Net)	29%	28%	30%	<u>29%</u>	21%	23%	22%	24%	<u>44%</u>
Don't like what's playing	21%	15%	<u>24%</u>	<u>20%</u>	13%	20%	18%	18%	<u>29%</u>
Not interested/have other interests	7%	<u>11%</u>	5%	7%	7%	4%	3%	5%	<u>13%</u>
Don't like/go to the movie theatre	2%	2%	2%	<u>2%</u>	<1%	1%	1%	1%	<u>3%</u>
Don't watch (many) movies	1%	<u>1%</u>	<1%	1%	1%	--	--	1%	1%
No time	25%	34%	22%	28%	25%	<u>25%</u>	<u>27%</u>	<u>31%</u>	13%
Convenience (Net)	21%	16%	<u>22%</u>	17%	<u>37%</u>	17%	<u>25%</u>	21%	18%
No theatre in my area	10%	8%	10%	6%	29%	10%	9%	9%	12%
Have children/can't get babysitter	5%	4%	5%	4%	4%	1%	<u>11%</u>	<u>6%</u>	<1%
Convenience/hassle to go	4%	3%	4%	4%	4%	5%	3%	4%	4%
Show times are not convenient	3%	2%	4%	3%	4%	1%	3%	<u>4%</u>	3%
Home Preference (Net)	10%	11%	9%	10%	10%	7%	6%	<u>13%</u>	9%
Prefer to watch movies at home	7%	9%	6%	8%	6%	5%	4%	<u>10%</u>	6%
It will be out on video soon	3%	3%	3%	3%	5%	1%	2%	<u>4%</u>	3%
Accessibility (Net)	4%	5%	4%	3%	2%	1%	1%	1%	<u>11%</u>
Age/too old/health	3%	4%	2%	2%	1%	--	<1%	<1%	<u>8%</u>
Not accessible for the handicapped	1%	1%	1%	1%	1%	1%	<1%	1%	<u>3%</u>
Other Justifications (Net)	11%	9%	11%	10%	9%	10%	9%	10%	14%
Crowds/people/noise	5%	3%	6%	4%	4%	4%	4%	4%	7%
Not comfortable	3%	3%	3%	4%	3%	3%	2%	4%	2%
Quality	2%	2%	2%	2%	2%	2%	2%	2%	2%
Need people to go with	1%	1%	1%	1%	1%	<u>3%</u>	1%	<1%	<u>3%</u>
Other	6%	<u>9%</u>	5%	6%	5%	8%	6%	5%	6%

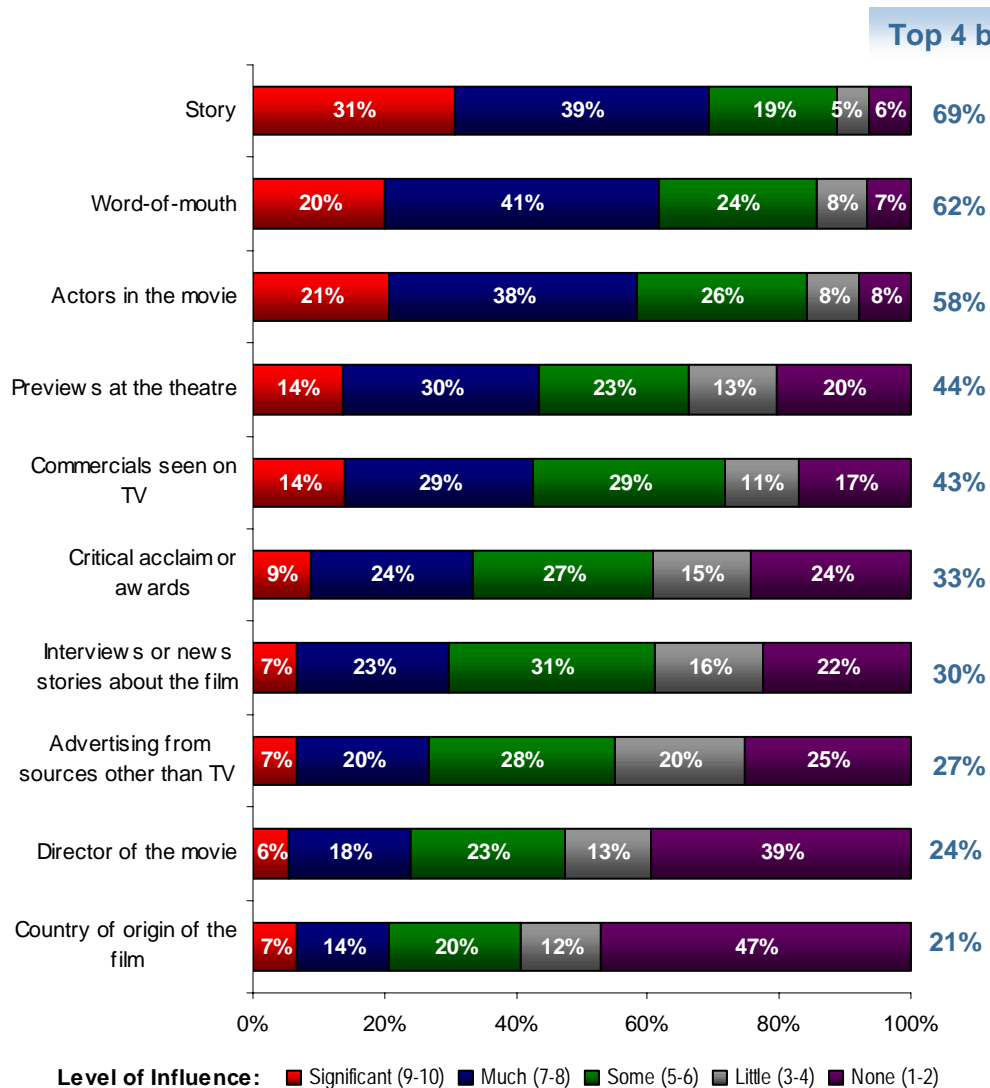
Question: A2. What factors influence your decision NOT to attend more movies at the movie theatre?

Base: Respondents who attend the movie theatre weekly or less frequently (n=1,980)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Respondents give similar reasons influencing their decision not to attend more movies at the theatre in 2005 when compared to 1998 results, although "price" seems to have grown in importance over the years. The top three results in 1998 were: "too expensive" (30%), "no time" (19%), and "don't like what's playing" (17%).

Factors that Influence Movie Selection at the Theatre



Question: A3. Rate the level of influence each of the following have on selecting a movie at the theatre.
 Base: Watch movies at the theatre (n=1,660)

- Respondents were asked to rate the extent to which a series of factors might influence their movie selection at the theatre. To express the level of influence each factor has on movie selection, respondents used a scale of 1 to 10, where a 1 represents “No influence” and a 10 represents “Significant influence”.
- Results suggest that the storyline has the largest influence, with 69% of respondents claiming it has much or significant influence (i.e. a score of at least 7 on a 10-point scale). Secondary factors include word-of-mouth (62%) and the actors starring in the movie (58%). Factors deemed to have the lowest levels of influence include advertising from sources other than television (27%), the director of the movie (24%) and the country of origin of the film (21%).

In the 1998 study conducted for PCH, respondents gave the same top three factors that influence their movie selection at the movie theatre: word-of-mouth (29%), the story (26%), and the starring actors (13%). It is important to note that the question in 1998 was an open-ended question.

Factors that Influence Movie Selection at the Theatre

- Quebec residents who go to the movies are more likely to feel they are influenced than the rest of Canada by the actors in the movie (63% vs. 57% give a rating of at least 7 on a 10-point scale), critical acclaim or awards (42% vs. 30%), interviews or news stories about the film (36% vs. 28%), the director (32% vs. 21%) and the country of origin (29% vs. 18%). Respondents in the rest of Canada tend to more often choose a movie because of the story (73%) when compared to Quebec residents (57%).
- Results also suggest that when compared to men, women who go to the movies are more likely to be influenced by the story, by word-of-mouth, by the starring actors, the previews, commercials, critical acclaim, interviews about the film, and advertising (see table below for details). Men are more likely than women be influenced by the director of the movie (27% vs. 22%).
- Looking at age groups, older respondents who go to the movies are more likely to be influenced by critical acclaim or awards and the country of origin whereas younger Canadians are more likely to be influenced by advertising and previews.

Level of Influence on Movie Selection at a Theatre (Top 4 Box Summary)	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+
Story	69%	57%	73%	66%	73%	69%	76%	69%	62%
Word-of-mouth	62%	58%	63%	55%	67%	63%	66%	62%	55%
Actors in the movie	58%	63%	57%	54%	62%	56%	59%	61%	53%
Previews at the theatre	44%	44%	43%	40%	46%	62%	57%	41%	20%
Commercials seen on TV	43%	41%	43%	37%	48%	58%	55%	41%	21%
Critical acclaim or awards	33%	42%	30%	30%	36%	27%	30%	35%	38%
Interviews or news stories about the film	30%	36%	28%	26%	34%	28%	27%	33%	29%
Advertising from sources other than TV	27%	30%	26%	23%	30%	34%	24%	24%	30%
Director of the movie	24%	32%	21%	27%	22%	20%	24%	26%	23%
Country of origin of the film	21%	29%	18%	19%	22%	18%	19%	20%	27%

Question: A3. Rate the level of influence each of the following have on selecting a movie at the theatre.
Base: Watch movies at the theatre (n=1,660)

Factors that Influence Movie Selection at the Theatre

- In order to get a better understanding of the factors that may affect moviegoers, respondents were split into two groups: those who attend the movie theatres and drive-ins less than monthly, and those who attend more frequently. Generally, results are very consistent between these two segments. Results do show however that more frequent moviegoers are more likely to consider previews at the theatre as a significant source of influence.
- Respondents were also grouped as low, medium and high, based on the number of Canadian films featured in the survey that they have seen (2 or less, 3 to 4, and 5 or more, respectively). Respondents with low exposure are more influenced by the storyline (70%, vs. 64% among those with medium exposure). Respondents with high exposure to Canadian film are most influenced by the actors in the movie (69%, vs. 56% among those with lower exposure), interviews or news stories about the film (37%, vs. 29% with lower exposure), the director of the movie (36%, vs. 21% among those with lower exposure), and the country of origin of the film (30%, vs. 18% among those with lower exposure to Canadian film).

Influence on Movie Selection at the Theatre (Top 4 Box Summary)	Theatre Attendance			Exposure to Canadian Film		
	Overall	Less than monthly	Monthly or more	Low (<3)	Medium (3-4)	High (5+)
Story	69%	69%	71%	<u>70%</u>	64%	65%
Word-of-mouth	62%	62%	61%	62%	57%	63%
Actors in the movie	58%	58%	59%	57%	55%	<u>69%</u>
Previews at the theatre	44%	37%	<u>56%</u>	44%	44%	<u>51%</u>
Commercials seen on TV	43%	41%	45%	45%	43%	42%
Critical acclaim or awards	33%	33%	35%	30%	<u>36%</u>	<u>42%</u>
Interviews or news stories about the film	30%	29%	32%	30%	27%	<u>37%</u>
Advertising from sources other than TV	27%	25%	30%	27%	24%	<u>31%</u>
Director of the movie	24%	23%	27%	20%	<u>26%</u>	<u>36%</u>
Country of origin of the film	21%	20%	22%	18%	20%	<u>30%</u>

Question: A3. Rate the level of influence each of the following have on selecting a movie at the theatre.
 "Less than monthly attendance" and "Monthly attendance or more" are defined based on response in A1a. How often do you watch movies in a theatre or a drive-in?
 "Low exposure" to Canadian feature film describes a respondent who has seen 2 or less of the Canadian feature films featured in the survey, "Medium exposure" are those who have seen 3 or 4 of the movies, and "High exposure" are those who have seen 5 or more of the films.

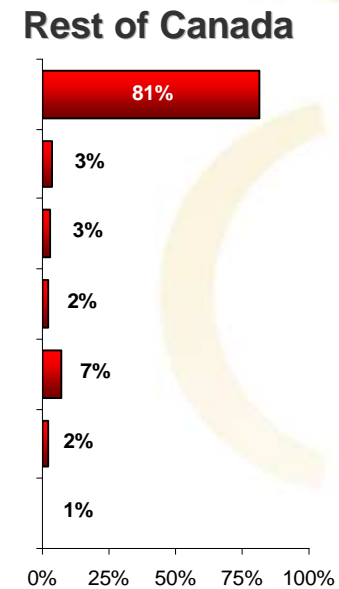
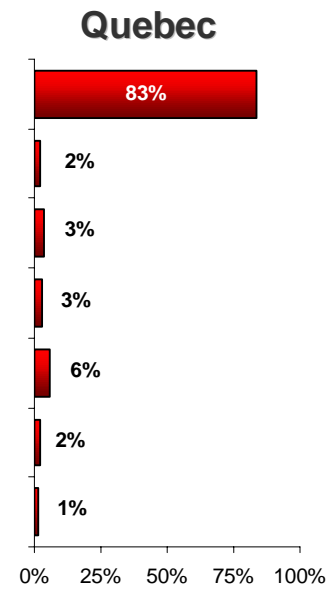
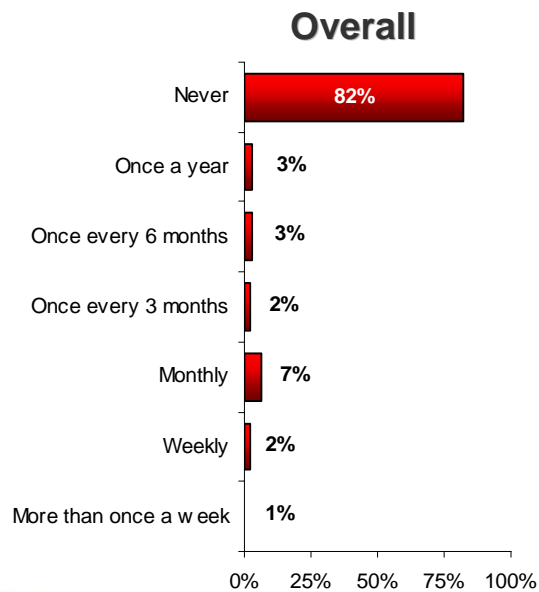
Base: Watch movies at the theatre (n=1,660)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Using a Video-on-Demand Service

- Video-on-demand (VOD) is still a relatively new service in Canada. This explains why still 82% of Canadians have never used a VOD service. Results in Quebec are very similar to those living in the rest of Canada.
- These results are in fact somewhat high for VOD. Other research conducted by Decima would suggest that the use of VOD is closer to 4% to 6% among all Canadian households. We can hypothesize that Canadians may not completely understand VOD specifically and that many may be confusing it with pay-per-view services, and even traditional video rental services. As such, these results should be used with some caution.

Although pay-per-view is not the same as VOD, it is still the movie-ordering concept that most resembles VOD. To give some perspective to the VOD results on this page, we can consider some recent results from an Ipsos survey in the US. Results there show that 37% of Americans claim to have ordered a movie on a pay-per-view station at one point or another.

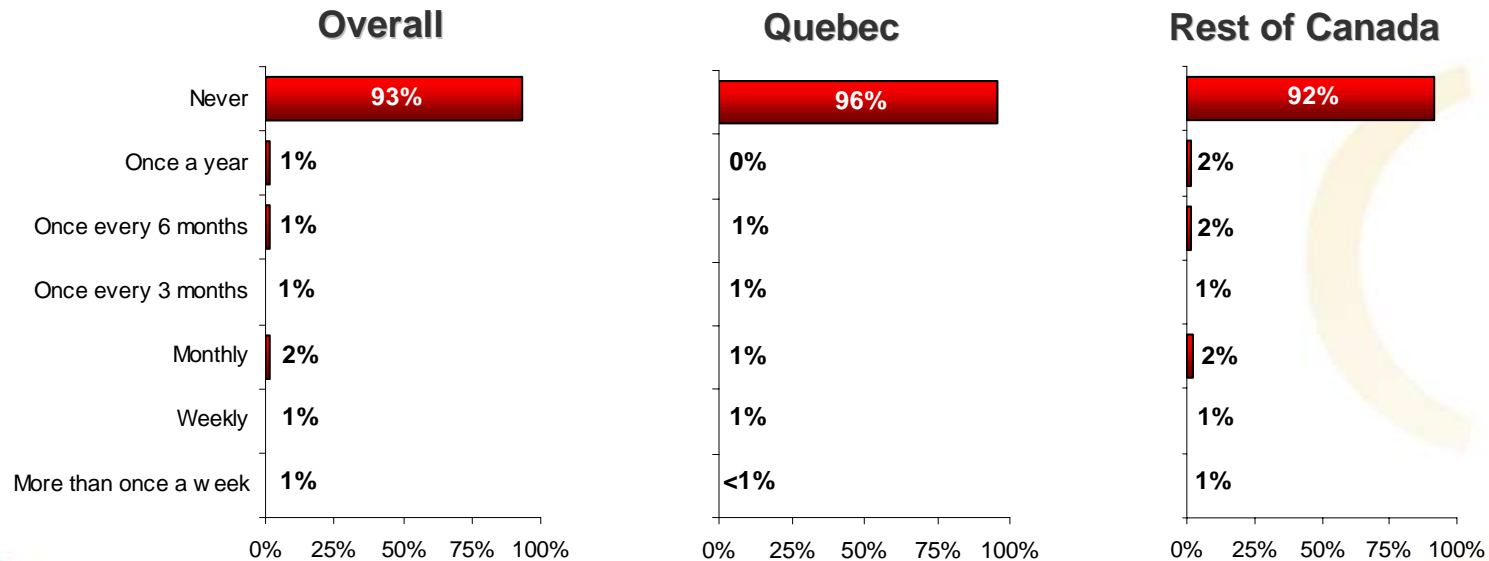


Question: A1f. How often do you use a video-on-demand service?
Base: All respondents (n=2002)

Downloading and Watching Movies from the Internet

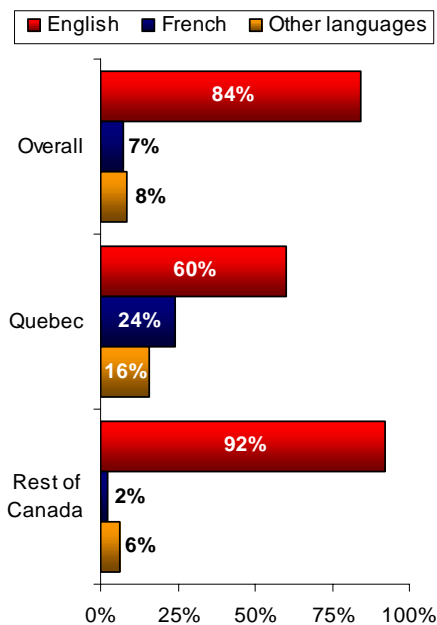
- Another relatively new movie-watching alternative involves downloading the movie from the Internet (which is distinct from video streaming). The vast majority of Canadians (93%) never download movies. Only 5% of Canadians download movies at least once every 3 months. There are no true differences between the provinces.

These results are relatively consistent with those obtained by Ipsos in their recent survey of Americans where 5% of respondents claim to have used the Internet to download a movie onto a computer, at one point or another.

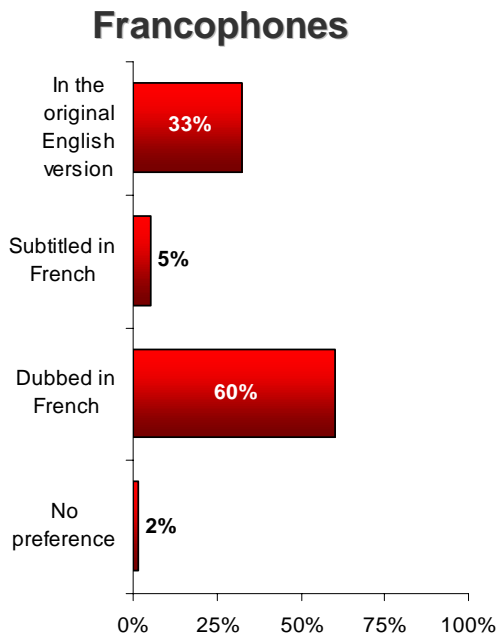


Movie Language Preferences

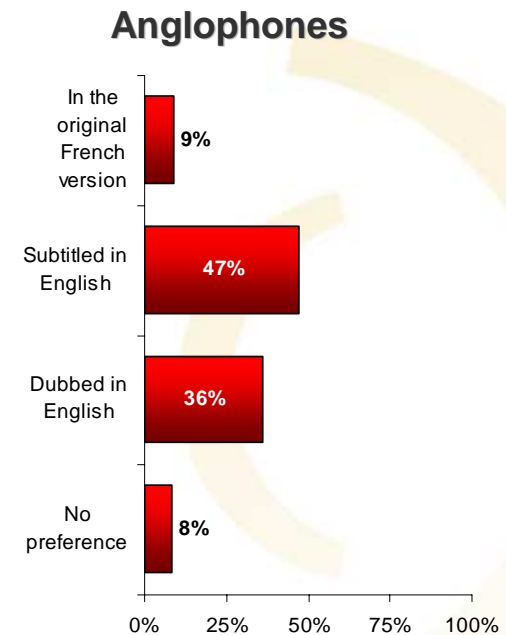
- Respondents were asked to estimate the percentage of movies watched in English, French, or in other languages. Overall, 84% of movies watched are in English, 7% are in French, and 8% are in other languages. Predictably, a greater proportion of movies watched among Quebec residents are in French (24%) compared to the rest of Canada (2%). An important proportion of movies watched in Quebec are also in another language (16%), also significantly higher than the equivalent proportion among respondents from the rest of Canada (6%).
- A plurality of Anglophones would prefer English subtitles (47%) when watching a movie originally produced in French, and 36% would prefer a dubbed version. Only 9% of English respondents state that they would watch a French movie in the original French version. Among Francophones, the majority would prefer a dubbed version (60%) when watching a movie originally produced in English while one-third would prefer to watch the movie in the original English version. Francophones do not enjoy subtitles nearly as much as Anglophones.



Question: A12a. Percentage of movies watched in these languages?
Base: A1a-h. Watches movies at least once per year (n=1934)



Question: A12bi. Prefer to watch English movies...
Base: A1a-h. Watches movies at least once per year AND Francophones (n=689)

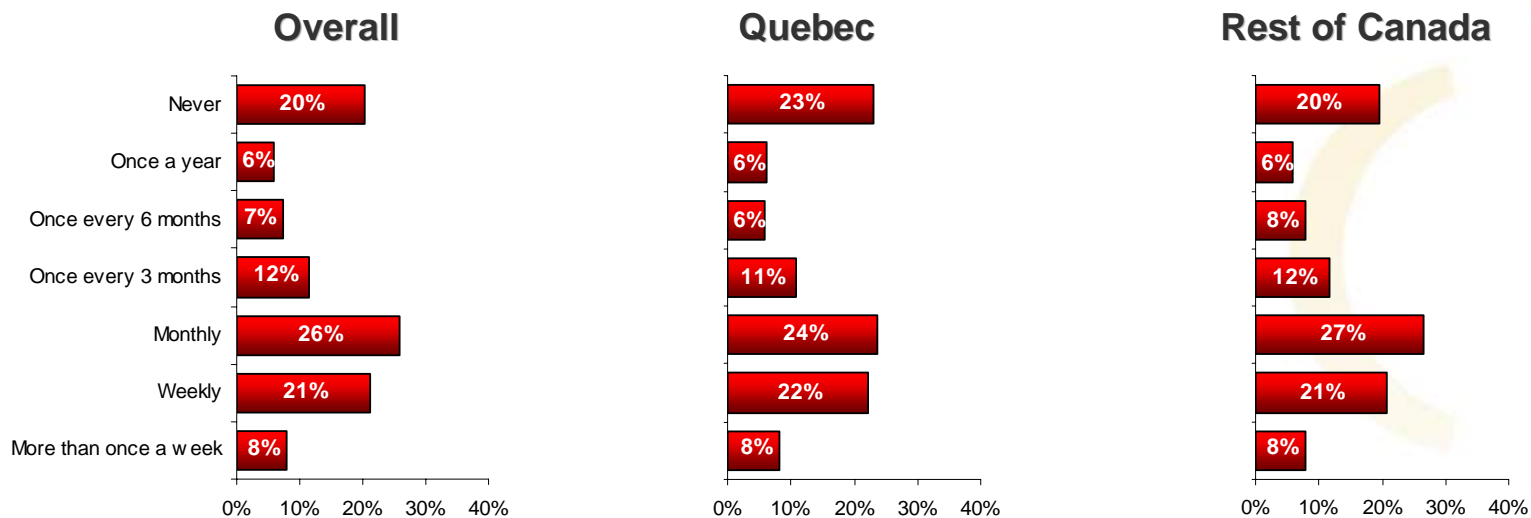


Question: A12bii. Prefer to watch French movies...
Base: A1a-h. Watches movies at least once per year AND Anglophones (n=1,296)

Renting and Buying Movies

Renting Movies

- Two-thirds (67%) of Canadians rent movies at least once every three months. Within this group, 8% rent more than once a week, 21% rent weekly, 26% rent monthly and 12% rent once every three months. Twenty percent of Canadians never rent movies.
- While there are no significant differences between Quebec and the rest of Canada, there are notable differences based on whether or not the respondent lives in an urban region rather than in a rural region. Urban residents are more likely to rent movies at least once a week (30%) as compared to rural residents (22%).
- Results also show that there is a strong relationship between renting movies and age and household income (as previously noted on slide 17):
 - While about half of Canadians between 15 and 34 years old rent movies at least once per week, this drops to 29% among those in the next age bracket (35 to 54) and even lower among those over 55 years old (6%).
 - Households with annual incomes under \$40,000 rarely rent movies, with 39% stating they rent movies once per year or never. This compares to 12% among households earning over \$80,000 annually.



Question: A1b. How often do you rent movies?
 Base: All respondents (n=2002)

Factors Having an Impact on Movie Rental Selection

- Respondents were asked to identify the factors that have an impact on their movie rental selection. Over half of the respondents (51%) indicated that the **content** of the movie was an important factor when selecting movies to rent. This includes the movie story (26%), the overall genre or type of movie (14%), and the picture and description of the movie on the rental box (7%).
- Secondary reasons impacting movie rental selection are **general awareness** of the movie (38%), which includes hearing about the movie through **word-of-mouth** and through various **advertising**. Thirty-three percent of respondents give reasons pertaining to **distinction, which includes the actors starring in the movie** and **critical acclaim or awards for the movie**.
- Other reasons influencing movie rental selection are the **availability of the movies in the store (10%)**, along with **renting movies for family members (4%)**, in particular the children.
- Quebec residents are more likely to consider the content of the movie to be a major factor (56% vs. 49% among the rest of Canada). Younger Canadians (15 to 34) are more likely than older Canadians to consider the information and picture on the rental box an important contributor (about 11% vs. 4% for older respondents).
- Awareness of the movie (including hearing about the movie through word-of-mouth and through advertising) is more likely to have an impact on women (42% vs. 34% for men).

Factors Having an Impact on Movie Rental Selection

Reason to Rent Movie	Overall	Rest of							
		Quebec	Canada	Men	Women	15-20	21-34	35-54	55+
Content (Net)	51%	<u>56%</u>	<u>49%</u>	51%	50%	50%	48%	52%	52%
Story	26%	26%	26%	25%	27%	20%	25%	<u>28%</u>	28%
Genre/type of movie	14%	<u>18%</u>	13%	15%	14%	15%	11%	14%	19%
Picture/blurb on box	7%	<u>12%</u>	5%	6%	8%	<u>13%</u>	<u>9%</u>	5%	3%
Interest me/looks good	5%	4%	6%	<u>7%</u>	4%	4%	6%	5%	6%
Content of the movie	5%	<u>7%</u>	4%	4%	5%	3%	3%	5%	7%
Having seen it before and liked it	2%	1%	2%	<u>3%</u>	1%	1%	2%	1%	3%
Special FX	1%	2%	1%	2%	<1%	--	1%	1%	2%
Awareness (Net)	38%	36%	39%	34%	<u>42%</u>	41%	39%	38%	35%
Word-of-mouth	27%	25%	28%	23%	<u>31%</u>	<u>33%</u>	29%	25%	27%
Advertising	9%	9%	9%	7%	<u>11%</u>	8%	8%	9%	11%
Previews at the theatre	6%	5%	6%	6%	6%	8%	7%	6%	3%
Commercials seen on TV	4%	3%	5%	4%	5%	4%	6%	4%	4%
Interviews or news stories	3%	4%	3%	4%	3%	<1%	2%	5%	<u>3%</u>
Popular	1%	2%	1%	2%	1%	1%	1%	2%	2%
Distinction (Net)	33%	<u>40%</u>	32%	32%	35%	27%	<u>37%</u>	<u>35%</u>	30%
Actors in the movie	23%	27%	22%	22%	25%	21%	26%	24%	21%
Critical acclaim or awards	12%	13%	12%	11%	14%	7%	<u>14%</u>	<u>14%</u>	8%
Director of the movie	6%	9%	6%	<u>8%</u>	5%	2%	<u>6%</u>	<u>8%</u>	<u>7%</u>
Country of origin	3%	4%	3%	3%	2%	<1%	<u>3%</u>	<u>3%</u>	<u>4%</u>
Store availability (Net)	10%	7%	<u>11%</u>	10%	10%	7%	<u>12%</u>	<u>11%</u>	5%
On the 'new release' shelf	5%	5%	5%	5%	5%	3%	<u>7%</u>	<u>6%</u>	2%
Availability/selection	5%	2%	<u>6%</u>	5%	4%	4%	5%	5%	3%
Family (Net)	4%	2%	<u>5%</u>	4%	5%	<1%	1%	<u>8%</u>	4%
The kids wanted the movie	3%	1%	<u>4%</u>	3%	4%	<1%	1%	<u>5%</u>	4%
Family movie	1%	<1%	2%	1%	1%	--	0%	3%	--
Other (Net)	20%	15%	<u>21%</u>	21%	19%	17%	21%	20%	20%
Mood	6%	5%	7%	5%	<u>8%</u>	5%	6%	7%	5%
Didn't see in theatre	3%	2%	<u>4%</u>	3%	3%	3%	5%	2%	3%
Cost	1%	<1%	<u>1%</u>	1%	<1%	2%	1%	<1%	1%
Whether I have seen or not	1%	--	1%	1%	1%	<1%	1%	1%	--
Other	10%	8%	11%	<u>12%</u>	8%	9%	9%	10%	13%

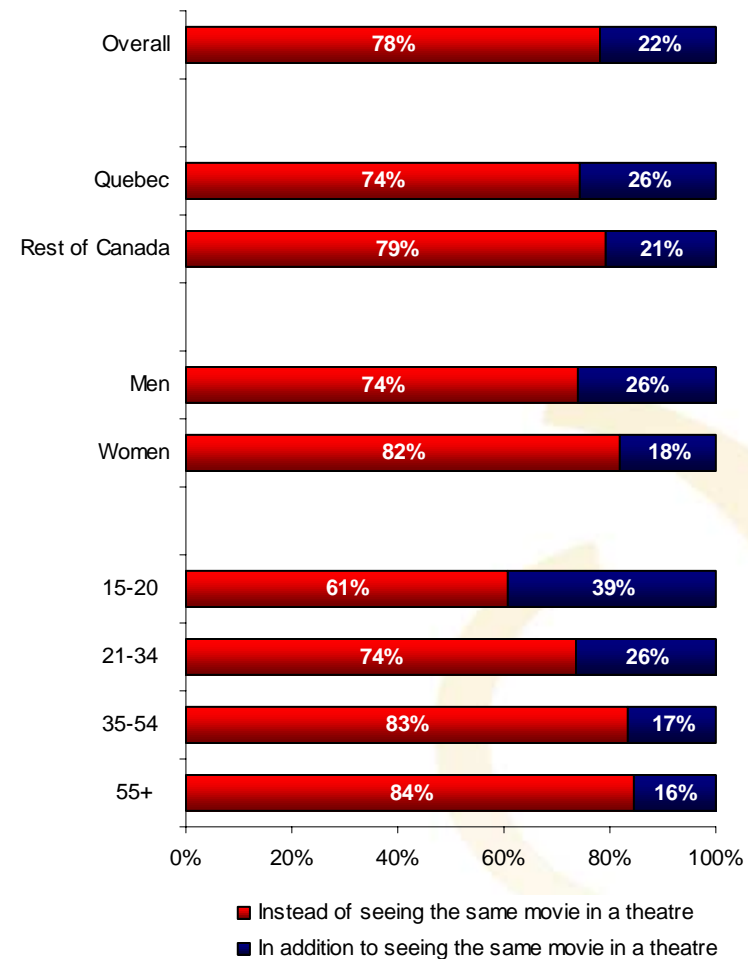
Question: A4. What affects your choice when deciding which movies to rent?

Base: A1b. Rent movies (n=1,628)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Renting Movies Versus Going to a Movie Theatre

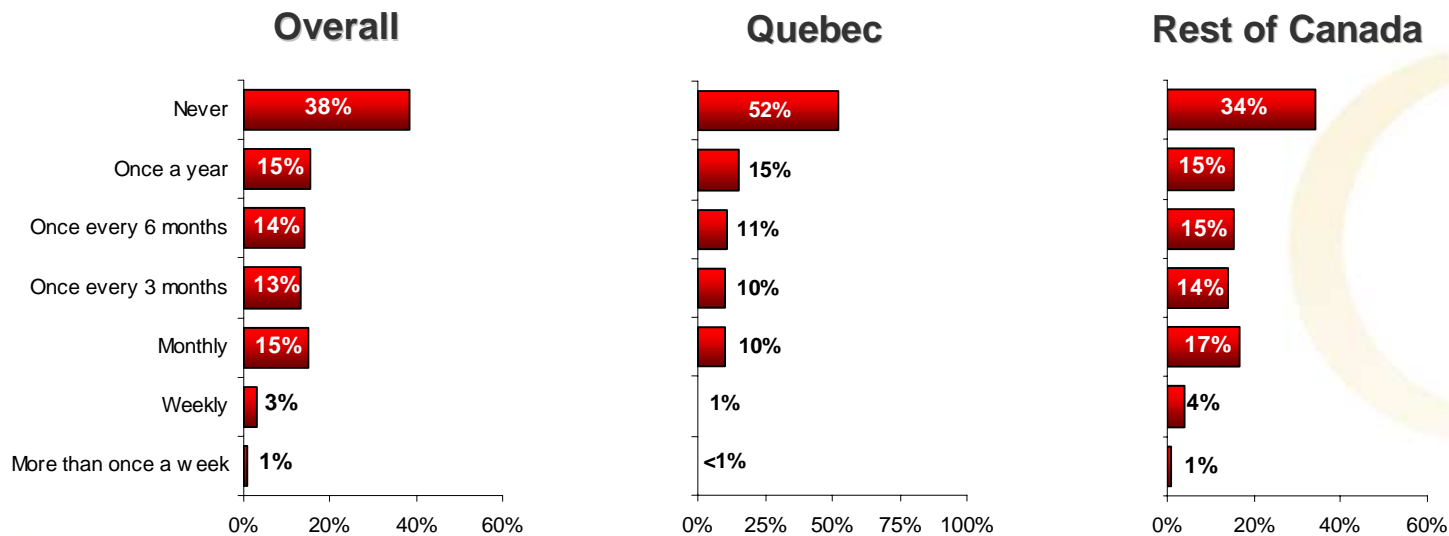
- “Movie renters” were asked if they rented movies instead of seeing the same movies in the theatre or if they rented in addition to seeing the same movies in the theatre. Seventy-eight percent of Canadians rent movies *instead* of seeing them in a theatre. Quebec residents are significantly more likely to rent them in addition to seeing movies in the theatre (26%) compared to residents in the rest of Canada (21%).
- Eighty-two percent of women compared to 74% of men rent movies instead of seeing them in the theatre.
- Younger respondents, in particular those aged 15 to 20, are more likely to rent movies in addition to seeing them in the theatre.



Question: A5. Most often you rent a movie...
Base: A1b. Rent movies (n=1,628)

Buying Movies

- Respondents were asked how often they bought movies. Results show that this is an activity more likely to be undertaken a few times a year. More specifically, only 4% buy movies at least once per week and 15% buy movies monthly. Similar proportions buy movies once every three months, twice a year and once per year. About 2 in 5 Canadians do not purchase movies. It is important to note here that while these results speak to the frequency of purchase, they do not give any insight into volume. In other words, these results show that Canadians do not purchase movies often. However, Canadians could nonetheless purchase any number of movies when they actually do go shopping.
- Results also show that Quebec residents are less likely to buy movies, with 52% indicating that they never buy movies, compared to 34% among residents in the rest of Canada. Among other more specific regions outside Quebec, British Columbia (42%) and Atlantic Canada (41%) also show low levels of movie purchase.
- Younger Canadians seem to buy movies more often when compared to their older counterparts. Almost one-third of 15 to 34 year olds buy movies at least once a month compared to only 6% among respondents over 55 years of age.



Factors Having an Impact on Movie Purchases

- Respondents were asked to identify the factors that have the most impact on their movie purchase decisions. Close to half of the respondents (45%) are self-proclaimed **movie fans**, an intuitive reason impacting movie purchases. This includes **liking the movie so much that they want to own it (44%)**, being a movie collector (2%), and wanting to have the option of watching the movie more than once (2%).
- Secondary reasons impacting movie purchases are **the content of the movie (30%)**, which includes what the story is about and the type of film. Twenty-one percent of respondents consider factors relating to **distinction (21%)**, which includes **the actors starring in the movie (12%)** and **critical acclaim or awards (5%)**.
- Other reasons influencing decisions to purchase movies include **general awareness of the movie (18%)**, **cost (14%)**, and if **family members, usually the kids, want the movie (8%)**.
- Canadians aged 15 to 20 are most likely to purchase a movie based on the fact that they liked the movie so much they wanted to own it, whereas older respondents are more likely to own a movie because of the story or the genre of the movie. Older respondents, especially those between 21 and 54, are also more likely to indicate that the family has a say in the decision to purchase a movie.
- Women and Canadians between 15 and 20 are more likely to indicate that word-of-mouth influences their decision on which movies they purchase.

Factors Having an Impact on Movie Purchases

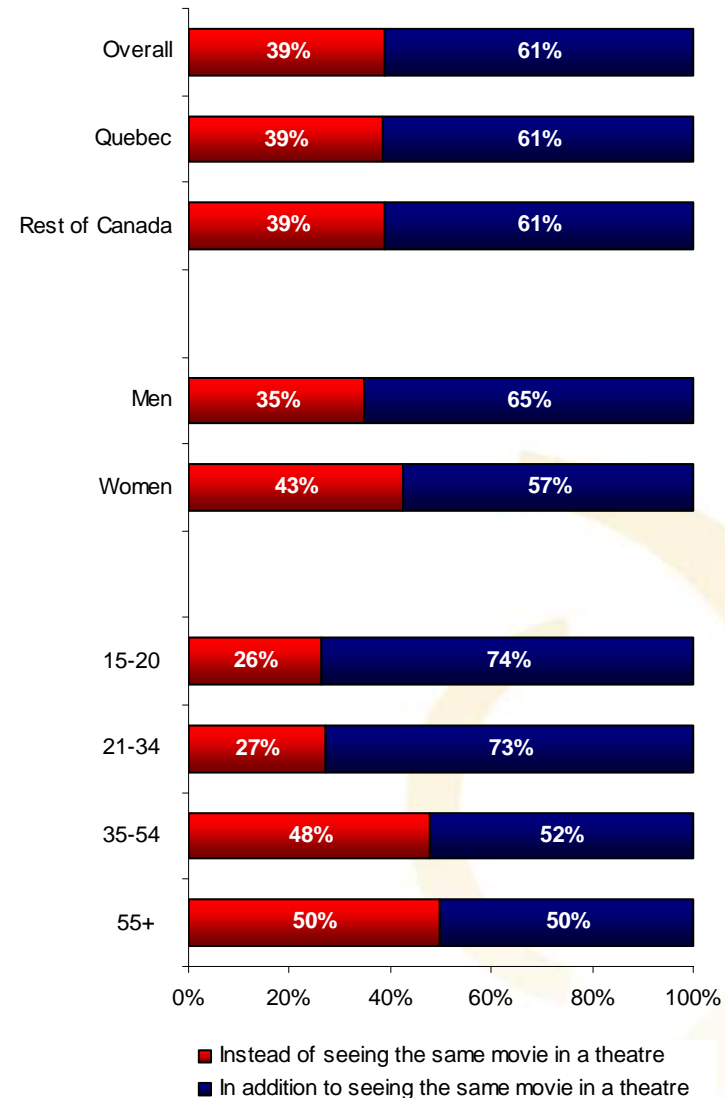
Reason to Buy Movie	Overall	Rest of							
		Quebec	Canada	Men	Women	15-20	21-34	35-54	55+
Movie Enthusiast (Net)	45%	47%	44%	44%	46%	55%	55%	39%	34%
I like the movie so much I want to own it	44%	46%	43%	43%	44%	55%	54%	38%	33%
I am a movie collector	2%	1%	<u>3%</u>	1%	4%	0%	2%	2%	4%
Want to watch it more than once	2%	1%	<u>3%</u>	1%	4%	0%	2%	2%	4%
Content (Net)	30%	27%	31%	33%	28%	21%	27%	32%	38%
Story	14%	13%	14%	15%	13%	7%	<u>16%</u>	<u>13%</u>	<u>20%</u>
Genre/type of movie	8%	6%	9%	9%	7%	6%	5%	9%	12%
Content of the movie	6%	3%	<u>7%</u>	<u>8%</u>	4%	3%	4%	<u>8%</u>	6%
Interest me/looks good	4%	3%	4%	4%	3%	2%	3%	4%	5%
Picture/blurb on box	2%	<u>5%</u>	1%	2%	2%	3%	2%	1%	2%
Special FX	1%	<1%	1%	2%	1%	<1%	1%	2%	--
Distinction (Net)	21%	24%	20%	20%	22%	20%	16%	24%	24%
Actors in the movie	12%	12%	11%	10%	13%	12%	11%	10%	15%
Critical acclaim or awards	5%	5%	6%	5%	6%	8%	4%	6%	6%
Classic/old movie	4%	5%	4%	5%	4%	1%	1%	<u>8%</u>	3%
Director of the movie	2%	2%	2%	3%	1%	<1%	<u>2%</u>	<u>2%</u>	3%
Country of origin	1%	3%	1%	1%	1%	<1%	1%	2%	2%
Awareness (Net)	18%	14%	19%	14%	21%	27%	16%	16%	21%
Word-of-mouth	13%	9%	<u>14%</u>	9%	<u>16%</u>	<u>19%</u>	12%	10%	17%
Advertising	3%	2%	<u>4%</u>	2%	4%	4%	4%	3%	4%
Commercials seen on TV	2%	2%	2%	3%	2%	1%	2%	2%	6%
Previews at the theatre	2%	1%	3%	2%	3%	5%	3%	2%	1%
Popular	1%	2%	1%	1%	1%	1%	1%	1%	1%
Interviews or news stories	1%	1%	1%	1%	1%	1%	--	1%	3%
Cost	14%	9%	15%	15%	13%	14%	16%	16%	6%
Family (Net)	8%	7%	9%	5%	11%	1%	9%	12%	6%
The kids wanted the movie	7%	7%	7%	5%	9%	<1%	7%	10%	6%
Family movie	1%	<1%	2%	1%	<u>2%</u>	<1%	1%	2%	<1%
Other (Net)	9%	9%	9%	9%	9%	6%	7%	9%	16%
Mood	1%	<1%	1%	<u>1%</u>	1%	<1%	1%	2%	1%
Availability/selection	1%	<1%	1%	1%	<1%	--	1%	1%	1%
Didn't get to see in theatre	1%	2%	<1%	1%	1%	<1%	1%	1%	1%
New release/recent movie	<1%	1%	<1%	<1%	<1%	1%	<1%	<1%	1%
Whether I have seen it or not	<1%	--	<1%	<1%	--	--	1%	--	--
Other	6%	6%	6%	6%	6%	4%	4%	5%	<u>12%</u>

Question: A6. What affects your choice when deciding which movies to purchase?
Base: A1c. Buy movies (n=1,227)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Buying Movies Versus Going to a Movie Theatre

- “Movie buyers” were asked if they bought movies instead of or in addition to seeing the same movies in the theatre. Results are significantly different compared to responses provided by “movie renters.” Sixty-one percent of Canadians buy movies in addition to seeing the same movies in the theatre. There are no differences seen between Quebec and the rest of Canada.
- Women (43%) are more likely than men (35%) to buy movies instead of seeing them in the theatre.
- Urban residents (64%) are more likely than rural residents (53%) to buy movies in addition to seeing the same movies in the theatre.
- As was the case with “movie renters,” younger Canadians are more likely to purchase movies they have already seen in a theatre compared to older Canadians.

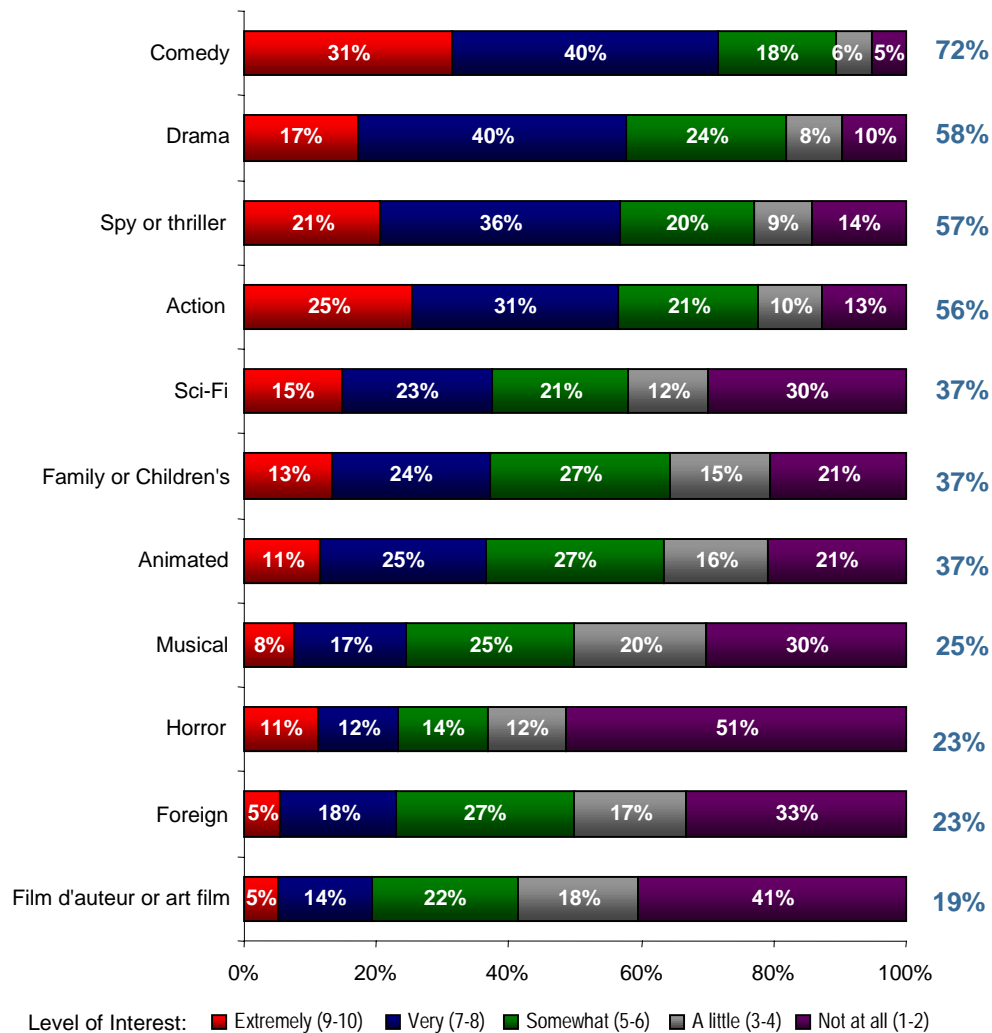


Question: A7. Most often you buy a movie...
Base: A1c. Rent movies (n=1,227)

Movie Genres

Level of Interest in Types of Movies

Top 4 box



Question: A8. Please state your level of interest in the following types of movies.
 Base: All respondents (n=2002)

These research results might help us to understand why James Bond might be popular in Canada – he stars in spy movies filled with action and peppered with comic relief. These ingredients also represent some of the most popular movie genres among Canadians. Comedies are preferred (72% of respondents stated a high degree of interest, in other words a score of 7 or higher on a 10-point scale), followed by dramas (58%), spy or thrillers (57%) and action films (56%).

- Just over one-third of Canadians show high interest in Sci-Fi movies, family or children's movies and animated movies (all with 37% of respondents with a score of at least 7 on a 10-point scale).
- Least favourite among Canadians are musicals (25%), horrors (23%), foreign films (23%) and art films (19%).

The top three movie genre preferences of the Canadian population have shifted somewhat since 1998. Comedies and dramas remain up top in 2005, and now spy or thriller movies have inched their way forward ahead of action films. A recent 2005 Ipsos study among Americans shows similar results, with the top three genre preferences being comedy, drama, and action/adventure films.

Level of Interest in Types of Movies

- There are several differences in movie genre preferences between residents of Quebec and the rest of Canada. While respondents in the rest of Canada are more likely to be interested in comedies (73% vs. 66% give a rating of at least 7 out of 10) and dramas (59% vs. 54%), Quebec residents are more likely to be interested in Sci-Fi films (43% vs. 36%), foreign films (34% vs. 20%) and in films d'auteur or art films (29% vs. 16%).
- Comparing men and women, men are more likely to be interested in action (64% vs. 49%), spy or thrillers (63% vs. 51%) and Sci-Fi films (48% vs. 27%), whereas women are more likely to prefer dramas (68% vs. 46%), family or children's movies (47% vs. 27%) and musicals (32% vs. 17%).
- Looking at age groups, many differences in interest levels exist. Please refer to the table below for more specific details.

Level of Interest in Movie Genre (Top 4 Box Summary)	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+
Comedy	72%	66%	73%	70%	73%	88%	82%	74%	53%
Drama	58%	54%	59%	46%	68%	50%	63%	64%	47%
Spy or thriller	57%	60%	56%	63%	51%	63%	67%	64%	36%
Action	56%	59%	56%	64%	49%	75%	66%	63%	31%
Sci-Fi	37%	43%	36%	48%	27%	43%	47%	44%	17%
Family or Children's	37%	39%	36%	27%	47%	18%	39%	43%	34%
Animated	37%	39%	36%	34%	39%	38%	51%	41%	18%
Musical	25%	27%	24%	17%	32%	17%	15%	21%	40%
Horror	23%	23%	24%	24%	23%	61%	34%	19%	6%
Foreign film	23%	34%	20%	23%	23%	25%	26%	24%	19%
Film d'auteur or art film	19%	29%	16%	18%	20%	18%	19%	19%	20%

Question: A8. Please state your level of interest in the following types of movies.
Base: All respondents (n=2002)

Level of Interest in Types of Movies

- Comparisons made based on frequency of movie theatre attendance shows several differences in movie genre preference. Those attending less often are more likely to prefer family or children’s movies (40%, vs. 30% among more frequent moviegoers), suggesting that the less frequent attendees are those who are likely to be at home with children and may find it more difficult to find time to go to the theatre. Frequent moviegoers are more likely to prefer most of the movie genres, including comedies (81% vs. 68%), spy or thrillers (67% vs. 53%), action films (66% vs. 53%), and horrors (35% vs. 19%).
- A similar trend is seen when comparing those with varying degrees of exposure to Canadian film. Respondents with medium to high exposure are more likely to be interested in spy or thrillers, action films, animated movies, Sci-Fi, horrors, foreign and art films. Please see chart below for more specific details.

Level of Interest in Movie Genre (Top 4 Box Summary)	Theatre Attendance			Exposure to Canadian Film		
	Overall	Less than monthly	Monthly or more	Low (<3)	Medium (3-4)	High (5+)
Comedy	72%	68%	81%	71%	75%	74%
Drama	58%	55%	64%	56%	56%	61%
Spy or thriller	57%	53%	67%	53%	62%	71%
Action	56%	53%	66%	56%	66%	67%
Animated	37%	34%	43%	34%	41%	44%
Family or Children's	37%	40%	30%	37%	33%	39%
Sci-Fi	37%	34%	46%	33%	48%	51%
Musical	25%	25%	24%	23%	22%	26%
Horror	23%	19%	35%	24%	31%	30%
Foreign film	23%	20%	32%	17%	30%	39%
Film d'auteur or art film	19%	17%	25%	13%	27%	34%

Question: A8. Please state your level of interest in the following types of movies.
 Base: All respondents (n=2002)

Awareness and Viewership of Canadian Feature Films

Awareness of Canadian Feature Film

- A list of movies was included in the questionnaire in order to gauge awareness of Canadian films. There is a significant difference between Quebec and the rest of Canada across all movies, which is in large part attributable to the language in which the movie was produced. Generally, Quebec residents are much more aware of French language movies than those residing in the rest of Canada are aware of the English language movies.
- Overall, the movies that garnered the highest levels of awareness are English movies: Men with Brooms, Mambo Italiano and Resident Evil, each with 57% of Canadians aware of these movies.
- The top three movies in Quebec in terms of awareness are: Les Invasions barbares (91%), Séraphin (90%) and La Grande séduction (85%).
- As the table below shows, there are numerous significant differences worth noting between genders and between age groups.

Have you HEARD of the movie... (% "Yes")	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+
Men with Brooms (Eng.)	57%	25%	68%	61%	54%	68%	68%	59%	43%
Mambo Italiano (Eng.)	57%	80%	49%	56%	57%	59%	69%	60%	41%
Resident Evil: Apocalypse (Eng.)	57%	50%	59%	62%	52%	85%	81%	59%	23%
Les Invasions barbares (Fr.)	48%	91%	33%	51%	45%	38%	47%	51%	48%
Being Julia (Eng.)	47%	27%	54%	41%	53%	34%	46%	54%	43%
Going the Distance (Eng.)	47%	34%	52%	49%	46%	64%	51%	47%	38%
Bollywood Hollywood (Eng.)	46%	21%	54%	48%	43%	36%	49%	50%	41%
Ginger Snaps (Eng.)	35%	23%	38%	39%	30%	63%	52%	31%	14%
La Grande séduction (Fr.)	33%	85%	16%	35%	31%	32%	35%	35%	29%
Le Papillon bleu (Fr.)	33%	79%	17%	29%	36%	30%	34%	34%	30%
Séraphin : Un homme et son péché (Fr.)	32%	90%	12%	32%	31%	25%	31%	35%	29%
The Corporation (Eng.)	31%	20%	35%	37%	26%	19%	32%	35%	32%
Les Boys III (Fr.)	29%	84%	10%	31%	26%	25%	32%	31%	24%
Elvis Gratton XXX: La Vengeance d'Elvis Wong (Fr.)	27%	82%	9%	28%	26%	28%	29%	25%	26%
Ryan (Eng.) ⁺	26%	32%	25%	24%	29%	12%	21%	27%	35%
Ma vie en cinémascope (Fr.) [*]	20%	67%	5%	20%	20%	17%	21%	23%	18%
20h17 rue Darling (Fr.)	12%	35%	4%	12%	12%	7%	14%	13%	9%

⁺ Ryan is a short film that won an Oscar award in 2005.

^{*} Had not yet been released on DVD.

Question: A9I. Have you heard of the movie...

Base: All respondents (n=2002)

Viewership of Canadian Feature Film

- Respondents were also asked if they had seen the movies. Although viewership of each movie was only asked to those aware of each movie, the results below are provided as a percentage of the entire population. Again, significant differences are seen between Quebec and the rest of Canada across all movies, mostly but not always indicated by the language of the movie. Three English language movies are more likely to have been seen by residents of Quebec: Mambo Italiano (36% vs. 14%), Going the Distance (11% vs. 7%) and Ryan (14% vs. 4%).
- Overall, the most commonly viewed Canadian movies are English movies: Men with Brooms (26%), Mambo Italiano (20%) and Resident Evil (19%).
- The top three movies seen by residents of Quebec are: Séraphin (61%), La Grande séduction (58%) and Les Invasions barbares (55%).
- As was the case with awareness, there exists many significant differences in terms of viewership between genders and between age groups.

Have you SEEN the movie... (% "Yes")	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+
Men with Brooms (Eng.)	26%	8%	32%	30%	22%	32%	35%	27%	16%
Mambo Italiano (Eng.)	20%	36%	14%	18%	21%	21%	28%	19%	13%
Resident Evil: Apocalypse (Eng.)	19%	20%	18%	25%	14%	41%	33%	14%	5%
Les Invasions barbares (Fr.)	18%	55%	6%	20%	17%	13%	20%	19%	17%
La Grande séduction (Fr.)	17%	58%	3%	17%	17%	15%	18%	18%	14%
Séraphin : Un homme et son péché (Fr.)	17%	61%	2%	15%	18%	10%	18%	17%	17%
Les Boys III (Fr.)	14%	52%	2%	16%	13%	18%	18%	15%	8%
Ginger Snaps (Eng.)	12%	9%	13%	15%	9%	33%	19%	9%	4%
Le Papillon bleu (Fr.)	11%	34%	4%	11%	11%	10%	9%	13%	10%
Elvis Gratton XXX: La Vengeance d'Elvis Wong (Fr.)	10%	35%	2%	12%	9%	15%	12%	8%	9%
The Corporation (Eng.)	10%	8%	11%	13%	7%	6%	13%	11%	9%
Bollywood Hollywood (Eng.)	8%	5%	9%	9%	8%	6%	12%	9%	6%
Going the Distance (Eng.)	8%	11%	7%	10%	6%	22%	9%	6%	5%
Being Julia (Eng.)	8%	8%	8%	6%	9%	5%	3%	10%	10%
Ryan (Eng.)	6%	14%	4%	7%	6%	2%	3%	6%	10%
Ma vie en cinémascope (Fr.) *	4%	16%	1%	4%	5%	3%	3%	4%	6%
20h17 rue Darling (Fr.)	4%	15%	<1%	4%	4%	4%	5%	4%	3%

+ Ryan is a short film that won an Oscar award in 2005.

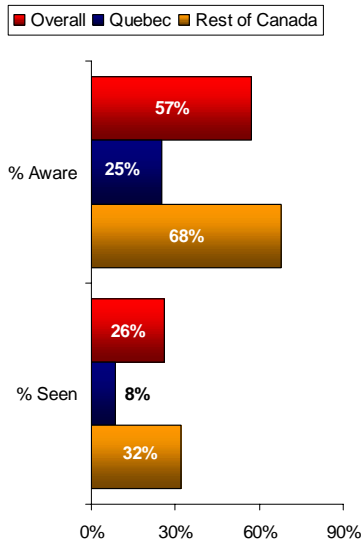
* Had not yet been released on DVD.

Question: A9II. Have you seen the movie...

Base: All respondents (n=2002)

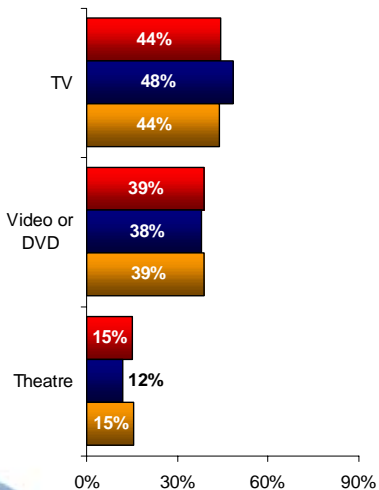
Awareness of and Viewing Canadian Film

Men with Brooms (Quatre gars et un balai)



- A little over half of Canadians are aware of Men with Brooms and 26% claim to have seen it.
- Awareness climbs to 68% and viewership increases to 32% in the rest of Canada compared to 25% and 8% in Quebec.

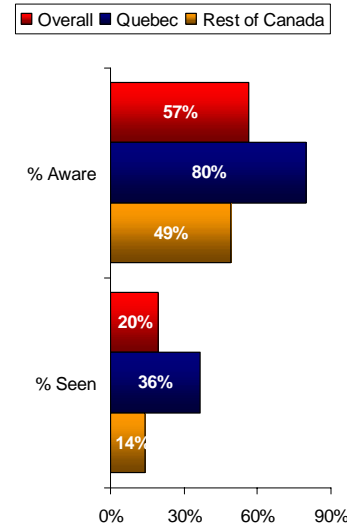
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)



- Forty-four percent of Canadians first saw it on TV and 39% first saw it on video or DVD. Only 15% claim to have first seen Men with Brooms in the theatre.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among men.

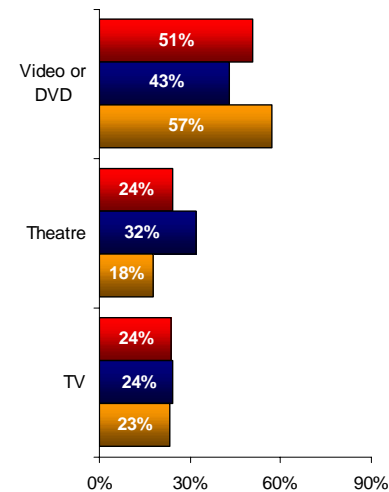
Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=500)

Mambo Italiano



- A little over half of Canadians are aware of Mambo Italiano and 20% claim to have seen it.
- Awareness climbs to 80% and viewership increases to 36% in Quebec compared to 49% and 14% in the rest of Canada.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

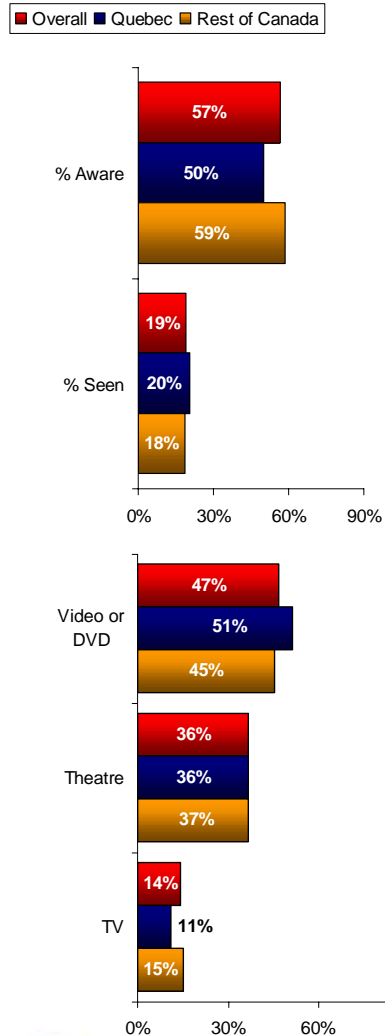


- In terms of where the movie was seen, 24% first saw it on TV and 51% first saw it on video or DVD. About 24% claim to have first seen Mambo Italiano in the theatre.
- Residents of Quebec are more likely to have first seen this movie in the theatre whereas respondents in the rest of Canada are more likely to have first seen it on video or DVD.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=439)

Awareness of and Viewing Canadian Film

Resident Evil: Apocalypse



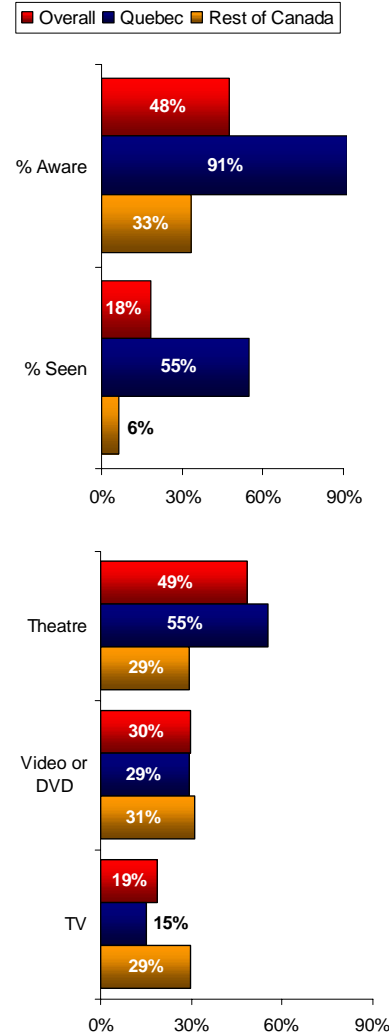
- About 57% of Canadians are aware of Resident Evil: Apocalypse and 19% have seen it.
- Awareness was slightly higher in the rest of Canada compared to Quebec (59% vs. 50%). Viewership is about the same in both regions.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

- In terms of where the movie was seen, 47% first saw it on video or DVD and 36% first saw it in the theatre. Only 14% first saw this movie on TV.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among men and among younger Canadians.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=419)

Les Invasions barbares (The Barbarian Invasions)



- A little under half of Canadians are aware of Les Invasion barbares and 18% claim to have seen it.
- Awareness climbs to 91% and viewership increases to 55% in Quebec compared to 33% and 6% in the rest of Canada.

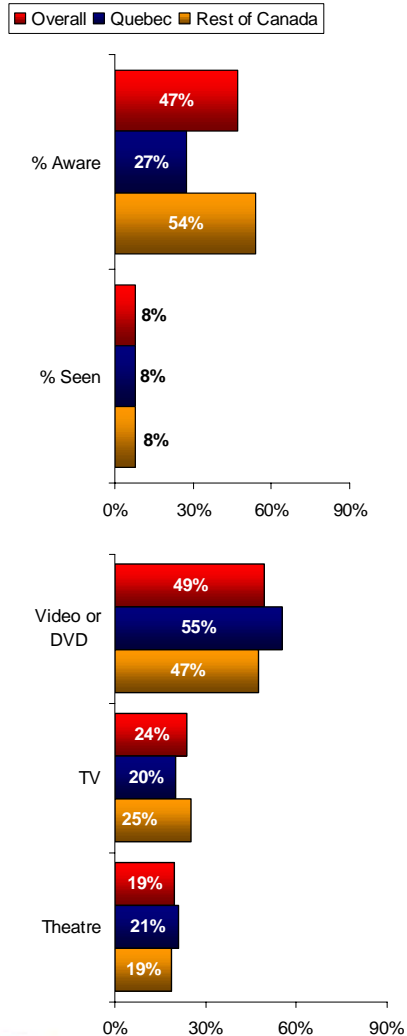
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

- In terms of where the movie was seen, 49% first saw it in the theatre and 30% first saw it on video or DVD. Only 19% claim to have first seen this movie on TV.
- Quebec residents are much more likely to have first seen this movie in the theatre while those in the rest of Canada are more likely than residents of Quebec to have seen it on TV.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=479)

Awareness of and Viewing Canadian Film

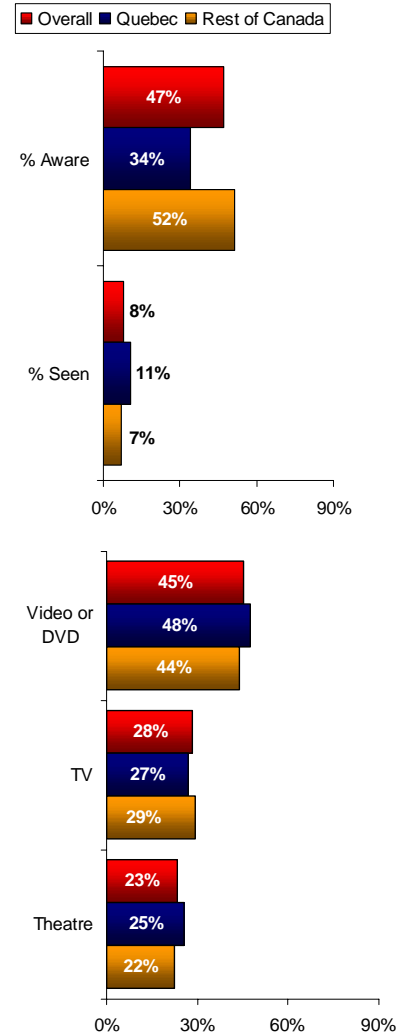
Being Julia



- About 47% of Canadians are aware of Being Julia and 8% claim to have seen it.
- Awareness increases to 54% in the rest of Canada compared to 27% in Quebec. Despite this gap in terms of awareness, viewership is the same.

- In terms of where the movie was seen, 49% first saw it on video or DVD and 24% first saw it on TV. About 19% claim to have first seen this movie in the theatre.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among women and older respondents.

Going the Distance

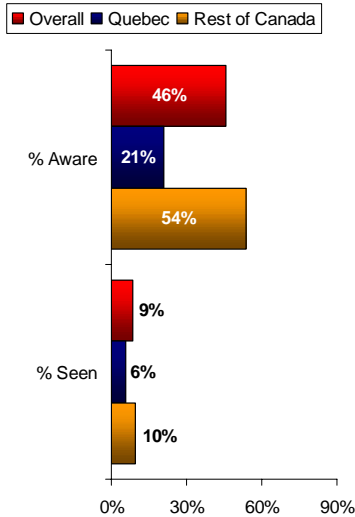


- A little under half of Canadians are aware of Going the Distance and 8% claim to have seen it.
- Awareness increases to 52% in the rest of Canada compared to 34% in Quebec. Viewership statistics are very similar in the two regions for this movie.

- In terms of where the movie was seen, 45% first saw it on video or DVD and 28% first saw it on TV. About 23% claim to have first seen this movie in the theatre.
- As the results on the summary slides show, this movie seems to have been much more popular among young Canadians.

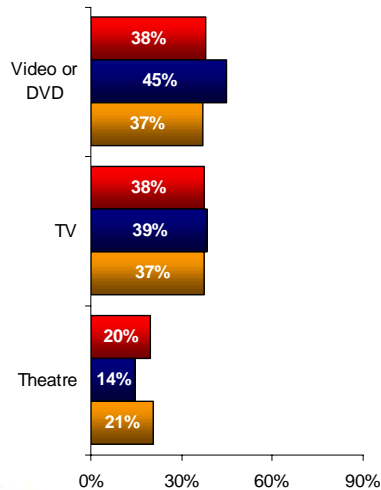
Awareness of and Viewing Canadian Film

Bollywood Hollywood



- About 46% of Canadians are aware of Bollywood Hollywood and 9% claim to have seen it.
- Awareness climbs to 54% in the rest of Canada compared to 21% in Quebec.

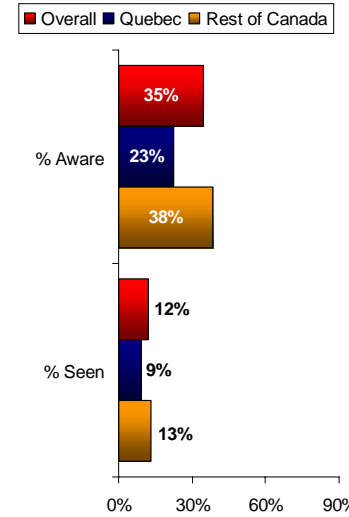
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)



- In terms of where the movie was seen, 38% first saw it on video/ DVD and 38% first saw it on TV. About 20% claim to have first seen this movie in the theatre.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among respondents in the middle age brackets (21 to 54 years old).

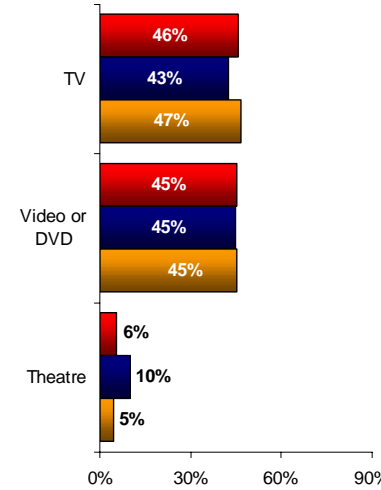
Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=147)

Ginger Snaps



- A little over one-third of Canadians are aware of Ginger Snaps and 12% claim to have seen it.
- Awareness increases to 38% in the rest of Canada compared to 23% in Quebec. Viewership is very similar in both regions.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

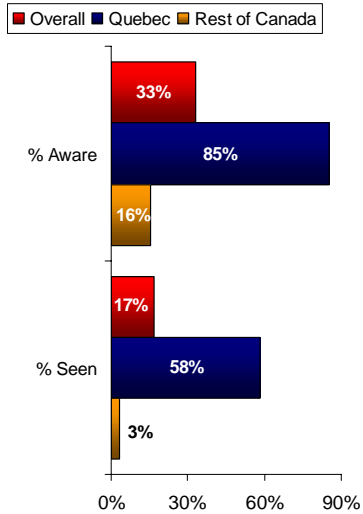


- In terms of where the movie was seen, it appears respondents are just as likely to have first seen this movie on TV as they are to have first seen it on video or DVD. Only 6% claim to have first seen this movie in the theatre.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among men and among young Canadians.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=272)

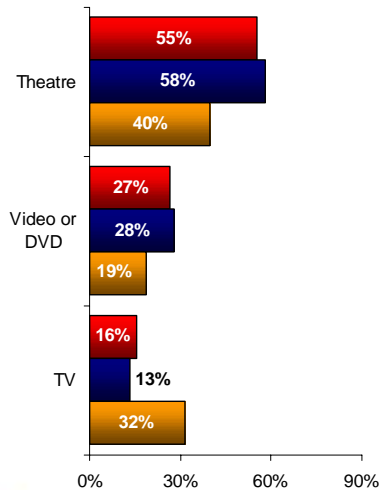
Awareness of and Viewing Canadian Film

La Grande séduction (Seducing Dr. Lewis)



- One-third of Canadians are aware of La Grande séduction and 17% claim to have seen it.
- Awareness climbs to 85% and viewership increases to 58% in Quebec compared to 16% and 3% in the rest of Canada.

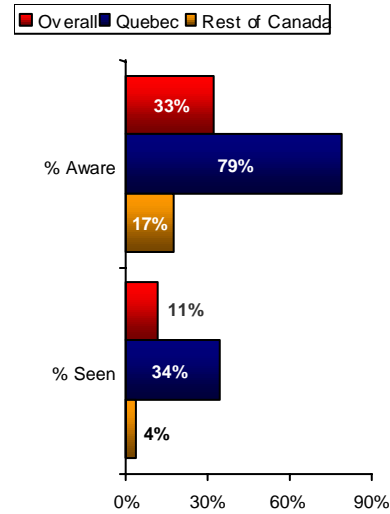
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)



- In terms of where the movie was seen, 55% first saw it in the theatre and 27% first saw it on video or DVD. Only 16% claim to have first seen this movie on TV.

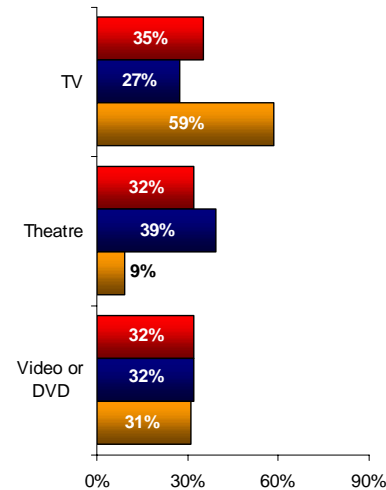
Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=487)

Le Papillon bleu (The Blue Butterfly)



- One-third of Canadians are aware of Le Papillon bleu and 11% claim to have seen it.
- Awareness climbs to 79% and viewership increases to 34% in Quebec compared to 17% and 4% in the rest of Canada.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

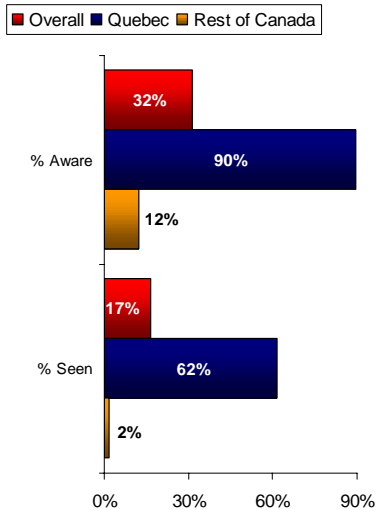


- In terms of where the movie was seen, 35% first saw it on TV and similar proportions (32%) first saw it in the theatre and on video or DVD.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among women.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=305)

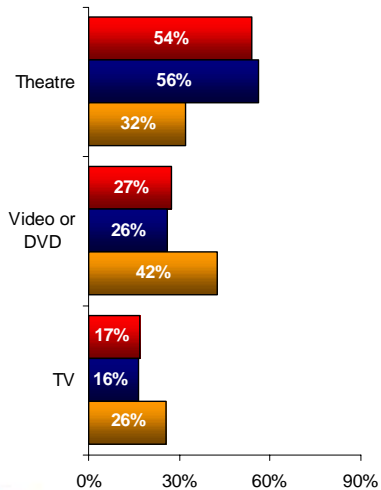
Awareness of and Viewing Canadian Film

S raphin : Un homme et son p ch  (S raphin: Heart of Stone)



- Thirty-two percent of Canadians are aware of S raphin: Un homme et son p ch  and 17% claim to have seen it.
- Awareness climbs to 90% and viewership increases to 62% in Quebec compared to 12% and 2% in the rest of Canada.

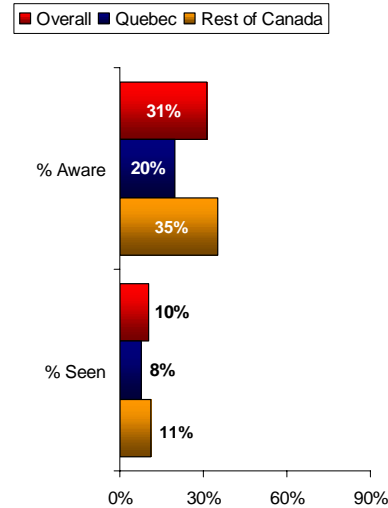
Question: A9I. Have you heard of the movie...
Question: A9II. Have you seen the movie...
Base: All respondents (n=2002)



- In terms of where the movie was seen, 54% first saw it in the theatre and 27% first saw it on video or DVD. Only 17% claim to have first seen this movie on TV.

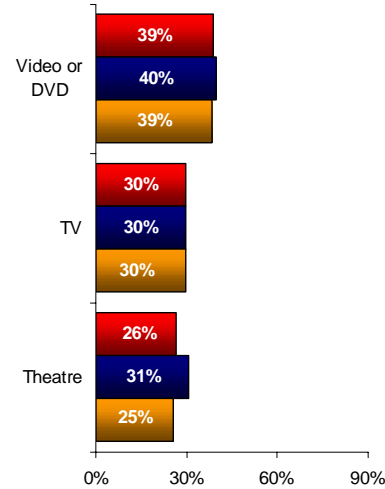
Question: A9III. Where did you see the movie...
Base: Seen the movie (n=479)

The Corporation



- Just under one third of Canadians are aware of The Corporation and 10% claim to have seen it.
- Awareness increases to 35% in the rest of Canada compared to 20% in Quebec. Viewership is very similar in both regions.

Question: A9I. Have you heard of the movie...
Question: A9II. Have you seen the movie...
Base: All respondents (n=2002)

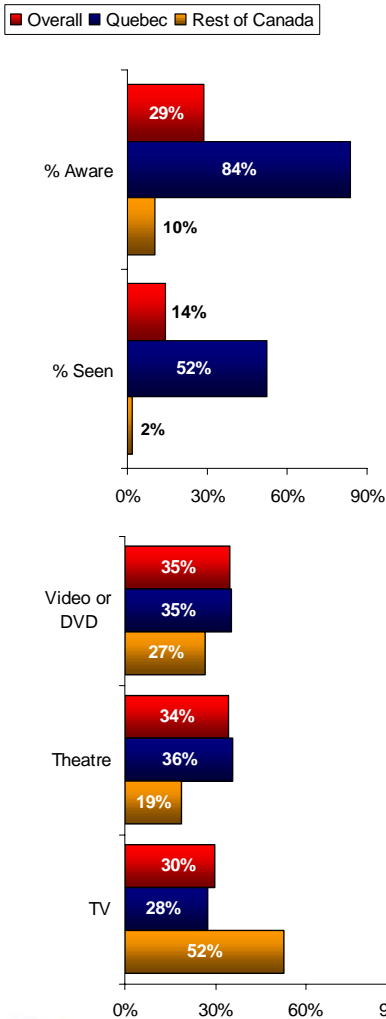


- In terms of where the movie was seen, 39% first saw it on video or DVD and 30% first saw it on TV. About one-quarter claim to have first seen this movie in the theatre.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among men and among respondents over the age of 20.

Question: A9III. Where did you see the movie...
Base: Seen the movie (n=187)

Awareness of and Viewing Canadian Film

Les Boys III



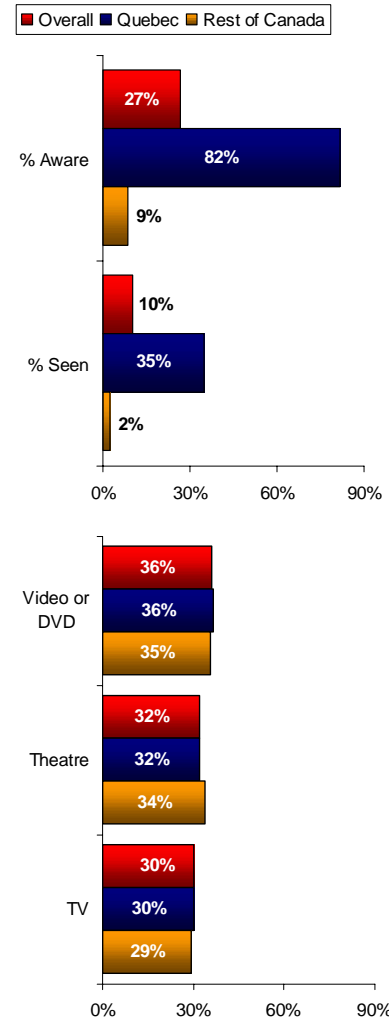
- About 29% of Canadians are aware of Les Boys III and 14% claim to have seen it.
- Awareness climbs to 84% and viewership increases to 52% in Quebec compared to 10% and 2% in the rest of Canada.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

- In terms of where the movie was seen, 35% first saw it on video or DVD and 34% first saw it in the theatre. About 30% claim to have first seen this movie on TV. The theatre and video or DVD are more common in Quebec whereas the TV is more common in the rest of Canada.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=437)

Elvis Gratton XXX : La Vengeance d'Elvis Wong



- A little over one quarter of Canadians are aware of Elvis Gratton XXX and 10% claim to have seen it.
- Awareness climbs to 82% and viewership increases to 35% in Quebec compared to 9% and 2% in the rest of Canada.

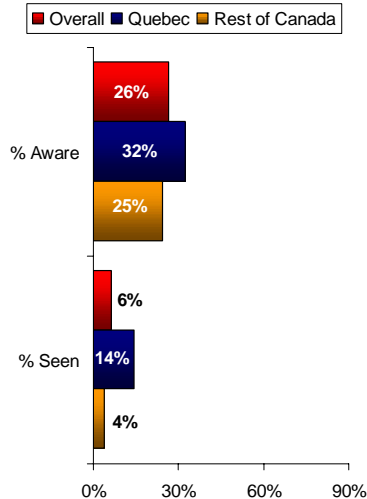
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

- In terms of where the movie was seen, it would appear that respondents are just as likely to have first seen this movie in any of the top three ways. As well, there are no major differences across regions.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=299)

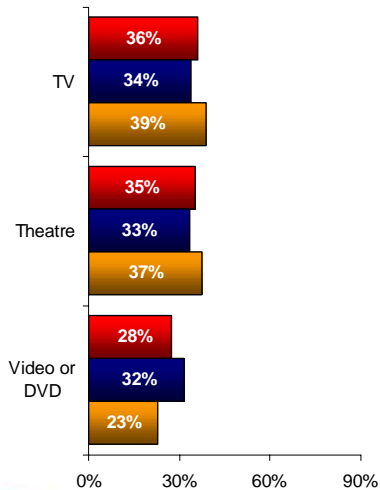
Awareness of and Viewing Canadian Film

Ryan



- About one quarter of Canadians are aware of Ryan and 6% claim to have seen it.
- Awareness and viewership were slightly higher in Quebec at 32% and 14% respectively compared to results among respondents from the rest of Canada (25% and 4%).

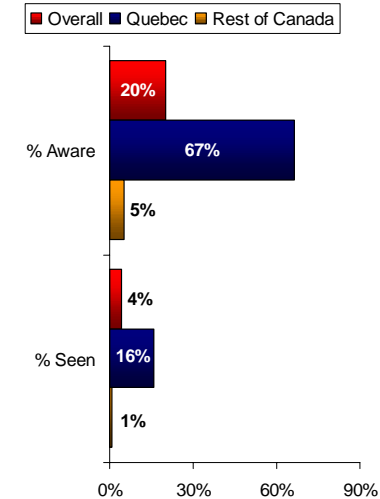
Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)



- In terms of where the movie was seen, 36% first saw it on TV and 35% first saw it in the theatre. About 28% claim to have first seen this movie on video or DVD.
- As the results on the summary slides show, this movie seems to have been somewhat more popular among older Canadians.

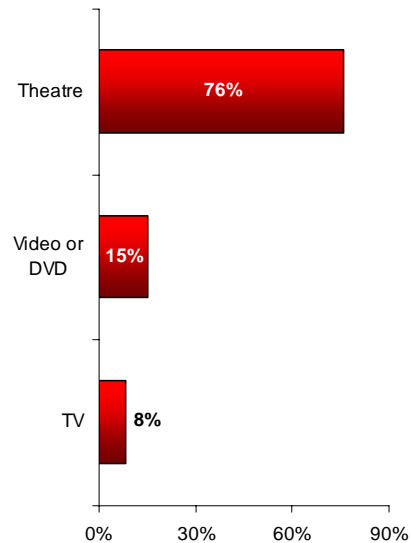
Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=136)

Ma vie en cinémascope



- One in five Canadians are aware of Ma vie en cinémascope and 4% claim to have seen it.
- Awareness climbs to 67% and viewership increases to 16% in Quebec compared to 5% and 1% in the rest of Canada.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)

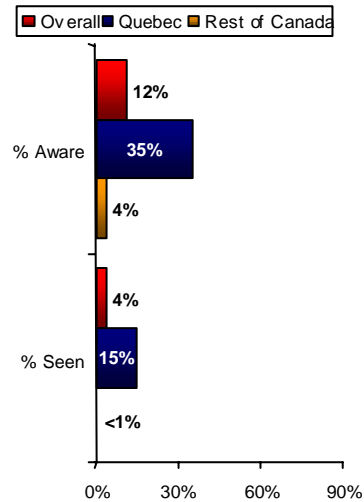


- In terms of where the movie was seen, 76% first saw it in the theatre and 15% first saw it on video or DVD. Only 8% claim to have first seen this movie on TV. The theatre is much more common among Quebec residents although a comparison is difficult since only 7 respondents in the rest of Canada have seen this movie.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=124)

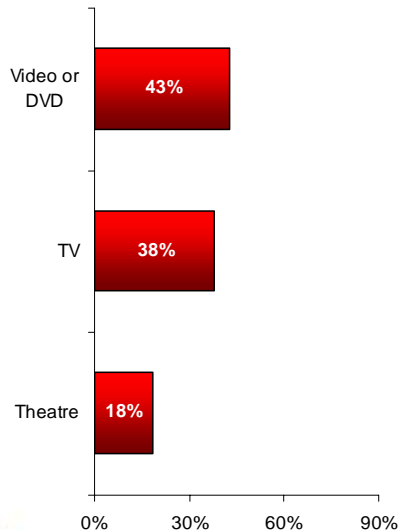
Awareness of and Viewing Canadian Film

20h17 rue Darling (8:17 p.m. Darling Street)



- A little over one in ten Canadians are aware of 20h17 rue Darling and 4% claim to have seen it.
- Awareness climbs to 35% and viewership increases to 15% in Quebec compared to 4% and under 1% in the rest of Canada.

Question: A9I. Have you heard of the movie...
 Question: A9II. Have you seen the movie...
 Base: All respondents (n=2002)



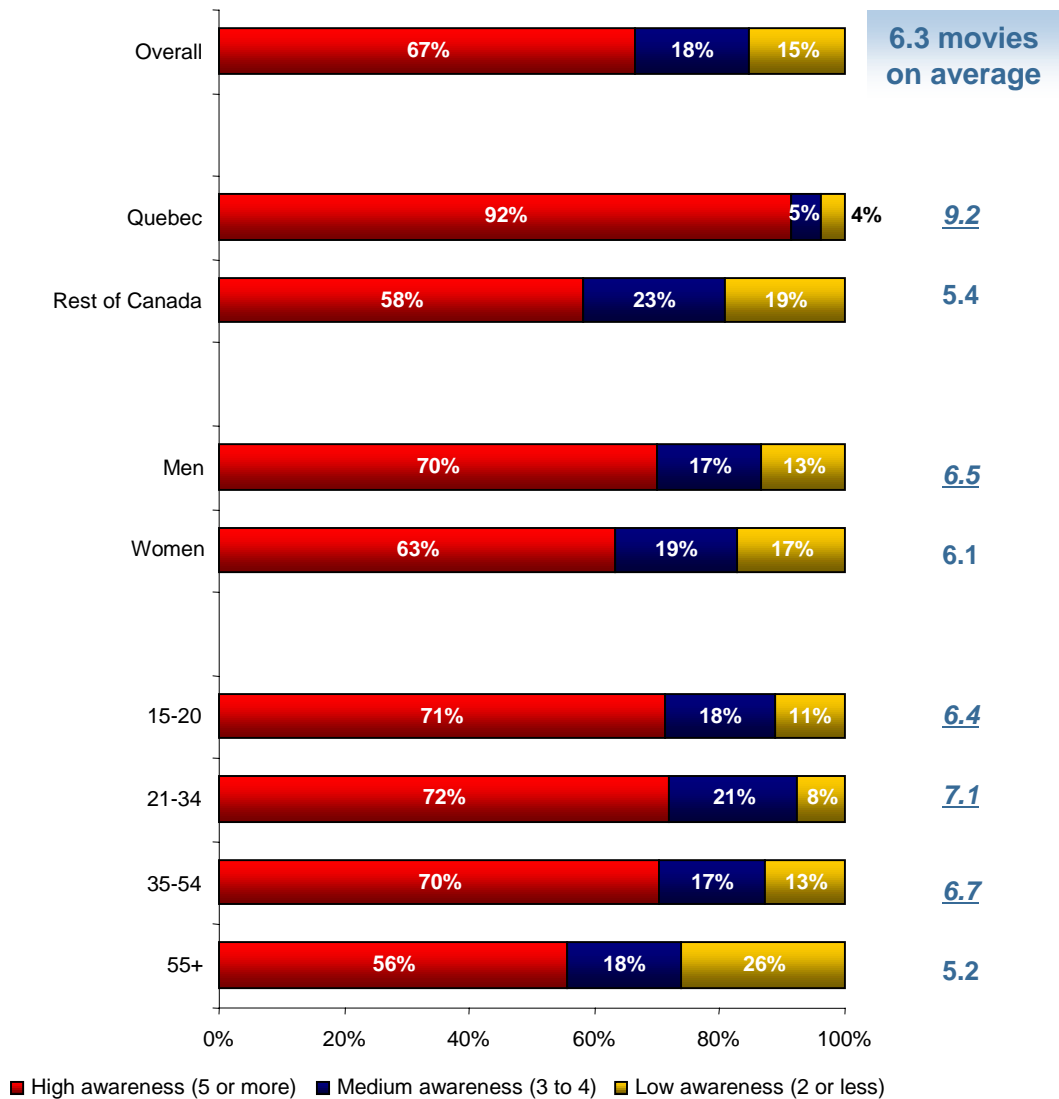
- In terms of where the movie was seen, 43% first saw it on video or DVD and 38% first saw it on TV. About 18% claim to have first seen this movie in the theatre.
- Overall results are shown due to the low sample size in the rest of Canada.

Question: A9III. Where did you see the movie...
 Base: Seen the movie (n=189)

Summary of Awareness and Viewership of Canadian Film

- It appears that by looking at these various Canadian films, the well-recognized French films are more often first seen in theatres, whereas English films are more likely to be first seen through other channels, i.e. on video, DVD or television.
- This data also suggests that in Quebec, and particularly for French Canadian films, audiences are more willing to go and see these well-recognized films in theatres, and therefore paying more than if they had chosen to rent the movies or to watch them on television.
- People are waiting longer to watch the English movies, possibly because awareness of these movies is lower.

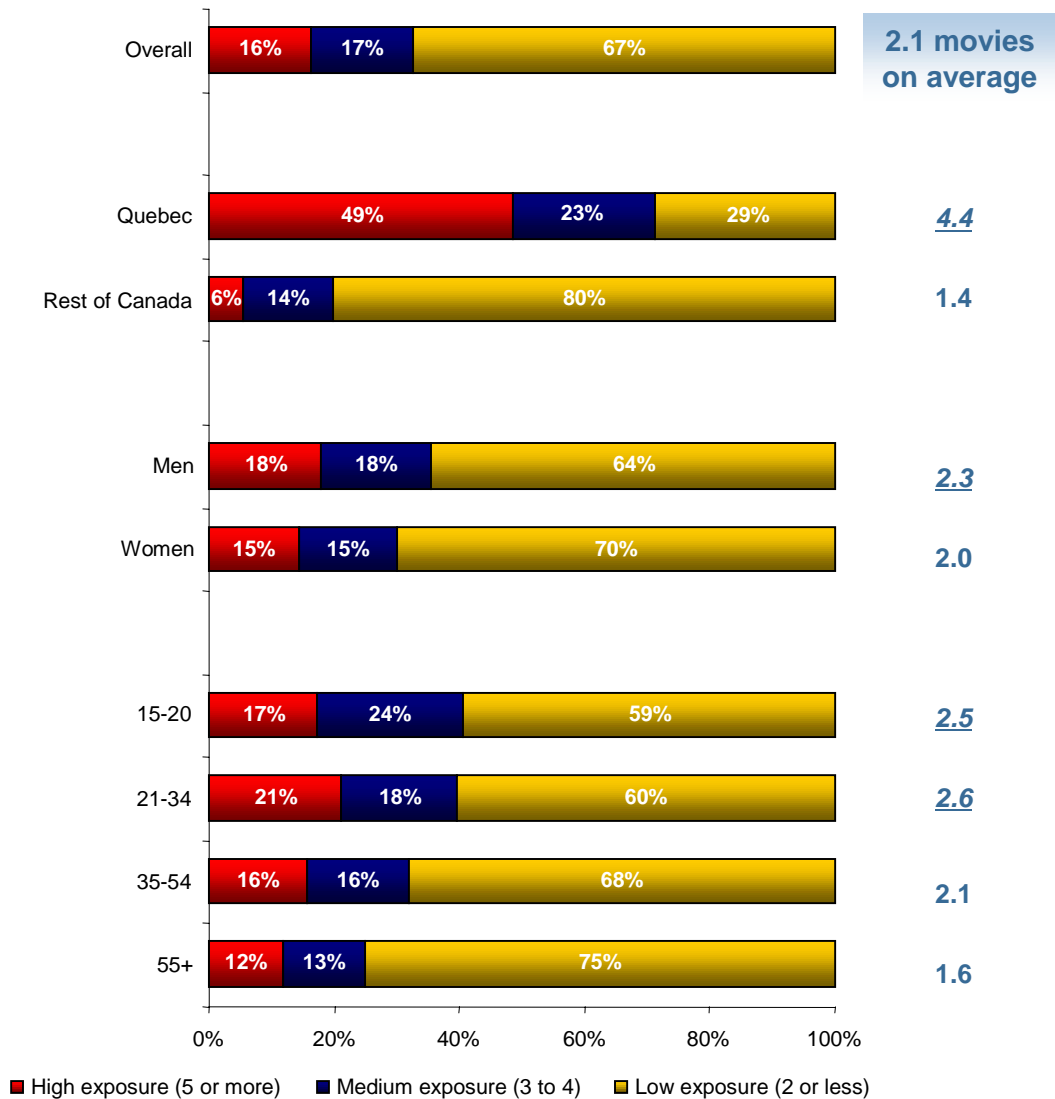
Overall Awareness of Canadian Feature Film



Question: A9I. Have you heard of the movie...
Base: All respondents (n=2002)

- Respondents were categorized based on their level of awareness of Canadian feature films: “High awareness” (aware of 5 or more Canadian feature films), “Medium awareness” (aware of 3 to 4), and “Low awareness” (aware of 2 movies or less), based on the feature films listed in the survey. On average, of the 17 movies listed, Canadians are aware of 6 Canadian films, with 67% indicating a high level of awareness, 18% indicating a medium level of awareness, and 15% indicating a low level of awareness.
- Many significant differences exist across the various demographic variables. A full 92% of Quebec residents show high awareness of Canadian films, with an average of 9 movies, as compared to the rest of Canada where 58% show high awareness (5 movies on average).
- Men are also more aware of Canadian films than women, with 70% highly aware compared to 63%.
- Ages 15 to 54 are, on average, more likely to show high levels of awareness of Canadian films than those 55 and over. Younger Canadians are aware of approximately 7 movies, compared to 5 movies among those 55 and over.

Overall Exposure to Canadian Feature Film



- Similarly to what was done with awareness, Canadians were categorized based on the number of Canadian films they have seen: “High exposure” (has seen 5 or more Canadian feature films), “Medium exposure” (has seen 3 to 4), and “Low exposure” (has seen 2 movies or less), based on the feature films listed in the survey. On average, Canadians have seen 2 of the 17 Canadian films listed in the survey, with 16% showing a high level of exposure, 17% a medium level of exposure, and 67% a low level of exposure.
- Regional differences manifest clearly. Half of Quebec residents (49%) show a high level of exposure to Canadian films with an average of 4 movies seen, as compared to the rest of Canada where 6% show a high level of exposure, and averaging one film.
- Ages 15 to 34 have, on average, seen more Canadian films than those 35 and over. Approximately 19% indicate a high level of exposure to Canadian films, versus 12% among those 35 and over.

Other Canadian Feature Films Viewed

Movie	Quebec
Le Survenant	18%
Elles étaient cinq	11%
Camping sauvage	10%
Le Dernier tunnel	9%
Gaz Bar Blues	6%
Monica la mitraille	5%
Sur le seuil	4%
Nouvelle-France	4%
Crazy	3%
1er Juillet	3%
Québec-Montréal/Montréal-Québec	3%

Question: A10B. What other Canadian movies have you seen?
 Base: A10A "Yes", Quebec respondents (n=281)

Movie	Rest of Canada
Sweet hereafter	4%
Monica la mitraille	3%
Big Fat Greek Wedding	3%
Les Triplettes de Belleville	3%
St-Ralph	3%
Declin de l'empire Americain	2%
Memoire affective	2%
Canadian Bacon	2%
La Legende de l'homme rapide	2%
Quebec-Montreal/Montreal-Quebec	1%
Daniel and the Superdogs	1%
Dawn of the dead	1%

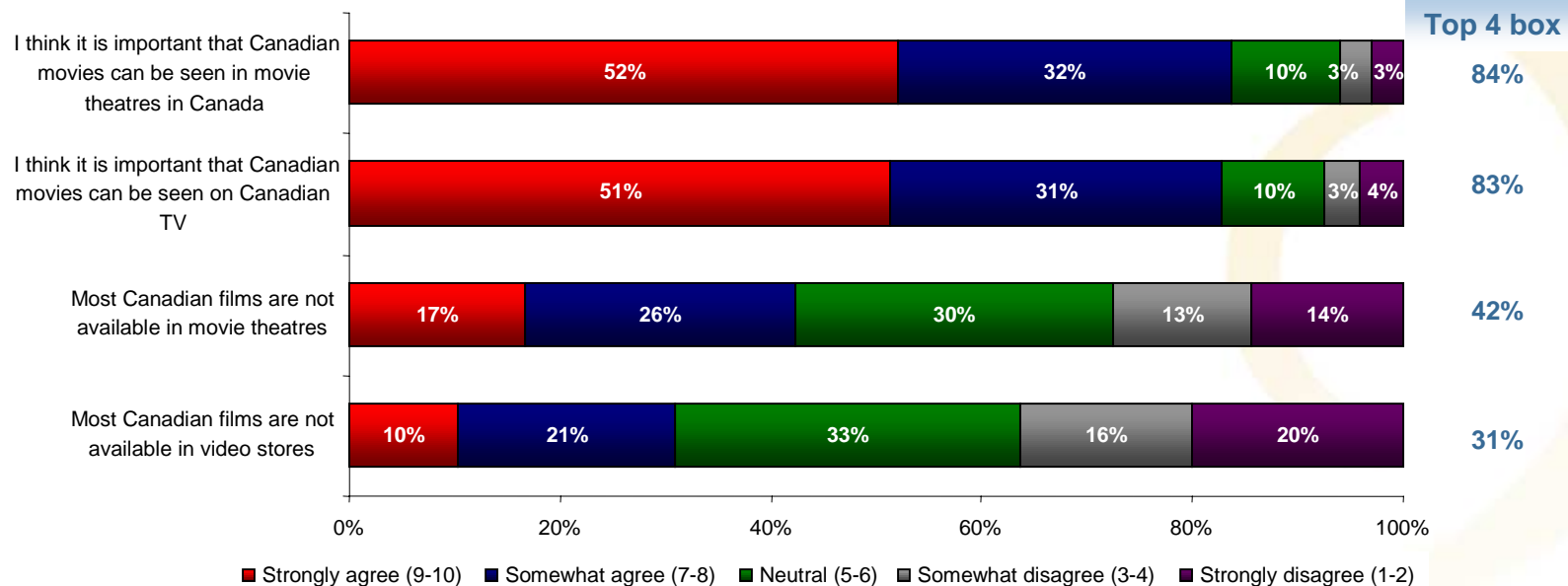
Question: A10B. What other Canadian movies have you seen?
 Base: A10A "Yes", Rest of Canada (n=225)

- Twenty-eight percent of Canadians indicate that they have seen other Canadian movies over the past year. In Quebec, 45% indicate having seen other Canadian films, which is over twice as high as what is observed in the rest of Canada at 22%.
- Quebec residents listed many more films than did residents in the rest of Canada, most of them being French films. The more common films included: Le Survenant, Elles étaient cinq and Camping sauvage.
- Among those from the rest of Canada claiming to have seen a Canadian movie within the past year, no film is mentioned by more than 4% of qualified respondents. The more common movies include: Sweet Hereafter, Monica la mitraille, Big Fat Greek Wedding Les Triplettes de Belleville and St-Ralph.
- It is important to note that for these questions, respondents were free to refer to any movie they perceived as being Canadian movies. Furthermore, they could name a movie irrespective of when it was produced.
- The most common means by which respondents viewed these additional movies are the theatre (49%), on video or DVD (38%) and on television (20%).
- *The full list of movies, where the movie was mentioned by at least 1% of respondents from the Rest of Canada, is provided on this page. Please refer to the Appendix for a detailed list of all other films mentioned by respondents.*

Attitudes Toward Canadian Feature Film

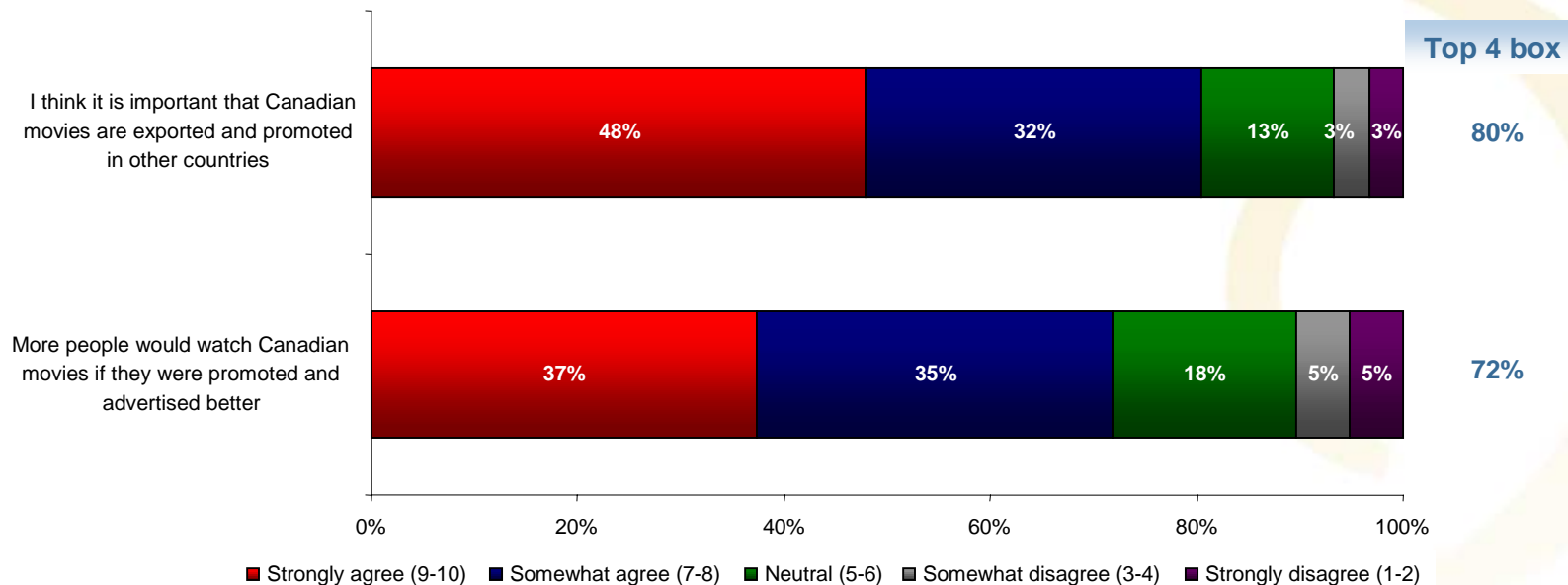
Availability of Canadian Feature Film

- Canadians were asked the extent to which they agree with some statements around the availability of Canadian film. While Canadians appear to firmly believe that Canadian movies should be seen in Canadian movie theatres and on Canadian television, they are less certain as to whether or not Canadian movies are readily available in movie theatres or in video stores.
- More than four-fifths (84%) of Canadians agree that it is important that Canadian movies be seen in movie theatres in Canada. About the same amount agree that it is important that Canadian movies be seen on television (83%). As for actual availability in theatres and video stores, two-fifths (42%) of Canadians believe that most Canadian films are not available in movie theatres and 31% agree that most Canadian films are not available in video stores.
- Quebec residents are more likely than respondents in the rest of Canada to agree that it is important that Canadian movies be seen in movie theatres in Canada (91% vs. 81%) and on Canadian television (86% vs. 82%). Residents in the rest of Canada are more likely to agree with the statements on the lack of availability. Forty-seven percent agree that most Canadian films are not available in movie theatres (versus 30% in Quebec) and 32% agree that most Canadian films are not available in video stores (versus 27% in Quebec).



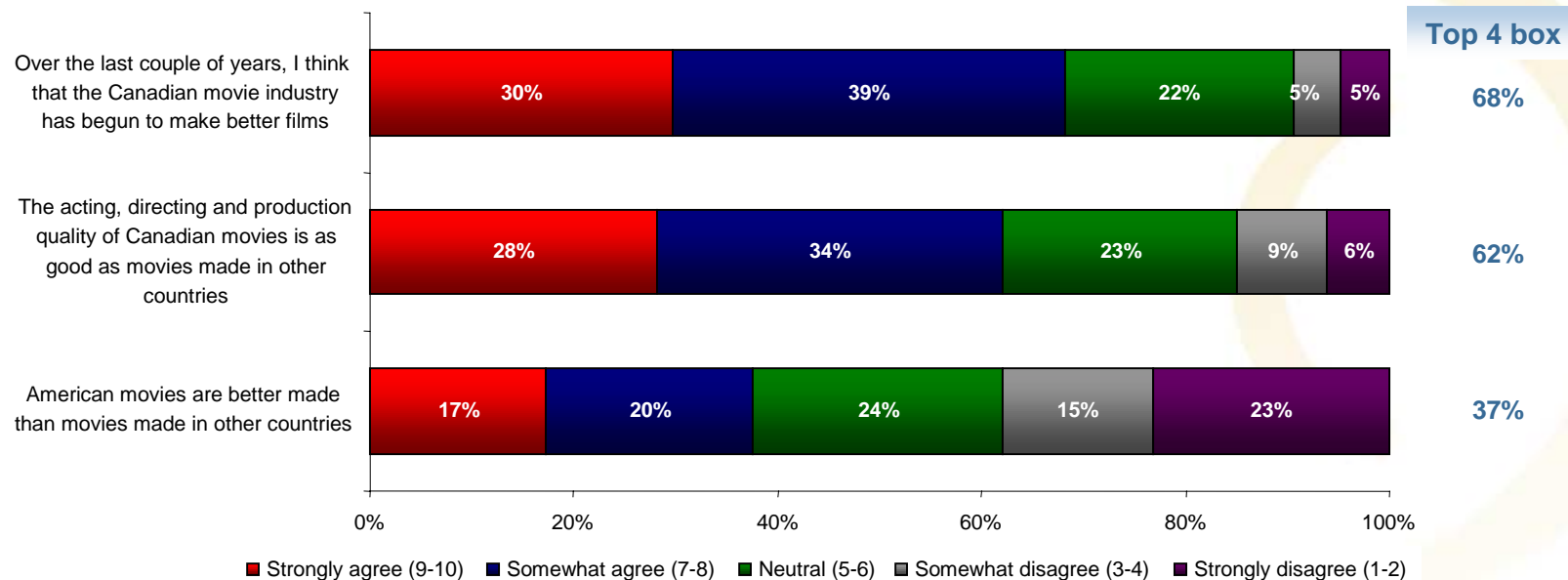
Promotion of Canadian Film

- Canadians also seem to have strong opinions on the promotion of Canadian movies in other countries and on the impact that greater promotion would have on domestic viewership. Four-fifths (80%) of Canadians agree that it is important that Canadian movies are exported and promoted in other countries. Quebec residents are more likely to agree with this statement (85% vs. 79% among respondents in the rest of Canada). Women (83%) are also more likely to agree with this statement compared to men (78%).
- Almost three-quarters of Canadians (72%) believe that more people would watch Canadian movies if they were promoted and advertised better. Although no significant differences exist by region, women are more likely to agree with this statement than men (75% vs. 68%). Fifteen to fifty-four year olds (74%) are also more likely to agree with this position compared to older respondents (64%).



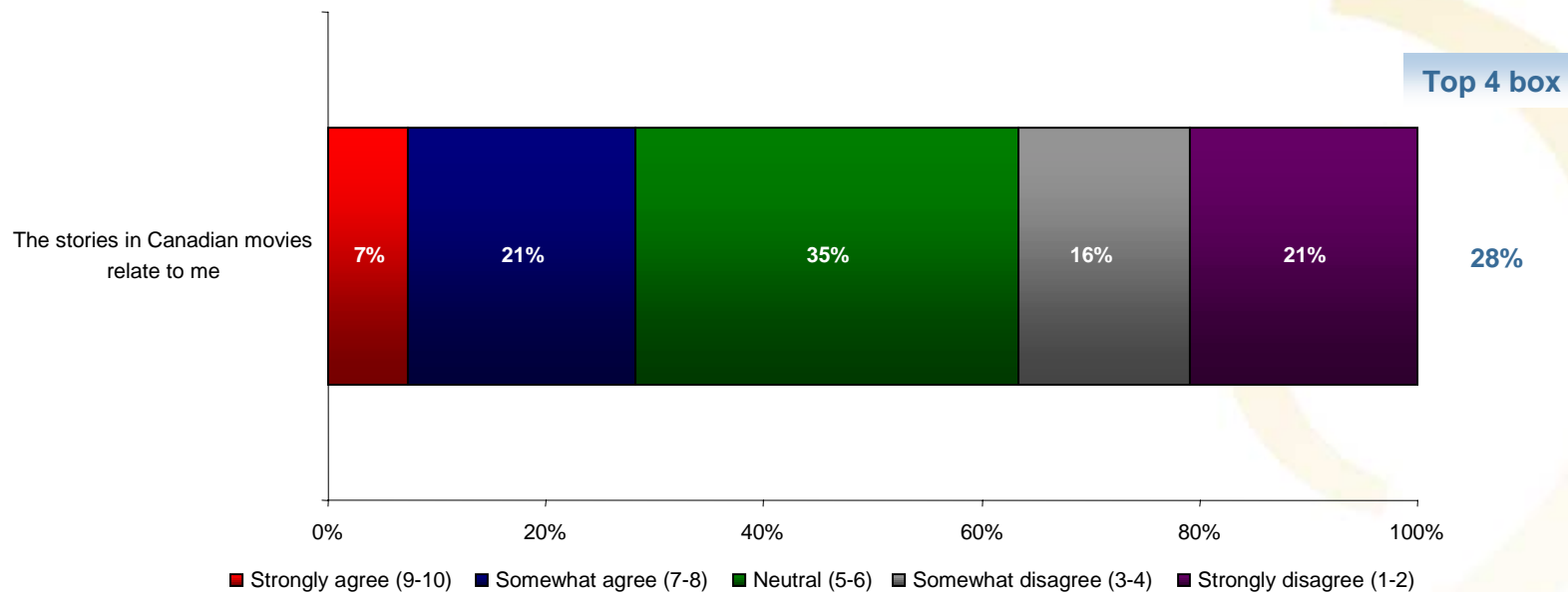
Quality of Canadian Film

- Sixty-eight percent of the Canadian population agree that over the last couple of years, the Canadian movie industry has begun to make better films. Quebec respondents (81%) are more likely to agree with this compared to respondents from the rest of Canada (64%). Women (73%) are also more likely to agree with this compared to men (63%). Also, respondents aged 21 to 54 (71%) are more likely to agree with this position compared to those in the 15 to 20 age bracket (60%).
- Six in ten respondents (62%) believe that the acting, directing and production quality of Canadian movies are as good as movies made in other countries. Seventy-two percent of respondents from Quebec agree, a significantly higher proportion than respondents from the rest of Canada (59%). Respondents between 35 and 54 years of age are also more likely to agree with this statement, compared to younger Canadians.
- There is decidedly less conviction on whether or not American movies are better made than movies made in other countries. Only 37% agree with this stance while 24% assume a more neutral stance and 38% disagree. There are no significant differences across regions, however women (41%) tend to be slightly more likely to agree than men (34%).



Canadian Movies Relating to Canadians

- Canadians do not seem convinced that the stories in Canadian movies relate to them. While only 28% agree that the stories in Canadian movies do relate to them, 37% disagree and 35% assume a more neutral stance. There is once again a regional difference as 37% of Quebec respondents believe that the stories relate to them compared to only 25% in the rest of Canada.
- About 29% percent of respondents aged 21 and older agree that the stories relate to them, as compared to 20% among 15 to 20 year olds. As well, non-visible minorities are more likely to feel movies relate to them compared to visible minorities (31% vs. 22%).



Question: A11. Please rate your level of agreement with the following statements.
Base: All respondents (n=2002)

General Attitudes Toward Canadian Film

- The table below provides a summary of the top four box scores for all questions related to general attitudes toward Canadian film. It outlines significant differences between Quebec and the rest of Canada, between men and women, the differences among age groups, and those between visible minorities and those who are not of a visible minority.
- Overall, Quebec residents feel more strongly than the rest of Canada about the importance of exposure and promotion of Canadian feature films in Canada and in other countries. Quebec residents also feel more strongly about the quality of Canadian film and feel that Canadian film is as good as what is produced in other countries.
- Please refer to the table for more detailed comparisons between key segments of the population.

Attitudes Toward Canadian Film: Population Segment Summary (Top Four Box Scores)	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+	Visible Minority	Non-Vis. Minority
I think it is important that Canadian movies can be seen in movie theatres in Canada	84%	<u>91%</u>	81%	80%	<u>87%</u>	82%	<u>86%</u>	<u>85%</u>	79%	81%	<u>86%</u>
I think it is important that Canadian movies can be seen on Canadian TV	83%	<u>86%</u>	82%	79%	<u>87%</u>	80%	<u>87%</u>	<u>85%</u>	77%	81%	85%
I think it is important that Canadian movies are exported and promoted in other countries	80%	<u>85%</u>	79%	78%	<u>83%</u>	74%	<u>83%</u>	<u>84%</u>	76%	79%	83%
More people would watch Canadian movies if they were promoted and advertised better	72%	70%	73%	68%	<u>75%</u>	<u>74%</u>	<u>77%</u>	<u>74%</u>	64%	76%	72%
Over the last couple of years, I think that the Canadian movie industry has begun to make better films	68%	<u>81%</u>	64%	63%	<u>73%</u>	60%	<u>71%</u>	<u>71%</u>	66%	64%	<u>73%</u>
The acting, directing and production quality of Canadian movies is as good as movies made in other countries	62%	<u>72%</u>	59%	63%	61%	57%	58%	<u>66%</u>	61%	61%	64%
Most Canadian films are not available in movie theatres	42%	30%	<u>47%</u>	41%	44%	38%	<u>50%</u>	42%	39%	41%	41%
American movies are better made than movies made in other countries	38%	34%	39%	34%	<u>41%</u>	<u>45%</u>	41%	38%	31%	<u>44%</u>	36%
Most Canadian films are not available in video stores	31%	27%	<u>32%</u>	28%	34%	26%	27%	<u>35%</u>	31%	25%	31%
The stories in Canadian movies relate to me	28%	<u>37%</u>	25%	27%	29%	20%	<u>29%</u>	<u>28%</u>	<u>31%</u>	22%	<u>31%</u>

Question: A11. Please rate your level of agreement with the following statements.

Base: All respondents (n=2002)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

Comparing Attitudes in 1998 to 2005

- Attitudes toward the availability of Canadian film have not changed significantly since 1998. Still in 2005, 84% of Canadians believe that it is important for Canadian movies to be seen in movie theatres in Canada. There has been a slight increase, from 80% in 1998* to 83% in 2005, in the number of Canadians who agree that it is important for Canadian movies to be available on television. Also in 1998, 43% agreed that most Canadian films are not available in movie theatres and video stores, versus 42% in 2005 agreeing that Canadian films are not available in theatres, and 31% who agree that Canadian films are not available in video stores.
- Canadians still agree on the importance of promotion of Canadian film, with similar findings in 2005 as in 1998.
- When asked about the quality of Canadian film, there is consistency in the attitudes of Canadians. Canadians still agree that over the past couple of years, the Canadian movie industry has begun to make better films (68% in 2005 vs. 70% in 1998). A similar proportion of Canadians are in agreement that American movies are better made than movies in other countries (38% agreed in 2005 vs. 39% in 1998) and there has been a slight increase in the level of agreement among Canadians that that the acting, directing and production quality of Canadian movies is as good as movies made in other countries (62% in 2005 vs. 58% in 1998).

*Note that the 1998 Angus Reid study values have been adjusted so that percentages do not include the percentage of the population who answered "don't know".

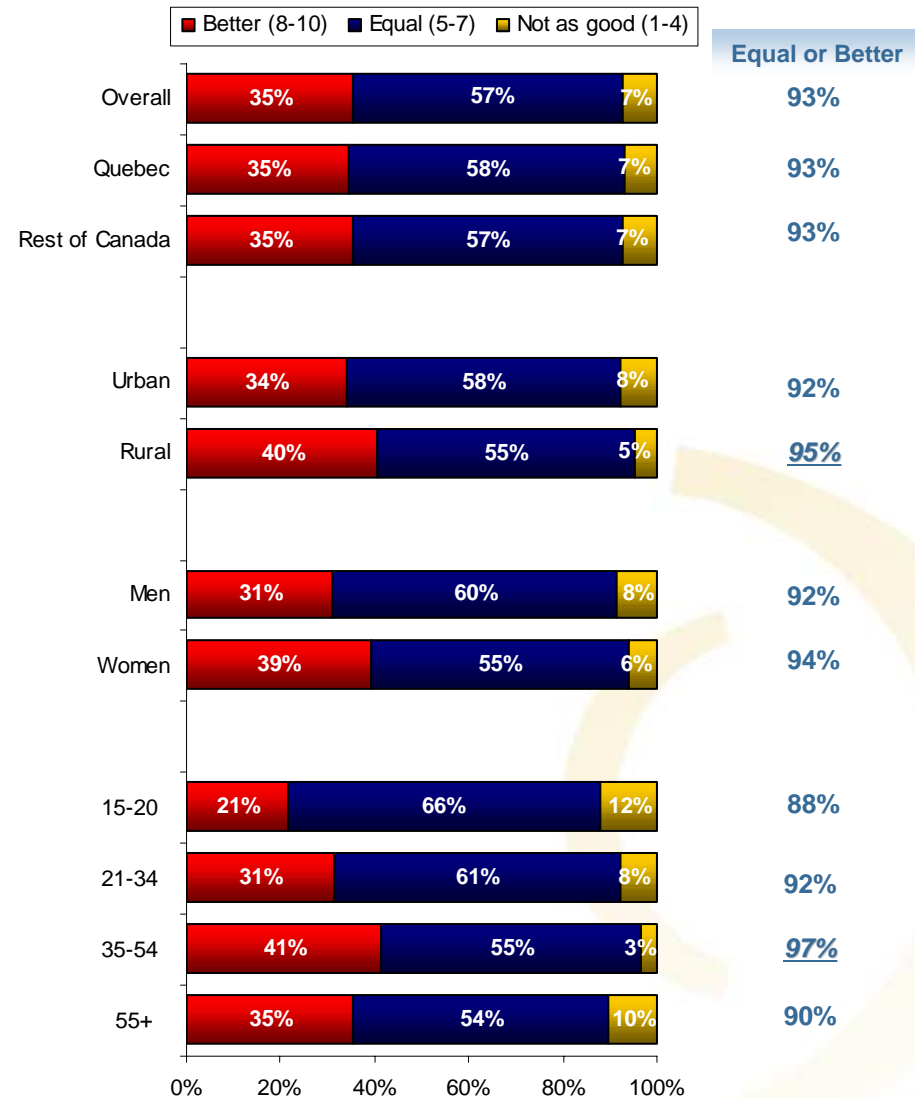
Changes in Attitude Toward Canadian Film: Top 4 Box Summary		
Availability	2005	1998
I think it is important that Canadian movies can be seen in movie theatres in Canada	84%	84%
I think it is important that Canadian movies can be seen on Canadian TV	83%	80%
Most Canadian films are not available in movie theatres	42%	43%
Most Canadian films are not available in video stores	31%	
Promotion	2005	1998
I think it is important that Canadian movies are exported and promoted in other countries	80%	81%
More people would watch Canadian movies if they were promoted and advertised better	72%	72%
Quality	2005	1998
Over the last couple of years, I think that the Canadian movie industry has begun to make better films	68%	70%
The acting, directing and production quality of Canadian movies is as good as movies made in other countries	62%	58%
American movies are better made than movies made in other countries	38%	39%

Detailed Results

Canadian Music Industry

Perceptions of Quality of Canadian Music

- Canadians believe that Canadian music can hold its own on the international stage. The quality of music by Canadian artists is seen by 93% of the general population to be either of equal or better quality than music by foreign artists. Only 7% seemed to believe that it is not as good as music by foreign artists.
- This perception is equally as strong in Quebec as it is in the rest of Canada.
- There is a difference in perception between urban and rural respondents. Fully 95% of rural respondents compared to 92% of urban respondents feel that the quality of music by Canadian artists is equal to or better than music by foreign artists.
- Women seem to feel that Canadian music is better than music by foreign artists (39% vs. 31% among men).
- Finally, the perception that the quality of Canadian music is better seems to increase steadily with age, declining again after the age of 55. Forty-one percent of those between 35 and 54 feel Canadian music is better, significantly higher than opinions shared by 31% of those 21 to 34 years old and by 21% of the youngest contingent.

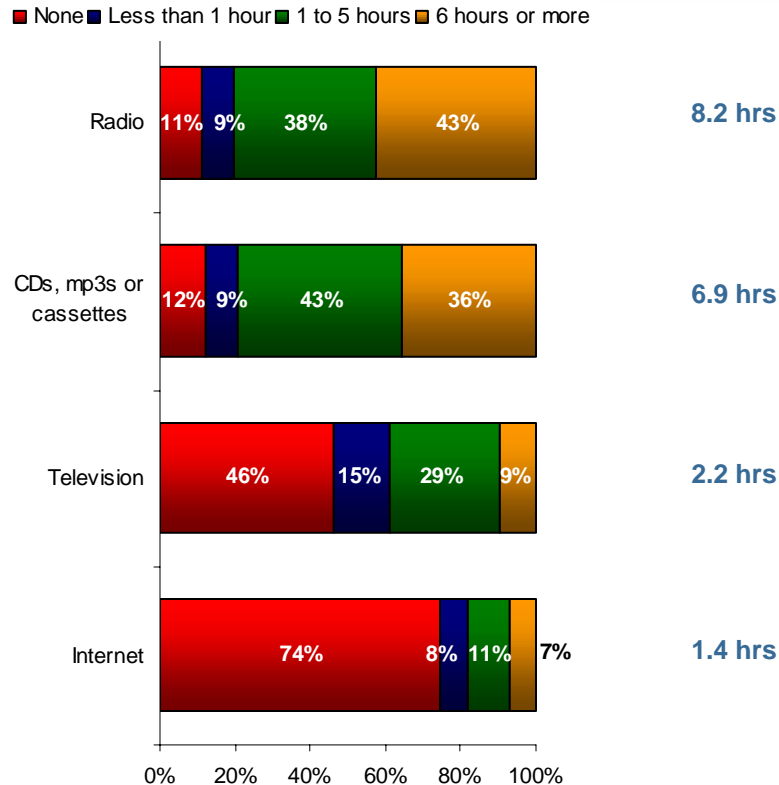


Question: B6. Please rate the quality of music by Canadian artists as compared to foreign artists.
Base: All respondents (n=2,002)

Listening Habits

Music Listening Habits of Canadians

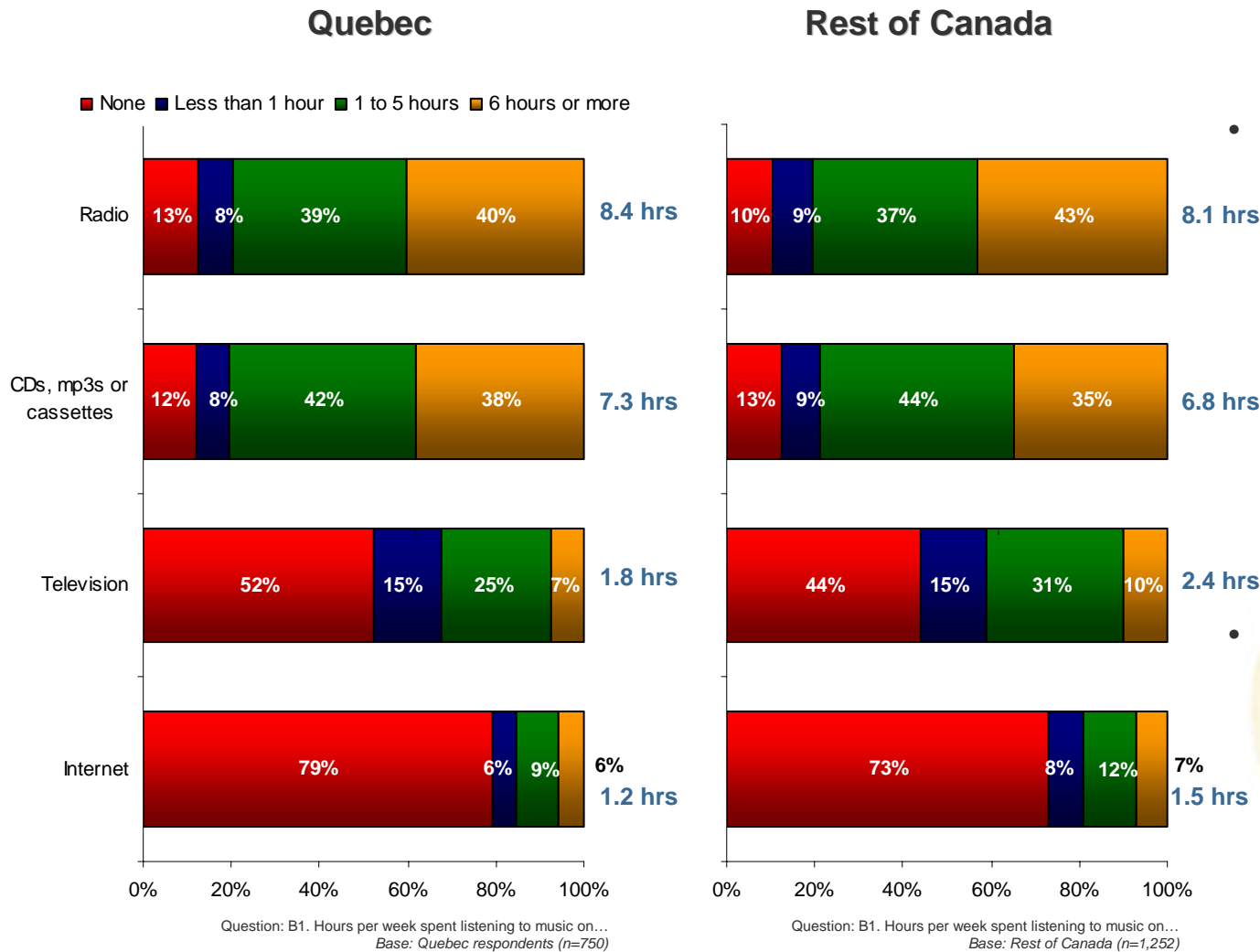
Average Time Per Week



Question: B1. How many hours in an average week do you spend listening to music on...
 Base: All respondents (n=2,002)

- Respondents were asked to estimate the number of hours per week spent listening to music using different technologies. The radio is the most common way that Canadians listen to music on a weekly basis, followed by CDs, mp3s or cassettes. Just over half of the Canadian population listens to music on the television (54%) and about 26% listens to music over the Internet to varying degrees over an average week.
- For this question, and others similar to it in that a range was used as a method to summarize responses (e.g., 1 to 5 hours per week), a midpoint is used so that it is possible to estimate the average (e.g. the average amount of time spent listening to the radio in a given week).
- The average amount of time per week is displayed for each technology next to its frequency distribution.

Music Listening Habits of Canadians



- Comparing Quebec and the rest of Canada, there is no difference in the amount of time spent listening to CDs, mp3s or cassettes. Quebec residents are more likely not to spend any time listening to music on the Internet or on television.
- The average amount of time per week is displayed for each technology next to its frequency distribution.

Music Listening Habits of Canadians

- The table below demonstrates the average amount of time spent listening to music by population segment, for each of the technologies that one may use to listen to music. As earlier described, when a range is used as a method to summarize responses (e.g., 1 to 5 hours per week), a midpoint is used so that it is possible to estimate the average (e.g. the average amount of time spent listening to the radio in a given week).
- Men listen to more music on the Internet than women, and rural residents listen to more music on television than urban residents.
- Across age groups, respondents between the ages 15 and 34 spend more time listening to music on the Internet and on CDs, mp3s and cassettes. Ages 15 to 20 spend the least amount of time listening to the radio, whereas respondents 35 to 54 are the most avid radio listeners (52% listen to over 6 hours of radio per week, an average of about 10 hours). This compares to 31% among the youngest age bracket of 15 to 20 year olds, who listen to the radio an average of 6 hours per week.
- The 15 to 20 year olds are also most likely to listen to music on television, for an average of about 3½ hours per week, more than all older age groups with their combined average of about 2 hours per week.

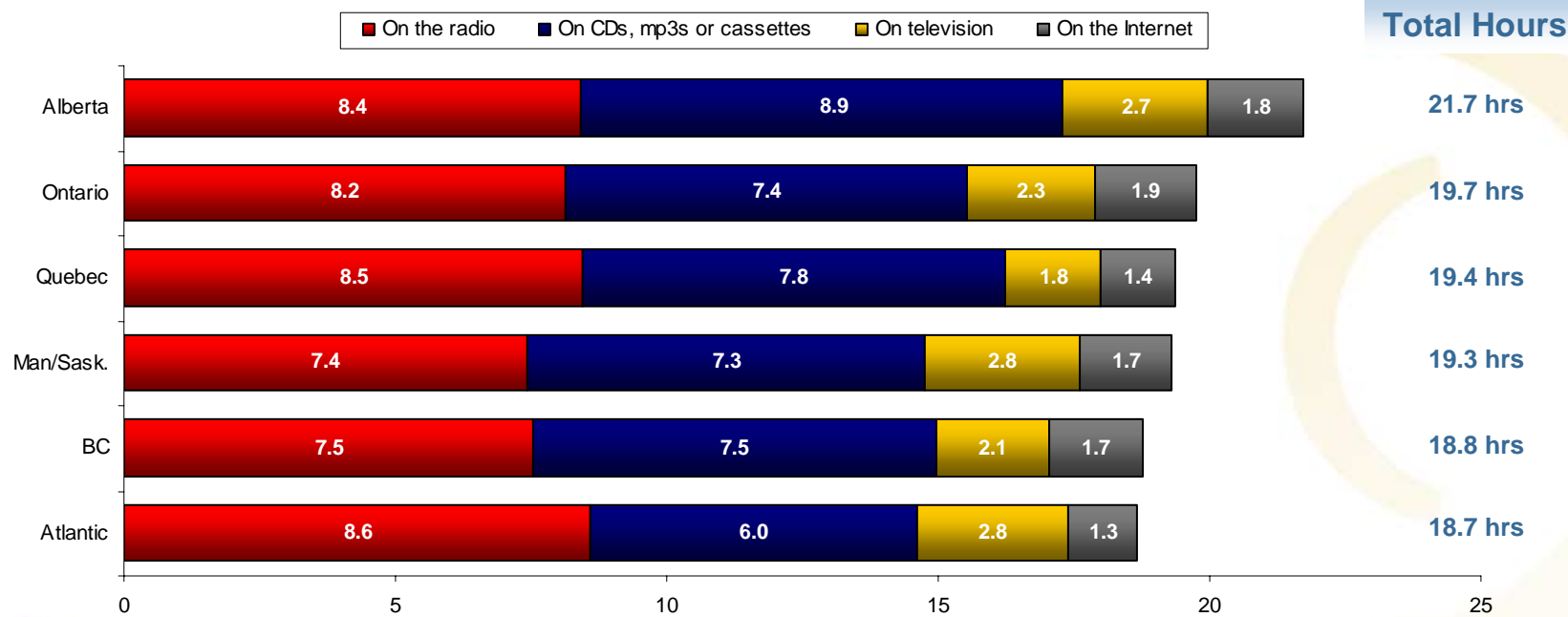
Average Number of Hours Spent Listening to Music per Week	Overall	Quebec	Rest of Canada	Men	Women	Urban	Rural	15-20	21-34	35-54	55+
On the radio	8.2	8.4	8.1	7.8	8.5	8.1	8.8	5.8	8.3	9.7	6.9
On CDs, mp3s or cassettes	6.9	7.3	6.8	7.3	6.6	7.7	6.7	12.8	8.7	6.7	3.7
On television	2.2	1.8	2.4	2.1	2.3	2.1	2.9	3.5	2.1	1.9	2.3
On the Internet	1.4	1.2	1.5	1.8	1.1	1.6	1.3	4.8	2.5	0.7	0.3
Total:	18.8	18.8	18.8	19.0	18.5	19.5	19.7	26.8	21.5	19.1	13.1

Question: B1. How many hours in an average week do you spend listening to music on...
 Base: All respondents (n=2,002)

Note: Frequencies identified in underlined, bolded, italicized text are those values significantly higher than those in another segment of the population.

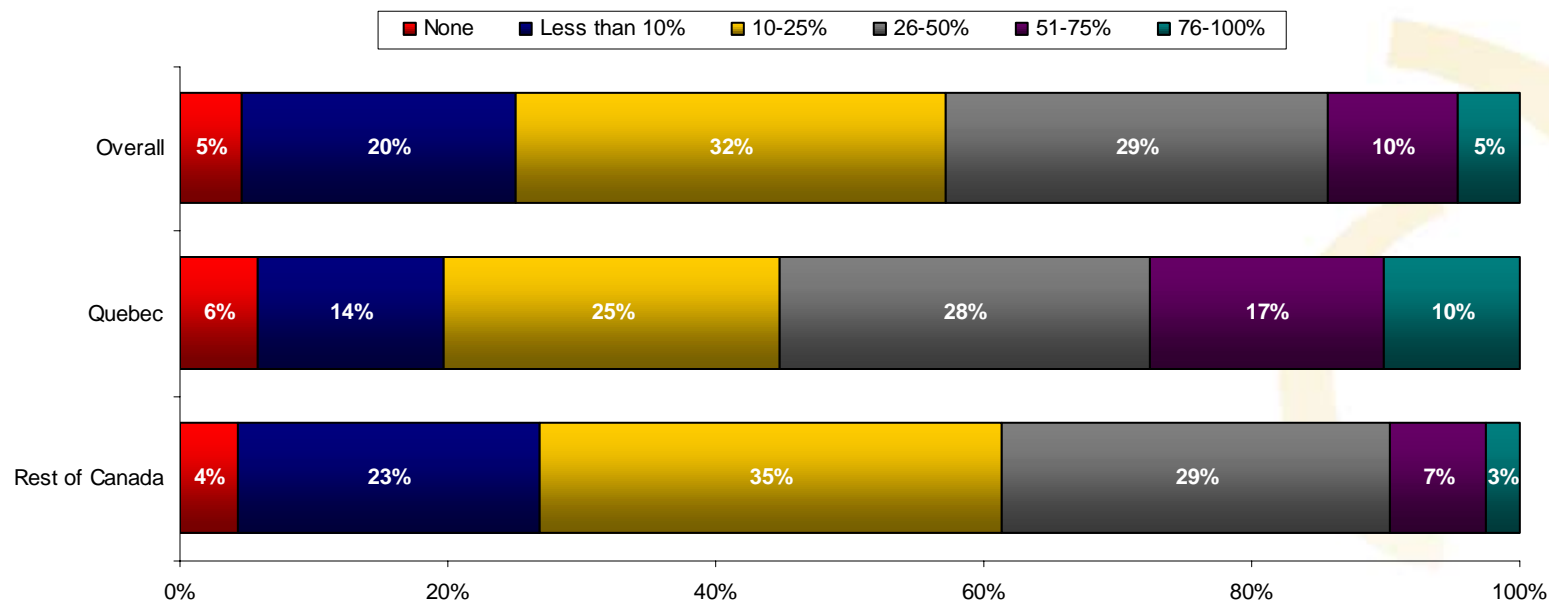
Hours Per Week Spent Listening to Music by Province

- Alberta residents spent the most time of all provinces listening to CDs, mp3s or cassettes, with 14% who claim they listen to more than 25 hours per week. British Columbia residents spend the least amount of time listening to the radio, with 29% listening to none or less than one hour.
- After calculating the average number of hours per week spent listening to music on the various technologies, a comparison is made of the total number of hours per week spent listening to music by province. Alberta pulls out as the province that listens to the most music on average per week, while the rest of Canada listens to about the same total number of hours per week. This works out to a total of about 22 hours per week in Alberta, while the rest of the provinces average about 19 hours per week.



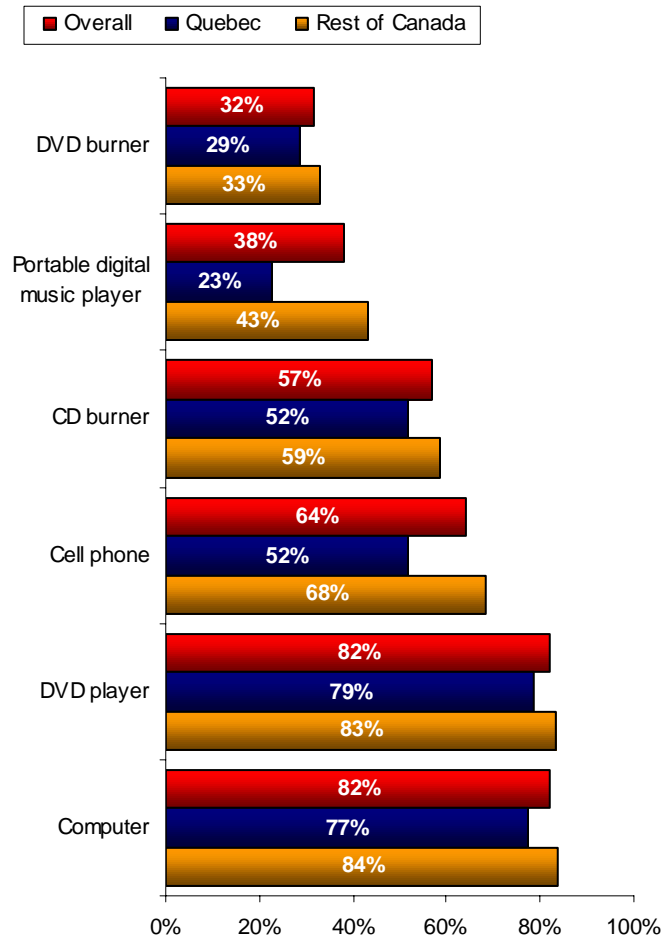
Time Spent Listening to Canadian Music

- Respondents were asked to recall the percentage of their time spent listening to music by Canadian artists. Results show that the vast majority of Canadians listen to Canadian music. In fact, 15% of Canadians spend over half their time (50% or more) listening to Canadian music. This increases to 27% among Quebec residents compared to 10% among respondents from the rest of Canada.
- In terms of differences across age groups, 9% of respondents 55 and older spend no time listening to Canadian music, a result that is significantly higher than all other age brackets.



Question: B2. What percentage of your total music listening is spent listening to music by Canadian artists?
Base: B1 Listens to music (n=1,978)

Access to Technologies



Question: B3. Do you own or have access to any of the following items?
Base: All respondents (n=2,002)

- Respondents were asked to indicate the technologies to which they had access, either at work, at home or elsewhere. Approximately four in five Canadians have access to a DVD player and a computer. Two-thirds have access to a cell phone and a CD burner. Thirty-eight percent have access to a portable digital music player, and 32% have access to a DVD burner.
- When compared to respondents in the rest of Canada, Quebec residents are less likely to have access to most technologies, including a DVD player (79% vs. 83%), a computer (77% vs. 84%), a portable digital music player (23% vs. 43%) and a cell phone (52% vs. 68%).

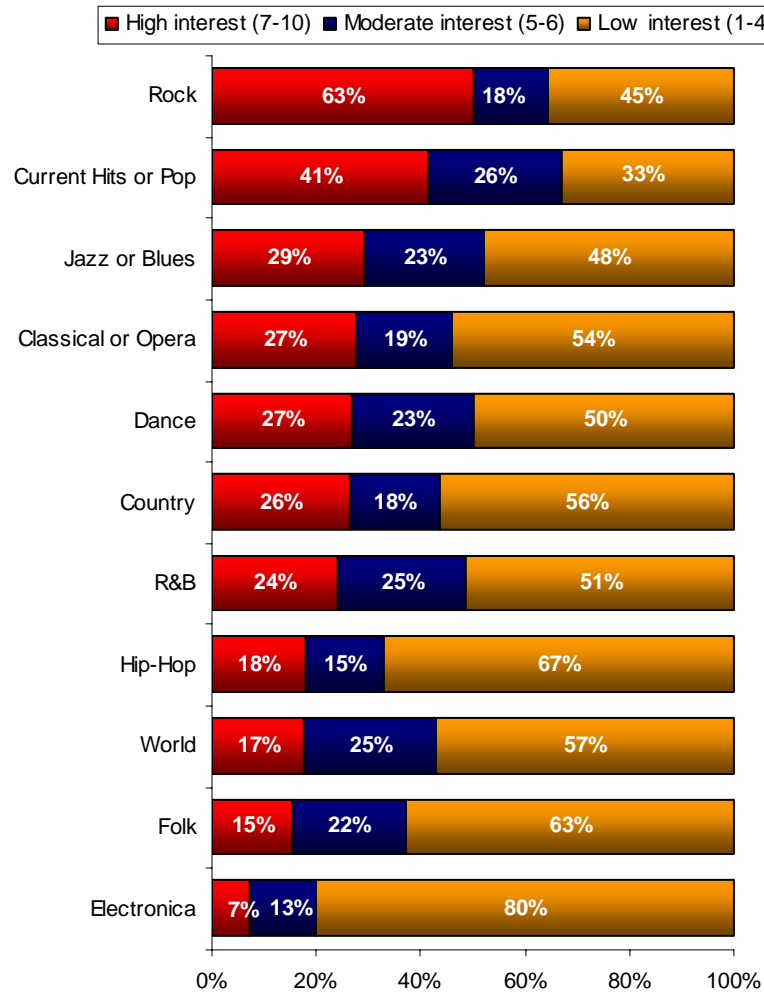
Access to Technologies

- As one would expect, there are a number of significant differences in terms of technology adoption across various key demographic variables.
- Canadians between the ages of 15 and 54 are much more likely to have access to all of the items when compared to those over 55 years of age. Ages 15 to 20 are most likely to own or have access to an mp3 player (69%) compared to 21 to 54 year olds at about 43% and to those 55 and over at 17%. The age bracket most likely to own or have access to a cell phone over all other age groups are those 35 to 54 at 74%, which is significantly higher than 63% among those 15 to 34 years old, and 51% among those 55 and over.
- As well, access to these technologies increases with household income. For instance, among households earning over \$80K, 98% own or have access to a computer, 95% a DVD player, 83% a cell phone, 77% a CD burner and 46% own a DVD burner, all significantly higher than all lower income brackets.
- Men are more likely to own or have access to DVD players, CD burners and DVD burners compared to women. Urban residents are more likely to own or have access to a computer, a DVD player and a CD player compared to rural residents (please see table below for more specific details).

Percentage of Canadians who have Access to Various Technologies (% "Yes")	Men	Women	15-20	21-34	35-54	55+	<\$40K	\$40K-\$60K	\$60K-\$80K	\$80K+	Urban	Rural
Computer	83%	81%	96%	93%	87%	63%	68%	84%	90%	98%	84%	77%
DVD player	85%	80%	95%	94%	87%	63%	67%	88%	86%	95%	84%	79%
Cell phone	63%	65%	59%	66%	74%	51%	50%	61%	75%	83%	62%	63%
CD burner	63%	51%	81%	71%	62%	30%	40%	57%	63%	77%	60%	52%
mp3 player	40%	36%	69%	45%	41%	17%	25%	36%	44%	50%	38%	34%
DVD burner	37%	27%	36%	41%	37%	16%	20%	31%	36%	46%	33%	28%

Question: B3. Do you own or have access to any of the following items?
 Base: All respondents (n=2,002)

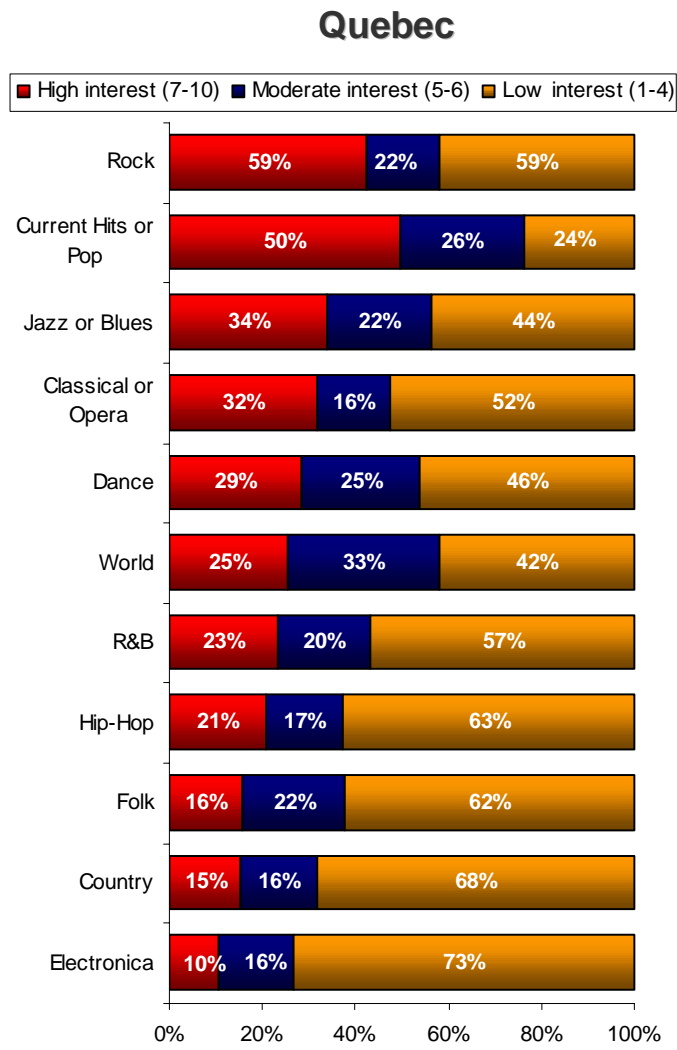
Levels of Interest in Types of Music



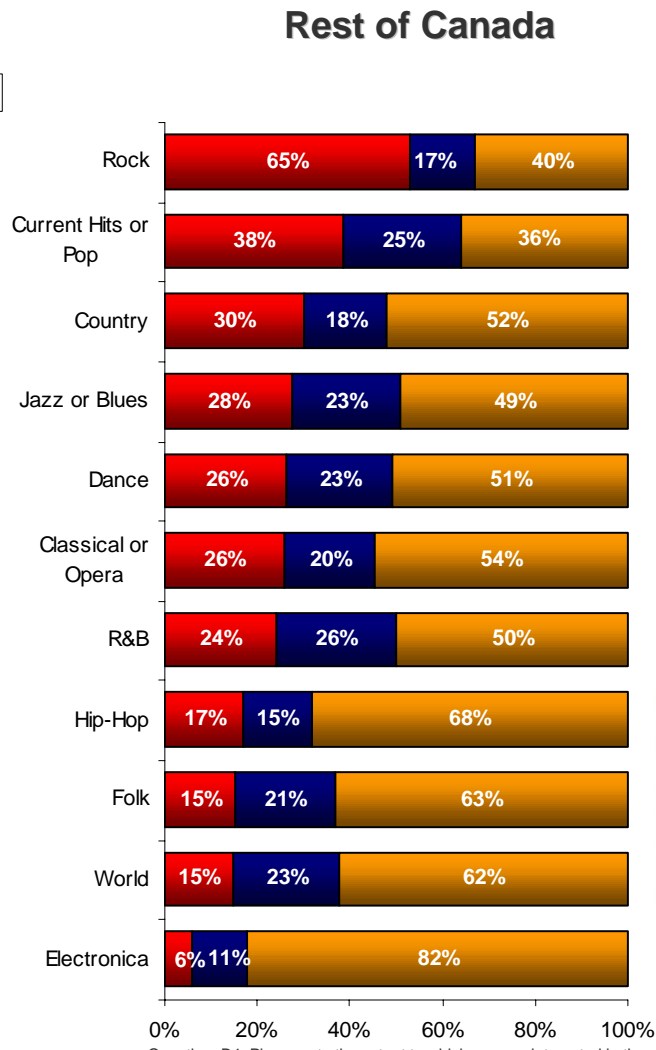
Question: B4. Please rate the extent to which you are interested in the following types of music.
 Base: B1 Listens to music (n=1,978)

- Canadians were asked their level of interest in various types of music. A favourite of Canadians is still rock music, being either soft rock, hard rock, or classic rock, with 63% assigning this genre a high level of interest (in other words a score of 7 or higher on a 10-point scale).
- A distant second to rock is current hits and pop music (41% have a high interest). The next tier includes jazz/blues (29%), classical/opera (27%) dance (27%), country (26%) and R&B (24%). Least favourite genres among Canadians are world (17%), folk (15%) and electronica (only 7% have high interest).
- It should be noted though that while 18% have a high interest in hip-hop, an important proportion (67%) also have a low interest. This is in fact the second highest level of “non-interest” across the genres, preceded only by electronica.

Levels of Interest in Types of Music: Quebec and the Rest of Canada



Question: B4. Please rate the extent to which you are interested in the following types of music.
Base: B1 Listens to music, Quebec respondents (n=738)



Question: B4. Please rate the extent to which you are interested in the following types of music.
Base: B1 Listens to music, Rest of Canada (n=1,240)

There are a few differences in musical tastes worth mentioning when comparing Quebec residents to the rest of Canada. Notably, respondents outside Quebec are significantly more likely to be highly interested in country (30% vs. 15%) whereas Quebec residents are more likely to be interested in current hits (50% vs. 38%), jazz and blues (34% vs. 28%), world music (25% vs. 15%), classical or opera (32% vs. 26%) and electronica (10% vs. 6%).

Levels of Interest in Types of Music: Gender and Age Differences

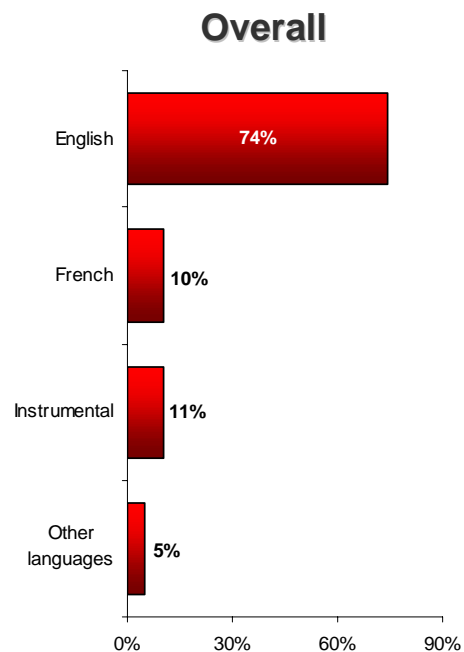
- There are also a number of significant differences in musical preferences across age groups and between genders.
- Men largely prefer rock music, with 64% indicating a high level of interest (a score of at least 7 on a 10-point scale) as compared to 55% for women. Men also more likely to prefer electronica (10% vs. 5% of women), but generally they prefer rock music over any other music, with current hits or pop at a distant second (34%). While women also prefer rock music most of all, they also show more eclectic tastes in music. Women are more likely to prefer current hits or pop (48% vs. 34%), classical or opera (31% vs. 24%), dance (34% vs. 19%), and country (29% vs. 23%).
- Respondents 55 years old and over show the highest level of interest in classical or opera, country and folk music. Younger respondents listen to a greater variety of music, including rock, hip-hop, current hits or pop and R&B. Please refer to the chart below for more details.

Level of Interest in Type of Music (Top Three Box Scores)	Overall	Men	Women	15-20	21-34	35-54	55+
Rock	59%	64%	55%	73%	73%	71%	26%
Current Hits or Pop	41%	34%	48%	47%	55%	46%	21%
Jazz or Blues	29%	30%	28%	22%	22%	38%	25%
Classical or Opera	27%	24%	31%	13%	16%	25%	45%
Dance	27%	19%	34%	30%	30%	24%	26%
Country	26%	23%	29%	14%	22%	27%	34%
R&B	24%	22%	26%	36%	27%	25%	15%
Hip-Hop	18%	17%	19%	43%	33%	12%	4%
World	17%	15%	19%	16%	17%	18%	17%
Folk	15%	14%	17%	8%	12%	16%	21%
Electronica	7%	10%	5%	12%	14%	5%	2%

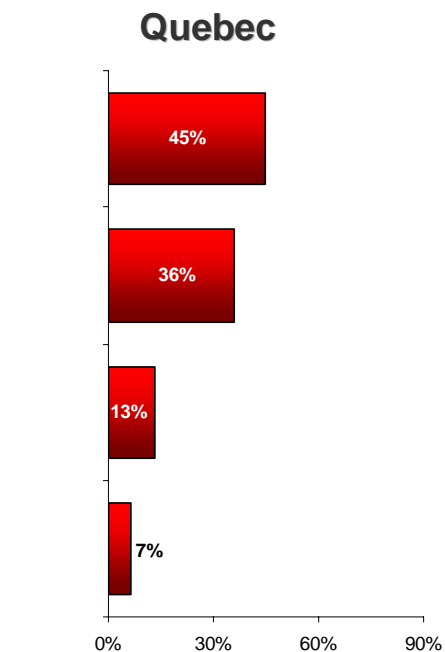
Question: B4. Please rate the extent to which you are interested in the following types of music.
Base: B1 Listens to music (n=1,978)

Percentage of Music Listened to by Language

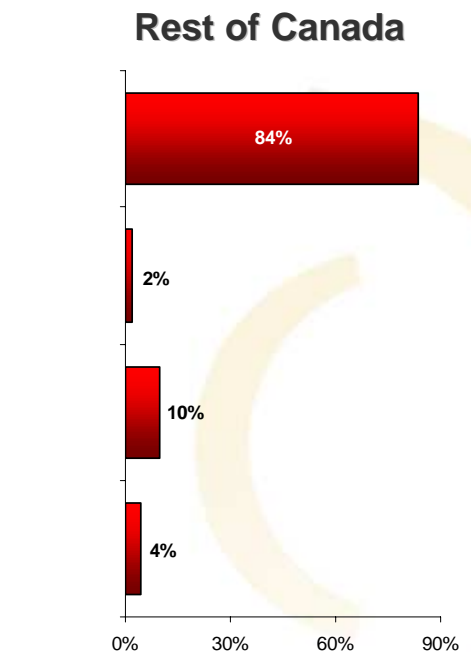
- Respondents were asked to indicate the percentage of music that they listen to that is English, French, instrumental and any other language. Overall, Canadians spend three-quarters of their music-listening time listening to English music, followed by French (10%), instrumental music (11%) and music in other languages (5%).
- Predictably, these averages are different among residents of Quebec, for whom 36% of their music-time is spent listening to French music, which compares to only 2% among respondents in the rest of Canada. Despite the dominance of the French language in Quebec, Quebec residents still spend 45% of their music-time listening to English music.



Question B5. What percent of the music that you listen to is in English, French, instrumental, and in other languages?
Base: B1 Listens to music (n=1,978)



Question B5. What percent of the music that you listen to is in English, French, instrumental, and in other languages?
Base: B1 Listens to music, Quebec respondents (n=738)



Question B5. What percent of the music that you listen to is in English, French, instrumental, and in other languages?
Base: B1 Listens to music, Rest of Canada (n=1,240)

Percentage of Music Listened to by Language

- Segments of the population most likely to listen to instrumental music are respondents over 35 years of age (about 13%, vs. younger respondents at 7%), and those having completed college, university or graduate studies (about 14%, vs. 9% among those with less education). Segments more likely to listen to music in other languages are respondents between 15 and 20 (7%, vs. 4% of respondents 55 and older), and those living in urban areas (5%, vs. 4% in rural areas).
- Although no major differences exist by gender, age differences are apparent. Respondents under 55 listen to more English music (78%, vs. 67% for ages 55 and over). Those over 35 spend more time listening to French and instrumental music than 15 to 20 year olds. Respondents who consider themselves a visible minority are more likely than those who are not of a visible minority to listen to English music (75% vs. 69%) and music in other languages (10% vs. 4%).

Language	Overall	Men	Women	15-20	21-34	35-54	55+	Visible Minority	Non-Vis. Minority	Urban	Rural
English	74%	75%	73%	80%	78%	75%	67%	75%	69%	70%	71%
French	10%	9%	11%	6%	9%	10%	13%	7%	16%	14%	16%
Instrumental	11%	11%	10%	7%	7%	10%	16%	9%	11%	11%	10%
Other languages	5%	5%	5%	7%	5%	5%	4%	10%	4%	5%	4%

Question B5. What percent of the music that you listen to is in English, French, instrumental, and in other languages?

Base: B1. Listens to music (n=1,945)

Note: A complete answer was required; partial responses were not included in this analysis.

Other Types of Music Listened to by Canadians

- The diversity of musical taste is reflective of Canada's diverse multicultural population. Canadians listen to a wide variety of music in a variety of different languages. As earlier results showed, Canadians spend about 5% of their music-time listening to music in languages other than English and French. Among these more diversified listeners, Spanish music is the most commonly stated language (37%), followed by Italian (14%) and German (11%).
- Quebec respondents are more likely than the rest of Canada to be listening to Spanish music (49% vs. 31%), whereas those in the rest of Canada are more likely than residents of Quebec to listen to German, Asian and Indian music.

Language	Overall	Quebec	Rest of Canada
Spanish	37%	49%	31%
Italian	14%	15%	14%
German	11%	6%	13%
Asian	6%	3%	7%
Eastern European/ Russian	5%	3%	6%
Middle Eastern	5%	9%	3%
Indian	4%	1%	5%
African	2%	2%	2%
Native/aboriginal	2%	1%	2%
Scandinavian	1%	<1%	1%
Everything/any	5%	<1%	6%
Other	9%	10%	9%

Base: B5. Listens to "other" languages (n=685)

Purchasing Behaviour

CD Purchases Within the Last Year

- The following tables summarize the number of CDs purchased over the past year. The table on the left summarizes the total number of CDs purchased, and the table on the right summarizes the total number of Canadian CDs purchased. Please note that the base for the total number of Canadian CDs purchased is modified to reflect the total number of respondents who identify themselves as someone who listens to music, as per question B1: “How many hours do you spend listening to music?”
- For this question, where a range was used as a method to summarize responses (e.g. 1 to 5 CDs purchased over the past year), a midpoint is used so that it is possible to estimate the average (e.g. the average number of CDs purchased over the past year). Averages are calculated as an estimate for all Canadians, and for Quebec versus the rest of Canada.
- Eighty-seven percent of music listeners purchased at least one CD over the past year either for themselves or for someone else. About 12% could consider themselves avid CD buyers (over 20 CDs purchased over the past year) and another 18% are regular buyers (i.e. a little over one CD per month is purchased on average). Overall CD purchase trends are very similar in Quebec vs. the rest of Canada, although Quebec CD buyers are more likely to buy Canadian CDs than CD buyers from the rest of Canada (an average of 5 CDs over 4 CDs).

Total CDs Purchased	Overall	Quebec	Rest of Canada
None	13%	12%	14%
1 to 5	32%	30%	32%
6 to 10	25%	28%	24%
11 to 20	18%	16%	18%
21 to 30	6%	7%	6%
More than 30	6%	7%	5%
Average:	9.6	10.1	9.5

B7. How many CDs did you buy in the past year?
Base = B1. Listens to music (n=1,978)

Total Canadian CDs Purchased	Overall	Quebec	Rest of Canada
None	26%	22%	28%
1 to 5	52%	49%	53%
6 to 10	12%	18%	11%
11 to 20	5%	7%	5%
21 to 30	1%	2%	1%
More than 30	1%	1%	1%
Average:	4.0	5.0	3.7

B8. How many of these CDs were by Canadian artists?
Base = B1. Listens to music (n=1,978)

CD Purchases Within the Last Year

- The table below demonstrates the total number of CDs and the total number of Canadian CDs purchased, by key demographic segments, and also identifies differences between Quebec and the rest of Canada.
- Canadians buy about 10 CDs per year on average, 4 of which are CDs by Canadian artists. Quebec residents are more likely than the rest of Canada to be purchasing Canadian music, although there are no major differences in the average number of CDs purchased.
- Younger Canadians buy more CDs than those aged 55 and over (11 vs. 7 total CDs), but there is no difference in the number of Canadian CDs purchased.
- Please refer to the the chart below for more details.

Population Segment	Overall		Quebec		Rest of Canada	
	Total CDs Purchased	Total Canadian CDs Purchased	Total CDs Purchased	Total Canadian CDs Purchased	Total CDs Purchased	Total Canadian CDs Purchased
Men	10	4	11	5	10	4
Women	9	4	10	5	9	4
15-20	11	4	13	5	11	4
21-34	10	4	12	5	10	4
35-54	11	4	10	5	11	4
55+	7	3	8	4	7	3
HS or less	8	3	8	4	8	3
Some Coll/Univ.	10	4	12	5	10	4
Completed Coll/Univ.	10	5	10	6	10	4
Graduate	13	6	14	5	13	5
<\$40K	8	3	8	4	8	3
\$40K-\$60K	9	4	11	6	9	4
\$60K-\$80K	11	4	10	4	12	4
\$80K+	12	5	13	6	12	5
Visible Minority	11	4	11	4	11	4
Non-Visible Minority	10	4	10	5	10	4
Urban	10	5	10	5	10	4
Rural	10	5	11	6	9	4

B7. How many CDs did you buy in the past year?
Base = B1. Listens to music (n=1,978)

B8. How many of these CDs were by Canadian artists?
Base = B1. Listens to music (n=1,978)

Where Canadians Purchase Music CDs

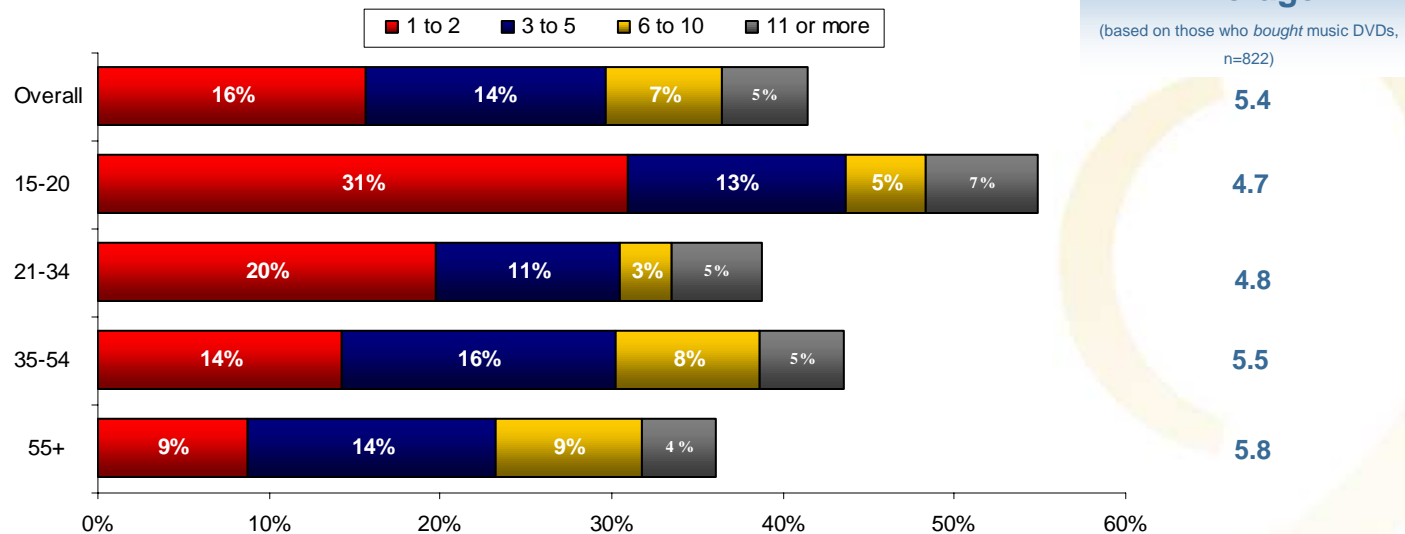
- Traditional “brick and mortar” establishments continue to dominate the CD purchasing market space in Canada. Over half of Canadians (55%) typically buy their CDs in traditional retail music stores and another 25% typically buy from big box stores. About 4% of Canadians *typically* resort to on-line shopping.
- Quebec residents are far more likely than those in the rest of Canada to buy their CDs in traditional retail music stores (72% vs. 50%) whereas those in the rest of Canada are more likely to favour big box stores (28% vs. 15% of Quebec residents) and on-line (4% vs. 2%).
- Younger Canadians tend to gravitate more toward traditional music retail outlets and to the Internet whereas older Canadians seem to prefer big box stores and general merchandise stores.

Location of Purchase	Overall	Rest of Canada					
		Quebec	15-20	21-34	35-54	55+	
Traditional Retail Music Store	55%	72%	50%	76%	61%	51%	47%
Big Box	25%	15%	28%	12%	24%	29%	24%
Online/Order	4%	2%	4%	2%	7%	4%	1%
Stores (General)	3%	1%	4%	3%	1%	4%	5%
Concerts/Clubs	1%	2%	1%	0%	1%	2%	2%
Other	6%	3%	8%	3%	3%	7%	10%
I do not buy music CDs	6%	5%	6%	3%	3%	5%	10%

Question: B9a. Where do you typically buy your music CDs?
 Base: B1. Listens to music (n=1,978)

Number of Music DVDs Purchased in Last Year

- Forty-one percent of Canadians purchased a music DVD over the past year. Within this group, 16% had purchased 1 or 2, 14% purchased 3 to 5 and 7% purchased 6 to 10 music DVDs. A small proportion (5%) could be considered avid music DVD buyers, having purchased 11 or more music DVDs over the past year.
- Although there are generally no significant differences seen between Quebec and the rest of Canada, some more specific differences are seen across provinces. British Columbia residents are most likely than all other provinces to indicate not buying any music DVDs (67%). Respondents in Ontario, Quebec and the Maritimes generally buy more music DVDs compared to respondents in Western provinces.
- For this question, where a range was used as a method to summarize responses (e.g. 1 to 2 music DVDs purchased over the past year), a midpoint is used so that it is possible to estimate the average (e.g. the average number of music DVDs purchased over the past year). Please note that averages are based on those respondents who have bought at least once music DVD over the past year.
- Respondents between 15 and 20 years old are most likely to have bought at least one music DVD (55%) over the past year, although most of these young buyers tended to have only bought one or two DVDs, for an average of 4.7 music DVDs. Older Canadians are more likely to purchase a larger quantity, with an average closer to 6 music DVDs purchased for those over 35 years of age.



Average
 (based on those who *bought* music DVDs, n=822)

5.4

4.7

4.8

5.5

5.8

Accessing the Internet

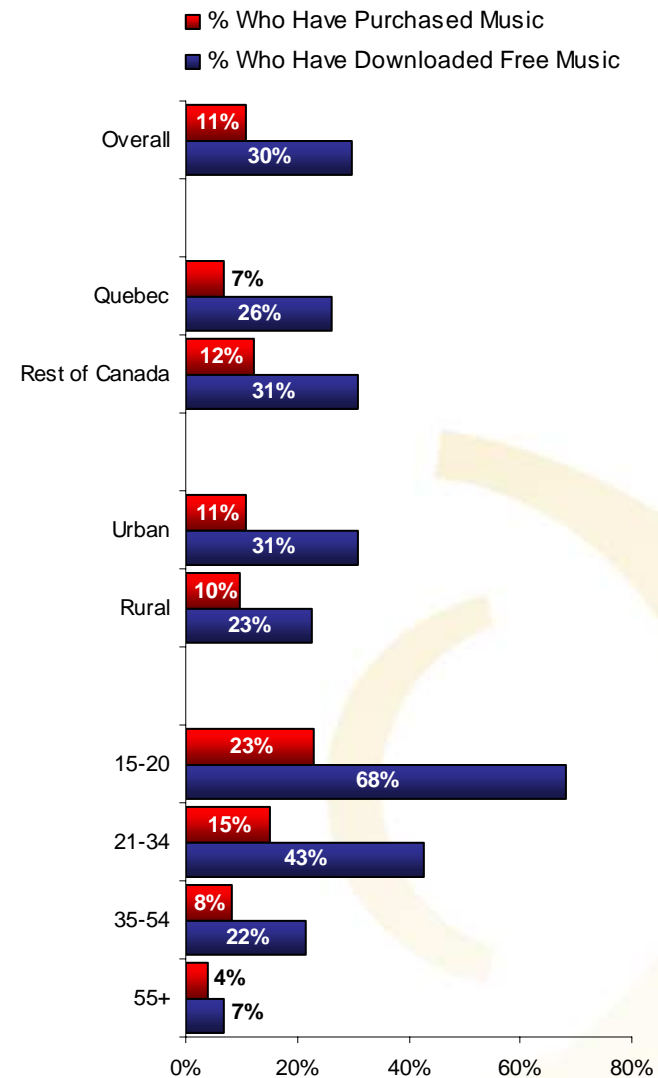
- Overall, 71% of Canadians have access to the Internet from home and 32% can access the Internet from work. Twenty percent indicate that they do not access the Internet at all.
- Overall Internet access is higher among Canadians in the rest of Canada compared to residents of Quebec.
- As well, the likelihood of having access to the Internet decreases with age. While only 2% of Canadians between 15 and 20 indicate they cannot access the Internet, this increases to 14% among those 35 to 54 and spikes to 44% among those over 55 years old.
- Urban residents are more likely than rural residents to have access both at home (74% vs. 64%) and at work (33% vs. 27%), while 26% of rural residents do not have any Internet access (compared to 17% among urban residents).
- Canadians with a higher household income are more likely to have access to the Internet both at home and at work, while those with household incomes under \$40,000 are generally less likely to have access to the Internet.

Access to the Internet	Overall	Quebec	Rest of Canada				15-20	21-34	35-54	55+	Urban	Rural	Household Income			
			Men	Women	<\$40K	\$40K-\$60K							\$60K-\$80K	\$80K+		
Home	71%	65%	73%	74%	69%	91%	80%	76%	50%	74%	64%	53%	69%	81%	92%	
Work	32%	31%	32%	32%	32%	11%	44%	44%	12%	33%	27%	17%	30%	41%	55%	
School	10%	11%	10%	10%	11%	60%	13%	2%	1%	13%	14%	9%	10%	7%	10%	
Friend's house	2%	3%	2%	3%	2%	9%	4%	1%	1%	3%	2%	2%	3%	2%	2%	
Library	4%	3%	4%	3%	4%	7%	4%	3%	2%	4%	3%	5%	2%	3%	2%	
Other	4%	5%	4%	4%	3%	3%	6%	4%	2%	4%	3%	5%	5%	3%	2%	
Don't access the Internet	20%	24%	18%	19%	21%	2%	7%	14%	44%	17%	26%	37%	20%	10%	2%	

Question: B11. From which locations do you access the Internet?
 Base: All respondents (n=2,002)

Purchasing and Downloading Music for Free From the Internet

- Despite the growing popularity of legal services, downloading free music over the Internet is still prevalent, and there is an active cluster of Canadians who download music for free over the Internet. Fully 30% of Canadians with Internet access admitted to downloading music tracks for free last year.
- Still, legal services are growing in Canada and Canadians, especially those who are young and are more comfortable with new technologies, are buying more music over the Internet. Last year, 11% of Canadians purchased songs over the Internet.
- Across all segments, downloading music for free is a more common activity over purchasing music on-line. But despite the differences in magnitude, the trends among the different segments remain similar.
- Residents in the rest of Canada download more music than residents of Quebec, whether it is purchased or downloaded for free.
- Urban and rural residents purchase about the same amount of music; however, urban residents are more active with free downloading of music (31% vs. 23%).
- Looking at age, 15 to 20 year olds are, by far, the most active at downloading music. Predictably, the likelihood of downloading music, either purchased or for free, significantly decreases with age.



Question: B12. How many songs did you *purchase* from the Internet last year?
Question: B14. How many songs did you *download for free* from the Internet last year?
Base: B11. Has access the Internet, (n=1,602)

Average Number of Songs Purchased and Downloaded for Free over the Last Year

- The 11% of Canadians who purchased music on-line bought an average of 33 songs over the last year, with approximately one-third of these being songs by Canadian artists. Canadians downloading music for free double these numbers, downloading on average a total of 61 songs over the past year, 22 of them by Canadian artists.
- The number of songs purchased by residents of Quebec is significantly less than the number purchased by residents living in the rest of Canada (25 vs. 35 songs purchased). Fifteen to thirty-four year olds purchased and downloaded for free more songs than older Canadians.

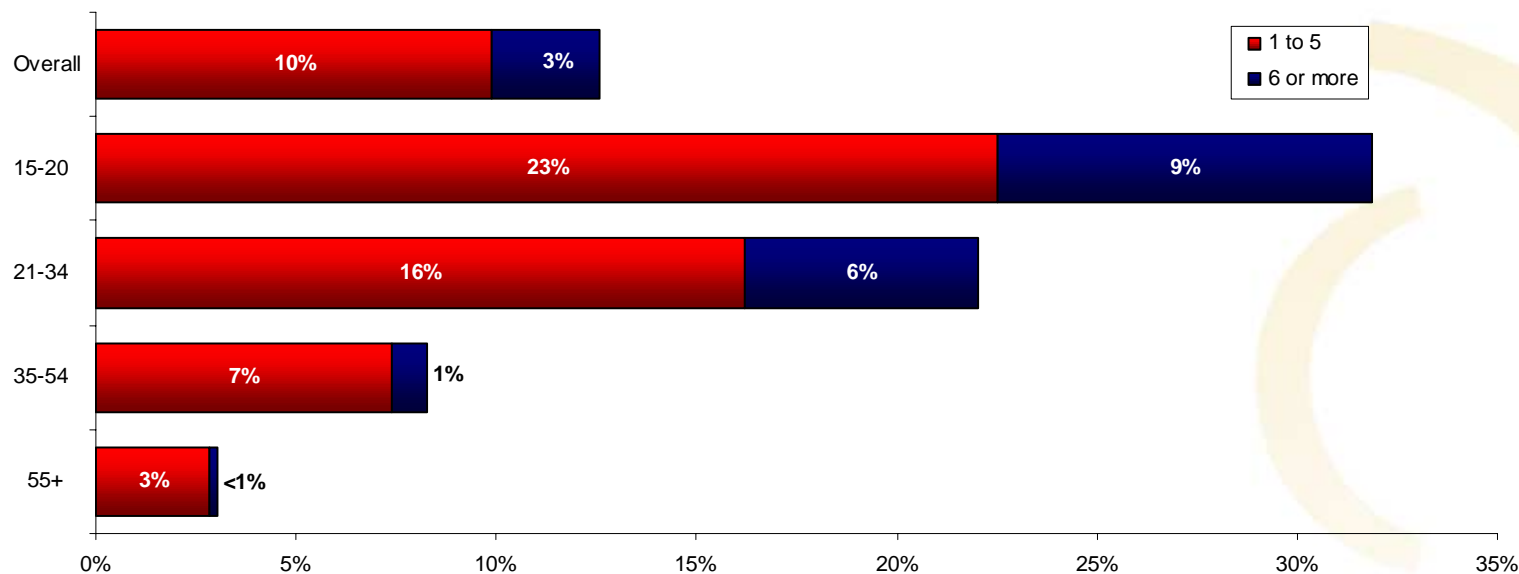
Population Segments	# Songs Purchased	# Canadian Songs Purchased	# Downloaded for Free	# Canadian Downloaded for Free
Overall	33.4	12.0	60.9	22.1
Quebec	24.6	7.9	58.4	17.9
Rest of Canada	34.9	12.7	61.6	23.2
Men	32.8	11.5	57.5	22.9
Women	34.2	12.7	66.0	20.9
15-20	49.2	18.2	72.1	25.1
21-34	38.2	14.3	68.0	25.4
35-54	20.3	5.7	46.4	16.4
55+	9.6	6.5	30.3	11.0
<\$40K	42.7	13.2	68.2	22.0
\$40K-\$60K	33.8	11.3	48.3	18.8
\$60K-\$80K	29.9	10.8	60.2	22.2
\$80K+	33.1	13.4	65.7	28.3
Visible Minority	55.9	19.9	66.8	23.2
Non-Visible Minority	30.4	11.1	60.0	22.6
Urban	32.7	11.9	61.5	23.2
Rural	38.5	12.3	57.3	17.4

Question: B12. How many songs did you purchase from the Internet last year?
 B13. How many of these songs were by Canadian artists?
 Base: Purchased from the Internet (n= 182)

B14. How many songs did you download for free from the Internet last year?
 B15. How many of these songs were by Canadian artists?
 Base: Downloaded free music from the Internet (n= 536)

Ringtone Purchases

- Ringtones are a recent phenomenon among cell phone users, allowing subscribers to customize their wireless experience with their favourite music. Respondents who indicated that they own or have access to a cell phone were asked to state the number of ringtone purchases they had made over the last year. Eighty-seven percent of cell phone users did not purchase any ringtones and among those who did, they tended to purchase between 1 and 5 ringtones.
- Overall, 13% of Canadians who own a cell phone purchased at least one ringtone over the past year.



Question: B16. How many ringtones did you purchase in the past year for your cell phone?
Base: B3f=1, has access to a cell phone, (n=1,250)
Note: Respondents who did not buy any music DVDs are not shown in this distribution.

Music Discovery

- With the exception of young Canadians, about 75% of respondents discover new music on the radio. Word-of-mouth and the television were also considered important channels through which Canadians discover new music.
- No significant differences exist between Quebec and the rest of Canada.
- Women are more likely than men to discover new music through television (38% vs. 29%), while men are more likely than women to discover new music through the Internet (14% vs. 7%).
- Only half of Canadians between 15 and 20 discover new music over the radio – their primary source seems to be through word-of-mouth. Furthermore, this age group is significantly more likely than all other age groups to discover new music through television and the Internet.

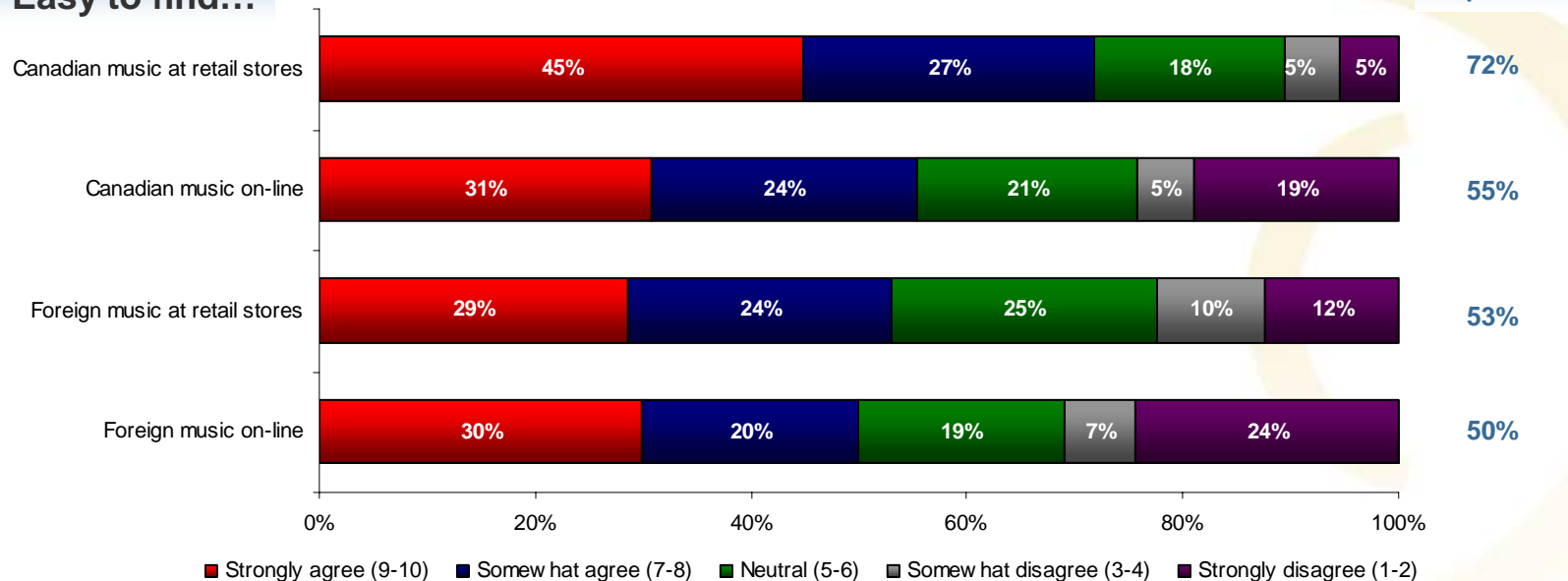
How Canadians Discover New Music	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+
Radio	75%	76%	74%	74%	76%	50%	75%	80%	77%
Word-of-mouth	37%	34%	38%	36%	39%	67%	46%	33%	25%
TV	34%	37%	33%	29%	38%	48%	32%	27%	38%
Internet	11%	9%	11%	14%	7%	27%	20%	7%	2%
Print/Advertising	11%	12%	10%	10%	11%	9%	13%	9%	12%
Concerts	4%	4%	4%	3%	4%	6%	2%	4%	5%
In stores	2%	2%	2%	2%	2%	1%	2%	3%	1%
Movies	2%	1%	2%	2%	2%	3%	1%	2%	2%
Other	6%	6%	5%	6%	5%	4%	6%	6%	5%

Question: B17. How do you generally discover new music?
Base: All respondents (n=2,002)

Access to Music at Retail Stores and On-line

- Seventy-two percent of Canadians agree that they can easily find Canadian music at retail stores (in other words a score of 7 or higher on a 10-point scale). More Canadians agree that they can easily find Canadian music at retail stores than they can on-line, to which a much lower 55% of Canadians agree.
- In terms of finding foreign music, similar proportions of Canadians agree that it is just as easy to find at retail stores (53%) as it is to find on-line (50%). There is a significant difference in terms of those who disagree (in other words, give a score of 4 or less on a 10-point scale), with 22% of Canadians disagreeing that it is easy to find foreign music at retail stores, as compared to 31% who disagree that foreign music is easy to find on-line.
- As seen previously, 83% of Canadians typically buy their music in a store, and only 4% buy their music on-line. In time, as Canadians conduct more on-line shopping which includes purchasing music, the proportion of the population saying that music is easy to find on-line may grow.

Easy to find...



■ Strongly agree (9-10) ■ Somewhat agree (7-8) ■ Neutral (5-6) ■ Somewhat disagree (3-4) ■ Strongly disagree (1-2)

Question: B18. Please state your level of agreement with the following statements.

Base: 18a/18c. Total respondents (n=2,002)

Base: 18a/18c. Has access to the internet (B11, n=1,615)

Access to Music at Retail Stores and On-line

- Canadians agree that when it comes to purchasing Canadian music, they can easily find it in stores. Quebec residents are more likely to agree with this statement than the rest of Canada (82% vs. 68%). As well, respondents aged 21 through 54 (77%) are more likely to agree, when compared to those aged 15 to 20 (68%) and those aged 55 and over (62%). Also, while 76% of urban residents can easily find Canadian music in stores, this decreases to 68% among those living in rural areas.
- Sixty-three percent of Quebec residents agree that it is easy to find foreign music at retail stores, as compared to 50% among residents in the rest of Canada. This can be tied back to where Canadians are most likely to purchase their music – it was noted that 72% of Quebec residents primarily buying their music in retail stores, as compared to 50% in the rest of Canada.
- When it comes to purchasing music on-line, 55% agree that it is easy to find Canadian music on-line and 50% agree that it is easy to find foreign music on-line. No significant regional or gender differences exist. However, younger Canadians find it much easier to find both Canadian and foreign music on-line than do older Canadians (see table below for details).

Ease of Finding Music in Stores and On-line (Top Four Box Summary)	Overall	Quebec	Rest of Canada	Men	Women	15-20	21-34	35-54	55+	Urban	Rural
Canadian music at retail stores	72%	82%	68%	71%	73%	68%	78%	76%	62%	76%	68%
Canadian music on-line	55%	50%	57%	57%	53%	65%	62%	54%	32%	56%	53%
Foreign music at retail stores	53%	63%	50%	51%	55%	44%	54%	57%	50%	55%	51%
Foreign music on-line	50%	45%	51%	53%	46%	58%	57%	49%	29%	51%	45%

Question: B18. Please state your level of agreement with the following statements..

Base: 18a/18c. Total respondents (n=2,002)

Base: 18a/18c. Has access to the internet (B11, n=1,615)

Live Music Performances

Attendance at Live Music Performances

- Canadians were asked to indicate their live music event attendance over the past year. All respondents were asked for the total number of live music performances they had attended. Only those who indicate that they had attended at least one live music performance were asked to specify the total number of live Canadian music performances. The results relating to performances by Canadian artists have been recalibrated over the base of all respondents to reflect the number of live Canadian music performances attended as a percentage of all Canadians.
- For these questions, where a range is used as a method to summarize responses (e.g. 1 to 5 live music performances attended over the past year), a midpoint is used so that it is possible to estimate the average (e.g. the average number of live music performances attended over the past year).
- Forty-six percent of respondents have been to 1 to 5 performances, and 22% have been to six or more performances. On average, Quebec residents attend fewer live music performances than do residents from the rest of Canada (3.3 vs. 4.2 performances).
- Forty-five percent of Canadians have seen between 1 and 5 live music performances by Canadian artists, and 14% have seen 6 or more, creating an average of 3 live Canadian performances over the past year. This average is lower for Quebec residents, seeing an average of 2.6 live music performances by Canadian artists, as compared to 3.2 attended by the rest of Canada.
- These results also suggest that about three-quarters of performances attended over the past year are performances by Canadian artists (3.1 vs. 4.0 overall).

Total Live Music Performances	Overall	Quebec	Rest of Canada
None	33%	37%	31%
1 to 5	46%	47%	46%
6 to 10	11%	9%	12%
11 to 15	5%	4%	5%
16 or more	6%	4%	6%
Average	4.0	3.3	4.2

Question: B19. How many live music performances did you attend over the past year?
Base: Total respondents (n=2,002)

Total Live Canadian Music Performances	Overall	Quebec	Rest of Canada
None	40%	43%	39%
1 to 5	45%	46%	44%
6 to 10	8%	6%	9%
11 to 15	3%	2%	3%
16 or more	3%	2%	3%
Average	3.1	2.6	3.2

Question: B20. How many of these live performances were by Canadian artists?
Base = Total respondents (n=2,002)

Live Music Performance Attendance: Canadian Artists

- The adjacent table demonstrates the average total number of live performances and, of these, live performances by Canadian artists, broken down by various demographic segments. As stated previously, residents in Quebec are less likely to attend live music performances than are residents from the rest of Canada.
- No significant differences between gender are seen; however, differences among age groups are found, with ages 15 to 34 attending, on average, a total of 5 live performances over the past year, as compared to 3.6 seen by the older respondents.
- Higher education and higher income are also predictors of live music performance attendance.

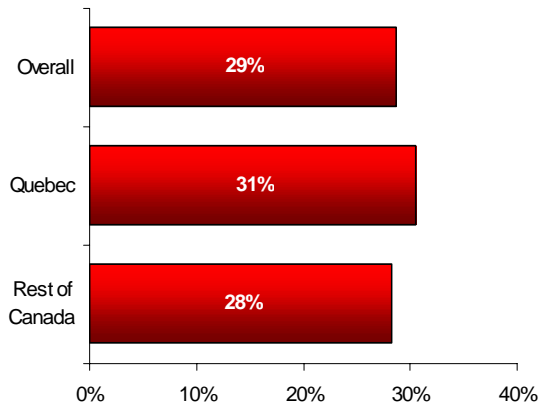
Population Segment	Total # of Live Music Performances Attended	Total # of Live Canadian Music Performances Attended
Overall	4.0	3.1
Quebec	3.3	2.6
Rest of Canada	4.2	3.2
Men	4.1	3.2
Women	3.9	2.9
15-20	5.3	3.7
21-34	4.6	3.4
35-54	3.8	3.1
55+	3.3	2.6
HS or less	3.2	2.5
Some Coll/Univ.	4.6	3.4
Completed Coll/Univ.	4.1	3.1
Graduate	5.4	4.5
<\$40K	3.3	2.6
\$40K-\$60K	3.9	2.9
\$60K-\$80K	4.4	3.6
\$80K+	5.1	3.8
Visible Minority	3.6	2.5
Non-Visible Minority	4.2	3.3
Urban	4.0	3.1
Rural	3.7	2.9

Question: B19. How many live music performances did you attend over the past year?
 Question: B20. How many of these live performances were by Canadian artists?
 Base = Total respondents (n=2,002)

Live Music Performance Attendance: Purchase Summary

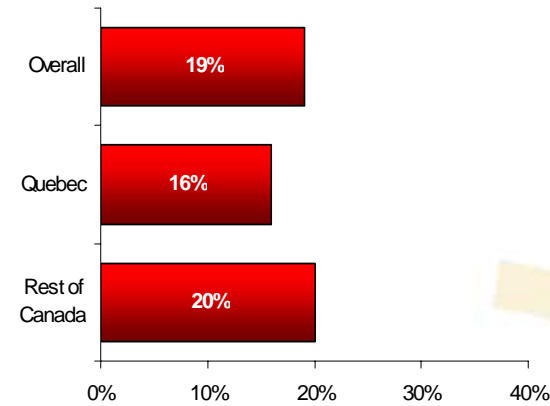
- Respondents were asked about the purchases that they made while attending these live music performances. Twenty-nine percent of those who attended live performances bought CDs or music DVDs and 19% bought other concert related merchandise. No significant differences are seen by region.

Purchased CDs or Music DVDs



Question: B21a. Did you purchase CDs or music DVDs at these shows?
Base: B19. Attended live performance (n=1,359)

Purchased Other Concert Merchandise



Question: B21b. Did you purchase other concert-related merchandise at these shows?
Base: B19. Attended live performance (n=1,359)

- When asked how much was spent on average per show on CDs or music DVDs, the average amount spent was \$25. A somewhat larger amount is spent on other concert-related merchandise, with an overall average of \$29.

Total Spent on CDs or Music DVDs	Overall	Quebec	Rest of Canada
Less than \$20	39%	41%	39%
\$20 to \$40	51%	50%	51%
More than \$40	10%	9%	10%
Average:	\$25	\$25	\$25

Question: B22a. On average, how much did you spend per show on CDs or music DVDs?
Base: B21a Made purchase (n=389)

Total Spent on Other Merchandise	Overall	Quebec	Rest of Canada
Less than \$20	35%	50%	31%
\$20 to \$40	44%	35%	46%
More than \$40	21%	15%	23%
Average:	\$29	\$24	\$30

Question: B22b. How much did you spend on other concert merchandise?
Base: B21b Made purchase (n=270)

Live Performance Attendance: Purchase Summary

- The adjacent table reveals average amounts spent per live music performance attended, including the amount spent on CDs or music DVDs, as well as on other concert-related merchandise. Not many differences exist between groups, with ranges usually spanning only a few dollars.

Demographic	Total Spent on CDs or Music	Total Spent on Other
	DVDs	Merchandise
Quebec	\$25	\$24
Rest of Canada	\$25	\$30
Men	\$24	\$31
Women	\$26	\$28
15-20	\$26	\$25
21-34	\$26	\$32
35-54	\$24	\$31
55+	\$26	\$25
HS or less	\$24	\$28
Some Coll/Univ.	\$27	\$32
Completed Coll/Univ.	\$25	\$29
Graduate	\$25	\$23
<\$40K	\$28	\$27
\$40K-\$60K	\$24	\$28
\$60K-\$80K	\$25	\$34
\$80K+	\$24	\$30
Visible Minority	\$30	\$27
Non-Visible Minority	\$25	\$30
Urban	\$26	\$29
Rural	\$24	\$31

Question: B22. On average, how much did you spend per show?

Base: B21a Music CDs or DVDs (n=389)

Base: B21b Other concert-related merchandise (n=270)

Conclusions

Conclusions

Canadian Film Industry

- The television is a primary means of watching movies for Canadians, whether it is through a conventional or specialty television channel or through a channel dedicated to movies. Renting movies and watching movies from a personal collection are also fairly common activities for over half the population.
- Going to a movie theatre continues to be seen as an expensive way to view movies. In fact, the importance of price as a factor discouraging people from going to the movies more often has increased since 2001. This growing perception may have incited a number of movie theatre operators to decrease admission prices over the past few years. The increase in the importance of cost may also be related to quality considerations. Although this research did not ask Canadians if they feel that movies in general have increased or decreased in quality, Canadians will feel that movies are overpriced if they do not perceive value for their money.
- The top three movie genre preferences of the Canadian population have shifted somewhat since 1998. Comedies, by far the most preferred type of movie, and dramas remain up top in 2005, with spy or thriller movies and action films close behind.
- These preferences help explain awareness and viewership rankings of the Canadian movies featured in this research: two of the top three movies are comedies.
- The observations from the various other Canadian films respondents were asked to list reveals that Canadians are not entirely consistent in their understanding of what is considered a “Canadian film”. Two of the titles they chose were not Canadian, perhaps relating to some confusion regarding whether there was Canadian key creative content was involved, or the movie was shot in Canada.

Conclusions

Canadian Film Industry

- Canadians seem to firmly believe that Canadian movies should be seen in Canadian movie theatres and on Canadian television. They are however less convinced that Canadian movies are readily available in movie theatres or in video stores.
- Canadians also seem to have strong opinions on the promotion of Canadian movies. A strong proportion of Canadians feel that Canadian movies should be exported and promoted in other countries and many believe that more people would watch Canadian movies if they were promoted and advertised better. Clearly, these results align with the public's perception that Canadian movies are not readily available in movie theatres or video stores. Furthermore, the Canadian public may also grasp the notion, if Hollywood can be seen as an example, that the movie industry is strongly rooted in promotion.
- There is also an important consensus around a perceived increase in quality of Canadian productions and that Canadians clearly see their own actors, directors and productions at par with those in other countries. Despite these signs of support for the Canadian industry, there remain 3 in 10 who agree that American movies are better made than movies in other countries.

Conclusions

Canadian Music Industry

- Canadians, by and large, believe that Canadian music can hold its own on the international stage. The quality of music by Canadian artists is seen by 93% of the general population to be either of equal or better quality than music by foreign artists.
- Canadians listen to almost 19 hours of music per week, which translates to just over two and a half hours of music each day, most of which is either on the radio or on CDs, mp3s or cassettes. They estimate that approximately 30% of their music is by Canadian artists and their favourite type of music is undoubtedly rock music (which includes soft, hard and classic rock).
- The diversity of musical taste is reflective of Canada's diverse multicultural population. While most of the music is in English, 10% of the time, Canadians are either listening to French music or instrumental and 5% of the time is spent listening to music in other languages.
- Despite the continuing growth in on-line shopping, Canadians still typically resort to “brick and mortar” outlets when purchasing their CDs. For the time being, the Internet remains a secondary purchasing channel.
- Despite the growing popularity of legal services, downloading music for free over the Internet is still prevalent. Predictably, the likelihood of downloading music, either purchased or free, significantly decreases with age. Not only is free downloading three times more common than purchasing, the actual volume of tracks downloaded for free is much higher on average. It is estimated that about one in three tracks downloaded from the Internet are by Canadian artists.

Conclusions

Canadian Music Industry

- Canadians are much more likely to agree that Canadian music is easily found in stores as compared to on-line. In time, as Canadians conduct more on-line shopping which includes purchasing music, the proportion of the population saying that music is easy to find on-line is likely to grow.
- Many Canadians attend live music performances, of which it is estimated that three-quarters are by Canadian performers. Furthermore, these performances are important outlets for CDs, DVDs and other concert-related merchandise. About three in ten concert-goers buy CDs and music DVDs, spending on average \$25.

Appendix A: English Questionnaire

INTRODUCTION/SCREENER

Int1. Good evening/ afternoon, my name is _____ and I am calling from Decima Research on behalf of the Government of Canada. We are conducting a national survey to obtain Canadians' opinions on movies and music. Your household was randomly selected and all responses will be kept strictly confidential and analyzed in the aggregate. Would you have time to help us out this evening?

READ ONLY IF ASKED FOR LENGTH OF SURVEY: Depending on the answers to your questions, the survey will take between 15 and 20 minutes of your time.

Yes (CONTINUE WITH SURVEY)
No (THANK AND TERMINATE)

Int2. Is there anyone in your household currently between the ages of 15 and 19 inclusive? We are looking to complete surveys with young Canadians to gain their unique insights - would it be possible to complete the survey with this individual?

Nobody of this age	1	CONTINUE WITH ORIGINAL RESPONDENT
Speaking	2	GO TO MAIN SURVEY
Gets the person	3	REPEAT INTRO
Refusal	4	THANK AND TERMINATE

PROGRAMMER NOTE: RANDOMIZE SECTIONS A AND B

SECTION A: CANADIAN FEATURE FILM INDUSTRY

{READ} The following group of questions relate to movies.

A1 How often do you...

{READ LIST OF RESPONSES. REPEAT FOR FIRST TWO QUESTIONS THEN ONLY WHEN ASKED}

- Never 1
- Once a year 2
- Once every 6 months 3
- Once every 3 months 4
- Monthly 5
- Weekly 6
- More than once a week 7
- Don't know/Refuse 9

- a) Watch movies in a theatre or drive-in
- b) Rent movies
- c) Buy movies
- d) Watch a movie channel, in other words, a channel that features ONLY movies
- e) Watch movies on a regular television channel, in other words, a channel that features various types of programming in addition to movies
- f) Use a video-on-demand service (READ IF ASKED: Video-on-demand, or VOD, is a pay-per-view television service in which a viewer can order a program from a menu and have it delivered instantly to the television set, typically with the ability to pause, rewind, etc.)
- g) Watch movies from your own collection
- h) Download and watch movies from the Internet

{SKIP A2 IF A1a = 7}

A2 What factors influence your decision NOT to attend more movies at the movie theatre? Is there anything else?

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

- Don't like what's playing 1
- Too expensive 2
- No time 3
- Show times are not convenient 4
- No theatre in my area 5
- Not accessible for the handicapped (mobility, sight and hearing impaired) 6
- Run in theatre too short 7
- It will be out on video soon anyway 8
- Other (PLEASE SPECIFY) 77
- Don't know/Refuse 99

{ SKIP A3 IF A1a=1 }

A3 On a scale from 1 to 10, where 1 is “No influence at all” and 10 is “Significant influence”, please rate the level of influence each of the following have on your movie selection decision at the movie theatre:

- No influence at all 1 {REPEAT SCALE AS NEEDED}
- Significant influence..... 10
- Don't know/refuse to answer99 (DO NOT READ)

{RANDOMIZE LIST}

- a) Commercials seen on television
- b) Advertising from sources other than television, for example, newspapers, radio, billboards, and the Internet
- c) Critical acclaim or awards
- d) Word-of-mouth
- e) Previews at the theatre, also known as trailers
- f) Actors in the movie
- g) Story
- h) Country of origin of the film
- i) Director of the movie
- j) Interviews or news stories about the film

{SKIP A4 and A5 IF A1b=1}

A4 What affects your choice when deciding which movies to rent? {PROBE} Is there anything else?

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

- Advertising.....1
- Critical acclaim or awards2
- Word-of-mouth3
- Previews at the theatre, also known as trailers....4
- Actors in the movie5
- Story6
- Special FX7
- Country of origin of the film8
- Director of the movie9
- Commercials seen on television10
- Interviews or news stories about the film11
- The picture on the cover and the blurb on the back of the rental box look interesting 12
- The kids wanted the movie13
- It's on the “new release” shelf and is therefore easy to find at the store 14
- Other (please specify)77
- Don't know/refuse.....99

A5. Most often do you rent a movie...

{READ LIST}

- Instead of seeing the same movie in a theatre 1
- In addition to seeing the same movie in a theatre 2
- Don't know/refuse.....9 {DO NOT READ}

{ SKIP A6 AND A7 IF A1c=1 }

A6 What affects your choice when deciding which movies to purchase? {PROBE} Is there anything else?
{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

Advertising.....	1
Critical acclaim or awards	2
Word-of-mouth	3
Previews at the theatre (trailers)	4
Actors	5
Story	6
Special FX	7
Country of origin of the film	8
Director	9
Commercials seen on TV	10
Interviews or news stories about the film	11
The picture on the cover and the blurb on the back of the rental box look interesting	12
The kids wanted the movie	13
I like the movie so much I want to own it.....	14
I am a movie collector and I love owning movies in general	15
Other (please specify)	77
Don't know/refuse.....	99

A7. Most often do you purchase a movie...

{READ LIST}

Instead of seeing the same movie in a theatre	1
In addition to seeing the same movie in a theatre	2
Don't know/refuse.....	9 {DO NOT READ}

A8 On a scale from 1 to 10, where 1 is "Not at all interested" and 10 is "Extremely interested", please rate your level of interest in the following types of movies:

Not at all interested	1 {REPEAT SCALE AS NEEDED}
Extremely interested.....	10
Not applicable/refuse to answer.....	99

{RANDOMIZE LIST}

- a) Comedy
- b) Drama
- c) Action
- d) Spy or thriller
- e) Animated
- f) Family or Children's
- g) Musical
- h) Sci-Fi
- i) Horror
- j) Film D'auteur or Art film
- k) Foreign film

A9 FOR EACH OF THE FOLLOWING MOVIES ASK:

- I. ALL RESPONDENTS
- II. IF YES TO (I) ; IF NO THEN MOVE TO NEXT MOVIE
- III. IF YES TO (II) ; IF NO THEN MOVE TO NEXT MOVIE

A9I Have you heard of the movie titled:

- | | |
|-----|------------------------|
| Yes | 1 (ask II) |
| No | 2 (move to next movie) |

{RANDOMIZE LIST}

- a) Séraphin : Heart of Stone (FRENCH IF NEEDED: Séraphin – un homme et son péché)
- b) Elvis Gratton XXX (FRENCH IF NEEDED: Elvis Gratton XXX: La Vengeance d'Elvis Wong)
- c) Resident Evil: Apocalypse
- d) The Barbarian Invasions (FRENCH IF NEEDED: les Invasion Barbares)
- e) Being Julia
- f) Bollywood Hollywood
- g) Ma vie en cinémascope
- h) Seducing Dr. Lewis (FRENCH IF NEEDED: La Grande Seduction)
- i) Mambo Italiano
- j) Ginger Snaps
- k) The Blue Butterfly (FRENCH IF NEEDED: Le papillon bleu)
- l) Men with Brooms (FRENCH IF NEEDED: Quatre gars et un balai)
- m) The Corporation
- n) Les Boys III
- o) Ryan
- p) 8:17pm Darling Street (FRENCH IF NEEDED: 20h17 rue Darling)
- q) Going the Distance

A9II Have you seen this movie?

- | | |
|----------------------|--------------------------------------|
| Yes | 1 (ask III) |
| No | 2 (move to next movie) |
| Do not recall/refuse | 9 (DO NOT READ) (move to next movie) |

A9III Where did you first see the movie?

{DO NOT READ LIST}

- | | |
|------------------------------|----|
| Theatre | 1 |
| Video or DVD | 2 |
| TV | 3 |
| Download | 4 |
| Airplane | 5 |
| Film Festival | 6 |
| Other (please specify) | 77 |
| Don't know/refuse..... | 99 |

{SKIP A10a-c IF A1a = 1}

A10a Have you seen any other Canadian feature films over the past year? IF NEEDED: By Canadian feature film, we mean films that are produced by Canadians, including Quebecois films.

- | | |
|---------------------|-------------------------------|
| Yes | 1 (ASK A10b) |
| No | 2 (MOVE TO A11) |
| Do not recall | 9 (DO NOT READ) (MOVE TO A11) |

A10b What movie(s) was it (were they)? (Code 1 – 98)

Response 1: _____

Response 2: _____

Response 3: _____

Don't know/refuse.....99 (SKIP TO A11)

A10c Where did you first see the movie? (Ask for each response in A10b)

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

Theatre 1

Video or DVD 2

TV 3

Download 4

Airplane 5

Film Festival 6

Other (please specify) 77

Don't know/refuse.....99 (DO NOT READ)

A11 On a scale from 1 to 10, where 1 is “Strongly disagree” and 10 is “Strongly agree”, please rate your level of agreement with each of the following statements:

Strongly disagree..... 1 {REPEAT SCALE AS NEEDED}

Strongly agree 10

No opinion/refuse to answer.....99 (DO NOT READ)

{RANDOMIZE LIST}

- a) More people would watch Canadian movies if they were promoted and advertised better.
- b) The acting, directing and production quality of Canadian movies is as good as movies made in other countries.
- c) I think it is important that Canadian movies can be seen in movie theatres in Canada
- d) I think it is important that Canadian movies can be seen on Canadian TV.
- e) I think it is important that Canadian movies are exported and promoted in other countries.
- f) American movies are better made than movies made in other countries.
- g) Over the last couple of years, I think that the Canadian movie industry has begun to make better films.
- h) Most Canadian films are not available in movie theatres.
- i) Most Canadian films are not available in video stores.
- j) The stories in Canadian movies relate to me.

SKIP A12a AND A12bi OR A12bii IF A1a-h = 1}

A12a What percent of the movies you watch in an average year are in English, what percent are in French and what percent are other types of movies including subtitled, dubbed and foreign language films?

{READ ALL OPTIONS AT ONCE THEN HAVE RESPONDENT ASSIGN % TO EACH SO THAT IT ALL ADDS TO 100%. PROBE FOR APPROXIMATION}

English language..... %

French language %

Other (including subtitled, dubbed and foreign language films – DO NOT SPECIFY) ____%

Don't know/refuse to answer.....999 {DO NOT READ}

PROGRAMMER NOTE: TOTAL MUST SUM TO 100% UNLESS RESPONSE IS DK/REFUSE

A12bi. [ENGLISH RESPONDENTS] When you are interested in seeing a movie that was originally produced in FRENCH, do you generally prefer to see it...

- | | |
|--------------------------------|-----------------|
| In the original French version | 1 |
| Subtitled in English, or, | 2 |
| Dubbed in English | 3 |
| No preference | 4 {DO NOT READ} |
| Don't know/refuse | 9 {DO NOT READ} |

A12bii. [FRENCH RESPONDENTS] When you are interested in seeing a movie that was originally produced in ENGLISH, do you generally prefer to see it...

- | | |
|---------------------------------|-----------------|
| In the original English version | 1 |
| Subtitled in French, or, | 2 |
| Dubbed in French | 3 |
| No preference | 4 {DO NOT READ} |
| Don't know/refuse | 9 {DO NOT READ} |

SECTION B: MUSIC CONSUMPTION

{READ} The following group of questions relate to music.

LISTENING HABITS

B1 How many hours in an average week do you spend listening to music on (REPEAT THIS INTRO FOR EACH ITEM LISTED):

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

{IF NECESSARY REITERATE: Please remember, this amount of time is spent listening to music only.}

- None1
- Less than 1 hour.....2
- 1 to 5 hours.....3
- 6 to 10 hours.....4
- 11 to 25 hours.....5
- More than 25 hours6
- Don't know/refuse to answer9 {DO NOT READ}

{RANDOMIZE LIST}

- a) CDs, mp3s or cassettes
- b) The radio
- c) The Internet
- d) Television

{IF B1a-d =1, THEN SKIP TO B3}

B2 What percentage of your total music listening is spent listening to music by Canadian artists?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1
- Less than 10%.....2
- 10-25%3
- 26-50%4
- 51-75%5
- 76-100%6
- Don't know/refuse to answer.....9 {DO NOT READ}

B3 Do you own, or have access to, any of the following items, either at home, at work or elsewhere?

- Yes 1
- No 2
- DK/Refuse 9 {DO NOT READ}

{RANDOMIZE LIST}

- a) Computer
- b) CD burner
- c) Portable digital music player or portable mp3 player
- d) DVD player
- e) DVD burner
- f) Cell phone

{IF B1a-d =1, THEN SKIP TO B6}

B4 On a scale from 1 to 10, where 1 is “Not at all interested” and 10 is “Extremely interested” please indicate the extent to which you are interested in the following types of music:

Not at all interested.....1 {REPEAT SCALE AS NEEDED}
 Extremely interested.....10
 Not applicable/refuse to answer99 {DO NOT READ}

{RANDOMIZE LIST}

- a) Country
- b) Rock, including soft, hard and classic rock
- c) Current Hits or Pop music
- d) Electronica
- e) Classical or Opera
- f) Hip-Hop
- g) R&B
- h) Dance
- i) Jazz or Blues
- j) World
- k) Folk

B5 What percent of the music that you listen to is in English, what percent is in French, what percent is instrumental and what percent is music in other languages?

{READ ALL OPTIONS AT ONCE THEN HAVE RESPONDENT ASSIGN % TO EACH SO THAT IT ALL ADDS TO 100%. PROBE FOR APPROXIMATION.}

English language....._%
 French language_%
 Instrumental....._%
 Other language (specify)....._%
 Don't know/refuse to answer.....999 {DO NOT READ}

PROGRAMMER NOTE: TOTAL MUST SUM TO 100% UNLESS RESPONSE IS DK/REFUSE

B6 On a scale from 1 to 10, where 1 is “not as good”, 5 is “equal” and 10 is “much better”, how would you rate the quality of music by Canadian artists as compared to foreign artists.

Not as good1
 Equal5
 Much better10
 No opinion/refuse to answer99 (DO NOT READ)

PURCHASING

{IF B1a-d =1, THEN SKIP TO B10}

B7 How many music CDs did you buy in the past year, either for your own use or for someone else?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1 {SKIP TO B9a}
- 1 to 52
- 6 to 10.....3
- 11 to 20.....4
- 21 to 30.....5
- More than 306
- Don't know/refuse to answer.....9 (DO NOT READ) (SKIP TO B9a)

B8 How many of these music CDs were by Canadian artists?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1
- 1 to 52
- 6 to 10.....3
- 11 to 20.....4
- 21 to 30.....5
- More than 306
- Don't know/refuse to answer.....9 (DO NOT READ)

B9a Where do you typically buy your music CDs?

{DO NOT READ LIST. SELECT MOST COMMON LOCATION}

- Traditional Retail Music Store (HMV, Virgin, Archambault, Music World) 1
- Big Box (Wal-Mart, Best Buy, Future Shop, CostCo) 2
- On-line.....3
- Concerts or live performances4
- I do not buy music CDs5
- Other (please specify)77
- Don't know/refuse to answer.....99

B9b Where else do you buy your music CDs?

{DO NOT READ LIST. SELECT ALL THAT APPLY}

- Traditional Retail Music Store (HMV, Virgin, Archambault, Music World) 1
- Big Box (Wal-Mart, Best Buy, Future Shop, CostCo) 2
- On-line.....3
- Concerts or live performances4
- I do not buy music CDs5
- Other (please specify)77
- Don't know/refuse to answer.....99

B10 How many music DVDs did you buy in the past year, either for yourself or for someone else?

{NOTE TO INTERVIEWERS: MAKE SURE RESPONDENT REFERS TO MUSIC DVDs AND NOT MOVIES, TV SERIES, ETC.}

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

None	1
1 to 2	2
3 to 5	3
6 to 10.....	4
11 to 15.....	5
More than 15	6
Don't know/refuse to answer.....	9 (DO NOT READ)

B11 From which locations do you access the Internet?

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

Home	1
Work	2
School.....	3
Other (Please specify).....	77
Don't access the Internet.....	98
Don't know/refuse to answer.....	99

{IF RESPONDENT ANSWERS "DON'T ACCESS THE INTERNET" TO B11 THEN SKIP TO B16}

{IF B1a-d =1, THEN SKIP TO B16}

B12 How many songs did you purchase from the Internet last year?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

None	1 {SKIP TO B14}
1 to 9	2
10 to 50.....	3
51 to 100	4
More than 100	5
Don't know/refuse to answer.....	9 {DO NOT READ} {SKIP TO B14}

B13 How many of these songs were by Canadian artists?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

None	1
1 to 9	2
10 to 50.....	3
51 to 100	4
More than 100	5
Don't know/refuse to answer.....	9 {DO NOT READ}

B14 How many songs did you download for free from the Internet last year?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1 {SKIP TO B16}
- 1 to 92
- 10 to 50.....3
- 51 to 1004
- More than 1005
- Don't know/refuse to answer9 {DO NOT READ} {SKIP TO B16}

B15 How many of these songs were by Canadian artists?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1
- 1 to 92
- 10 to 50.....3
- 51 to 1004
- More than 1005
- Don't know/refuse to answer9 {DO NOT READ}

{ASK B16 IF B3f = 1}

B16 How many music ringtones did you purchase in the past year for your cell phone?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1
- 1 to 52
- 6 to 10.....3
- 11 or more4
- Don't know/refuse to answer9 {DO NOT READ}

B17 How do you generally discover new music?

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

- Radio1
- TV2
- Concert attendance3
- Advertising.....4
- Word-of-mouth5
- Internet6
- Awards or critical acclaim.....7
- Print, such as newspapers or magazines8
- Other (please specify)77
- Don't know/refuse to answer99

B18 On a scale from 1 to 10, where 1 is “Strongly disagree” and 10 is “Strongly agree”, please rate your level of agreement with each of the following statements:

- Strongly disagree.....1 {REPEAT SCALE AS NEEDED}
- Strongly agree10
- No opinion/refuse to answer.....99 {DO NOT READ}

(RANDOMIZE ITEMS IN BLOCKS OF TWO: A & B together, C & D together)

- a) When I want to purchase music by Canadian artists, I can easily find it in stores.
- b) {ASK ONLY TO RESPONDENTS WITH ONLINE ACCESS AS INDICATED IN B11} When I want to purchase music by Canadian artists, I can easily find it when buying online.
- c) When I want to purchase music by foreign artists, I can easily find it in stores.
- d) {ASK ONLY TO RESPONDENTS WITH ONLINE ACCESS AS INDICATED IN B11} When I want to purchase music by foreign artists, I can easily find it when buying online.

LIVE PERFORMANCE

B19 How many live music performances did you attend over the past year? Please include performances by amateur and professional musicians, singers and bands.

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1 {SKIP TO NEXT SECTION}
- 1 to 52
- 6 to 10.....3
- 11 to 15.....4
- 16 or more5
- Don't know/refuse to answer.....9 {DO NOT READ}

B20 How many of these live performances were by Canadian artists?

{READ LIST IF NECESSARY. PROBE FOR APPROXIMATION}

- None1
- 1 to 52
- 6 to 10.....3
- 11 to 15.....4
- 16 or more5
- Don't know/refuse to answer.....9 {DO NOT READ}

B21 Did you purchase any of the following merchandise at these shows?

Yes	1
No	2
DK/Refuse	9 {DO NOT READ}

- a) CDs or music DVDs
- b) Other concert-related merchandise

{ASK B21a IF "YES" IN B20a; ASK B21b IF "YES" IN B20b}

B22 On average, how much did you spend per show on...

Less than \$20	1
\$20 to \$40	2
More than \$40	3
DK/Refuse	9 {DO NOT READ}

- a) CDs or music DVDs
- b) Other concert-related merchandise

SECTION C: DEMOGRAPHICS

I have just a few final questions that will help us to analyze the results...

C1 Please stop me at the age category to which you belong: {READ AND PAUSE AFTER EACH}

- 15 to 20.....1
- 21 to 24.....2
- 25 to 34.....3
- 35 to 44.....4
- 45 to 54.....5
- 55 to 646
- Over 64.....7
- REFUSE9 {DO NOT READ}

C2 Please stop me at the highest level of schooling you have attained: {READ AND PAUSE AFTER EACH}

- Some high school.....1
- Completed high school.....2
- Some college, technical school (Quebec: CEGEP)3
- Completed college, technical school (Quebec: CEGEP)4
- Some university5
- Graduated university6
- Earned a graduate degree (Masters, Ph.D.)7
- REFUSE9 {DO NOT READ}

C3 Including yourself, how many people who live in your household are...?
{DO NOT READ LIST}

Response	Zero	1-8	Not certain/refusal
a) 20 years of age or older	0	1-8	99
b) 15 to 19 years	0	1-8	99
c) 12 to 14 years	0	1-8	99
d) 11 years or younger	0	1-8	99

C4. Do you consider yourself a member of a visible minority by virtue of your race or colour?

- Yes 1
- No 2
- Don't know/refuse 9

C5 Are you an Aboriginal person? (An aboriginal person is a North American Indian or a member of a first nation, a Métis or an Inuit. Members of a First Nation include status, treaty, or registered Indians. North American Indians include non-status and non-registered Indians.)

- Yes 1
- No 2
- Don't know/refuse 9

C6 Please stop me at the category that best reflects the total income earned by all those living in your home? Is it... {READ AND PAUSE AFTER EACH}

- Less than \$20,0001
- Between \$20,000 and \$40,0002
- Between \$40,000 and \$60,0003
- Between \$60,000 and \$80,0004
- Between \$80,000 and \$100,0005
- Between \$100,000 and \$120,0006
- \$120,000 and over7
- REFUSE9 {DO NOT READ}

This concludes the interview. Thank you for taking the time to answer my questions.

C7 CODE GENDER OF RESPONDENT {DO NOT ASK}

- MALE 1
- FEMALE 2

Appendix B: French Questionnaire

INTRODUCTION/SÉLECTION

Int1. Bonsoir/Bonjour, je m'appelle _____ et je vous téléphone du Centre de recherche Décima pour le compte du gouvernement du Canada. Nous effectuons un sondage à l'échelle nationale pour connaître l'opinion des Canadiens et des Canadiennes à l'égard du cinéma et de la musique. Votre foyer a été sélectionné au hasard. Toutes vos réponses demeureront strictement confidentielles et seront analysées sous forme regroupée. Auriez-vous le temps de répondre à ce sondage maintenant?

NE LISEZ QUE SI ON VOUS DEMANDE LA DURÉE DU SONDAGE : Selon vos réponses, répondre au sondage prendra entre 15 et 20 minutes.

Oui (CONTINUEZ LE SONDAGE)
Non (REMERCIEZ ET TERMINEZ)

Int2. Votre foyer compte-il actuellement une personne âgée de 15 à 19 ans inclusivement? Nous aimerions effectuer ce sondage auprès de jeunes Canadiens et Canadiennes pour connaître leur point de vue bien particulier – serait-il possible d'effectuer le sondage auprès de cette personne?

Il n'y a personne de cet âge	1	CONTINUEZ AVEC LE RÉPONDANT ACTUEL
À l'appareil	2	PASSEZ AU SONDAGE PRINCIPAL
Vous met en communication	3	RÉPÉTEZ L'INTRODUCTION
Refus	4	REMERCIEZ ET TERMINEZ

NOTE AU PROGRAMMEUR : ALTERNEZ LES SECTIONS A ET B

SECTION A : L'INDUSTRIE CINÉMATOGRAPHIQUE CANADIENNE

{LISEZ} Les questions suivantes porteront sur le cinéma.

A1 À quelle fréquence...

{LISEZ LA LISTE DE RÉPONSES. RÉPÉTEZ-LA AUX DEUX PREMIÈRES QUESTIONS ET ENSUITE UNIQUEMENT SI ON VOUS LE DEMANDE}

- Jamais 1
- Une fois par année 2
- Une fois aux 6 mois 3
- Une fois aux 3 mois 4
- Tous les mois 5
- Toutes les semaines 6
- Plus d'une fois par semaine 7
- Ne sait pas/Refuse 9

- a) Allez-vous au cinéma ou au ciné-parc
- b) Louez-vous des films
- c) Achetez-vous des films
- d) Écoutez-vous des films à la télévision diffusés par un réseau de films - en d'autres mots, par un réseau qui ne diffuse QUE des films
- e) Écoutez-vous des films à la télévision diffusés par les réseaux réguliers, en d'autres mots, par les réseaux qui diffusent divers types d'émissions en plus des films
- f) Utilisez-vous un service de vidéo-sur-demande (LISEZ AU BESOIN : La vidéo-sur-demande est un service de télévision à la carte qui offre au téléspectateur la possibilité de commander une émission à partir d'un menu et de la regarder sur-le-champ tout en ayant accès aux commandes vidéo : pause, rembobinage, etc.)
- g) Écoutez-vous des films provenant de votre propre collection.
- h) Téléchargez-vous et écoutez-vous des films par le biais d'Internet.

{SAUTEZ A2 SI A1a = 7}

A2 Pour quelles raisons n'allez-vous PAS plus souvent au cinéma? Y a-t-il d'autres raisons?

{NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES.}

- N'aime pas les films à l'affiche 1
- Trop cher 2
- Pas le temps 3
- L'horaire des films n'est pas pratique 4
- Aucune salle de cinéma dans son quartier 5
- Salles mal adaptées pour personnes ayant un handicap (mobilité réduite, surdité, problème de vue) 6
- Les films ne sont pas à l'affiche assez longtemps 7
- Sortira sur vidéo bientôt de toute façon 8
- Autre (VEUILLEZ PRÉCISER) 77
- Ne sait pas/Refuse 99

{SAUTEZ A3 SI A1a=1}

A3 Sur une échelle de 1 à 10, où 1 correspond à « Aucune influence » et 10 correspond à « Grande influence », veuillez évaluer l'influence de ces éléments dans votre choix d'un film au cinéma :

Aucune influence1 {RÉPÉTEZ L'ÉCHELLE AU BESOIN}
Grande influence10
Ne sait pas/Refuse de répondre.....99 (NE LISEZ PAS)

{ALTERNEZ LA LISTE}

- a) Les publicités à la télévision
- b) Les publicités ailleurs qu'à la télévision, comme par exemple dans les journaux, à la radio, sur Internet ou sur des affiches.
- c) Les critiques élogieuses ou les prix remportés
- d) Le bouche-à-oreille
- e) Les bandes-annonces ou courts extraits au cinéma
- f) Les comédiens qui font partie de la distribution
- g) Le scénario
- h) Le pays d'origine du film
- i) Le réalisateur du film
- j) Les entrevues portant sur le film ou la couverture médiatique

{SAUTEZ A4 et A5 SI A1b=1}

A4 Qu'est-ce qui influence votre choix lorsque vous louez un film? Y a-t-il autre chose?

{NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES}

La publicité1
Les critiques élogieuses ou les prix remportés2
Le bouche-à-oreille.....3
Les bandes-annonces ou courts extraits au cinéma 4
Les comédiens qui font partie de la production ...5
Le scénario6
Les effets spéciaux.....7
Le pays d'origine du film.....8
Le réalisateur du film9
Les publicités à la télévision.....10
Les entrevues portant sur le film ou la couverture médiatique 11
La photo sur le dessus et le synopsis à l'endos de la pochette du film semblent intéressants 12
Les enfants veulent voir le film.....13
Le film se trouve sur la tablette des nouveautés et est donc facile à trouver en magasin 14
Autre (veuillez préciser).....77
Ne sait pas/Refuse99

A5. En général, louez-vous un film...

{LISEZ LA LISTE}

Au lieu de voir ce même film au cinéma1
En plus de voir ce même film au cinéma2
Ne sait pas/refuse9 {NE LISEZ PAS}

{SAUTEZ A6 ET A7 SI A1c=1}

A6 Qu'est-ce qui influence votre choix lorsque vous achetez un film? Y a-t-il autre chose?

{NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES}

La publicité	1
Les critiques élogieuses ou les prix remportés	2
Le bouche-à-oreille.....	3
Les bandes-annonces ou courts extraits au cinéma	4
Les comédiens qui font partie de la distribution ...	5
Le scénario	6
Les effets spéciaux.....	7
Le pays d'origine du film.....	8
Le réalisateur du film	9
Les publicités à la télévision.....	10
Les entrevues portant sur le film ou la couverture médiatique	11
La photo sur le dessus et le synopsis à l'endos de la pochette du film semblent intéressants	12
Les enfants veulent voir le film.....	13
J'aime tellement le film que je veux l'avoir.	14
Je collectionne les films et j'aime en avoir de toutes sortes	15
Autre (veuillez préciser).....	77
Ne sait pas/Refuse	99

A7. En général, achetez-vous un film...

{LISEZ LA LISTE}

Au lieu de voir ce même film au cinéma	1
En plus de voir ce même film au cinéma	2
Ne sait pas/refuse	9 {NE LISEZ PAS}

A8 Sur une échelle de 1 à 10, où 1 correspond à « Pas du tout intéressé(e) » et 10 correspond à « Extrêmement intéressé(e) », veuillez évaluer votre niveau d'intérêt envers les genres de films suivants :

Pas du tout intéressé(e)	1 {RÉPÉTEZ L'ÉCHELLE AU BESOIN}
Extrêmement intéressé(e)	10
Sans objet/Refuse de répondre	99

{ALTERNEZ LA LISTE}

- Comédie
- Drame
- Action
- Espionnage ou suspense
- Animation
- Famille ou enfants
- Comédie musicale
- Science fiction
- Horreur
- Film d'auteur ou film d'art
- Film étranger

A9 POUR CHACUN DES FILMS SUIVANTS, DEMANDEZ :

- I. TOUS LES RÉPONDANTS
- II. SI OUI À (I) ; SI NON, PASSEZ AU FILM SUIVANT
- III. SI OUI À (II) ; SI NON, PASSEZ AU FILM SUIVANT
- IV.

A9I Avez-vous déjà entendu parler du film suivant?

- | | |
|-----|----------------------------|
| Oui | 1 (posez II) |
| Non | 2 (passez au film suivant) |

{ALTERNEZ LA LISTE}

- a) Séraphin – Un Homme et Son Péché
- b) Elvis Gratton XXX : la Vengeance d'Elvis Wong
- c) Resident Evil: Apocalypse
- d) Les Invasions Barbares
- e) Adorable Julia (AU BESOIN : en anglais Being Julia)
- f) Bollywood Hollywood
- g) Ma vie en cinémascope
- h) La Grande séduction
- i) Mambo Italiano
- j) Entre sœurs (AU BESOIN : en anglais Ginger Snaps)
- k) Le papillon bleu
- l) Quatre hommes et un balai (AU BESOIN : en anglais Men with Brooms)
- m) La Corporation (AU BESOIN : en anglais The Corporation)
- n) Les Boys III
- o) Ryan
- p) 20 h 17 rue Darling
- q) La grande débandade (AU BESOIN : en anglais Going the distance)

A9II L'avez-vous vu?

- | | |
|-----------------------------|---|
| Oui | 1 (posez III) |
| Non | 2 (passez au film suivant) |
| Ne s'en souvient pas/refuse | 9 (NE LISEZ PAS) (passez au film suivant) |

A9III Où l'avez-vous vu la première fois?

{NE LISEZ PAS LA LISTE. ACCEPTEZ QU'UNE SEULE REPONSE }

- | | |
|--------------------------------|-------------------|
| Cinéma | 1 |
| Vidéo ou DVD..... | 2 |
| Télévision | 3 |
| Téléchargement | 4 |
| Avion | 5 |
| Festival de films..... | 6 |
| Autre (veuillez préciser)..... | 77 |
| Ne sait pas/refuse | 99 (NE LISEZ PAS) |

{SAUTEZ A10a-c SI A1a = 1}

A10a Avez-vous vu d'autres longs métrages canadiens au cours de l'année dernière? AU BESOIN : Les longs métrages canadiens sont des films produits par des Canadiens, y compris les films québécois.

- | | |
|---------------------------|---------------------------------|
| Oui | 1 (POSEZ A10b) |
| Non | 2 (PASSEZ À A11) |
| Ne s'en souvient pas..... | 9 (NE LISEZ PAS) (PASSEZ À A11) |

A10b De quel(s) film(s) s'agit-il? (Code 1 – 98)

Réponse 1: _____

Réponse 2: _____

Réponse 3: _____

Ne sait pas/refuse99 (PASSEZ À A11)

A10c Où avez-vous vu ce film la première fois? (Posez pour toutes les réponses à A10b)

{NE LISEZ PAS LA LISTE. ACCEPTEZ QU'UNE SEULE REPONSE}

Cinéma1

Vidéo ou DVD.....2

Télévision3

Téléchargement4

Avion5

Festival de films.....6

Autre (veuillez préciser).....77

Ne sait pas/refuse99 (NE LISEZ PAS)

A11 Sur une échelle de 1 à 10, où 1 correspond à « Fortement en désaccord » et 10 correspond à « Fortement en accord », veuillez dire dans quelle mesure vous êtes en accord ou en désaccord avec chacun des énoncés suivants :

Fortement en désaccord1 {RÉPÉTEZ L'ÉCHELLE AU BESOIN}

Fortement en accord10

Sans opinion/refuse de répondre99 (NE LISEZ PAS)

{ALTERNEZ LA LISTE}

- a) Si les films canadiens bénéficiaient d'une meilleure promotion et d'une meilleure publicité, ils attireraient davantage de gens.
- b) En termes de jeu, de réalisation et de production, les films canadiens sont d'aussi bonne qualité que les films en provenance d'autres pays.
- c) Je pense qu'il est important que les films canadiens soient à l'affiche dans les cinémas au Canada.
- d) Je pense qu'il est important que les films canadiens soient diffusés à la télévision canadienne.
- e) Je pense qu'il est important qu'on exporte et fasse la promotion des films canadiens dans d'autres pays.
- f) Les films américains sont mieux réalisés que ceux d'ailleurs.
- g) Au cours des dernières années, je pense que l'industrie cinématographique canadienne a commencé à produire de meilleurs films.
- h) La plupart des films canadiens ne sont pas à l'affiche dans les cinémas.
- i) La plupart des films canadiens ne sont pas disponibles dans les clubs vidéo.
- j) Je m'identifie aux histoires que racontent les films canadiens.

SAUTEZ A12a ET A12bi OU A12bii si A1a-h = 1}

A12a Au cours d'une année normale, quel pourcentage de films voyez-vous en version française originale, quel pourcentage voyez-vous en version anglaise originale et quel pourcentage voyez-vous autrement, c'est-à-dire en version doublée, avec sous-titrage ou en langue étrangère?

{LISEZ TOUT D'ABORD LES OPTIONS PUIS DEMANDEZ AU RÉPONDANT DE VOUS DONNER UN POURCENTAGE POUR CHACUNE DE FAÇON À CE QUE LE TOTAL SOIT DE 100 %}

Version française originale__%
Version anglaise originale__%
Autrement (y compris en version doublée, avec sous-titrage ou en langue étrangère – NE PAS PRÉCISER)__%
Ne sait pas/refuse de répondre.....999 {NE LISEZ PAS}

NOTE AU PROGRAMMEUR : LE TOTAL DOIT ÊTRE DE 100 % À MOINS QUE LE LA RÉPONSE SOIT NE SAIT PAS/REFUSE.

A12bi. [RÉPONDANTS ANGLOPHONES] Lorsque vous voulez voir un film qui a été tourné en FRANÇAIS, préférez-vous généralement le voir...

En version française originale 1
Avec des sous-titres anglais 2
Doublé en anglais 3
Aucune préférence 4 {NE LISEZ PAS}
Ne sait pas/refuse 9 {NE LISEZ PAS}

A12bii. [RÉPONDANTS FRANCOPHONES] Lorsque vous voulez voir un film qui a été tourné en ANGLAIS, préférez-vous généralement le voir...

En version anglaise originale 1
Avec des sous-titres français 2
Doublé en français 3
Aucune préférence 4 {NE LISEZ PAS}
Ne sait pas/refuse 9 {NE LISEZ PAS}

SECTION B : ÉCOUTE MUSICALE

{LISEZ} Les prochaines questions porteront sur la musique.

HABITUDES D'ÉCOUTE

B1 En moyenne, combien d'heures par semaine écoutez-vous de la musique... (RÉPÉTEZ CETTE INTRODUCTION POUR CHACUN DES APPAREILS MENTIONNÉS)

{LISEZ LA LISTE}

Zéro	1
Moins d'une heure	2
De 1 à 5 heures	3
De 6 à 10 heures	4
De 11 à 25 heures	5
Plus de 25 heures.....	6
Ne sait pas/refuse de répondre	9 {NE LISEZ PAS}

{ALTERNEZ LA LISTE}

- a) sur CD (disque compact), MP3 ou cassettes
- b) à la radio
- c) sur Internet
- d) à la télévision

{SI B1a-d =1, PASSEZ À B3}

B2 Quel pourcentage de cette écoute est consacré à la musique d'artistes canadiens?

{LISEZ LA LISTE}

Zéro	1
Moins de 10 %.....	2
De 10 % à 25 %	3
De 26 % à 50 %	4
De 51 % à 75 %	5
De 76 % à 100 %	6
Ne sait pas/refuse de répondre.....	9 {NE LISEZ PAS}

B3 Possédez-vous ou avez-vous accès aux appareils suivants, que ce soit à la maison, au travail ou ailleurs?

Oui	1
Non	2
NSP/Refuse	9 {NE LISEZ PAS}

- a) Ordinateur
- b) Graveur de CD
- c) Lecteur numérique portable ou MP3 portable
- d) Lecteur DVD
- e) Graveur de DVD
- f) Téléphone cellulaire

{SI B1a-d =1, PASSEZ À B6}

B4 Sur une échelle de 1 à 10, où 1 correspond à « Pas du tout intéressé(e) » et 10 correspond à « Extrêmement intéressé(e) », veuillez évaluer votre niveau d'intérêt envers les genres de musique suivants :

Pas du tout intéressé(e)1 {RÉPÉTEZ L'ÉCHELLE AU BESOIN}
Extrêmement intéressé(e)10
Sans objet/Refuse de répondre99 {NE LISEZ PAS}

{ALTERNEZ LA LISTE}

- a) Le country
- b) Le rock, incluant le rock léger, le rock accentué et le rock classique
- c) Les succès actuels ou la musique populaire
- d) La musique électronique
- e) Le classique ou l'opéra
- f) Le Hip-Hop
- g) Le R&B
- h) La musique de danse
- i) Le jazz ou le blues
- j) La musique du monde
- k) La musique folklorique

B5 Quel pourcentage de la musique que vous écoutez est de la chanson française, quel pourcentage est de la chanson anglaise, quel pourcentage est de la musique instrumentale et quel pourcentage est de la chanson en langue étrangère?

{LISEZ TOUT D'ABORD LES OPTIONS PUIS DEMANDEZ AU RÉPONDANT DE VOUS DONNER UN POURCENTAGE POUR CHACUNE DE FAÇON À CE QUE LE TOTAL SOIT DE 100 %}

Chanson française %
Chanson anglaise %
Musique instrumentale %
Chanson en langue étrangère (précisez) %
Ne sait pas/refuse de répondre999 {NE LISEZ PAS}

B6 Sur une échelle de 1 à 10, où 1 correspond à « pas aussi bonne », 5 correspond à « de même qualité » et 10 correspond à « bien meilleure » comment évalueriez-vous la qualité de la musique produite par les artistes canadiens comparativement à celle produite par des artistes étrangers?

Pas aussi bonne1
De même qualité5
Bien meilleure10
Sans opinion/refuse de répondre99 {NE LISEZ PAS}

ACHAT

{SI B1a-d =1, PASSEZ À B10}

B7 Combien de CD de musique avez-vous achetés au cours de la dernière année, que ce soit pour vous ou pour quelqu'un d'autre?

{LISEZ LA LISTE AU BESOIN, SONDEZ POUR OBTENIR UN CHIFFRE APPROXIMATIF}

- Aucun1 {PASSEZ À B9}
- De 1 à 5.....2
- De 6 à 10.....3
- De 11 à 20.....4
- De 21 à 30.....5
- Plus de 306
- Ne sait pas/refuse de répondre.....9 (NE LISEZ PAS) (PASSEZ À B9)

B8 Combien de ces CD de musique sont d'artistes canadiens?

{LISEZ LA LISTE AU BESOIN, SONDEZ POUR OBTENIR UN CHIFFRE APPROXIMATIF}

- Aucun1
- De 1 à 5.....2
- De 6 à 10.....3
- De 11 à 20.....4
- De 21 à 30.....5
- Plus de 306
- Ne sait pas/refuse de répondre.....9 (NE LISEZ PAS)

B9a Où achetez-vous habituellement vos CD de musique?

{NE LISEZ PAS LA LISTE. SÉLECTIONNEZ L'ENDROIT OÙ IL/ELLE ACHÈTE LE PLUS SOUVENT}

- Magasins de musique (HMV, Virgin, Archambault, Music World) 1
- Grandes surfaces (Wal-Mart, Best Buy, Future Shop, CostCo) 2
- En ligne.....3
- Concerts ou spectacles4
- N'achète pas de CD de musique5
- Autre (veuillez préciser).....77
- Ne sait pas/refuse de répondre.....99

B9b À quel autre endroit achetez-vous également des CD de musique? {NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES}

- Magasins de musique (HMV, Virgin, Archambault, Music World) 1
- Grandes surfaces (Wal-Mart, Best Buy, Future Shop, CostCo) 2
- En ligne.....3
- Concerts ou spectacles4
- N'achète pas de CD de musique5
- Autre (veuillez préciser).....77
- Ne sait pas/refuse de répondre.....99

B10 Combien de DVD de musique avez-vous achetés au cours de la dernière année, que ce soit pour vous ou pour quelqu'un d'autre?

{NOTE AUX INTERVIEWEURS : ASSUREZ-VOUS QUE LE RÉPONDANT REpond EN FONCTION DES **DVD DE MUSIQUE** ET **NON** DE FILMS, DE TÉLÉSÉRIES, ETC.}

{LISEZ LA LISTE}

Aucun	1	
De 1 à 2		2
De 3 à 5		3
De 6 à 10	4	
De 11 à 15	5	
Plus de 15	6	
Ne sait pas/refuse de répondre	9	(NE LISEZ PAS)

B11 Où avez-vous accès à Internet?

{NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES}

Maison	1
Travail	2
École	3
Autre (veuillez préciser)	77
N'a pas accès à Internet	98
Ne sait pas/refuse de répondre	99

{SI LE RÉPONDANT DIT QU'IL N'A PAS ACCÈS À INTERNET À B11, ALORS PASSEZ À B16}

{SI B1a-d =1, PASSEZ À B16}

B12 Combien de chansons avez-vous achetées par Internet au cours de la dernière année?

{LISEZ LA LISTE}

Aucune	1	{PASSEZ À B14}
De 1 à 9	2	
De 10 à 50	3	
De 51 à 100	4	
Plus de 100	5	
Ne sait pas/refuse de répondre	9	{NE LISEZ PAS} {PASSEZ À B14}

B13 Combien de ces chansons provenaient par des artistes canadiens?

{LISEZ LA LISTE}

Aucune	1	
De 1 à 9	2	
De 10 à 50	3	
De 51 à 100	4	
Plus de 100	5	
Ne sait pas/refuse de répondre	9	{NE LISEZ PAS}

B14 Combien de chansons avez-vous téléchargées gratuitement avec Internet au cours de la dernière année?

{LISEZ LA LISTE}

- Aucune1 {PASSEZ À B16}
- De 1 à 9.....2
- De 10 à 50.....3
- De 51 à 100.....4
- Plus de 1005
- Ne sait pas/refuse de répondre.....9 {NE LISEZ PAS}{PASSEZ À B16}

B15 Combien de ces chansons provenaient par des artistes canadiens?

{LISEZ LA LISTE}

- Aucune1
- De 1 à 9.....2
- De 10 à 50.....3
- De 51 à 100.....4
- Plus de 1005
- Ne sait pas/refuse de répondre.....9 {NE LISEZ PAS}

{POSEZ B16 SI B3f = 1}

B16 Au cours de la dernière année, combien de sonneries musicales avez-vous achetées pour votre téléphone cellulaire?

{LISEZ LA LISTE AU BESOIN. SONDEZ POUR OBTENIR UN CHIFFRE APPROXIMATIF}

- Aucun1
- De 1 à 5.....2
- De 6 à 10.....3
- 11 ou plus.....4
- Ne sait pas/refuse de répondre.....9 {NE LISEZ PAS}

B17 De quelle manière découvrez-vous habituellement de nouvelles musiques?

{NE LISEZ PAS LA LISTE. ACCEPTEZ TOUTES LES RÉPONSES APPLICABLES.}

- Radio1
- Télévision2
- En assistant à des spectacles.....3
- Publicité.....4
- Bouche-à-oreille5
- Internet6
- Prix remportés ou critiques élogieuses7
- Presse écrite, comme des journaux ou des magazines 8
- Autre (veuillez préciser).....77
- Ne sait pas/refuse de répondre.....99

B18 Sur une échelle de 1 à 10, où 1 correspond à « Fortement en désaccord » et 10 correspond à « Fortement en accord », veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec chacun des énoncés suivants :

Fortement en désaccord1 {RÉPÉTEZ L'ÉCHELLE AU BESOIN}
Fortement en accord10
Sans opinion/refuse de répondre99 {NE LISEZ PAS}

{ALTERNEZ PAR PAIRES : A et B ensemble ou C et D ensemble}

- a) Lorsque je veux acheter de la musique d'artistes canadiens, je la trouve facilement en magasin.
- b) {POSEZ SEULEMENT AUX RÉPONDANTS QUI ONT DIT AVOIR ACCÈS À INTERNET À B11}
Lorsque je veux acheter de la musique d'artistes canadiens, je peux facilement l'acheter en ligne.
- c) Lorsque je veux acheter de la musique d'artistes étrangers, je la trouve facilement en magasin.
- d) {POSEZ SEULEMENT AUX RÉPONDANTS QUI ONT DIT AVOIR ACCÈS À INTERNET À B11}
Lorsque je veux acheter de la musique d'artistes étrangers, je peux facilement l'acheter en ligne.

SPECTACLES

B19 À combien de spectacles de musique avez-vous assisté au cours de la dernière année? Veuillez inclure les spectacles de musiciens, d'interprètes et de groupes amateurs et professionnels.

{LISEZ LA LISTE}

Aucun1 {PASSEZ À LA SECTION SUIVANTE}
De 1 à 52
De 6 à 103
De 11 à 154
16 ou plus5
Ne sait pas/refuse de répondre9 {NE LISEZ PAS}

B20 Combien de ces spectacles mettaient en vedette des artistes canadiens?

{LISEZ LA LISTE}

Aucun1
De 1 à 52
De 6 à 103
De 11 à 154
16 ou plus5
Ne sait pas/refuse de répondre9 {NE LISEZ PAS}

B21 Avez-vous acheté l'un des articles suivants lors de ces spectacles?

Oui	1
Non	2
NSP/Refuse	9 {NE LISEZ PAS}

- a) CD ou DVD de musique
- b) D'autres produits dérivés du concert

{POSEZ B21 POUR CHAQUE « OUI » À B20}

B22 En moyenne, combien avez-vous dépensé lors de chaque spectacle pour...

Moins de 20 \$	1
De 20 \$ à 40 \$	2
Plus de 40 \$	3
NSP/Refuse	9 {NE LISEZ PAS}

- a) CD ou DVD de musique
- b) D'autres articles relatifs au concert

SECTION C : QUESTIONS DÉMOGRAPHIQUES

Il ne me reste plus que quelques questions qui serviront à analyser les résultats.

C1 Veuillez m'arrêter lorsque je nommerai la catégorie d'âges à laquelle vous appartenez. **{LISEZ ET FAITES UNE PAUSE APRÈS CHAQUE MENTION}**

- De 15 à 20 ans1
- De 21 à 24 ans2
- De 25 à 34 ans3
- De 35 à 44 ans4
- De 45 à 54 ans5
- De 55 à 64 ans6
- Plus de 64 ans.....7
- REFUSE9 **{NE LISEZ PAS}**

C2 Veuillez m'arrêter lorsque je nommerai le plus haut niveau de scolarité que vous avez complété. **{LISEZ ET FAITES UNE PAUSE APRÈS CHAQUE MENTION}**

- Études secondaires non terminées1
- Études secondaires terminées2
- Études collégiales, techniques, CÉGEP non terminé(es).....3
- Études collégiales, techniques, CÉGEP terminé(es).....4
- Études universitaires non terminées5
- Études universitaires terminées6
- Diplôme d'études supérieures (Maîtrise, doctorat)7
- REFUSE9 **{NE LISEZ PAS}**

C3 En vous incluant, combien de personnes vivant au sein de votre foyer sont âgées de..?

Réponses	Zéro	1-8	Incertain(e)/refuse
a) 20 ans ou plus	0	1-8	99
b) De 15 à 19 ans	0	1-8	99
c) De 12 à 14 ans	0	1-8	99
d) 11 ans ou moins	0	1-8	99

C4. Considérez-vous que vous faites partie d'une minorité visible en raison de votre race ou de la couleur de votre peau?

- Oui 1
- Non 2
- Ne sait pas/refuse 9

C5 Êtes-vous Autochtone? (Un Autochtone est un Amérindien ou un membre d'une Première nation, Inuit ou Métis. Les membres des Premières nations comprennent les Indiens de plein droit, visés par un traité ou inscrits. Les Indiens d'Amérique du Nord comprennent les Indiens non inscrits ou de fait.)

- Oui 1
- Non 2
- Ne sait pas/refuse 9

C6 Veuillez m'arrêter à la catégorie qui représente le mieux le revenu de l'ensemble des membres de votre foyer? Est-ce...{LISEZ ET FAITES UNE PAUSE APRÈS CHAQUE MENTION}

- Moins de 20 000 \$.....1
- Entre 20 000 \$ et 40 000 \$.....2
- Entre 40 000 \$ et 60 000 \$.....3
- Entre 60 000 \$ et 80 000 \$.....4
- Entre 80 000 \$ et 100 000 \$.....5
- Entre 100 000 \$ et 120 000 \$.....6
- 120 000 \$ et plus.....7
- REFUSE9 {NE LISEZ PAS}

L'entrevue est maintenant terminée. Je vous remercie d'avoir pris de temps de répondre à mes questions.

C7 ENTREZ LE SEXE DU RÉPONDANT {NE LE DEMANDEZ PAS}

- HOMME 1
- FEMME 2

Appendix C: Tables

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Demographics

Rural designation

Base: All respondents

PROVINCE CODE

Base: All respondents

Region

Base: All respondents

Language of interview.

Base: All respondents

A1A. How often do you do the following? Summary Table

Base: Attends at least once every three months

A1A. How often do you watch movies in a theatre or drive-in?

Base: All respondents

A1B. How often do you rent movies?

Base: All respondents

A1C. How often do you buy movies?

Base: All respondents

A1D. How often do you watch a movie channel that features only movies?

Base: All respondents

A1E. How often do you watch movies on a regular television channel that features various types of programming in addition to movies?

Base: All respondents

A1F. How often do you use a video-on-demand service?

Base: All respondents

A1G. How often do you watch movies from your own collection?

Base: All respondents

A1H. How often do you download and watch movies from the Internet?

Base: All respondents

A2. What factors influence your decision not to attend more movies at the movie theatre?

Base: Attends movies at a theatre or drive-in weekly or less often (A1a)

A3. Level of influence on movie selection at theatre:Top 2 Box Summary

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3. Level of influence on movie selection at theatre:Top 4 Box Summary

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3A. Level of influence on movie selection at theatre: Commercials seen on television?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3B. Level of influence on movie selection at theatre: Advertising from sources other than television?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

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A3C. Level of influence on movie selection at theatre: Critical acclaim or awards?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3D. Level of influence on movie selection at theatre: Word-of-mouth?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3E. Level of influence on movie selection at theatre: Previews at the theatre?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3F. Level of influence on movie selection at theatre: Actors in the movie?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3G. Level of influence on movie selection at theatre: Story?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3H. Level of influence on movie selection at theatre: Country of origin of the film?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3I. Level of influence on movie selection at theatre: Director of the movie?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A3J. Level of influence on movie selection at theatre: Interviews or news stories about the film?
Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A4. What affects your choice when deciding which movies to rent?
Base: Rents movies at least once per year (A1b)

A5. Most often do you rent a movie instead of/in addition to seeing it in the theatre?
Base: Rents movies at least once per year (A1b)

A6. What affects your choice when deciding which movies to purchase?
Base: Buys movies at least once per year (A1c)

A7. Most often do you purchase a movie instead of/in addition to seeing it in the theatre?
Base: Buys movies at least once per year (A1c)

A8. Level of interest: Top 2 Box Summary
Base: All respondents

A8. Level of interest: Top 4 Box Summary
Base: All respondents

A8A. Level of interest: Comedy
Base: All respondents

A8B. Level of interest: Drama
Base: All respondents

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A8C. Level of interest: Action

Base: All respondents

A8D. Level of interest: Spy or thriller

Base: All respondents

A8E. Level of interest: Animated

Base: All respondents

A8F. Level of interest: Family or Children's

Base: All respondents

A8G. Level of interest: Musical

Base: All respondents

A8H. Level of interest: Sci-Fi

Base: All respondents

A8I. Level of interest: Horror

Base: All respondents

A8J. Level of interest: Film D'auteur or Art film

Base: All respondents

A8K. Level of interest: Foreign film

Base: All respondents

A9A. Have you HEARD of the movie titled... (% Yes)

Base: All respondents

A9a. Overall AWARENESS of Canadian Film

Base: All respondents

A9B. Have you SEEN the movie?

Base: All respondents

A9b. Overall EXPOSURE to Canadian Film

Base: All respondents

A9A3. Where did you first see the movie Seraphin : Un homme et son peche?

Base: Respondents who have seen the movie (A9A2)

A9B3. Where did you first see the movie Elvis Gratton XXX:

Elvis Gratton La Vengeance d'Elvis Wong?

Base: Respondents who have seen the movie (A9B2)

A9C3. Where did you first see the movie Resident Evil:

Apocalypse?

Base: Respondents who have seen the movie (A9C2)

A9D3. Where did you first see the movie Les Invasion barbares?

Base: Respondents who have seen the movie (A9D2)

A9E3. Where did you first see the movie Being Julia?

Base: Respondents who have seen the movie (A9E2)

A9F3. Where did you first see the movie Bollywood Hollywood?

Base: Respondents who have seen the movie (A9F2)

A9G3. Where did you first see the movie Ma vie en cinemascope?

Base: Respondents who have seen the movie (A9G2)

A9H3. Where did you first see the movie La Grande Seduction?

Base: Respondents who have seen the movie (A9H2)

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A9I3. Where did you first see the movie Mambo Italiano?

Base: Respondents who have seen the movie (A9I2)

A9J3. Where did you first see the movie Ginger Snaps?

Base: Respondents who have seen the movie (A9J2)

A9K3. Where did you first see the movie Le Papillon bleu?

Base: Respondents who have seen the movie (A9K2)

A9L3. Where did you first see the movie Men with Brooms?

Base: Respondents who have seen the movie (A9L2)

A9M3. Where did you first see the movie The Corporation?

Base: Respondents who have seen the movie (A9M2)

A9N3. Where did you first see the movie Les Boys III?

Base: Respondents who have seen the movie (A9N2)

A9O3. Where did you first see the movie Ryan?

Base: Respondents who have seen the movie (A9O2)

A9P3. Where did you first see the movie 20h17 rue Darling?

Base: Respondents who have seen the movie (A9P2)

A9Q3. Where did you first see the movie Going the Distance?

Base: Respondents who have seen the movie (A9Q2)

A10A. Have you seen any other Canadian feature films over the past year?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

A10B. What movie(s) was/were it/they?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

A10C. Where did you first see the movie(s)?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

A11. Level of agreement: Top 2 Box Summary Table

Base: All respondents

A11. Level of agreement: Top 4 Box Summary Table

Base: All respondents

A11A. Level of agreement: More people would watch Canadian movies if they were promoted and advertised better.

Base: All respondents

A11B. Level of agreement: The acting, directing and production quality of Canadian movies is as good as movies made in other countries.

Base: All respondents

A11C. Level of agreement: I think it is important that Canadian movies can be seen in movie theatres in Canada.

Base: All respondents

A11D. Level of agreement: I think it is important that Canadian movies can be seen on Canadian TV.

Base: All respondents

A11E. Level of agreement: I think it is important that Canadian movies are exported and promoted in other countries.

Base: All respondents

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A11F. Level of agreement: American movies are better made than movies made in other countries.
Base: All respondents

A11G. Level of agreement: Over the last couple of years, I think that the Canadian movie industry has begun to make better films.
Base: All respondents

A11H. Level of agreement: Most Canadian films are not available in movie theatres.
Base: All respondents

A11I. Level of agreement: Most Canadian films are not available in video stores.
Base: All respondents

A11J. Level of agreement: The stories in Canadian movies relate to me.
Base: All respondents

A12. What percent of the movies you watch in an average year are in ...
Base: Watches movies at least once per year (A1a-h)

A12B1. When you are interested in seeing a movie that was originally produced in French, do you generally prefer to see it...
Base: English respondents AND watches movies at least once per year (A1a-h)

A12B2. When you are interested in seeing a movie that was originally produced in English, do you generally prefer to see it...
Base: French respondents AND watches movies at least once per year (A1a-h)

B1A. How many hours in an average week do you spend listening to music on CDs, mp3s or cassettes?
Base: All respondents

B1B. How many hours in an average week do you spend listening to music on the radio?
Base: All respondents

B1C. How many hours in an average week do you spend listening to music on the Internet?
Base: All respondents

B1D. How many hours in an average week do you spend listening to music on television?
Base: All respondents

B2. What percentage of your total music listening is spent listening to music by Canadian artists?
Base: Listens to music (B1a-d)

B3. Do you own, or have access to the following items? (% Yes)
Base: All respondents

B4. Level of interest: Top 4 Box Summary Table
Base: Listens to music (B1a-d)

B4A. Level of interest: Country?
Base: Listens to music (B1a-d)

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B4B. Level of interest: Rock, including soft, hard and classic rock?

Base: Listens to music (B1a-d)

B4C. Level of interest: Current Hits or Pop music?

Base: Listens to music (B1a-d)

B4D. Level of interest: Electronica?

Base: Listens to music (B1a-d)

B4E. Level of interest: Classical or Opera?

Base: Listens to music (B1a-d)

B4F. Level of interest: Hip-Hop?

Base: Listens to music (B1a-d)

B4G. Level of interest: R&B?

Base: Listens to music (B1a-d)

B4H. Level of interest: Dance?

Base: Listens to music (B1a-d)

B4I. Level of interest: Jazz or Blues?

Base: Listens to music (B1a-d)

B4J. Level of interest: World?

Base: Listens to music (B1a-d)

B4K. Level of interest: Folk?

Base: Listens to music (B1a-d)

B5. What percent of the music that you listen to is in ...?

Base: Listens to music (B1a-d)

B5o. What other language do you listen to?

Base: Respondents who select "other" in B5

B6. How would you rate the quality of music by Canadian artists as compared to foreign artists?

Base: All respondents

B7. How many music CDs did you buy in the past year, either for your own use or for someone else?

Base: Listens to music (B1a-d)

B8. How many of these music CDs were by Canadian artists?

Base: Listens to music (B1a-d)

B9A. Where do you typically buy your music CDs?

Base: Listens to music (B1a-d)

B9B. Where else do you buy your music CDs?

Base: Listens to music (B1a-d)

B10. How many music DVDs did you buy in the past year, either for yourself or for someone else?

Base: All respondents

B11. From which locations do you access the Internet?

Base: All respondents

B12. How many songs did you purchase from the Internet last year?

Base: Listens to music (B1a-d) AND has access to the Internet (B11)

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- B13. How many of these songs were by Canadian artists?
Base: Listens to music (B1a-d) AND has access to the Internet (B11)
- B14. How many songs did you download for free from the Internet last year?
Base: Listens to music (B1a-d) AND has access to the Internet (B11)
- B15. How many of these songs were by Canadian artists?
Base: Listens to music (B1a-d) AND has access to the Internet (B11)
- B16. How many music ringtones did you purchase in the past year for your cell phone?
Base: Own or has access to a cell phone (B3f)
- B17. How do you generally discover new music?
Base: All respondents
- B18. Level of agreement: Top 2 Box Summary Table
Base: B18a/B18c. All respondents. B18b/B18d. Has access to the Internet (B11)
- B18. Level of agreement: Top 4 Box Summary Table
Base: B18a/B18c. All respondents. B18b/B18d. Has access to the Internet (B11)
- B18A. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it in stores?
Base: All respondents
- B18B. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it when buying online?
Base: Has access to the Internet (B11)
- B18C. Level of agreement: When I want to purchase music by foreign artists, I can easily find it in stores?
Base: All respondents
- B18D. Level of agreement: When I want to purchase music by foreign artists, I can easily find it when buying online?
Base: Has access to the Internet (B11)
- B19. How many live music performances did you attend over the past year?
Base: All respondents
- B20. How many of these live performances were by Canadian artists?
Base: All respondents
- B21A. Did you purchase CDs or music DVDs at these shows?
Base: Has attended a live music performance in the past year (B19)
- B21B. Did you purchase other concert-related merchandise at these shows?
Base: Has attended a live music performance in the past year (B19)
- B22A. On average, how much did you spend per show on CDs or music DVDs?
Base: Has purchased CDs or music DVDs at one of the live performances (B21a)

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B22B. On average, how much did you spend per show on other concert-related merchandise?

Base: Has purchased other concert-related merchandise at one of the live performances (B21b)

C1. Please stop me at the age category to which you belong.

Base: All respondents

C2. Please stop me at the highest level of schooling you have attained.

Base: All respondents

C3A. How many people who live in your household are 20 years of age or older?

Base: All respondents

C3B. How many people who live in your household are 15 to 19 years?

Base: All respondents

C3C. How many people who live in your household are 12 to 14 years?

Base: All respondents

C3D. How many people who live in your household are 11 years or younger?

Base: All respondents

C4. Do you consider yourself a member of a visible minority by virtue of your race or colour?

Base: All respondents

C5. Are you an Aboriginal person?

Base: All respondents

C6. Please stop me at the category that best reflects the total income earned by all those living in your home.

Base: All respondents

C7. Gender.

Base: All respondents

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

Rural designation

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1930	483	1447	931	998	193	430	747	539	616	397	699	167	526	403	267	413	260	1587	229	728	386	201	190	195	1561	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1929	728	1201	944	985	274	457	734	443	664	391	679	153	542	422	266	376	260	1587	229	728	386	201	190	195	1561	368
Urban core	1294	351	943	624	670	130	317	486	345	387	263	487	129	355	243	178	300	190	1041	108	530	269	122	127	130	1286	-
	67%	73%	65%	67%	67%	67%	74%	65%	64%	63%	66%	70%	77%	68%	60%	67%	73%	73%	66%	47%	73%	70%	61%	67%	67%	82%	-
		C					HI				J	JK		O			O	S		TW	TW	T	T	T			
Urban fringe	53	6	47	29	24	4	10	24	15	16	5	27	5	5	18	12	14	3	41	7	10	13	4	5	7	46	-
	3%	1%	3%	3%	2%	2%	2%	3%	3%	3%	1%	4%	3%	1%	4%	4%	3%	1%	3%	3%	1%	3%	2%	3%	4%	3%	-
			B								K				N	N	N				U						
Rural fringe	102	20	82	60	42	17	20	34	29	26	23	43	6	21	19	21	20	7	86	20	29	21	6	7	16	-	99
	5%	4%	6%	6%	4%	9%	5%	5%	5%	4%	6%	6%	4%	4%	5%	8%	5%	3%	5%	9%	4%	5%	3%	4%	8%	27%	
						H													R	UWX					UW		
Urban outside CMA/CA	237	37	200	119	118	24	41	107	63	101	39	76	10	60	64	28	48	28	192	38	56	42	32	31	30	229	-
	12%	8%	14%	13%	12%	12%	10%	14%	12%	16%	10%	11%	6%	11%	16%	10%	12%	11%	12%	17%	8%	11%	16%	16%	15%	15%	
			B				G			KLM		M								U		U	U	U	U		
Rural outside CMA/CA	244	68	176	99	145	18	42	96	87	87	67	66	18	85	60	28	31	32	227	56	103	41	37	20	12	-	269
	13%	14%	12%	11%	15%	9%	10%	13%	16%	14%	17%	9%	10%	16%	15%	11%	7%	12%	14%	24%	14%	11%	18%	11%	6%	73%	
					D				FG	L	L			Q	Q					UVXY	Y		VXY				
CHI-SQUARE SIGNIFICANCE	<--22.015-->		<--11.973-->		<-----26.04----->				<-----44.432----->				<-----44.112----->				<--8.058-->		<-----96.633----->					<--1929-->			
	100%		98%		99%				100%				100%				91%		100%					100%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

PROVINCE CODE

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Newfoundland	26	-	26	13	14	3	9	9	5	7	10	8	1	5	8	2	4	6	35	42	-	-	-	-	-	29	2	
	1%		2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	17%						2%	1%	
																										A2		
Nova Scotia	72	-	72	33	39	8	10	27	26	22	14	22	7	20	21	9	11	14	92	112	-	-	-	-	-	63	42	
	4%		5%	3%	4%	4%	2%	3%	5%	3%	3%	3%	4%	4%	5%	3%	2%	5%	6%	45%						4%	11%	
																										Z		
PEI	7	-	7	5	3	-	2	4	1	3	1	2	2	2	3	-	1	2	11	13	-	-	-	-	-	5	7	
	*%		*%	*%	*%		*%	1%	*%	1%	*%	*%	1%	*%	1%		*%	1%	1%	5%						*%	2%	
																										Z		
New Brunswick	51	-	51	25	26	5	12	20	12	22	9	18	1	16	12	6	6	12	64	83	-	-	-	-	-	56	25	
	3%		3%	3%	3%	2%	3%	3%	2%	3%	2%	2%	1%	3%	3%	2%	1%	4%	4%	33%						4%	7%	
										M																Z		
Quebec	497	497	-	242	255	46	107	193	141	167	82	205	31	172	109	63	74	63	662	-	750	-	-	-	-	596	132	
	25%	100%		25%	25%	23%	24%	25%	26%	27%	20%	28%	17%	32%	26%	23%	17%	23%	40%		100%					38%	36%	
										KM		KM		PQ	Q				R									
Ontario	752	-	752	363	389	75	174	294	207	243	146	275	75	179	134	122	204	76	306	-	-	400	-	-	-	324	62	
	38%		50%	37%	38%	37%	39%	38%	38%	39%	35%	38%	42%	33%	32%	44%	48%	28%	19%			100%				21%	17%	
																NO	NO	S										
Manitoba	70	-	70	33	37	7	11	28	23	25	14	20	7	20	21	5	11	19	78	-	-	-	101	-	-	77	23	
	4%		5%	3%	4%	3%	2%	4%	4%	4%	3%	3%	4%	4%	5%	2%	3%	7%	5%			50%				5%	6%	
															P													
Saskatchewan	67	-	67	34	34	9	19	22	17	26	15	20	2	22	10	12	12	13	84	-	-	-	101	-	-	81	20	
	3%		4%	3%	3%	4%	4%	3%	3%	4%	4%	3%	1%	4%	2%	4%	3%	5%	5%			50%				5%	5%	
										M																		
Alberta	194	-	194	97	97	22	49	77	45	49	54	63	22	40	49	28	47	42	149	-	-	-	-	200	-	163	27	
	10%		13%	10%	9%	11%	11%	10%	8%	8%	13%	9%	12%	7%	12%	10%	11%	15%	9%				100%			10%	7%	
										J					N			S								A2		
British Columbia	264	-	264	128	136	26	58	103	75	66	67	94	31	68	48	30	58	24	167	-	-	-	-	-	200	167	28	
	13%		18%	13%	13%	13%	13%	13%	14%	10%	16%	13%	17%	13%	12%	11%	13%	9%	10%					100%	11%	8%		
										J																		
CHI-SQUARE SIGNIFICANCE	<---2002-->	<--1.145-->	<-----17.434----->	<-----51.566----->	<-----68.386----->	<--40.974-->	<-----10010----->	<--61.696-->																				
	100%*		*%			8%*				100%*					100%*				100%*								100%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

Region

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR					
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Atlantic	157	-	157	76	82	16	33	60	44	54	34	49	11	44	44	17	22	34	202	250	-	-	-	-	-	153	76	
	8%		10%	8%	8%	8%	7%	8%	8%	9%	8%	7%	6%	8%	11%	6%	5%	13%	12%	100%						10%	21%	
															Q												Z	
Quebec	497	497	-	242	255	46	107	193	141	167	82	205	31	172	109	63	74	63	662	-	750	-	-	-	-	596	132	
	25%	100%		25%	25%	23%	24%	25%	26%	27%	20%	28%	17%	32%	26%	23%	17%	23%	40%		100%					38%	36%	
										KM	KM			PQ	Q				R									
Ontario	752	-	752	363	389	75	174	294	207	243	146	275	75	179	134	122	204	76	306	-	-	400	-	-	-	324	62	
	38%		50%	37%	38%	37%	39%	38%	38%	39%	35%	38%	42%	33%	32%	44%	48%	28%	19%		100%					21%	17%	
																NO	NO	S										
Manitoba/Saskatchewan	138	-	138	67	71	15	30	50	40	51	29	40	10	43	31	16	24	32	162	-	-	-	202	-	-	158	43	
	7%		9%	7%	7%	8%	7%	6%	7%	8%	7%	5%	5%	8%	7%	6%	6%	12%	10%			100%				10%	12%	
Alberta	194	-	194	97	97	22	49	77	45	49	54	63	22	40	49	28	47	42	149	-	-	-	-	200	-	163	27	
	10%		13%	10%	9%	11%	11%	10%	8%	8%	13%	9%	12%	7%	12%	10%	11%	15%	9%				100%			10%	7%	
										J	J				N			S								A2		
British Columbia	264	-	264	128	136	26	58	103	75	66	67	94	31	68	48	30	58	24	167	-	-	-	-	-	200	167	28	
	13%		18%	13%	13%	13%	13%	13%	14%	10%	16%	13%	17%	13%	12%	11%	13%	9%	10%						100%	11%	8%	
										J	J																	
CHI-SQUARE SIGNIFICANCE	<---2002-->	<---.186-->	<-----3.713----->	<-----38.133----->	<-----59.252----->	<---39.187-->	<-----10010----->	<---38.655-->																				
	100%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

Language of interview.

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
English	1541	39	1502	746	795	159	352	598	422	472	341	534	154	387	310	217	361	220	1030	250	59	399	202	199	200	1012	245	
	77%	8%	100%	77%	77%	79%	78%	77%	76%	75%	83%	74%	85%	71%	75%	78%	84%	81%	63%	100%	8%	100%	100%	100%	100%	100%	65%	67%
			B								JL		JL				NO	S		U		U	U	U	U			
French	461	458	3	226	234	42	100	178	130	158	71	192	27	158	106	60	67	51	618	-	691	1	-	1	-	549	123	
	23%	92%	*%	23%	23%	21%	22%	23%	24%	25%	17%	26%	15%	29%	25%	22%	16%	19%	38%		92%	*%		1%		35%	33%	
		C								KM		KM		Q	Q				R		VX							
CHI-SQUARE SIGNIFICANCE	<-1783.199>	<---.077-->		<-----.716----->		<-----21.076----->		<-----24.647----->		<--35.765-->		<-----1753.024----->		<-----.4----->														
	100%			22%		13%		100%						100%					100%								47%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1A. How often do you do the following? Summary Table

Base: Attends at least once every three months

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	2001	496	1505	973	1028	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	749	400	202	200	200	1560	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2001	749	1252	987	1014	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	749	400	202	200	200	1560	368
Watch movies in a theatre or drive-in	966	275	692	509	458	168	304	351	131	277	219	358	99	214	187	150	249	140	870	112	432	200	97	103	99	843	156
	49%	55%	46%	53%	45%	84%	67%	45%	24%	44%	54%	49%	55%	39%	45%	55%	59%	52%	53%	45%	58%	50%	49%	52%	50%	54%	42%
		C		E		GHI	HI	I			J		J			NO	NO				TVWY						A2
Rent movies	1322	320	1002	681	641	173	383	568	187	374	284	517	128	291	285	198	354	184	1148	162	515	276	129	140	148	1093	228
	66%	65%	67%	70%	63%	88%	85%	73%	34%	60%	69%	71%	71%	54%	69%	71%	83%	69%	70%	66%	69%	69%	65%	71%	74%	70%	62%
				E		HI	HI	I			J	J	J		N	N	NOP								W	A2	
Buy movies	640	107	533	327	313	95	204	267	68	178	147	247	58	144	131	113	163	89	516	71	180	157	76	81	67	504	109
	32%	22%	36%	34%	31%	47%	45%	34%	13%	28%	36%	34%	32%	27%	32%	41%	38%	33%	32%	29%	24%		TU	TU	TU	U	30%
			B			HI	HI	I			J	J				NO	N					TU	TU	TU	U		
Watch a movie channel that features only movies	841	192	649	403	438	112	215	316	188	306	188	270	61	224	172	121	182	145	669	112	291	197	115	79	61	627	192
	43%	39%	44%	42%	43%	57%	48%	41%	35%	49%	46%	38%	34%	42%	42%	44%	43%	55%	41%	47%	39%	50%	58%	40%	31%	41%	53%
						GHI	HI			LM	LM							S		UY	Y	UXY	TUXY			Z	
Watch movies on a regular television channel	1647	406	1241	795	851	177	370	652	434	531	338	597	143	427	351	239	355	235	1357	212	610	346	172	160	157	1282	313
	83%	83%	83%	82%	84%	89%	82%	85%	80%	85%	83%	83%	80%	79%	85%	87%	83%	88%	83%	85%	83%	87%	86%	80%	80%	83%	86%
						GI									N	N		S			XY						
Use a video-on-demand service	239	57	182	125	113	40	71	88	36	93	49	76	19	50	53	40	64	44	189	28	91	59	31	21	19	191	41
	12%	11%	12%	13%	11%	21%	16%	11%	7%	15%	12%	11%	11%	9%	13%	15%	15%	17%	12%	11%	12%	15%	16%	11%	10%	12%	11%
						HI	I	I		L							N	S				Y					
Watch movies from your own collection	1092	203	889	543	549	158	307	439	180	349	239	396	91	271	241	156	252	169	879	124	331	252	133	135	112	863	182
	55%	42%	59%	56%	54%	80%	68%	57%	33%	56%	59%	55%	50%	50%	58%	57%	59%	63%	54%	50%	45%	63%	66%	68%	56%	56%	50%
				B		GHI	HI	I							N		N	S				TU	TUY	TUY	U	A2	
Download and watch movies from the Internet	86	14	72	57	29	26	49	8	2	27	38	18	3	31	16	10	20	21	69	9	24	27	9	9	14	78	9
	4%	3%	5%	6%	3%	13%	11%	1%	*	4%	9%	3%	2%	6%	4%	4%	5%	8%	4%	4%	3%	7%	4%	5%	7%	5%	2%
				B	E	HI	HI				JLM						S					U	U	U	U	A2	
CHI-SQUARE SIGNIFICANCE	<--54.799-->		<--23.25-->		<-----529.607----->				<-----70.62----->				<-----68.055----->			<--22.647-->		<-----105.063----->					<--27.773-->				
	100%		92%		100%				99%				99%			91%		99%					98%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1A. How often do you watch movies in a theatre or drive-in?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1992	496	1496	967	1025	200	451	773	548	629	408	723	181	544	414	275	424	270	1643	248	748	398	200	200	199	1553	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Never	389	90	298	188	201	7	21	126	228	169	66	98	24	175	68	30	35	60	258	54	115	63	44	31	35	252	81
	20%	18%	20%	19%	20%	3%	5%	16%	42%	27%	16%	14%	13%	32%	16%	11%	8%	22%	16%	22%	15%	16%	22%	16%	18%	16%	22%
								FG	FGH	KLM				OPQ	Q			S		U		U					Z
Once a year	332	68	264	142	190	6	46	161	119	118	63	114	33	100	92	41	59	38	257	45	101	77	34	25	26	225	73
	17%	14%	18%	15%	19%	3%	10%	21%	22%	19%	15%	16%	18%	18%	22%	15%	14%	14%	16%	18%	14%	19%	17%	13%	13%	14%	20%
			B		D		F	FG	FG						PQ						UXY						Z
Once every 6 months	305	63	242	129	176	20	79	135	70	65	60	154	24	56	68	54	82	32	258	37	100	58	25	41	39	233	58
	15%	13%	16%	13%	17%	10%	18%	17%	13%	10%	15%	21%	13%	10%	16%	20%	19%	12%	16%	15%	13%	15%	13%	21%	20%	15%	16%
			B		D		F	F				JKM			N	N	N							UW	U		
Once every 3 months	419	118	301	215	204	44	119	198	57	106	93	176	39	100	75	74	109	45	380	48	185	75	39	44	45	340	79
	21%	24%	20%	22%	20%	22%	26%	26%	10%	17%	23%	24%	22%	18%	18%	27%	26%	17%	23%	19%	25%	19%	20%	22%	23%	22%	21%
						I	I	I			J	J				NO	NO		R		V						
Monthly	419	116	303	232	188	91	144	124	54	123	98	152	40	80	92	57	110	65	378	36	186	95	49	52	42	377	63
	21%	23%	20%	24%	18%	45%	32%	16%	10%	20%	24%	21%	22%	15%	22%	21%	26%	24%	23%	15%	25%	24%	25%	26%	21%	24%	17%
				E		GHI	HI	I							N		N				T	T	T	T			A2
Weekly	110	33	77	51	58	30	35	22	19	41	24	25	17	25	18	17	27	26	94	25	50	28	7	5	10	108	10
	6%	7%	5%	5%	6%	15%	8%	3%	3%	6%	6%	4%	9%	5%	4%	6%	6%	10%	6%	10%	7%	7%	4%	3%	5%	7%	3%
						GHI	HI			L			L					S		WXY	WX	X					A2
More than once a week	18	8	11	11	8	3	6	8	1	7	4	4	3	8	2	1	3	4	18	3	11	2	2	2	2	18	4
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know/Refuse	10	2	8	5	5	1	1	4	4	1	4	4	-	-	1	2	4	1	5	2	2	2	2	-	1	8	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--15.663-->			<--18.9-->		<-----505.205----->				<-----93.204----->				<-----147.5----->			<--18.987-->		<-----58.151----->						<--26.725-->		
	98%			100%		100%				100%				100%			100%		100%						100%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1B. How often do you rent movies?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1991	494	1497	969	1022	198	451	775	549	627	409	725	180	542	413	277	428	267	1641	247	745	399	199	198	200	1551	366	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Never	407	114	292	181	225	9	31	114	244	165	68	126	24	172	81	48	38	56	286	55	148	69	43	28	31	276	89	
	20%	23%	20%	19%	22%	5%	7%	15%	45%	26%	17%	17%	13%	32%	20%	17%	9%	21%	17%	22%	20%	17%	22%	14%	16%	18%	24%	
								F	FGH	KLM				OPQ	Q	Q				X	X						Z	
Once a year	117	30	86	49	68	4	16	44	52	50	21	30	11	40	21	11	15	14	92	13	42	23	12	10	10	82	21	
	6%	6%	6%	5%	7%	2%	4%	6%	9%	8%	5%	4%	6%	7%	5%	4%	4%	5%	6%	5%	6%	6%	6%	5%	5%	5%	6%	
								F	FGH	L				Q						X	X						Z	
Once every 6 months	146	29	117	58	88	11	20	49	66	37	36	51	17	38	27	20	21	13	115	17	40	31	15	20	11	100	28	
	7%	6%	8%	6%	9%	6%	4%	6%	12%	6%	9%	7%	10%	7%	6%	7%	5%	5%	7%	7%	5%	8%	8%	10%	6%	6%	8%	
								F	FGH	L				Q						X	X						Z	
Once every 3 months	230	53	177	115	115	11	41	113	64	52	46	100	27	58	35	31	57	28	189	25	78	43	20	22	34	184	34	
	12%	11%	12%	12%	11%	6%	9%	15%	12%	8%	11%	14%	15%	11%	8%	11%	13%	10%	12%	10%	10%	11%	10%	11%	17%	12%	9%	
								F	FGH	L				Q						X	X						Z	
Monthly	514	117	397	274	239	64	128	229	90	138	98	220	50	111	121	81	138	65	436	55	186	118	51	57	48	403	98	
	26%	24%	27%	28%	23%	32%	28%	30%	16%	22%	24%	30%	28%	20%	29%	29%	32%	24%	27%	22%	25%	30%	26%	29%	24%	26%	27%	
				E		I	I	I				JK			N	N	N				T							
Weekly	421	110	310	205	216	73	150	166	27	130	104	144	36	88	88	61	117	65	377	63	181	87	35	48	44	371	67	
	21%	22%	21%	21%	21%	37%	33%	21%	5%	21%	25%	20%	20%	16%	21%	22%	27%	24%	23%	26%	24%	22%	18%	24%	22%	24%	18%	
						HI	HI	I									N			W	W					A2		
More than once a week	158	41	117	87	71	26	65	61	6	54	36	53	15	34	41	23	42	26	146	19	70	28	23	13	22	135	29	
	8%	8%	8%	9%	7%	13%	14%	8%	1%	9%	9%	7%	9%	6%	10%	8%	10%	10%	9%	8%	9%	7%	12%	7%	11%	9%	8%	
						HI	HI	I																				
Don't know/Refuse	11	3	8	4	8	3	1	2	3	3	3	2	1	3	2	-	-	4	7	3	5	1	3	2	-	10	2	
	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<--6.515-->	<--17.297-->	<-----505.926----->	<-----60.911----->	<-----111.392----->	<--4.244-->	<-----35.505----->	<--13.461-->																				
	63%	99%	100%	100%	100%	36%	78%	96%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1C. How often do you buy movies?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1990	494	1495	969	1020	200	451	775	545	629	408	723	180	542	413	277	426	269	1638	246	746	399	201	199	198	1553	366	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Never	765	258	508	387	378	39	95	288	334	257	128	271	80	260	153	89	131	87	656	101	367	116	55	53	83	596	154	
	38%	52%	34%	40%	37%	19%	21%	37%	61%	41%	31%	38%	45%	48%	37%	32%	31%	32%	40%	41%	49%	29%	27%	27%	42%	38%	42%	
		C						FG	FGH	K			K	OPQ					R	VWX	TVWX					VWX		
Once a year	304	76	228	126	178	35	60	120	87	113	67	93	23	75	63	41	64	46	245	40	115	60	33	29	26	244	53	
	15%	15%	15%	13%	17%	17%	13%	16%	16%	18%	16%	13%	13%	14%	15%	15%	15%	17%	15%	16%	15%	15%	16%	15%	13%	16%	14%	
					D					L																		
Once every 6 months	281	54	226	129	151	32	92	100	56	81	66	112	19	64	65	34	69	47	221	34	84	66	37	36	22	209	50	
	14%	11%	15%	13%	15%	16%	20%	13%	10%	13%	16%	15%	10%	12%	16%	12%	16%	17%	13%	14%	11%	17%	18%	18%	11%	13%	14%	
			B			I	HI													U		UY		UY				
Once every 3 months	261	50	210	124	137	34	75	115	35	74	69	93	21	64	52	38	70	31	217	24	84	62	25	31	32	201	49	
	13%	10%	14%	13%	13%	17%	17%	15%	6%	12%	17%	13%	12%	12%	13%	14%	16%	12%	13%	10%	11%	16%	12%	16%	16%	13%	13%	
			B			I	I	I													TU					T		
Monthly	297	49	249	153	144	49	96	123	27	82	62	121	27	61	63	66	64	42	237	33	82	74	41	36	28	239	47	
	15%	10%	17%	16%	14%	24%	21%	16%	5%	13%	15%	17%	15%	11%	15%	24%	15%	16%	14%	13%	11%	19%	20%	18%	14%	15%	13%	
			B			HI	HI	I								NOQ					U	U	U					
Weekly	63	5	58	33	31	9	25	24	4	17	12	31	3	18	10	6	24	13	45	10	9	17	8	12	4	48	9	
	3%	1%	4%	3%	3%	5%	6%	3%	1%	3%	3%	4%	2%	3%	3%	2%	6%	5%	3%	4%	1%	4%	4%	6%	2%	3%	2%	
			B			I	I	I									P			U		U		UY				
More than once a week	19	3	16	17	1	3	8	6	3	5	4	3	6	2	6	3	4	3	17	4	5	4	2	2	3	16	4	
	1%	1%	1%	2%	**	1%	2%	1%	**	1%	1%	**	3%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	
				E																								
Don't know/Refuse	12	3	9	3	9	1	1	1	7	1	4	4	1	2	2	-	2	2	10	4	4	1	1	1	2	8	2	
	1%	1%	1%	**	1%	**	**	**	1%	**	1%	1%	1%	**	1%		**	1%	1%	2%	1%	**	**	1%	1%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<--62.564-->	<--23.896-->	<-----264.479----->	<-----46.442----->	<-----62.564----->	<--10.874-->	<-----104.785----->	<--3.081-->																				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1D. How often do you watch a movie channel that features only movies?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1964	490	1474	951	1013	196	448	767	534	620	406	712	178	532	405	273	425	263	1622	240	740	394	198	197	195	1531	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Never	986	271	716	478	508	68	212	393	304	269	196	389	106	269	204	140	205	98	845	111	409	174	68	98	120	804	145
	50%	55%	49%	50%	50%	35%	47%	51%	57%	43%	48%	55%	59%	50%	50%	51%	48%	37%	52%	46%	55%	44%	34%	50%	62%	53%	40%
		C				F	F	F	FG			J	JK						R	W	TVW	W		W	TVWX	A2	
Once a year	74	17	56	39	35	7	11	29	27	22	11	30	6	24	18	6	18	10	56	8	24	12	8	8	7	57	9
	4%	4%	4%	4%	3%	3%	2%	4%	5%	4%	3%	4%	4%	5%	5%	2%	4%	4%	3%	3%	3%	3%	4%	4%	4%	4%	2%
Once every 6 months	63	10	53	31	32	8	10	29	16	23	11	24	5	15	11	6	21	10	52	9	16	11	7	12	7	43	15
	3%	2%	4%	3%	3%	4%	2%	4%	3%	4%	3%	3%	3%	3%	3%	2%	5%	4%	3%	4%	2%	3%	4%	6%	4%	3%	4%
			B																					U			
Once every 3 months	61	16	45	24	37	10	14	23	14	15	18	24	3	15	8	9	15	14	46	11	22	14	7	3	6	50	11
	3%	3%	3%	3%	4%	5%	3%	3%	3%	2%	4%	3%	2%	3%	2%	3%	4%	5%	3%	5%	3%	4%	4%	2%	3%	3%	3%
Monthly	169	33	137	66	104	23	47	55	41	57	36	59	13	29	32	31	41	25	124	15	50	40	18	19	15	128	25
	9%	7%	9%	7%	10%	12%	11%	7%	8%	9%	9%	8%	7%	5%	8%	11%	10%	10%	8%	6%	7%	10%	9%	10%	8%	8%	7%
					D											N	N										
Weekly	261	68	193	126	135	34	69	100	56	88	60	93	19	69	59	39	55	45	229	38	104	54	42	28	18	199	73
	13%	14%	13%	13%	13%	17%	15%	13%	11%	14%	15%	13%	11%	13%	14%	14%	13%	17%	14%	16%	14%	14%	21%	14%	9%	13%	20%
						I													Y	Y		UVY					Z
More than once a week	350	76	274	187	163	46	85	137	77	146	73	94	26	111	73	41	70	61	270	48	115	89	48	29	22	250	83
	18%	15%	19%	20%	16%	23%	19%	18%	14%	24%	18%	13%	15%	21%	18%	15%	17%	23%	17%	20%	16%	23%	24%	15%	11%	16%	23%
						I				LM								S		Y		UXY	UXY				Z
Don't know/Refuse	38	8	31	22	16	5	4	10	18	10	6	14	2	12	10	4	3	8	26	10	10	6	4	3	5	30	7
	2%	2%	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%	1%	2%	3%	2%	1%	3%	2%	4%	1%	2%	2%	2%	3%	2%	2%
						G														U							
CHI-SQUARE SIGNIFICANCE	<--11.711-->		<--12.454-->		<-----44.922----->				<-----43.445----->				<-----24.633----->				<--22.586-->		<-----69.17----->						<--30.633-->		
	93%		95%		100%				100%				86%				100%		100%						100%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1E. How often do you watch movies on a regular television channel that features various types of programming in addition to movies?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1985	487	1498	966	1019	199	451	771	545	627	408	722	180	538	412	276	427	267	1635	249	737	400	199	200	197	1545	364	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Never	194	52	142	99	95	13	53	61	63	55	40	72	20	69	36	20	33	20	161	19	80	24	15	30	25	157	31	
	10%	11%	9%	10%	9%	6%	12%	8%	12%	9%	10%	10%	11%	13%	9%	7%	8%	7%	10%	8%	11%	6%	8%	15%	13%	10%	9%	
							F		F					PQ						V			TWV		V			
Once a year	62	9	53	35	27	2	16	19	25	17	11	25	9	21	9	7	19	5	46	11	15	14	3	-	8	40	7	
	3%	2%	4%	4%	3%	1%	4%	3%	5%	3%	3%	3%	5%	4%	2%	3%	4%	2%	3%	4%	2%	4%	2%		4%	3%	2%	
							F		F																			
Once every 6 months	82	19	63	37	45	7	12	39	24	23	19	28	8	22	16	10	21	7	71	7	32	16	9	10	7	66	13	
	4%	4%	4%	4%	4%	4%	3%	5%	4%	4%	5%	4%	4%	4%	4%	4%	5%	3%	4%	3%	4%	4%	5%	5%	4%	4%	4%	
							G																					
Once every 3 months	168	29	138	92	76	14	42	53	57	36	39	64	19	38	37	25	43	23	130	20	45	32	25	19	18	120	31	
	8%	6%	9%	10%	7%	7%	9%	7%	10%	6%	10%	9%	10%	7%	9%	9%	10%	9%	8%	8%	6%	8%	13%	10%	9%	8%	9%	
				B						J												U						
Monthly	400	89	310	179	221	39	103	156	99	108	82	158	43	92	68	64	97	42	322	46	135	88	35	38	38	296	64	
	20%	18%	21%	19%	22%	20%	23%	20%	18%	17%	20%	22%	24%	17%	17%	23%	23%	16%	20%	18%	18%	22%	18%	19%	19%	19%	18%	
Weekly	646	155	491	322	324	76	143	276	148	213	143	233	50	147	160	89	142	99	544	92	235	146	70	65	54	520	124	
	33%	32%	33%	33%	32%	38%	32%	36%	27%	34%	35%	32%	28%	27%	39%	32%	33%	37%	33%	37%	32%	37%	35%	33%	27%	34%	34%	
						I		I							N					Y		Y						
More than once a week	433	132	301	202	231	47	83	167	131	175	74	142	32	150	86	61	72	71	361	54	195	80	42	38	47	346	94	
	22%	27%	20%	21%	23%	24%	18%	22%	24%	28%	18%	20%	18%	28%	21%	22%	17%	27%	22%	22%	26%	20%	21%	19%	24%	22%	26%	
				C						KLM				OQ						VX								
Don't know/Refuse	17	11	6	7	10	2	1	5	7	4	4	4	1	6	3	1	1	4	13	1	13	-	3	-	3	16	4	
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	
				C																T								
CHI-SQUARE SIGNIFICANCE	<--17.217-->	<--8.262-->	<-----42.607----->	<-----34.689----->	<-----47.377----->	<--8.805-->	<-----55.098----->	<--3.805-->																				
	99%	78%	100%	99%	100%	82%	100%	30%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1F. How often do you use a video-on-demand service?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1973	494	1479	959	1014	194	446	766	547	624	403	719	177	540	411	271	422	262	1635	245	746	391	198	199	198	1539	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Never	1614	412	1202	772	842	137	350	627	485	495	332	590	150	464	336	211	325	197	1342	199	615	305	144	167	171	1257	292
	82%	83%	81%	80%	83%	71%	78%	82%	89%	79%	82%	85%	86%	86%	82%	78%	77%	75%	82%	81%	82%	78%	73%	84%	86%	82%	80%
							F	F	FGH					PQ				R	W	W			W	VW			
Once a year	58	9	49	27	32	11	13	25	10	20	11	23	5	13	11	11	14	10	47	11	13	15	9	8	3	39	17
	3%	2%	3%	3%	3%	6%	3%	3%	2%	3%	3%	3%	3%	2%	3%	4%	3%	4%	3%	4%	2%	4%	5%	4%	2%	3%	5%
						I																					
Once every 6 months	62	16	46	35	27	5	13	27	17	17	12	30	3	13	11	9	19	11	57	7	27	12	14	3	5	52	16
	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	2%	2%	2%	3%	3%	5%	4%	3%	3%	4%	3%	7%	2%	3%	3%	4%
																							TVXY				
Once every 3 months	48	13	36	22	26	8	17	16	6	12	14	19	3	10	8	6	18	8	40	6	21	9	10	3	5	44	9
	2%	3%	2%	2%	3%	4%	4%	2%	1%	2%	3%	3%	2%	2%	2%	2%	4%	3%	2%	2%	3%	2%	5%	2%	3%	3%	2%
						I	I																X				
Monthly	130	28	102	67	63	21	37	53	17	52	24	41	13	23	31	25	36	19	106	13	45	33	17	13	11	100	21
	7%	6%	7%	7%	6%	11%	8%	7%	3%	8%	6%	6%	7%	4%	7%	9%	9%	7%	6%	5%	6%	8%	9%	7%	6%	6%	6%
						I	I	I								N	N										
Weekly	41	10	31	27	14	9	13	11	8	22	8	7	2	5	11	9	8	13	29	9	16	12	2	3	3	33	8
	2%	2%	2%	3%	1%	5%	3%	1%	1%	3%	2%	1%	1%	1%	3%	3%	2%	5%	2%	4%	2%	3%	1%	2%	2%	2%	2%
						HI				L								S									
More than once a week	19	6	13	9	10	1	5	8	5	7	3	8	1	11	3	-	3	4	14	-	9	5	2	2	-	14	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%		1%	2%	1%		1%	1%	1%	1%		1%	1%
Don't know/Refuse	29	3	25	14	15	6	6	11	5	7	9	8	3	5	4	6	6	9	13	5	4	9	4	1	2	22	2
	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%	1%
						B												S				UX					
CHI-SQUARE SIGNIFICANCE	--4.346-->		--7.432-->		-----53.702----->				-----23.252----->				-----38.529----->				--14.275-->		-----45.178----->					--5.896-->			
	37%		72%		100%				82%				100%				97%		96%					57%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1G. How often do you watch movies from your own collection?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1990	488	1502	966	1024	199	452	775	546	626	409	725	181	539	414	276	428	269	1638	248	739	399	202	200	200	1552	365	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Never	543	218	324	268	274	22	74	187	251	172	94	195	57	190	103	70	95	62	478	71	308	73	33	31	52	438	113	
	27%	45%	22%	28%	27%	11%	16%	24%	46%	28%	23%	27%	32%	35%	25%	25%	22%	23%	29%	29%	42%	18%	16%	16%	26%	28%	31%	
			C					FG	FGH					OPQ				R	VWX	TVWXY					VWX			
Once a year	142	23	118	63	79	6	28	56	51	40	36	49	14	28	35	25	30	15	116	23	36	28	18	14	16	100	29	
	7%	5%	8%	6%	8%	3%	6%	7%	9%	6%	9%	7%	8%	5%	9%	9%	7%	6%	7%	9%	5%	7%	9%	7%	8%	6%	8%	
			B					F	F										U									
Once every 6 months	214	43	170	92	122	11	43	93	64	65	40	85	19	50	35	25	50	23	165	30	64	46	18	20	20	151	41	
	11%	9%	11%	10%	12%	6%	10%	12%	12%	10%	10%	12%	10%	9%	8%	9%	12%	9%	10%	12%	9%	12%	9%	10%	10%	10%	11%	
								F	F																			
Once every 3 months	208	58	150	86	122	23	47	85	54	62	51	76	16	51	43	27	54	38	166	19	92	36	21	22	22	163	42	
	10%	12%	10%	9%	12%	12%	10%	11%	10%	10%	13%	10%	9%	9%	10%	10%	13%	14%	10%	8%	12%	9%	10%	11%	11%	11%	12%	
																				T								
Monthly	449	85	364	213	236	67	118	180	82	139	99	163	40	105	97	65	116	63	371	51	137	107	54	53	47	358	70	
	23%	17%	24%	22%	23%	34%	26%	23%	15%	22%	24%	22%	22%	19%	23%	23%	27%	23%	23%	21%	19%	27%	27%	27%	24%	23%	19%	
			B			GHI	I	I									N				U	U	U					
Weekly	276	38	238	151	124	43	85	116	29	95	61	98	21	79	62	38	56	47	217	39	64	66	35	37	30	225	42	
	14%	8%	16%	16%	12%	22%	19%	15%	5%	15%	15%	13%	12%	15%	15%	14%	13%	17%	13%	16%	9%	17%	17%	19%	15%	14%	12%	
			B			HI	I	I												U	U	U	U	U	U	U	U	
More than once a week	159	22	136	92	66	25	57	58	15	54	28	59	14	36	40	27	26	21	125	15	38	43	23	23	13	117	28	
	8%	5%	9%	10%	6%	12%	13%	8%	3%	9%	7%	8%	8%	7%	10%	10%	6%	8%	8%	6%	5%	11%	11%	12%	7%	8%	8%	
			B	E		HI	HI	I													TU	TU	TU					
Don't know/Refuse	12	9	3	7	5	2	-	2	6	4	3	2	-	5	1	1	-	2	10	2	11	1	-	-	-	9	3	
	1%	2%	*%	1%	*%	1%		*%	1%	1%	1%	*%		1%	*%	*%		1%	1%	1%	1%	*%				1%	1%	
			C																	V								
CHI-SQUARE SIGNIFICANCE	<-115.265->	<-18.864->	<-238.782->	<-13.015->	<-40.315->	<-10.866->	<-153.098->	<-6.613->																				
	100%	100%	100%	21%	100%	91%	100%	64%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A1H. How often do you download and watch movies from the Internet?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1990	496	1494	966	1024	199	450	773	547	628	409	721	181	541	413	276	425	267	1643	247	748	398	202	198	199	1553	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Never	1849	476	1373	880	969	159	379	748	544	582	358	682	177	493	385	260	392	233	1530	227	714	358	187	174	181	1425	352
	93%	96%	92%	91%	95%	80%	84%	97%	99%	93%	87%	95%	98%	91%	93%	94%	92%	87%	93%	92%	95%	90%	93%	88%	91%	92%	96%
			C		D			FG	FGH	K		K	JKL						R		VXY					Z	
Once a year	25	2	23	15	10	9	8	8	0	10	4	10	1	8	7	1	7	8	21	10	3	6	2	7	2	25	4
	1%	1%	2%	2%	1%	4%	2%	1%	0%	2%	1%	1%	1%	2%	2%	1%	2%	3%	1%	4%	1%	2%	1%	4%	1%	2%	1%
		*	B			HI	I	I						P					UWY				U				
Once every 6 months	30	4	26	13	17	6	14	9	1	10	9	11	-	8	5	6	6	5	23	1	7	7	4	8	2	25	2
	1%	1%	2%	1%	2%	3%	3%	1%	1%	2%	2%	2%		2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	4%	1%	2%	1%
						I	I	I												*	1%	2%	2%	4%	1%	2%	1%
																				UWY			TU			A2	
Once every 3 months	17	3	15	13	5	8	8	1	1	6	7	3	1	5	5	2	4	2	18	3	5	7	1	1	3	19	1
	1%	1%	1%	1%	1%	4%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
						HI	HI	*	*	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	2%	1%	*
																										A2	
Monthly	36	5	31	24	12	12	21	4	-	9	19	7	1	10	9	4	9	11	29	6	9	11	4	4	7	32	5
	2%	1%	2%	2%	1%	6%	5%	1%		1%	5%	1%	1%	2%	2%	1%	2%	4%	2%	2%	1%	3%	2%	2%	4%	2%	1%
						H	H	*			JLM																
Weekly	22	5	17	15	7	5	13	3	1	7	6	8	1	12	3	3	4	6	14	-	8	6	1	4	2	17	3
	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%		1%	2%	1%	2%	1%	1%	1%
						I	HI	*	*	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%		1%	2%	*	2%	1%	1%	1%
More than once a week	11	1	9	6	5	2	8	-	-	5	6	0	-	4	-	1	5	2	8	-	2	3	3	-	2	10	-
	1%	1%	1%	1%	1%	1%	2%			1%	1%	0%		1%		1%	1%	1%	1%		1%	1%	1%		1%	1%	
		*			*											*			*		*						
Don't know/Refuse	12	2	10	7	5	1	2	3	5	2	3	6	-	4	2	1	3	4	5	3	2	2	-	2	1	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%
		*																									
CHI-SQUARE SIGNIFICANCE	<--10.875-->		<--14.23-->		<-----179.973----->				<-----45.75----->				<-----15.064----->				<--16.584-->		<-----62.291----->						<--9.388-->		
	91%		97%		100%*				100%*				34%*				99%*		100%*						85%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A2. What factors influence your decision not to attend more movies at the movie theatre?

Base: Attends movies at a theatre or drive-in weekly or less often (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1906	468	1438	924	983	177	426	752	534	591	396	703	171	512	400	268	418	242	1570	230	706	384	186	190	190	1472	345
UNWEIGHTED 'N'	1980	739	1241	973	1007	281	468	756	454	675	403	697	161	554	432	274	388	267	1630	247	739	398	200	198	198	1543	364
TOO EXPENSIVE	786	133	653	372	415	95	217	354	119	227	175	297	77	187	168	109	201	101	639	92	215	179	86	100	85	617	107
	41%	29%	45%	40%	42%	54%	51%	47%	22%	38%	44%	42%	45%	37%	42%	41%	48%	42%	41%	40%	30%	47%	46%	53%	45%	42%	31%
			B			I	I	I									N			U		U	U	TU	U	A2	
INTEREST - NET	556	130	425	287	269	41	93	181	234	182	101	194	60	158	99	74	122	60	429	61	187	115	37	48	65	425	72
	29%	28%	30%	31%	27%	23%	22%	24%	FGH	31%	26%	28%	35%	31%	25%	28%	29%	25%	27%	27%	26%	30%	20%	25%	34%	29%	21%
									FGH												W				UW	A2	
Don't like what's playing	410	71	339	218	191	35	78	135	157	120	81	145	52	122	64	60	94	45	299	43	103	91	31	44	48	301	45
	21%	15%	24%	24%	19%	20%	18%	18%	29%	20%	21%	30%	24%	16%	22%	23%	19%	19%	19%	15%	24%	17%	23%	25%	20%	20%	13%
			B						FGH				JKL	O			O				UW		U		UW	A2	
Not interested/have other interests (general)	126	54	72	58	68	6	14	36	67	50	21	43	6	34	30	13	21	12	112	15	75	20	4	2	15	104	24
	7%	11%	5%	6%	7%	4%	3%	5%	13%	8%	5%	6%	3%	7%	7%	5%	5%	5%	7%	7%	11%	5%	2%	1%	8%	7%	7%
			C						FGH	M										WX	TVWX	WX				WX	
Don't like/go to the movie theatre (general)	31	7	24	15	16	1	3	10	16	12	2	9	7	7	5	1	8	3	27	4	10	6	3	3	5	29	1
	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	*%	1%	4%	1%	1%	*%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%	*%
									G	K																A2	
Don't watch (many) movies	11	6	5	5	6	-	-	7	4	7	2	2	1	3	2	1	4	1	14	1	10	1	2	-	1	12	3
	1%	1%	*%	1%	1%			1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%		1%	1%	1%
			C																		V						
NO TIME	469	157	312	215	255	44	114	231	72	131	88	200	43	113	84	89	117	62	434	53	246	88	49	36	39	411	85
	25%	34%	22%	23%	26%	25%	27%	31%	13%	22%	22%	28%	25%	22%	21%	33%	28%	26%	28%	23%	35%	23%	26%	19%	21%	28%	25%
			C			I	I	I				J				NO					TVWXY						
CONVENIENCE - NET	392	76	315	170	221	31	107	155	96	112	92	135	39	93	97	48	95	53	324	65	116	70	52	40	49	246	130
	21%	16%	22%	18%	23%	17%	25%	21%	18%	19%	23%	19%	23%	18%	24%	18%	23%	22%	21%	28%	16%	18%	28%	21%	26%	17%	38%
			B				FI													UV		UV	UV	UV	UV	Z	
No theatre in my area	188	38	150	83	105	18	40	65	65	70	39	51	15	61	48	17	31	28	156	36	56	32	27	18	25	89	101
	10%	8%	10%	9%	11%	10%	9%	9%	12%	12%	10%	7%	9%	12%	12%	6%	7%	12%	10%	16%	8%	8%	15%	9%	13%	6%	29%
									L					PQ	P					UV		UV	UV	U		Z	
Have children/can't get babysitter	91	17	74	38	53	2	47	42	1	11	23	43	13	10	22	16	34	7	77	10	28	17	9	10	10	65	14
	5%	4%	5%	4%	5%	1%	11%	6%	*%	2%	6%	6%	8%	2%	5%	6%	8%	3%	5%	4%	4%	4%	5%	5%	5%	4%	4%
							PHI	FI			J	J	J		N	N	N										

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A2. What factors influence your decision not to attend more movies at the movie theatre?

Base: Attends movies at a theatre or drive-in weekly or less often (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Convenience/hassle to go (general)	73 4%	12 3%	61 4%	30 3%	43 4%	9 5%	14 3%	27 4%	23 4%	24 4%	18 4%	21 3%	8 5%	20 4%	17 4%	8 3%	19 4%	11 5%	61 4%	18 8%	17 2%	14 4%	6 3%	9 5%	9 5%	55 4%	13 4%
																				UVW							
Show times are not convenient	64 3%	10 2%	54 4%	29 3%	35 4%	2 1%	13 3%	31 4%	15 3%	12 2%	17 4%	25 4%	8 5%	9 2%	18 4%	11 4%	14 3%	13 5%	47 3%	7 3%	16 2%	10 3%	15 8%	8 4%	8 4%	48 3%	14 4%
								F																			
HOME PREFERENCE - NET	181 10%	53 11%	128 9%	82 9%	99 10%	12 7%	23 6%	98 13%	48 9%	57 10%	37 9%	71 10%	15 9%	52 10%	40 10%	20 7%	45 11%	25 10%	161 10%	18 8%	81 11%	32 8%	24 13%	14 7%	21 11%	152 10%	35 10%
								FG																			
Prefer to watch movies at home	132 7%	41 9%	91 6%	57 6%	76 8%	9 5%	17 4%	73 10%	33 6%	41 7%	24 6%	56 8%	9 6%	31 6%	27 7%	19 7%	36 9%	18 7%	120 8%	9 4%	64 9%	23 6%	15 8%	11 6%	17 9%	116 8%	20 6%
								FG													T						
It will be out on video soon anyway	57 3%	13 3%	44 3%	27 3%	30 3%	2 1%	6 2%	32 4%	16 3%	20 3%	16 4%	15 2%	5 3%	22 4%	16 4%	4 1%	11 3%	7 3%	47 3%	9 4%	18 3%	12 3%	9 5%	4 2%	5 3%	40 3%	17 5%
								FG						P													
ACCESSIBILITY - NET	75 4%	22 5%	53 4%	26 3%	48 5%	1 1%	2 1%	10 1%	60 11%	34 6%	5 1%	27 4%	7 4%	29 6%	17 4%	12 4%	3 1%	9 4%	42 3%	5 2%	21 3%	15 4%	3 2%	6 3%	6 3%	46 3%	8 2%
					D				FGH	K		K		Q	Q	Q											
Age/too old/health	50 3%	18 4%	32 2%	19 2%	31 3%	-	1 **	3 **	44 8%	25 4%	3 1%	17 2%	5 3%	17 3%	9 2%	12 4%	-	6 2%	26 2%	2 1%	16 2%	7 2%	2 1%	5 3%	5 3%	31 2%	5 1%
									GH	K																	
Not accessible for the handicapped	25 1%	4 1%	21 1%	8 1%	17 2%	1 1%	1 **	7 1%	16 3%	9 2%	2 1%	11 2%	3 2%	12 2%	8 2%	-	3 1%	3 1%	16 1%	3 1%	5 1%	8 2%	1 1%	1 1%	1 1%	15 1%	3 1%
									FG																		
OTHER JUSTIFICATIONS - NET	306 16%	84 18%	222 15%	165 18%	141 14%	28 16%	63 15%	112 15%	102 19%	97 16%	51 13%	127 18%	27 16%	77 15%	83 21%	37 14%	65 16%	30 12%	264 17%	34 15%	123 17%	61 16%	21 11%	44 23%	26 14%	248 17%	50 14%
									K						P						W						
Crowds/people/noise	96 5%	15 3%	81 6%	54 6%	42 4%	7 4%	18 4%	32 4%	37 7%	32 5%	16 4%	43 6%	4 3%	17 3%	30 7%	14 5%	27 6%	10 4%	61 4%	6 3%	21 3%	27 7%	5 3%	8 4%	11 6%	65 4%	12 3%
				B											N							TUW					
Not comfortable	60 3%	15 3%	45 3%	19 2%	41 4%	5 3%	10 2%	32 4%	13 2%	19 3%	8 2%	32 5%	2 1%	11 2%	21 5%	5 2%	13 3%	5 2%	59 4%	6 3%	25 4%	15 4%	7 4%	8 4%	4 2%	53 4%	10 3%
					D						KM				N												

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A2. What factors influence your decision not to attend more movies at the movie theatre?

Base: Attends movies at a theatre or drive-in weekly or less often (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Quality (general)	43 2%	9 2%	35 2%	32 3%	12 1%	3 2%	11 2%	17 2%	13 2%	6 1%	3 1%	25 4%	8 5%	6 1%	12 3%	5 2%	11 3%	3 1%	35 2%	4 2%	12 2%	7 2%	5 3%	9 5%	4 2%	30 2%	7 2%
Need people to go with	26 1%	6 1%	21 1%	8 1%	18 2%	5 3%	6 1%	2 *	14 3%	15 2%	2 1%	7 1%	3 2%	12 2%	5 1%	2 1%	1 *	1 *	20 1%	1 *	9 1%	8 2%	-	3 2%	2 1%	17 1%	5 1%
Other	113 6%	43 9%	69 5%	65 7%	48 5%	13 8%	26 6%	40 5%	32 6%	36 6%	25 6%	39 6%	11 6%	35 7%	27 7%	16 6%	21 5%	13 5%	116 7%	20 9%	62 9%	13 3%	7 4%	22 12%	9 5%	107 7%	21 6%
Don't know/Refuse	77 4%	22 5%	55 4%	38 4%	39 4%	20 12%	19 4%	17 2%	17 3%	32 5%	12 3%	20 3%	6 3%	24 5%	13 3%	8 3%	7 2%	25 10%	60 4%	17 7%	33 5%	14 4%	14 8%	8 4%	8 4%	71 5%	19 6%
CHI-SQUARE SIGNIFICANCE	<-119.276-> 100%*		<-44.199-> 100%*		<-429.118-> 100%*				<-120.336-> 100%*				<-130.159-> 100%*				<-14.965-> 34%*		<-230.53-> 100%*					<-177.438-> 100%*			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3. Level of influence on movie selection at theatre: Top 2 Box Summary

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1612	406	1206	785	827	194	431	650	324	460	346	629	157	370	347	247	393	211	1389	196	634	337	157	169	165	1307	287
UNWEIGHTED 'N'	1658	634	1024	826	832	277	451	629	287	524	355	619	141	411	372	243	364	211	1389	196	634	337	157	169	165	1307	287
Commercials seen on television	226	48	179	86	140	44	65	87	26	91	52	71	9	71	51	31	40	35	183	34	74	61	23	23	15	173	42
Advertising from sources other than television	105	28	77	48	57	18	20	39	26	51	19	26	7	36	26	9	16	28	73	8	41	25	13	7	10	83	12
Critical acclaim or awards	141	48	93	63	78	18	33	51	36	44	27	53	16	42	29	15	35	19	127	23	68	28	11	6	14	120	23
Word-of-mouth	324	77	248	115	209	41	81	137	64	92	72	129	26	67	95	43	65	39	271	43	115	69	30	30	35	239	64
Previews at the theatre	218	69	149	87	131	43	69	80	24	90	47	70	11	67	41	21	54	37	203	26	110	48	23	22	17	183	48
Actors in the movie	331	100	232	128	203	48	90	123	67	123	69	114	24	95	73	42	61	55	289	47	150	69	32	30	28	270	65
Story	491	87	404	213	279	63	146	191	88	144	105	205	33	107	123	82	104	65	407	72	139	115	44	55	58	379	76
Country of origin of the film	108	35	73	50	58	12	24	37	35	34	19	40	13	34	20	16	23	16	87	12	52	23	4	9	6	78	22
Director of the movie	89	34	55	52	37	19	15	27	27	34	16	29	8	30	22	16	10	17	89	16	53	15	11	9	6	86	17
Interviews or news stories about the film	106	33	73	45	61	12	19	53	19	36	13	38	16	30	25	13	24	23	87	22	49	17	11	9	8	92	20
CHI-SQUARE SIGNIFICANCE	<--44.043-->		<--61.302-->		<-----90.385----->				<-----92.671----->				<-----83.847----->			<--29.128-->		<-----84.644----->					<--7.82-->				
	100%		100%		100%				100%				99%			94%		23%					1%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3. Level of influence on movie selection at theatre: Top 4 Box Summary

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1612	406	1206	785	827	194	431	650	324	460	346	629	157	370	347	247	393	211	1389	196	634	337	157	169	165	1307	287	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1658	634	1024	826	832	277	451	629	287	524	355	619	141	411	372	243	364	211	1389	196	634	337	157	169	165	1307	287	
Commercials seen on television	685	166	519	288	397	112	235	263	67	222	144	267	45	177	158	96	150	100	598	104	265	157	81	64	58	564	133	
	43%	41%	43%	37%	48%	58%	55%	41%	21%	48%	42%	43%	29%	48%	46%	39%	38%	47%	43%	53%	42%	47%	52%	38%	35%	43%	46%	
					D	HI	HI	I		M	M	M		Q						UXY		Y	UXY					
Advertising from sources other than television	430	120	310	182	248	66	105	156	97	146	81	165	34	97	99	75	94	72	368	47	187	97	49	35	36	354	72	
	27%	30%	26%	23%	30%	34%	24%	24%	30%	32%	24%	26%	22%	26%	29%	31%	24%	34%	27%	24%	30%	29%	31%	21%	22%	27%	25%	
					D	GH				KM								S		XY		X	X					
Critical acclaim or awards	533	170	363	235	298	52	127	227	120	128	102	235	63	116	103	92	146	51	491	69	257	98	47	36	52	441	88	
	33%	42%	30%	30%	36%	27%	30%	35%	38%	28%	30%	38%	40%	32%	30%	38%	37%	24%	36%	35%	41%	29%	31%	21%	32%	34%	31%	
		C			D			F	F		JK	JK						R	X	VWXY	X				X			
Word-of-mouth	990	234	756	434	556	120	281	401	179	258	212	410	101	206	216	148	260	116	861	130	367	211	89	100	112	778	187	
	62%	58%	63%	55%	67%	63%	66%	62%	55%	56%	61%	65%	64%	56%	63%	60%	66%	55%	62%	67%	58%	63%	57%	60%	68%	60%	65%	
					D		I			J						N			U		U				UW			
Previews at the theatre	698	179	519	316	381	120	243	267	62	226	151	264	51	168	147	96	175	100	631	94	290	153	77	75	65	598	127	
	44%	44%	43%	40%	46%	62%	57%	41%	20%	49%	44%	42%	33%	46%	43%	39%	45%	48%	46%	49%	46%	46%	49%	44%	40%	46%	45%	
					D	HI	HI	I		LM	M																	
Actors in the movie	936	255	681	421	515	109	254	393	170	266	210	378	72	220	202	150	210	129	820	127	394	195	93	85	90	767	172	
	58%	63%	57%	54%	62%	56%	59%	61%	53%	58%	61%	60%	46%	60%	58%	61%	53%	61%	59%	65%	62%	58%	60%	50%	55%	59%	60%	
		C			D					M	M	M								XY	X							
Story	1110	231	880	512	598	134	325	442	198	303	239	445	110	249	242	178	276	143	934	149	364	253	111	114	120	881	188	
	69%	57%	73%	66%	73%	69%	76%	69%	62%	66%	69%	71%	71%	67%	70%	73%	70%	68%	68%	76%	58%	76%	72%	67%	74%	68%	66%	
			B		D		HI													U		U	U	U	U			
Country of origin of the film	330	116	214	148	182	34	81	126	87	96	64	122	45	100	62	55	62	50	283	29	172	63	24	27	29	270	62	
	21%	29%	18%	19%	22%	18%	19%	20%	27%	21%	19%	20%	29%	27%	18%	22%	16%	24%	21%	15%	27%	19%	15%	16%	18%	21%	22%	
		C							FGH			K		OQ							TWVXY							
Director of the movie	384	130	254	207	177	38	104	167	72	91	86	154	46	99	77	68	90	58	342	42	204	69	29	35	32	330	62	
	24%	32%	21%	27%	22%	20%	24%	26%	23%	20%	25%	25%	30%	27%	22%	28%	23%	28%	25%	22%	32%	21%	19%	21%	20%	25%	22%	
		C		E								J									TWVXY							
Interviews or news stories about the film	477	146	331	201	276	54	116	211	92	132	92	200	50	113	115	83	99	59	437	73	220	88	49	32	50	393	97	
	30%	36%	28%	26%	34%	28%	27%	33%	29%	29%	27%	32%	33%	31%	33%	34%	25%	28%	32%	37%	35%	26%	31%	19%	31%	30%	34%	
		C			D									Q	Q					VX	VX		X		X			
CHI-SQUARE SIGNIFICANCE	<--67.461-->	<--48.557-->	<-----168.703----->	<-----60.213----->	<-----42.809----->	<--15.525-->	<-----118.996----->	<--5.53-->																				
	100%	100%	100%	64%	8%	31%	95%	%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3A. Level of influence on movie selection at theatre:
Commercials seen on television?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1605	405	1200	785	821	194	431	648	320	460	344	626	157	369	346	243	393	211	1385	196	633	336	156	168	164	1302	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	173	55	118	92	81	11	25	60	75	47	27	62	33	42	28	26	48	17	145	12	76	27	15	20	19	137	26
	11%	14%	10%	12%	10%	6%	6%	9%	24%	10%	8%	10%	21%	11%	8%	11%	12%	8%	10%	6%	12%	8%	10%	12%	12%	11%	9%
		C							FGH			JKL								TV							
2	102	30	72	62	40	8	16	42	35	28	18	43	12	19	17	17	31	14	85	14	45	18	4	12	9	78	20
	6%	7%	6%	8%	5%	4%	4%	6%	11%	6%	5%	7%	8%	5%	5%	7%	8%	7%	6%	7%	7%	5%	3%	7%	5%	6%	7%
				E					FG											W	W						
3	96	17	79	57	39	8	18	54	16	20	27	35	10	23	13	13	27	16	78	12	29	17	13	12	15	85	10
	6%	4%	7%	7%	5%	4%	4%	5%	5%	4%	8%	6%	7%	6%	4%	5%	7%	8%	6%	6%	5%	5%	8%	7%	9%	7%	3%
								FG																			A2
4	85	20	64	44	41	12	19	32	21	27	23	28	7	15	18	18	20	14	64	5	34	22	4	7	8	68	10
	5%	5%	5%	6%	5%	6%	4%	5%	7%	6%	7%	4%	5%	4%	5%	7%	5%	7%	5%	3%	5%	7%	3%	4%	5%	5%	3%
																						TW					
5	301	79	222	167	134	20	77	133	71	66	60	143	28	59	73	47	77	27	263	27	124	61	23	30	34	236	53
	19%	19%	19%	21%	16%	10%	18%	21%	22%	14%	18%	23%	18%	16%	21%	19%	20%	13%	19%	14%	20%	18%	15%	18%	21%	18%	18%
				E			F	F	F			J							R		T						
6	164	37	126	74	90	23	40	65	34	51	44	48	21	33	40	27	39	23	152	22	60	34	16	23	21	134	35
	10%	9%	11%	9%	11%	12%	9%	10%	11%	11%	13%	8%	13%	9%	12%	11%	10%	11%	11%	11%	9%	10%	10%	14%	13%	10%	12%
											L																
7	215	59	156	119	96	34	77	84	18	48	44	99	22	32	58	28	67	30	198	32	98	45	24	20	19	192	42
	13%	15%	13%	15%	12%	17%	18%	13%	5%	10%	13%	16%	14%	9%	17%	12%	17%	14%	14%	16%	15%	13%	15%	12%	12%	15%	15%
						I	I	I				J			N		N										
8	244	60	184	83	161	34	93	92	24	82	47	98	14	74	49	37	44	35	217	38	93	51	34	21	24	199	49
	15%	15%	15%	11%	20%	17%	22%	14%	7%	18%	14%	16%	9%	20%	14%	15%	11%	17%	16%	19%	15%	15%	22%	13%	15%	15%	17%
				D	I	HI	I			M		M		Q								UX					
9	101	20	80	39	61	19	35	37	7	31	28	36	4	21	19	17	23	12	86	15	31	29	10	14	2	76	19
	6%	5%	7%	5%	7%	10%	8%	6%	2%	7%	8%	6%	3%	6%	5%	7%	6%	6%	6%	8%	5%	9%	6%	8%	1%	6%	7%
						I	I	I		M	M									Y	Y	UY	Y	Y			
10 - Significant influence	126	28	98	47	78	25	30	49	19	61	24	35	5	49	32	14	17	23	97	19	43	32	13	9	13	97	23
	8%	7%	8%	6%	10%	13%	7%	8%	6%	13%	7%	6%	3%	13%	9%	6%	4%	11%	7%	10%	7%	10%	8%	5%	8%	7%	8%
				D	GHI					KLM				PQ	Q												

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3A. Level of influence on movie selection at theatre:
Commercials seen on television?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	226	48	179	86	140	44	65	87	26	91	52	71	9	71	51	31	40	35	183	34	74	61	23	23	15	173	42
	14%	12%	15%	11%	17%	23%	15%	13%	8%	20%	15%	11%	6%	19%	15%	13%	10%	17%	13%	17%	12%	18%	15%	14%	9%	13%	15%
					D	GHI	I	I		LM	M			Q						Y		UY					
TOP 4 BOX	685	166	519	288	397	112	235	263	67	222	144	267	45	177	158	96	150	100	598	104	265	157	81	64	58	564	133
	43%	41%	43%	37%	48%	58%	55%	41%	21%	48%	42%	43%	29%	48%	46%	39%	38%	47%	43%	53%	42%	47%	52%	38%	35%	43%	46%
					D	HI	HI	I		M	M	M		Q						UXY		Y	UXY				
Don't know/refuse to answer	8	2	6	-	8	-	-	2	4	1	2	3	-	1	1	4	-	-	5	-	2	1	2	1	1	7	-
	*%	*%	*%		1%			*%	1%	*%	1%	*%		*%	*%	1%			*%		*%	*%	1%	1%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<--13.029-->		<---68.5--->		<-----249.547----->				<-----117.587----->				<-----75.008----->				<--12.723-->		<-----77.175----->						<--7.968-->		
	71%		100%		100%				100%				100%				69%		97%						28%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3B. Level of influence on movie selection at theatre:
Advertising from sources other than television?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1603	404	1199	785	818	193	431	647	320	460	342	626	157	369	346	244	393	211	1382	195	631	336	156	169	163	1299	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	261	66	194	136	124	14	62	108	75	72	58	97	29	82	56	30	63	27	223	27	100	48	23	27	34	206	44
	16%	16%	16%	17%	15%	7%	14%	17%	23%	16%	17%	15%	19%	22%	16%	12%	16%	13%	16%	14%	16%	14%	15%	16%	21%	16%	15%
							F	F	FGH					P													
2	144	31	112	74	70	12	42	61	29	37	31	60	14	25	30	23	39	27	113	27	50	27	9	17	15	112	27
	9%	8%	9%	9%	9%	6%	10%	9%	9%	8%	9%	10%	9%	7%	9%	10%	10%	13%	8%	14%	8%	8%	6%	10%	9%	9%	9%
																				UVW							
3	168	29	139	83	85	21	46	71	28	48	41	55	21	30	42	18	50	16	147	19	47	36	15	26	24	136	23
	10%	7%	12%	11%	10%	11%	11%	11%	9%	10%	12%	9%	14%	8%	12%	7%	13%	8%	11%	10%	7%	11%	10%	15%	15%	10%	8%
				B																				U	U		
4	148	33	116	74	74	24	48	59	17	41	46	44	16	40	36	24	26	15	134	21	51	32	14	18	17	123	26
	9%	8%	10%	9%	9%	12%	11%	9%	5%	9%	14%	7%	10%	11%	10%	10%	7%	7%	10%	11%	8%	10%	9%	11%	10%	9%	9%
						I	I				L																
5	311	91	219	151	160	32	88	134	54	84	60	134	29	70	58	50	75	37	278	39	142	63	33	32	25	255	69
	19%	23%	18%	19%	20%	17%	20%	21%	17%	18%	18%	21%	18%	19%	17%	20%	19%	18%	20%	20%	23%	19%	21%	19%	15%	20%	24%
																					Y						
6	142	34	108	85	57	24	40	58	20	32	25	72	13	25	25	24	46	17	119	15	54	33	13	14	12	113	26
	9%	8%	9%	11%	7%	12%	9%	9%	6%	7%	7%	11%	9%	7%	7%	10%	12%	8%	9%	8%	9%	10%	8%	8%	7%	9%	9%
				E		I						J															
7	190	51	138	75	114	28	53	73	35	47	37	87	18	40	45	33	51	25	170	21	82	44	22	18	12	155	37
	12%	13%	12%	10%	14%	15%	12%	11%	11%	10%	11%	14%	12%	11%	13%	13%	13%	12%	12%	11%	13%	13%	14%	11%	7%	12%	13%
					D															Y	Y						
8	136	41	95	59	77	20	32	45	36	48	24	52	9	21	28	34	27	19	125	18	64	28	14	10	14	116	23
	8%	10%	8%	8%	9%	10%	7%	7%	11%	10%	7%	8%	5%	6%	8%	14%	7%	9%	9%	9%	10%	8%	9%	6%	9%	9%	8%
																NQ											
9	39	6	32	19	19	9	8	15	7	16	10	10	3	11	10	3	10	7	32	2	11	12	6	3	5	32	5
	2%	2%	3%	2%	2%	4%	2%	2%	2%	3%	3%	2%	2%	3%	3%	1%	3%	3%	2%	1%	2%	4%	4%	2%	3%	2%	2%
																						T					
10 - Significant influence	66	21	45	28	38	10	12	23	20	35	9	16	4	25	16	6	5	21	41	6	30	13	7	4	5	51	7
	4%	5%	4%	4%	5%	5%	3%	4%	6%	8%	3%	3%	2%	7%	5%	2%	1%	10%	3%	3%	5%	4%	4%	2%	3%	4%	2%
										KLM										S							
														PQ	Q												

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3B. Level of influence on movie selection at theatre:
Advertising from sources other than television?

Base: Attends movies at a theatre or drive-in at least once per
year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	105	28	77	48	57	18	20	39	26	51	19	26	7	36	26	9	16	28	73	8	41	25	13	7	10	83	12
	7%	7%	6%	6%	7%	10%	5%	6%	8%	11%	6%	4%	4%	10%	8%	4%	4%	13%	5%	4%	6%	7%	8%	4%	6%	6%	4%
						G				KLM				PQ				S									
TOP 4 BOX	430	120	310	182	248	66	105	156	97	146	81	165	34	97	99	75	94	72	368	47	187	97	49	35	36	354	72
	27%	30%	26%	23%	30%	34%	24%	24%	30%	32%	24%	26%	22%	26%	29%	31%	24%	34%	27%	24%	30%	29%	31%	21%	22%	27%	25%
					D	GH				KM								S		XY	X	X					
Don't know/refuse to answer	10	3	7	-	10	1	-	3	4	1	4	3	-	1	1	3	-	-	8	1	4	1	2	-	2	10	-
	1%	1%	1%		1%	1%		1%	1%	1%	1%	1%		1%	1%	1%			1%	1%	1%	1%	1%		1%	1%	
CHI-SQUARE SIGNIFICANCE	<--16.779-->		<--23.324-->		<-----67.861----->				<-----82.654----->				<-----80.863----->				<--48.006-->		<-----60.036----->						<--8.451-->		
	89%		98%		100%				100%				100%				100%		70%						33%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3C. Level of influence on movie selection at theatre: Critical acclaim or awards?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1600	403	1197	778	822	193	430	645	319	458	345	623	155	369	342	244	393	209	1383	195	631	334	153	169	165	1297	286
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	305	66	239	156	149	37	88	118	62	121	60	102	19	65	61	40	85	40	253	33	108	66	22	44	34	243	53
	19%	16%	20%	20%	18%	19%	21%	18%	19%	26%	17%	16%	12%	18%	18%	17%	22%	19%	18%	17%	17%	20%	14%	26%	21%	19%	19%
										KLM														TUV			
2	82	20	62	44	38	16	21	30	15	24	21	32	4	18	21	6	23	10	75	11	31	16	11	7	10	67	16
	5%	5%	5%	6%	5%	8%	5%	5%	5%	5%	6%	5%	3%	5%	6%	2%	6%	5%	5%	6%	5%	5%	7%	4%	6%	5%	6%
															P												
3	125	26	99	64	61	19	29	50	27	32	30	47	12	25	32	20	26	19	109	15	44	25	19	16	12	101	28
	8%	6%	8%	8%	7%	10%	7%	8%	8%	7%	9%	8%	8%	7%	9%	8%	7%	9%	8%	8%	7%	7%	12%	9%	7%	8%	10%
4	117	20	97	61	56	15	39	46	16	36	29	36	16	26	29	17	22	20	96	19	35	26	7	24	11	94	23
	7%	5%	8%	8%	7%	8%	9%	7%	5%	8%	8%	6%	10%	7%	9%	7%	6%	10%	7%	10%	6%	8%	5%	14%	7%	7%	8%
				B																				UVWXY			
5	287	64	223	140	147	38	81	113	51	81	70	108	21	77	58	48	62	47	229	32	98	68	30	29	31	227	51
	18%	16%	19%	18%	18%	20%	19%	18%	16%	18%	20%	17%	13%	21%	17%	20%	16%	22%	17%	16%	16%	20%	20%	17%	19%	18%	18%
6	151	37	115	79	73	15	45	60	29	36	33	61	21	40	38	21	30	22	130	16	58	35	17	13	15	124	27
	9%	9%	10%	10%	9%	8%	10%	9%	9%	8%	10%	10%	13%	11%	11%	9%	8%	11%	9%	8%	9%	10%	11%	8%	9%	10%	9%
7	184	53	131	77	107	21	52	78	32	48	36	78	22	31	43	31	53	13	172	21	85	35	14	17	20	151	31
	12%	13%	11%	10%	13%	11%	12%	12%	10%	10%	10%	13%	14%	8%	12%	13%	14%	6%	12%	11%	13%	10%	9%	10%	12%	12%	11%
																	N		R								
8	207	69	138	94	113	13	43	97	52	37	39	105	25	44	31	46	57	19	192	25	104	35	22	13	18	170	34
	13%	17%	12%	12%	14%	7%	10%	15%	16%	8%	11%	17%	16%	12%	9%	19%	15%	9%	14%	13%	16%	10%	14%	8%	11%	13%	12%
		C						FG	FG		JK	J				NO	O		R		VXY						
9	67	24	43	34	33	8	24	24	9	17	11	30	9	17	17	7	17	5	63	10	33	13	6	2	7	57	10
	4%	6%	4%	4%	4%	4%	6%	4%	3%	4%	3%	5%	6%	5%	5%	3%	4%	2%	5%	5%	5%	4%	4%	1%	4%	4%	3%
		C																		X	X	X					
10 - Significant influence	74	24	50	29	44	10	9	27	26	27	17	23	8	25	12	7	18	14	64	13	35	15	5	4	7	63	13
	5%	6%	4%	4%	5%	5%	2%	4%	8%	6%	5%	4%	5%	7%	4%	3%	5%	7%	5%	7%	6%	4%	3%	2%	4%	5%	5%
						G			G											X	X						
TOP 2 BOX	141	48	93	63	78	18	33	51	36	44	27	53	16	42	29	15	35	19	127	23	68	28	11	6	14	120	23
	9%	12%	8%	8%	9%	9%	8%	8%	11%	10%	8%	8%	10%	11%	8%	6%	9%	9%	9%	12%	11%	8%	7%	4%	8%	9%	8%
		C												P						X	X	X					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3C. Level of influence on movie selection at theatre: Critical acclaim or awards?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	533	170	363	235	298	52	127	227	120	128	102	235	63	116	103	92	146	51	491	69	257	98	47	36	52	441	88
	33%	42%	30%	30%	36%	27%	30%	35%	38%	28%	30%	38%	40%	32%	30%	38%	37%	24%	36%	35%	41%	29%	31%	21%	32%	34%	31%
		C			D			F	F			JK	JK						R	X	VWXY	X			X		
Don't know/refuse to answer	13	4	10	7	7	1	1	5	5	3	1	6	1	1	5	3	-	2	7	1	4	3	5	-	-	12	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	3%			1%	1%
CHI-SQUARE SIGNIFICANCE	<--34.142-->		<--13.408-->		<-----55.093----->				<-----68.895----->				<-----51.42----->				<--25.413-->		<-----89.528----->						<--3.207-->		
	100%		73%		99%				100%				98%				99%		100%						1%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3D. Level of influence on movie selection at theatre: Word-of-mouth?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1607	405	1202	783	824	192	429	650	323	458	346	627	157	368	346	247	393	210	1382	194	632	337	155	168	164	1299	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	78	33	44	51	26	8	19	22	26	36	15	18	7	22	15	8	20	10	76	8	49	11	9	10	5	77	14
	5%	8%	4%	7%	3%	4%	4%	3%	8%	8%	4%	3%	4%	6%	4%	3%	5%	5%	5%	4%	8%	3%	6%	6%	3%	6%	5%
		C		E					H	L										TVY							
2	31	12	19	18	13	2	6	14	9	11	8	9	3	11	4	3	4	6	30	4	18	3	4	3	5	30	6
	2%	3%	2%	2%	2%	1%	1%	2%	3%	2%	2%	1%	2%	3%	1%	1%	1%	3%	2%	2%	3%	1%	3%	2%	3%	2%	2%
																					V						
3	56	19	37	26	30	11	7	21	17	19	18	15	3	15	13	10	9	6	53	4	30	13	4	3	6	48	10
	3%	5%	3%	3%	4%	6%	2%	3%	5%	4%	5%	2%	2%	4%	4%	4%	2%	3%	4%	2%	5%	4%	3%	2%	4%	4%	3%
						G			G												TX						
4	67	16	51	45	22	8	18	24	17	22	10	26	7	14	11	12	20	9	52	6	23	16	7	7	5	50	13
	4%	4%	4%	6%	3%	4%	4%	4%	5%	5%	3%	4%	4%	4%	3%	5%	5%	4%	4%	3%	4%	5%	5%	4%	3%	4%	5%
				E																							
5	247	65	182	133	113	26	65	110	43	79	49	97	19	69	55	45	42	43	199	25	101	50	23	28	22	203	37
	15%	16%	15%	17%	14%	14%	15%	17%	13%	17%	14%	15%	12%	19%	16%	18%	11%	20%	14%	13%	16%	15%	15%	17%	13%	16%	13%
														Q		Q		S									
6	139	26	113	76	63	17	33	57	32	33	35	52	17	30	31	20	38	20	111	17	44	33	19	17	9	113	20
	9%	6%	9%	10%	8%	9%	8%	9%	10%	7%	10%	8%	11%	8%	9%	8%	10%	10%	8%	9%	7%	10%	12%	10%	5%	9%	7%
			B																			Y					
7	278	59	219	143	135	40	73	124	40	72	62	112	33	52	46	39	86	34	249	38	101	59	25	34	33	228	50
	17%	15%	18%	18%	16%	21%	17%	19%	12%	16%	18%	18%	21%	14%	13%	16%	22%	16%	18%	20%	16%	18%	16%	20%	20%	18%	17%
						I		I									NO										
8	387	98	289	176	211	40	128	141	75	94	79	168	42	86	75	67	109	43	341	49	151	83	34	36	44	311	73
	24%	24%	24%	22%	26%	21%	30%	22%	23%	21%	23%	27%	27%	24%	22%	27%	28%	20%	25%	25%	24%	25%	22%	21%	27%	24%	25%
							FH					J															
9	134	31	103	49	85	21	34	55	21	33	27	57	12	26	43	13	28	16	115	18	46	29	16	13	16	106	25
	8%	8%	9%	6%	10%	11%	8%	8%	7%	7%	8%	9%	8%	7%	13%	5%	7%	8%	8%	9%	7%	9%	10%	8%	10%	8%	9%
					D										NPQ												
10 - Significant influence	190	45	145	66	124	19	46	82	43	59	44	72	14	42	52	29	38	23	156	25	69	40	14	17	19	133	39
	12%	11%	12%	8%	15%	10%	11%	13%	13%	13%	13%	11%	9%	11%	15%	12%	10%	11%	11%	13%	11%	12%	9%	10%	12%	10%	14%
					D																						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3D. Level of influence on movie selection at theatre: Word-of-mouth?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	324	77	248	115	209	41	81	137	64	92	72	129	26	67	95	43	65	39	271	43	115	69	30	30	35	239	64
	20%	19%	21%	15%	25%	21%	19%	21%	20%	20%	21%	21%	17%	18%	27%	17%	17%	19%	20%	22%	18%	20%	19%	18%	21%	18%	22%
					D										NPQ												
TOP 4 BOX	990	234	756	434	556	120	281	401	179	258	212	410	101	206	216	148	260	116	861	130	367	211	89	100	112	778	187
	62%	58%	63%	55%	67%	63%	66%	62%	55%	56%	61%	65%	64%	56%	63%	60%	66%	55%	62%	67%	58%	63%	57%	60%	68%	60%	65%
					D		I					J					N			U					UW		
Don't know/refuse to answer	6	2	4	1	5	2	2	1	1	3	0	2	-	2	1	-	-	1	8	2	3	-	3	1	1	10	-
	*%	1%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%		1%	*%			*%	1%	1%	*%		2%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--25.146-->		<--71.452-->		<-----51.423----->				<-----42.712----->				<-----65.873----->				<--9.111-->		<-----43.15----->						<--7.159-->		
	99%		100%		98%				88%				100%				39%		12%						21%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3E. Level of influence on movie selection at theatre: Previews at the theatre?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1603	405	1197	783	820	194	431	650	315	457	344	626	156	364	345	246	393	210	1381	193	633	335	156	169	163	1301	284
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	227	56	171	124	103	9	24	91	102	71	48	81	25	53	55	31	56	34	172	28	82	43	12	24	25	159	48
	14%	14%	14%	16%	13%	5%	6%	14%	32%	16%	14%	13%	16%	15%	16%	13%	14%	16%	12%	15%	13%	13%	8%	14%	15%	12%	17%
								FG	FGH											W	W				W		
2	98	24	74	55	43	5	19	35	37	17	13	50	13	21	27	14	24	4	81	8	35	22	8	6	12	68	20
	6%	6%	6%	7%	5%	2%	4%	5%	12%	4%	4%	8%	8%	6%	8%	6%	6%	2%	6%	4%	6%	7%	5%	4%	7%	5%	7%
								F	FGH			JK							R								
3	104	28	75	50	53	10	25	43	24	21	23	51	8	19	19	18	33	5	94	8	42	23	8	12	10	84	15
	6%	7%	6%	6%	7%	5%	6%	7%	8%	5%	7%	8%	5%	5%	6%	7%	9%	2%	7%	4%	7%	7%	5%	7%	6%	6%	5%
											J								R								
4	112	26	86	54	57	9	27	51	24	31	24	43	12	26	28	15	26	18	83	9	41	23	9	10	12	85	14
	7%	6%	7%	7%	7%	5%	6%	8%	8%	7%	7%	7%	8%	7%	8%	6%	7%	9%	6%	5%	6%	7%	6%	6%	7%	7%	5%
5	221	58	163	103	118	24	48	102	46	55	49	91	25	44	38	44	51	26	192	21	87	45	24	29	22	188	29
	14%	14%	14%	13%	14%	12%	11%	16%	14%	12%	14%	15%	16%	12%	11%	18%	13%	12%	14%	11%	14%	13%	15%	17%	13%	14%	10%
																O											A2
6	143	33	110	79	64	17	43	61	19	36	36	46	22	32	32	29	29	23	128	25	56	26	18	13	17	119	31
	9%	8%	9%	10%	8%	9%	10%	9%	6%	8%	11%	7%	14%	9%	9%	12%	7%	11%	9%	13%	9%	8%	12%	8%	10%	9%	11%
7	208	49	158	111	96	35	79	76	15	57	42	87	17	45	41	23	57	27	189	28	81	45	20	22	26	182	36
	13%	12%	13%	14%	12%	18%	18%	12%	5%	13%	12%	14%	11%	12%	12%	9%	15%	13%	14%	15%	13%	13%	13%	13%	16%	14%	13%
						HI	HI	I																			
8	272	60	211	118	154	42	95	111	23	79	63	106	23	56	65	51	64	36	239	40	99	60	34	31	22	233	43
	17%	15%	18%	15%	19%	22%	22%	17%	7%	17%	18%	17%	15%	16%	19%	21%	16%	17%	17%	21%	16%	18%	22%	18%	13%	18%	15%
						I	I	I																			
9	92	27	65	34	58	22	34	29	6	36	21	31	4	20	25	9	22	13	92	9	46	21	11	13	7	81	22
	6%	7%	5%	4%	7%	11%	8%	4%	2%	8%	6%	5%	3%	6%	7%	4%	6%	6%	7%	5%	7%	6%	7%	8%	4%	6%	8%
					D	HI	I			M																	
10 - Significant influence	127	42	84	53	73	21	36	51	18	54	26	39	7	47	16	12	32	24	111	17	64	27	12	9	10	102	26
	8%	10%	7%	7%	9%	11%	8%	8%	6%	12%	8%	6%	5%	13%	5%	5%	8%	11%	8%	9%	10%	8%	8%	5%	6%	8%	9%
		C				I				LM				OP						X							
TOP 2 BOX	218	69	149	87	131	43	69	80	24	90	47	70	11	67	41	21	54	37	203	26	110	48	23	22	17	183	48
	14%	17%	12%	11%	16%	22%	16%	12%	8%	20%	14%	11%	7%	18%	12%	9%	14%	18%	15%	13%	17%	14%	15%	13%	10%	14%	17%
		C			D	HI	I			KLM				OP						Y							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3E. Level of influence on movie selection at theatre: Previews at the theatre?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	698	179	519	316	381	120	243	267	62	226	151	264	51	168	147	96	175	100	631	94	290	153	77	75	65	598	127
	44%	44%	43%	40%	46%	62%	57%	41%	20%	49%	44%	42%	33%	46%	43%	39%	45%	48%	46%	49%	46%	46%	49%	44%	40%	46%	45%
					D	HI	HI	I		LM	M																
Don't know/refuse to answer	11	2	9	2	9	-	-	1	9	4	3	2	1	6	2	1	-	1	9	3	2	2	2	-	2	8	3
	1%	*%	1%	*%	1%			*%	3%	1%	1%	*%	1%	2%	1%	*%		*%	1%	2%	*%	1%	1%		1%	1%	1%
									H																		
CHI-SQUARE SIGNIFICANCE	<--12.231-->		<--28.237-->		<-----315.362----->				<-----70.787----->				<-----55.452----->				<--18.912-->		<-----41.764----->						<--14.482-->		
	65%		100%		100%				100%				99%				94%		9%						79%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3F. Level of influence on movie selection at theatre: Actors in the movie?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1607	405	1202	782	825	194	431	647	323	459	346	628	156	369	346	245	393	210	1388	196	633	336	155	169	165	1303	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	93	30	63	52	41	14	21	29	27	42	14	29	7	25	22	8	25	12	83	8	46	21	6	9	8	87	9
	6%	7%	5%	7%	5%	7%	5%	4%	8%	9%	4%	5%	5%	7%	6%	3%	6%	6%	6%	4%	7%	6%	4%	5%	5%	7%	3%
										KL																A2	
2	32	7	25	17	16	2	3	19	7	9	2	14	8	10	7	1	10	3	29	2	12	7	3	5	3	28	4
	2%	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%	5%	3%	2%	*%	3%	1%	2%	1%	2%	2%	2%	3%	2%	2%	1%
								G				K	K	P													
3	60	11	49	38	22	6	13	26	15	14	21	21	5	12	12	14	18	6	56	7	19	12	10	10	5	49	13
	4%	3%	4%	5%	3%	3%	3%	4%	5%	3%	6%	3%	3%	3%	3%	6%	5%	3%	4%	4%	3%	4%	6%	6%	3%	4%	5%
				E																							
4	67	14	53	34	32	12	16	18	20	17	14	24	9	16	20	8	13	10	60	10	23	13	9	12	5	58	10
	4%	3%	4%	4%	4%	6%	4%	3%	6%	4%	4%	4%	6%	4%	6%	3%	3%	5%	4%	5%	4%	4%	6%	7%	3%	4%	3%
						H																					
5	238	49	189	123	115	32	61	97	47	75	50	87	23	51	48	35	59	34	185	20	78	50	21	30	32	182	44
	15%	12%	16%	16%	14%	16%	14%	15%	15%	16%	14%	14%	15%	14%	14%	14%	15%	16%	13%	10%	12%	15%	14%	18%	19%	14%	15%
																							T	TU			
6	180	38	143	97	83	17	61	65	37	36	35	76	33	35	35	28	58	16	155	22	61	38	13	18	22	132	35
	11%	9%	12%	12%	10%	9%	14%	10%	11%	8%	10%	12%	21%	9%	10%	11%	15%	8%	11%	11%	10%	11%	8%	11%	13%	10%	12%
							F					J	JKL														
7	236	51	185	117	119	30	60	110	35	58	51	101	21	45	38	36	67	26	201	37	82	51	24	17	28	198	31
	15%	13%	15%	15%	14%	15%	14%	17%	11%	13%	15%	16%	13%	12%	11%	15%	17%	12%	14%	19%	13%	15%	15%	10%	17%	15%	11%
							I										O			X						A2	
8	369	104	264	176	193	31	105	160	69	85	90	164	27	79	91	72	82	48	330	43	162	75	37	38	34	299	76
	23%	26%	22%	22%	23%	16%	24%	25%	21%	19%	26%	26%	17%	22%	26%	30%	21%	23%	24%	22%	26%	22%	24%	22%	21%	23%	26%
							F	F			J	JM				Q											
9	143	37	105	58	85	21	49	45	25	50	28	51	12	29	30	20	30	20	124	20	56	31	17	14	14	116	27
	9%	9%	9%	7%	10%	11%	11%	7%	8%	11%	8%	8%	8%	8%	9%	8%	8%	10%	9%	10%	9%	9%	11%	8%	8%	9%	9%
							H																				
10 - Significant influence	189	62	126	70	119	28	41	78	41	73	41	63	12	67	43	22	31	35	165	27	94	38	15	16	14	154	38
	12%	15%	11%	9%	14%	14%	9%	12%	13%	16%	12%	10%	8%	18%	12%	9%	8%	17%	12%	14%	15%	11%	10%	9%	8%	12%	13%
		C			D					LM				PQ							XY						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3F. Level of influence on movie selection at theatre: Actors in the movie?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	331	100	232	128	203	48	90	123	67	123	69	114	24	95	73	42	61	55	289	47	150	69	32	30	28	270	65
	21%	25%	19%	16%	25%	25%	21%	19%	21%	27%	20%	18%	15%	26%	21%	17%	16%	26%	21%	24%	24%	21%	21%	18%	17%	21%	23%
		C			D					KLM				PQ							Y						
TOP 4 BOX	936	255	681	421	515	109	254	393	170	266	210	378	72	220	202	150	210	129	820	127	394	195	93	85	90	767	172
	58%	63%	57%	54%	62%	56%	59%	61%	53%	58%	61%	60%	46%	60%	58%	61%	53%	61%	59%	65%	62%	58%	60%	50%	55%	59%	60%
		C			D					M	M	M								XY	X						
Don't know/refuse to answer	6	2	4	3	3	-	-	3	1	2	-	1	1	1	1	2	-	1	2	-	2	1	3	-	-	6	-
	*%	*%	*%	*%	*%			1%	*%	1%		*%	1%	*%	*%	1%		*%	*%		*%	*%	2%			*%	
CHI-SQUARE SIGNIFICANCE	<--21.836-->		<--36.254-->		<-----55.986----->				<-----92.466----->				<-----61.062----->				<--10.113-->		<-----54.353----->					<--12.751-->			
	97%		100%		99%				100%				100%				48%		50%					69%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3G. Level of influence on movie selection at theatre: Story?

Base: Attends movies at a theatre or drive-in at least once per year (Ala)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1600	403	1197	781	819	193	429	644	321	459	344	623	155	370	345	242	393	211	1380	196	629	335	155	169	163	1296	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	76	39	38	43	33	7	16	30	23	30	14	26	6	23	15	8	18	12	78	4	57	7	7	11	5	68	17
	5%	10%	3%	6%	4%	4%	4%	5%	7%	6%	4%	4%	4%	6%	4%	3%	5%	6%	6%	2%	9%	2%	5%	7%	3%	5%	6%
			C																		TVWVY			TV			
2	27	11	17	13	14	5	6	12	4	9	8	10	-	8	3	4	5	4	24	3	18	5	2	3	1	26	6
	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%		2%	1%	2%	1%	2%	2%	2%	3%	1%	1%	2%	1%	2%	2%
																					Y						
3	34	14	21	17	17	3	12	10	9	14	6	9	6	10	8	3	9	5	34	1	21	5	2	6	4	31	8
	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	1%	4%	3%	2%	1%	2%	2%	2%	1%	3%	1%	1%	4%	2%	2%	3%
																					T			T			
4	41	12	29	21	21	11	11	15	4	13	12	13	2	10	8	4	11	10	36	2	22	10	4	3	6	36	10
	3%	3%	2%	3%	3%	6%	2%	2%	1%	3%	3%	2%	1%	3%	2%	2%	3%	5%	3%	1%	3%	3%	3%	2%	4%	3%	3%
						I															T						
5	174	54	120	98	75	20	29	84	42	54	38	64	17	38	42	22	47	23	159	24	85	32	12	18	18	148	34
	11%	13%	10%	13%	9%	10%	7%	13%	13%	12%	11%	10%	11%	10%	12%	9%	12%	11%	12%	12%	14%	10%	8%	11%	11%	11%	12%
						G		G													W						
6	136	42	94	76	60	13	31	51	41	36	27	56	15	32	26	23	27	14	115	13	62	23	17	14	9	106	24
	9%	10%	8%	10%	7%	7%	7%	8%	13%	8%	8%	9%	10%	9%	7%	9%	7%	7%	8%	7%	10%	7%	11%	8%	6%	8%	8%
								FG													Y						
7	233	54	180	126	107	31	64	91	47	58	43	85	42	45	46	41	72	21	209	28	86	49	25	22	29	189	45
	15%	13%	15%	16%	13%	16%	15%	14%	15%	13%	13%	14%	27%	12%	13%	17%	18%	10%	15%	14%	14%	15%	16%	13%	18%	15%	16%
													JKL							R							
8	386	89	296	173	212	40	114	160	64	101	90	154	34	97	74	56	101	57	318	49	139	89	42	37	33	313	67
	24%	22%	25%	22%	26%	21%	27%	25%	20%	22%	26%	25%	22%	26%	21%	23%	26%	27%	23%	25%	22%	27%	27%	22%	20%	24%	23%
9	204	38	167	87	117	33	66	69	35	64	37	91	11	44	50	27	48	27	184	37	61	39	24	23	28	170	33
	13%	9%	14%	11%	14%	17%	15%	11%	11%	14%	11%	15%	7%	12%	15%	11%	12%	13%	13%	19%	10%	12%	15%	14%	17%	13%	11%
			B			H				M		M								UV							U
10 - Significant influence	287	50	237	125	162	30	80	122	53	80	69	114	22	63	73	55	56	38	223	35	78	76	20	32	30	209	43
	18%	12%	20%	16%	20%	16%	19%	19%	17%	17%	20%	18%	14%	17%	21%	23%	14%	18%	16%	18%	12%	23%	13%	19%	18%	16%	15%
			B												Q	Q						UW		U			
TOP 2 BOX	491	87	404	213	279	63	146	191	88	144	105	205	33	107	123	82	104	65	407	72	139	115	44	55	58	379	76
	31%	22%	34%	27%	34%	33%	34%	30%	28%	31%	31%	33%	21%	29%	36%	34%	26%	31%	29%	37%	22%	34%	28%	33%	36%	29%	26%
			B		D					M		M			Q					U		U		U		U	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3G. Level of influence on movie selection at theatre: Story?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1110	231	880	512	598	134	325	442	198	303	239	445	110	249	242	178	276	143	934	149	364	253	111	114	120	881	188
	69%	57%	73%	66%	73%	69%	76%	69%	62%	66%	69%	71%	71%	67%	70%	73%	70%	68%	68%	76%	58%	76%	72%	67%	74%	68%	66%
			B		D															U		U	U	U	U		
Don't know/refuse to answer	14	4	9	4	10	1	1	6	3	2	2	6	2	-	2	4	0	-	10	-	6	2	3	-	2	13	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	2%	1%		1%		1%	1%	2%		1%	1%	
CHI-SQUARE SIGNIFICANCE	<--74.29-->		<--25.172-->		<-----56.795----->				<-----54.139----->				<-----33.642----->			<--8.721-->		<-----114.291----->					<--2.284-->				
	100%		99%		99%				99%				56%			35%		100%					%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3H. Level of influence on movie selection at theatre: Country of origin of the film?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.			REGION					URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1600	405	1196	779	822	191	430	645	320	455	346	624	157	367	342	247	391	208	1380	195	632	335	155	168	161	1296	286
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	572	117	455	283	288	70	154	243	99	171	122	225	46	105	140	92	153	66	498	83	189	127	60	62	61	457	106
	36%	29%	38%	36%	35%	36%	36%	38%	31%	38%	35%	36%	29%	29%	41%	37%	39%	32%	36%	43%	30%	38%	39%	37%	38%	35%	37%
				B											N		N			U		U	U				
2	184	40	144	86	98	25	51	77	31	43	46	78	15	32	41	23	56	23	157	35	64	42	15	14	16	137	39
	11%	10%	12%	11%	12%	13%	12%	12%	10%	9%	13%	12%	9%	9%	12%	10%	14%	11%	11%	18%	10%	13%	10%	8%	10%	11%	14%
																	N			UWXY							
3	109	28	80	54	54	15	31	42	20	26	31	46	6	30	24	15	22	16	103	9	47	17	14	20	14	103	16
	7%	7%	7%	7%	7%	8%	7%	6%	6%	6%	9%	7%	4%	8%	7%	6%	6%	8%	7%	5%	7%	5%	9%	12%	9%	8%	6%
											M													TV			
4	82	17	66	44	38	9	19	31	24	31	12	24	15	24	15	13	20	9	69	6	27	14	11	12	10	61	15
	5%	4%	5%	6%	5%	5%	4%	5%	7%	7%	3%	4%	10%	7%	4%	5%	5%	4%	5%	3%	4%	4%	7%	7%	6%	5%	5%
											K																
5	235	62	173	112	123	29	68	97	37	65	53	88	24	51	41	33	62	32	195	25	98	51	21	23	25	195	34
	15%	15%	14%	14%	15%	15%	16%	15%	12%	14%	15%	14%	16%	14%	12%	13%	16%	15%	14%	13%	16%	15%	14%	14%	16%	15%	12%
6	89	25	64	51	38	10	26	30	22	23	18	41	6	25	19	16	15	12	75	8	35	21	10	10	6	73	14
	6%	6%	5%	7%	5%	5%	6%	5%	7%	5%	5%	7%	4%	7%	6%	6%	4%	6%	5%	4%	6%	6%	6%	6%	4%	6%	5%
7	97	35	62	50	47	14	25	39	19	29	18	34	14	28	17	15	20	16	81	7	51	20	6	9	9	86	15
	6%	9%	5%	6%	6%	7%	6%	6%	6%	6%	5%	6%	9%	8%	5%	6%	5%	8%	6%	4%	8%	6%	4%	5%	6%	7%	5%
		C																			TW						
8	125	47	78	48	77	9	33	49	33	33	27	47	19	39	25	24	19	18	115	10	69	20	14	9	14	106	25
	8%	12%	7%	6%	9%	5%	8%	8%	10%	7%	8%	8%	12%	11%	7%	10%	5%	9%	8%	5%	11%	6%	9%	5%	9%	8%	9%
		C		D					F					Q							TVX						
9	42	13	29	19	23	3	13	15	12	15	9	14	4	12	10	9	5	7	32	8	18	8	2	2	2	29	10
	3%	3%	2%	2%	3%	1%	3%	2%	4%	3%	3%	2%	2%	3%	3%	4%	1%	3%	2%	4%	3%	2%	1%	1%	1%	2%	3%
10 - Significant influence	66	21	44	30	35	9	10	23	24	20	10	27	9	21	10	7	17	9	55	4	34	15	2	7	4	49	12
	4%	5%	4%	4%	4%	5%	2%	4%	7%	4%	3%	4%	6%	6%	3%	3%	4%	4%	4%	2%	5%	4%	1%	4%	2%	4%	4%
									GH												TW	W					
TOP 2 BOX	108	35	73	50	58	12	24	37	35	34	19	40	13	34	20	16	23	16	87	12	52	23	4	9	6	78	22
	7%	9%	6%	6%	7%	6%	5%	6%	11%	8%	6%	6%	8%	9%	6%	6%	6%	8%	6%	6%	8%	7%	3%	5%	4%	6%	8%
									GH												WY	W					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3H. Level of influence on movie selection at theatre: Country of origin of the film?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	330	116	214	148	182	34	81	126	87	96	64	122	45	100	62	55	62	50	283	29	172	63	24	27	29	270	62
	21%	29%	18%	19%	22%	18%	19%	20%	27%	21%	19%	20%	29%	27%	18%	22%	16%	24%	21%	15%	27%	19%	15%	16%	18%	21%	22%
			C						FGH				K	OQ						TWVXY							
Don't know/refuse to answer	13	2	10	6	7	3	1	5	3	6	1	5	-	2	5	-	2	3	10	1	3	2	3	1	4	13	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%		1%	1%		*%	1%	1%	1%	*%	1%	2%	1%	2%	1%	*%
CHI-SQUARE SIGNIFICANCE	<--42.082-->		<--11.638-->		<-----47.693----->				<-----40.705----->				<-----56.39----->				<--4.405-->		<-----99.041----->					<--9.2-->			
	100%		61%		95%				83%				99%				4%		100%					40%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3I. Level of influence on movie selection at theatre: Director of the movie?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1598	403	1195	780	818	193	430	644	318	457	343	626	154	368	346	241	393	209	1381	195	630	334	154	168	164	1297	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	457	104	354	203	254	59	96	181	117	161	99	155	39	105	101	60	117	57	385	61	154	91	41	60	55	356	85
	29%	26%	30%	26%	31%	31%	22%	28%	37%	35%	29%	25%	25%	29%	29%	25%	30%	27%	28%	31%	24%	27%	27%	36%	34%	27%	30%
						G			GH	LM													U	U			
2	173	33	140	83	89	19	42	77	35	39	36	79	17	30	33	31	47	16	156	25	53	35	25	21	17	128	41
	11%	8%	12%	11%	11%	10%	10%	12%	11%	9%	10%	13%	11%	8%	9%	13%	12%	8%	11%	13%	8%	10%	16%	13%	10%	10%	14%
			B																			U				Z	
3	128	33	96	55	74	16	53	38	21	40	23	58	5	33	29	17	30	18	111	13	53	29	14	12	12	104	25
	8%	8%	8%	7%	9%	8%	12%	6%	6%	9%	7%	9%	3%	9%	8%	7%	8%	9%	8%	7%	8%	9%	9%	7%	7%	8%	9%
							HI			M		M															
4	84	28	56	44	40	17	19	22	25	26	12	31	14	18	19	12	23	9	84	11	42	19	10	8	7	76	15
	5%	7%	5%	6%	5%	9%	4%	3%	8%	6%	3%	5%	9%	5%	6%	5%	6%	4%	6%	6%	7%	6%	6%	5%	4%	6%	5%
						GH			H																		
5	246	50	196	131	115	27	78	108	30	71	54	102	17	56	60	34	59	33	203	30	81	62	26	23	22	199	40
	15%	12%	16%	17%	14%	14%	18%	17%	10%	16%	16%	16%	11%	15%	17%	14%	15%	16%	15%	15%	13%	19%	17%	14%	13%	15%	14%
			B				I	I														U					
6	125	25	100	57	68	16	38	51	19	28	33	46	16	27	29	18	28	18	100	13	43	29	9	9	19	104	17
	8%	6%	8%	7%	8%	8%	9%	8%	6%	6%	10%	7%	11%	7%	8%	8%	7%	9%	7%	7%	7%	9%	6%	5%	12%	8%	6%
																									X		
7	155	41	114	91	64	13	46	74	21	34	27	69	21	34	26	22	49	20	125	9	66	35	11	16	12	124	19
	10%	10%	10%	12%	8%	7%	11%	11%	7%	7%	8%	11%	13%	9%	8%	9%	13%	10%	9%	5%	10%	10%	7%	10%	7%	10%	7%
				E				FI													T	T					
8	140	55	85	64	76	6	43	66	24	23	43	56	18	35	29	30	30	21	128	17	85	19	7	10	14	120	26
	9%	14%	7%	8%	9%	3%	10%	10%	7%	5%	12%	9%	11%	9%	8%	12%	8%	10%	9%	9%	13%	6%	5%	6%	9%	9%	9%
		C					F	F	F	J	J										VWX						
9	40	15	24	22	18	8	6	12	13	12	7	13	5	12	12	7	3	4	40	6	23	6	5	4	4	35	10
	2%	4%	2%	3%	2%	4%	1%	2%	4%	3%	2%	2%	3%	3%	3%	3%	1%	2%	3%	3%	4%	2%	3%	2%	2%	3%	4%
						G								Q	Q												
10 - Significant influence	50	19	31	31	19	11	9	15	14	22	9	16	3	18	10	9	7	13	49	10	30	9	6	5	2	51	7
	3%	5%	3%	4%	2%	6%	2%	2%	5%	5%	3%	2%	2%	5%	3%	4%	2%	6%	4%	5%	5%	3%	4%	3%	1%	4%	2%
		C				G								Q						Y	Y						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3I. Level of influence on movie selection at theatre: Director of the movie?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	89	34	55	52	37	19	15	27	27	34	16	29	8	30	22	16	10	17	89	16	53	15	11	9	6	86	17
	6%	8%	5%	7%	5%	10%	3%	4%	9%	7%	5%	5%		8%	6%	7%	3%	8%	6%	8%	8%	4%	7%	5%	4%	7%	6%
		C				GH			GH					Q	Q						VY						
TOP 4 BOX	384	130	254	207	177	38	104	167	72	91	86	154	46	99	77	68	90	58	342	42	204	69	29	35	32	330	62
	24%	32%	21%	27%	22%	20%	24%	26%	23%	20%	25%	25%	30%	27%	22%	28%	23%	28%	25%	22%	32%	21%	19%	21%	20%	25%	22%
		C		E								J									TWXY						
Don't know/refuse to answer	15	4	11	4	11	0	1	6	6	4	4	3	2	2	1	6	-	2	9	1	5	3	4	1	1	12	2
	1%	1%	1%	1%	1%	*%	*%	1%	2%	1%	1%	*%	2%	1%	*%	2%		1%	1%	1%	1%	1%	3%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--51.553-->		<--24.691-->		<-----110.974----->				<-----72.033----->				<-----42.15----->				<--8.922-->		<-----98.068----->						<--12.26-->		
	100%		99%		100%				100%				87%				37%		100%						66%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A3J. Level of influence on movie selection at theatre:
Interviews or news stories about the film?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1597	404	1193	783	814	192	429	645	318	456	345	623	154	367	344	245	393	210	1378	195	631	334	156	168	161	1296	286
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
1 - No influence at all	232	62	170	125	107	32	57	88	51	89	50	67	23	59	41	30	60	35	190	20	95	49	22	28	23	186	43
	15%	15%	14%	16%	13%	17%	13%	14%	16%	19%	15%	11%	15%	16%	12%	12%	15%	17%	14%	10%	15%	15%	14%	17%	14%	14%	15%
2	126	27	99	71	55	13	41	52	20	35	18	62	9	22	22	16	45	26	94	13	45	25	14	15	14	108	13
	8%	7%	8%	9%	7%	7%	9%	8%	6%	8%	5%	10%	6%	6%	6%	7%	12%	12%	7%	7%	7%	7%	9%	9%	9%	8%	5%
3	143	34	109	78	65	25	43	53	21	40	39	49	14	27	38	22	33	17	129	19	56	34	12	17	13	118	28
	9%	8%	9%	10%	8%	13%	10%	8%	6%	9%	11%	8%	9%	7%	11%	9%	8%	8%	9%	10%	9%	10%	8%	10%	8%	9%	10%
4	118	29	90	64	55	18	39	42	18	32	24	47	11	30	21	14	30	16	93	11	45	25	6	17	12	88	22
	7%	7%	8%	8%	7%	9%	9%	6%	6%	7%	7%	8%	7%	8%	6%	6%	8%	8%	7%	6%	7%	7%	4%	10%	7%	7%	8%
5	298	72	226	144	154	28	72	126	71	81	77	105	31	67	60	54	66	37	255	30	115	63	25	36	32	251	42
	19%	18%	19%	18%	19%	14%	17%	20%	22%	18%	22%	17%	20%	18%	17%	22%	17%	18%	19%	15%	18%	19%	16%	21%	20%	19%	15%
6	203	35	168	101	102	23	62	73	45	48	45	93	17	48	47	26	60	20	180	29	55	50	28	23	17	152	41
	13%	9%	14%	13%	12%	12%	14%	11%	14%	10%	13%	15%	11%	13%	14%	11%	15%	10%	13%	15%	9%	15%	18%	14%	11%	12%	14%
7	177	58	119	92	85	17	46	73	37	46	45	68	16	43	38	32	37	20	170	24	88	28	19	14	21	142	38
	11%	14%	10%	12%	10%	9%	11%	11%	12%	10%	13%	11%	10%	12%	11%	13%	9%	10%	12%	12%	14%	8%	12%	8%	13%	11%	13%
8	194	55	139	64	130	24	50	84	36	49	34	93	18	40	52	39	37	16	180	27	83	43	19	9	21	159	39
	12%	14%	12%	8%	16%	13%	12%	13%	11%	11%	10%	15%	12%	11%	15%	16%	10%	8%	13%	14%	13%	13%	12%	5%	13%	12%	14%
9	46	14	31	17	28	6	10	24	5	12	5	19	9	6	10	9	13	10	40	10	22	9	5	5	2	42	9
	3%	4%	3%	2%	3%	3%	2%	4%	2%	3%	1%	3%	6%	2%	3%	4%	3%	5%	3%	5%	3%	3%	3%	3%	1%	3%	3%
10 - Significant influence	61	19	42	28	33	7	10	29	15	25	8	19	7	25	15	4	11	13	47	12	27	8	6	4	6	50	11
	4%	5%	4%	4%	4%	3%	2%	5%	5%	5%	2%	3%	5%	7%	4%	2%	3%	6%	3%	4%	4%	2%	4%	2%	4%	4%	4%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A3J. Level of influence on movie selection at theatre:
Interviews or news stories about the film?

Base: Attends movies at a theatre or drive-in at least once per
year (A1a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 2 BOX	106 7%	33 8%	73 6%	45 6%	61 8%	12 6%	19 4%	53 8%	19 6%	36 8%	13 4%	38 6%	16 10%	30 8%	25 7%	13 5%	24 6%	23 11%	87 6%	22 11%	49 8%	17 5%	11 7%	9 5%	8 5%	92 7%	20 7%
								G										S		VXY							
TOP 4 BOX	477 30%	146 36%	331 28%	201 26%	276 34%	54 28%	116 27%	211 33%	92 29%	132 29%	92 27%	200 32%	50 33%	113 31%	115 33%	83 34%	99 25%	59 28%	437 32%	73 37%	220 35%	88 26%	49 31%	32 19%	50 31%	393 30%	97 34%
					D										Q	Q				VX	VX		X		X		
Don't know/refuse to answer	17 1%	3 1%	13 1%	1 *	15 2%	2 1%	1 *	5 1%	6 2%	5 1%	1 *	6 1%	2 2%	3 1%	3 1%	1 1%	-	1 *	12 1%	1 1%	4 1%	3 1%	2 1%	1 1%	4 2%	13 1%	1 *
					D																						
CHI-SQUARE SIGNIFICANCE	<--22.712-->		<--39.453-->		<-----42.552----->				<-----64.022----->				<-----52.005----->				<--28.49-->		<-----73.422----->						<--11.014-->		
	98%		100%		88%				100%				98%				100%		95%						56%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A4. What affects your choice when deciding which movies to rent?

Base: Rents movies at least once per year (Alb)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1518	360	1157	752	766	175	407	638	287	432	333	576	150	343	325	223	379	194	1297	180	572	318	149	161	160	1212	271
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1628	602	1026	816	812	272	440	643	260	533	347	584	139	402	360	229	356	215	1362	195	602	331	159	172	169	1285	279
CONTENT - NET	768	203	565	385	383	87	195	332	148	222	179	274	80	185	167	104	181	108	667	91	321	146	84	80	83	638	140
	51%	56%	49%	51%	50%	50%	48%	52%	52%	51%	54%	48%	54%	54%	52%	47%	48%	56%	51%	51%	56%	46%	56%	50%	52%	53%	52%
			C																	V		V					
Story	397	93	304	190	207	35	101	177	82	103	96	154	43	78	97	66	96	54	338	47	147	75	49	42	44	323	65
	26%	26%	26%	25%	27%	20%	25%	28%	28%	24%	29%	27%	29%	23%	30%	30%	25%	28%	26%	26%	24%	33%	26%	28%	27%	24%	
								F														V					
Genre/type of movie/ style of movie	219	64	155	114	106	27	44	92	54	68	50	78	16	68	41	24	52	35	198	34	102	36	24	26	20	184	49
	14%	18%	13%	15%	14%	15%	11%	14%	19%	16%	15%	14%	10%	20%	13%	11%	14%	18%	15%	19%	18%	11%	16%	16%	13%	15%	18%
		C							G					OP						V	V						
Picture, on cover/ blurb on back of rental box look interesting	107	45	62	47	60	22	38	34	10	41	29	34	2	29	24	13	26	13	113	12	74	18	9	10	9	108	22
	7%	12%	5%	6%	8%	13%	9%	5%	3%	9%	9%	6%	1%	9%	7%	6%	7%	7%	9%	7%	13%	6%	6%	6%	6%	9%	8%
		C				HI	HI			M	M	M									TWVXY						
Interest me/looks good (general)	81	14	67	53	28	8	23	33	18	16	23	30	12	17	19	7	18	14	60	9	23	18	7	7	12	58	18
	5%	4%	6%	7%	4%	4%	6%	5%	6%	4%	7%	5%	8%	5%	6%	3%	5%	7%	5%	5%	4%	6%	5%	4%	8%	5%	7%
				E																							
Content of the movie (general)	70	24	46	29	41	6	13	29	21	20	18	19	10	23	12	8	11	6	61	4	34	9	10	7	9	52	15
	5%	7%	4%	4%	5%	3%	3%	5%	7%	5%	5%	3%	7%	7%	4%	4%	3%	3%	5%	2%	6%	3%	7%	4%	6%	4%	6%
		C												Q						TV							
Having seen it before and liked it	25	3	22	20	5	3	7	8	8	6	2	11	4	1	5	3	14	4	15	1	4	8	3	4	-	17	3
	2%	1%	2%	3%	1%	1%	2%	1%	3%	1%	1%	2%	3%	*	1%	1%	4%	2%	1%	1%	1%	3%	2%	2%		1%	1%
				E													N										
Special FX	17	5	12	13	4	-	5	7	5	9	4	4	-	8	3	3	3	2	16	2	9	3	2	-	2	12	5
	1%	2%	1%	2%	*		1%	1%	2%	2%	1%	1%		2%	1%	1%	1%	1%	1%	1%	2%	1%	1%		1%	1%	2%
				E																							
AWARENESS - NET	577	129	448	258	319	72	157	243	101	155	130	216	68	114	110	93	154	69	507	73	204	129	58	62	63	456	105
	38%	36%	39%	34%	42%	41%	39%	38%	35%	36%	39%	38%	45%	33%	34%	42%	41%	36%	39%	41%	36%	41%	39%	39%	39%	38%	39%
				D																							
Word-of-mouth	415	89	326	174	241	58	119	161	76	110	102	149	49	83	86	65	111	42	369	50	141	96	48	40	45	327	75
	27%	25%	28%	23%	31%	33%	29%	25%	27%	25%	31%	26%	33%	24%	26%	29%	29%	22%	28%	28%	25%	30%	32%	25%	28%	27%	28%
				D	H														R								
Advertising	139	32	107	55	84	15	32	58	33	45	25	53	12	27	22	28	26	18	120	19	51	30	9	18	15	102	33
	9%	9%	9%	7%	11%	8%	8%	9%	11%	10%	7%	9%	8%	8%	7%	13%	7%	9%	9%	11%	9%	9%	6%	11%	9%	8%	12%
				D																							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A4. What affects your choice when deciding which movies to rent?

Base: Rents movies at least once per year (A1b)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Previews at the theatre, also known as trailers	88 6%	16 5%	71 6%	45 6%	43 6%	14 8%	27 7%	38 6%	8 3%	31 7%	25 7%	20 3%	13 9%	18 5%	14 4%	12 5%	23 6%	15 8%	80 6%	12 7%	27 5%	17 5%	10 7%	18 11%	13 8%	78 6%	15 6%
Commercials seen on television	68 4%	12 3%	56 5%	27 4%	41 5%	7 4%	25 6%	24 4%	10 4%	20 5%	17 5%	27 5%	3 2%	11 3%	18 5%	15 7%	13 3%	9 5%	60 5%	11 6%	20 3%	17 5%	6 4%	8 5%	8 5%	51 4%	13 5%
Interviews or news stories about the film	50 3%	13 4%	37 3%	29 4%	21 3%	0 *	10 2%	30 5%	9 3%	8 2%	9 3%	23 4%	9 6%	8 2%	11 3%	8 4%	18 5%	10 5%	36 3%	4 2%	20 3%	13 4%	2 1%	4 2%	3 2%	39 3%	3 1%
Popular	21 1%	6 2%	15 1%	13 2%	7 1%	1 1%	5 1%	10 2%	5 2%	3 1%	5 2%	7 1%	4 3%	7 2%	3 1%	4 2%	5 1%	2 1%	20 2%	3 2%	10 2%	3 1%	-	5 3%	2 1%	18 1%	4 1%
DISTINCTION - NET	508 33%	143 40%	365 32%	237 32%	270 35%	47 27%	150 37%	222 35%	87 30%	126 29%	101 30%	215 37%	64 42%	103 30%	113 35%	84 38%	133 35%	62 32%	466 36%	60 33%	227 40%	93 29%	55 37%	49 30%	56 35%	427 35%	91 34%
Actors in the movie	354 23%	97 27%	257 22%	165 22%	188 25%	37 21%	106 26%	151 24%	60 21%	102 24%	75 22%	140 24%	36 24%	73 21%	76 23%	54 24%	89 23%	49 25%	318 25%	41 23%	155 27%	65 20%	39 26%	37 23%	40 25%	295 24%	65 24%
Critical acclaim or awards	185 12%	48 13%	137 12%	81 11%	105 14%	13 7%	57 14%	91 14%	23 8%	29 7%	35 10%	94 16%	27 18%	30 9%	47 14%	31 14%	55 14%	20 10%	168 13%	22 12%	77 13%	35 11%	19 13%	12 7%	25 16%	154 13%	31 11%
Director of the movie	98 6%	31 9%	67 6%	62 8%	36 5%	3 2%	26 6%	49 8%	19 7%	17 4%	21 6%	40 7%	21 14%	18 5%	18 5%	22 10%	26 7%	10 5%	89 7%	7 4%	50 9%	18 6%	7 5%	3 2%	14 9%	81 7%	13 5%
Country of origin of the film	43 3%	13 4%	30 3%	25 3%	18 2%	0 *	11 3%	18 3%	13 4%	9 2%	4 1%	20 4%	10 7%	22 7%	6 2%	9 4%	4 1%	5 3%	38 3%	4 2%	22 4%	7 2%	2 1%	2 1%	6 4%	33 3%	8 3%
STORE AVAILABILITY - NET	150 10%	26 7%	124 11%	74 10%	76 10%	13 7%	50 12%	70 11%	15 5%	29 7%	37 11%	73 13%	11 7%	28 8%	35 11%	23 10%	42 11%	16 8%	123 9%	24 13%	41 7%	29 9%	15 10%	14 9%	17 11%	117 10%	19 7%
On the 'new release' shelf and is therefore easy to find	80 5%	18 5%	63 5%	38 5%	42 5%	6 3%	29 7%	38 6%	7 2%	16 4%	17 5%	42 7%	5 3%	14 4%	19 6%	12 5%	21 6%	8 4%	65 5%	11 6%	29 5%	19 6%	7 5%	1 1%	6 4%	57 5%	13 5%
Availability/selection	72 5%	8 2%	64 6%	38 5%	34 4%	7 4%	21 5%	35 5%	8 3%	13 3%	20 6%	33 6%	6 4%	13 4%	17 5%	11 5%	23 6%	8 4%	59 5%	13 7%	12 2%	11 3%	8 5%	13 8%	11 7%	61 5%	6 2%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A4. What affects your choice when deciding which movies to rent?

Base: Rents movies at least once per year (A1b)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
FAMILY - NET	68	7	61	31	36	1	6	49	11	16	16	29	5	12	22	9	21	6	44	6	11	19	5	9	3	43	10
	4%	2%	5%	4%	5%	*	1%	8%	4%	4%	5%	5%	4%	4%	7%	4%	5%	3%	3%	3%	2%	6%	3%	6%	2%	4%	4%
			B					FGI	F													UY					
The kids wanted the movie	50	5	45	23	27	1	5	33	11	11	8	27	3	9	19	6	12	4	35	5	8	15	5	6	2	34	7
	3%	1%	4%	3%	4%	*	1%	5%	4%	3%	3%	5%	2%	3%	6%	3%	3%	2%	3%	3%	1%	5%	3%	4%	1%	3%	3%
			B					FG	F													UY					
Family movie	19	2	17	8	11	-	1	18	-	5	8	3	3	5	2	3	9	3	9	1	3	5	-	3	1	10	3
	1%	*	2%	1%	1%		*	3%		1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%		2%	1%	1%	1%
								G																			
OTHER - NET	302	54	247	157	145	29	86	127	57	80	59	117	38	68	55	45	87	29	251	30	88	76	27	36	29	238	40
	20%	15%	21%	21%	19%	17%	21%	20%	20%	18%	18%	20%	26%	20%	17%	20%	23%	15%	19%	17%	15%	24%	18%	22%	18%	20%	15%
			B																			TU					A2
Mood	95	19	76	34	61	9	26	46	14	25	18	45	8	19	15	8	34	9	85	11	31	24	6	13	9	80	11
	6%	5%	7%	5%	8%	5%	6%	7%	5%	6%	5%	8%	5%	6%	5%	4%	9%	5%	7%	6%	5%	8%	4%	8%	6%	7%	4%
					D												P										
Movies I didn't get a chance to see in theatres	50	6	43	23	27	5	20	16	9	12	13	20	5	6	8	9	18	2	42	4	10	16	8	3	4	38	5
	3%	2%	4%	3%	3%	3%	5%	2%	3%	3%	4%	3%	3%	2%	3%	4%	5%	1%	3%	2%	2%	5%	5%	2%	3%	3%	2%
			B																R			U					
Cost	12	0	11	9	3	3	4	2	3	5	0	2	3	3	2	3	1	2	7	1	1	6	1	-	1	7	3
	1%	*	1%	1%	*	2%	1%	*	1%	1%	*	*	2%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%		1%	1%	1%
			B																			U					
Whether I have seen it or not	10	-	10	6	5	1	3	7	-	1	5	2	2	5	-	-	4	-	9	2	-	2	3	2	-	7	2
	1%		1%	1%	1%	*	1%	1%		*	2%	*	2%	2%			1%		1%	1%		1%	2%	1%		1%	1%
Other	155	30	126	91	64	16	37	63	38	43	27	55	24	39	33	25	36	20	121	13	47	34	10	24	17	121	21
	10%	8%	11%	12%	8%	9%	9%	10%	13%	10%	8%	10%	16%	11%	10%	11%	9%	10%	9%	7%	8%	11%	7%	15%	11%	10%	8%
				E																				TUW			
Don't know/refuse	78	23	55	40	38	16	14	24	21	33	11	25	7	29	9	6	11	21	65	15	30	13	10	11	9	73	8
	5%	6%	5%	5%	5%	9%	3%	4%	7%	8%	3%	4%	5%	8%	3%	3%	3%	11%	5%	8%	5%	4%	7%	7%	6%	6%	3%
						GH								OPQ				S									A2
CHI-SQUARE SIGNIFICANCE	<--69.291>		<--76.455>		<-----167.233----->					<-----151.704----->				<-----130.276----->				<--23.162-->		<-----205.249----->						<--24.743-->	
	100%*		100%*		100%*					100%*				100%*				43%*		100%*						52%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A5. Most often do you rent a movie instead of/in addition to seeing it in the theatre?

Base: Rents movies at least once per year (A1b)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1464	350	1114	724	740	176	403	618	258	420	316	569	141	340	315	211	363	195	1258	176	555	306	139	161	158	1183	257
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1628	602	1026	816	812	272	440	643	260	533	347	584	139	402	360	229	356	215	1362	195	602	331	159	172	169	1285	279
Instead of seeing the same movie in a theatre	1141	260	881	535	606	107	296	515	218	297	255	464	114	259	242	153	304	126	984	135	411	232	102	125	134	902	202
	78%	74%	79%	74%	82%	61%	74%	83%	84%	71%	81%	81%	81%	76%	77%	73%	84%	65%	78%	77%	74%	76%	73%	78%	85%	76%	79%
				B	D		F	FG	FG		J	J	J				NP		R						UVW		
In addition to seeing the same movie in a theatre	323	90	233	189	134	69	107	103	40	123	60	106	27	81	73	57	60	69	274	41	144	74	37	36	24	281	55
	22%	26%	21%	26%	18%	39%	26%	17%	16%	29%	19%	19%	19%	24%	23%	27%	16%	35%	22%	23%	26%	24%	27%	22%	15%	24%	21%
		C		E		GHI	HI			KLM				Q		Q		S		Y	Y	Y					
Don't know/refuse	131	33	98	68	64	15	18	44	49	45	28	31	16	32	19	18	27	20	104	19	47	25	20	11	11	102	22
	9%	9%	9%	9%	9%	9%	5%	7%	19%	11%	9%	6%	11%	10%	6%	9%	7%	10%	8%	11%	8%	8%	14%	7%	7%	9%	9%
									FGH	L													XY				
CHI-SQUARE SIGNIFICANCE	<--3.665-->		<--13.686-->		<-----51.899----->					<-----19.174----->				<-----10.695----->				<--17.326-->		<-----8.707----->						<----.653-->	
	94%		100%		100%					100%				99%				100%		88%						58%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A6. What affects your choice when deciding which movies to purchase?

Base: Buys movies at least once per year (A1c)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1237	240	997	585	651	162	357	489	218	374	284	455	100	284	262	188	297	184	992	149	383	284	147	147	117	965	214	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1227	383	844	597	630	229	363	450	174	410	280	427	92	298	276	178	265	184	992	149	383	284	147	147	117	965	214	
MOVIE ENTHUSIAST - NET	551	109	441	248	303	82	204	196	67	157	135	205	51	107	104	87	158	72	468	59	181	141	58	67	48	442	89	
	45%	46%	44%	42%	46%	51% HI	57% HI	40%	31%	42%	47%	45%	51%	38%	40%	46%	53% NO	39%	47% R	40%	47%	45% TW	39%	46%	41%	46%	42%	
I like the movie so much I want to own it	506	105	401	229	277	81	187	173	64	149	127	184	43	102	94	80	147	69	433	55	174	129	50	64	43	415	79	
	41%	44%	40%	39%	43%	50% HI	52% HI	35%	29%	40%	45%	40%	43%	36%	36%	43%	49% NO	38%	44% R	37%	45% W	45% W	34%	44%	37%	43%	37%	
Want to watch it more than once	68	4	64	38	30	6	32	26	4	9	17	32	9	10	16	10	18	3	50	7	7	19	6	5	11	42	10	
	6%	2%	6% B	7%	5%	4%	9% FI	5%	2%	2%	6% J	7% J	9%	3%	6%	5%	6%	2%	5% R	5%	2%	7% U	4%	3%	9% U	4%	5%	
I am a movie collector and I love owning movies	28	2	26	6	22	-	8	10	8	11	9	6	2	8	4	0	8	1	18	1	4	9	3	1	2	14	6	
	2%	1% B	3% B	1% D	3% D		2% 2%	2%	4% 4%	3% 3%	1% 1%	2% 2%	3% P	3% P	2% *	3% P	1% P	2% 2%	1% 1%	2% 1%	1% 1%	3% TX	2% 2%	1% 1%	2% 2%	1% 1%	3% 3%	
CONTENT - NET	350	62	288	175	175	31	94	148	74	96	83	126	33	93	91	47	71	48	279	45	99	75	51	50	24	271	61	
	28%	26%	29%	30%	27%	19%	26%	30% F	34% F	26%	29%	28%	33%	33% Q	35% Q	25%	24%	26%	28%	30%	26%	26%	35% Y	34% Y	21%	28%	29%	
Story	163	29	134	78	85	10	56	57	39	43	37	63	18	48	42	20	36	24	131	24	44	35	22	27	8	129	23	
	13%	12%	13%	13%	13%	6%	16% F	12% F	18% F	12%	13%	14%	18%	17%	16%	11%	12%	13%	13%	16% Y	11%	12%	15% Y	18% Y	7%	13%	11%	
Genre/type of movie/style of movie	93	14	79	47	46	9	18	42	22	29	19	33	5	22	29	14	16	12	67	8	23	20	12	15	9	62	25	
	8%	6%	8%	8%	7%	5%	5%	8%	10%	8%	7%	7%	5%	8%	11% Q	8%	5%	7%	7%	5%	6%	7%	8%	10%	8%	6%	12% Z	
Content of the movie (general)	69	6	62	41	27	5	13	39	12	12	17	29	9	14	21	10	13	11	46	9	11	17	9	7	6	49	8	
	6%	3% B	6% B	7% B	4% B	3%	4% FG	8% FG	6% FG	3% FG	6% FG	6% FG	9% FG	5% FG	8% FG	5% FG	4% FG	6% FG	5% FG	6% FG	3% FG	6% FG	6% FG	5% FG	5% FG	5% FG	4% FG	
Interest me/looks good (general)	42	7	35	23	20	4	11	19	9	8	12	13	9	7	6	7	8	5	39	5	12	8	9	8	2	37	6	
	3%	3%	4%	4%	3%	2%	3%	4%	4%	2%	4%	3%	9%	3%	2%	4%	3%	3%	4%	3%	3%	3%	3%	6% 6%	5% 5%	2% 2%	4% 4%	3%
Picture on cover/blurb on back of rental box look interesting	24	10	13	8	16	5	8	6	4	11	2	6	5	15	3	-	3	1	27	2	17	3	5	2	1	22	7	
	2%	4% C	1% C	1% C	2% C	3% C	2% C	1% C	2% C	3% K	1% K	1% K	5% K	5% K	1% K	1% K	1% K	1% K	3% K	1% K	3% R	1% R	4% TVXY	3% TVXY	1% TVXY	1% TVXY	2% TVXY	3% TVXY
Special FX	13	1	12	9	4	0	3	9	-	5	5	0	1	4	0	3	5	1	10	-	2	2	3	3	1	10	1	
	1%	*% *	1% *	1% *	1% *	*% *	1% *	2% *		1% *	2% *	*% *	1% *	1% *	*% *	2% *	2% *	1% *	1% *		1% *	1% *	2% *	2% *	1% *	1% *	*% *	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A6. What affects your choice when deciding which movies to purchase?

Base: Buys movies at least once per year (A1c)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
DISTINCTION - NET	243	55	189	107	136	29	57	109	46	73	55	85	27	58	49	47	65	41	193	25	84	57	32	22	23	188	50
	20%	23%	19%	18%	21%	18%	16%	22%	21%	19%	19%	19%	27%	20%	19%	25%	22%	22%	19%	17%	22%	20%	22%	15%	20%	19%	23%
Actors in the movie	134	28	106	54	80	18	38	48	29	45	34	39	13	37	28	27	29	24	103	15	42	31	20	12	13	103	27
	11%	12%	11%	9%	12%	11%	11%	10%	13%	12%	12%	9%	13%	13%	11%	15%	10%	13%	10%	10%	11%	11%	14%	8%	11%	11%	13%
Critical acclaim or awards	63	11	52	28	35	11	13	27	11	20	11	25	6	13	12	9	21	10	54	7	19	16	11	6	7	53	12
	5%	5%	5%	5%	5%	7%	4%	5%	5%	5%	4%	6%	6%	5%	4%	5%	7%	5%	5%	5%	5%	6%	7%	4%	6%	5%	6%
Classic/old movie	49	11	38	25	24	1	4	37	6	8	9	25	6	5	8	6	24	7	37	4	17	11	6	3	4	33	11
	4%	4%	4%	4%	4%	1%	1%	3%	2%	3%	6%	6%	6%	2%	3%	3%	8%	4%	4%	3%	4%	4%	4%	2%	3%	3%	5%
Director of the movie	24	4	20	16	8	0	8	10	6	2	6	8	8	6	4	8	5	3	20	3	7	6	2	2	3	20	3
	2%	2%	2%	3%	1%	*%	2%	2%	3%	*%	2%	2%	8%	2%	2%	4%	2%	2%	2%	2%	2%	2%	1%	1%	3%	2%	1%
Country of origin of the film	14	6	8	6	8	1	2	7	4	2	1	5	5	3	3	4	3	3	12	2	8	2	-	3	-	11	4
	1%	2%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	5%	1%	1%	2%	1%	2%	1%	1%	2%	1%	-	2%	-	1%	2%
AWARENESS - NET	208	32	176	75	133	39	56	73	40	86	45	62	14	63	29	28	50	34	156	20	52	56	25	31	20	165	31
	17%	13%	18%	13%	20%	24%	16%	15%	18%	23%	16%	14%	14%	22%	11%	15%	17%	18%	16%	13%	14%	20%	17%	21%	17%	17%	14%
Word-of-mouth	147	20	127	49	98	27	42	46	32	59	34	45	8	38	19	20	39	23	111	14	34	39	17	21	16	115	19
	12%	9%	13%	8%	15%	17%	12%	9%	15%	16%	12%	10%	8%	13%	7%	11%	13%	13%	11%	9%	9%	14%	12%	14%	14%	12%	9%
Advertising	38	4	34	13	25	6	13	12	7	19	5	9	3	13	5	2	13	7	23	4	6	15	4	4	-	26	7
	3%	1%	3%	2%	4%	4%	4%	2%	3%	5%	2%	2%	3%	5%	2%	1%	4%	4%	2%	3%	2%	5%	3%	3%	-	3%	3%
Commercials seen on television	28	5	23	14	14	2	7	8	11	9	7	9	2	17	2	1	5	7	16	4	7	7	7	4	-	22	6
	2%	2%	2%	2%	2%	1%	2%	2%	5%	2%	3%	2%	2%	6%	1%	1%	2%	4%	2%	3%	2%	2%	5%	3%	-	2%	3%
Previews at the theatre, also known as trailers	26	3	23	8	18	8	9	7	2	14	8	2	2	5	4	3	9	4	20	2	4	7	5	2	5	22	3
	2%	1%	2%	1%	3%	5%	3%	2%	1%	4%	3%	1%	2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	3%	1%	4%	2%	1%
Popular	12	3	8	6	6	2	2	6	2	2	3	6	1	6	1	1	3	2	10	-	6	2	-	2	2	11	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%	-	2%	1%	-	1%	2%	1%	*%
Interviews or news stories about the film	9	2	7	3	6	2	-	2	5	5	3	1	1	5	1	-	1	3	4	-	3	2	1	1	1	5	3
	1%	1%	1%	*%	1%	1%	-	*%	2%	1%	*%	1%	1%	2%	*%	-	*%	2%	*%	-	1%	1%	1%	1%	1%	1%	1%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Decima Research Inc.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A6. What affects your choice when deciding which movies to purchase?

Base: Buys movies at least once per year (A1c)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
COST	162 13%	20 8%	142 14%	81 14%	81 12%	20 12%	56 16%	74 15%	11 5%	39 10%	38 13%	71 16%	13 13%	37 13%	36 14%	23 12%	45 15%	17 9%	127 13%	20 13%	33 9%	41 14%	16 11%	19 13%	18 15%	119 12%	19 9%
FAMILY - NET	97 8%	16 7%	81 8%	29 5%	68 10%	1 1%	30 8%	54 11%	12 5%	17 4%	27 9%	42 10%	10 10%	23 8%	24 9%	14 7%	25 9%	12 7%	72 7%	18 12%	24 6%	19 7%	13 9%	6 4%	11 9%	69 7%	20 9%
The kids wanted the movie	83 7%	15 6%	68 7%	26 4%	57 9%	1 *	25 7%	46 9%	11 5%	15 4%	22 8%	38 8%	6 6%	22 8%	21 8%	13 7%	20 7%	9 5%	63 6%	16 11%	22 6%	17 6%	9 6%	5 3%	8 7%	58 6%	17 8%
Family movie	17 1%	1 *	16 2%	3 1%	14 2%	0 *	5 1%	11 2%	1 *	4 1%	6 2%	4 1%	4 4%	4 1%	4 2%	1 1%	6 2%	3 2%	12 1%	3 2%	2 1%	3 1%	5 3%	1 1%	3 3%	12 1%	5 2%
OTHER - NET	103 8%	21 9%	83 8%	49 8%	54 8%	8 5%	25 7%	41 8%	30 14%	27 7%	17 6%	45 10%	13 13%	22 8%	18 7%	26 14%	25 8%	16 9%	88 9%	16 11%	32 8%	19 7%	15 10%	17 12%	9 8%	78 8%	26 12%
Mood	14 1%	1 *	14 1%	6 1%	8 1%	1 *	5 1%	7 1%	2 1%	3 1%	4 1%	6 1%	2 2%	7 2%	2 1%	4 2%	2 1%	- 1%	13 3%	4 *	1 1%	3 1%	4 3%	2 1%	- 1%	10 1%	3 1%
Availability/selection	10 1%	1 *	9 1%	7 1%	3 *	- 1%	2 1%	6 1%	1 1%	2 *	2 1%	2 1%	4 4%	1 *	1 *	3 2%	2 1%	2 1%	7 1%	2 1%	1 *	1 *	2 1%	1 1%	2 2%	5 1%	3 1%
Movies I didn't get a chance to see in theatres	10 1%	5 2%	4 *	5 1%	5 1%	1 *	2 1%	5 1%	2 1%	2 1%	1 *	4 1%	2 2%	2 1%	2 1%	3 2%	2 1%	3 2%	11 1%	- 2%	8 2%	- 2%	3 2%	3 2%	- 1%	9 1%	5 2%
New release/recent movie	5 *	2 1%	3 *	2 *	3 *	1 1%	1 *	1 *	1 1%	2 *	- 1%	3 1%	- 1%	1 *	1 *	2 1%	1 *	- 1%	7 1%	2 1%	2 1%	- 1%	1 1%	1 1%	1 1%	6 1%	- 1%
Whether I have seen it or not	2 *	- *	2 *	2 *	- *	- *	2 *	- *	- *	- *	- *	2 *	- *	- *	- *	- *	2 1%	- *	1 *	- *	- *	- *	- *	1 1%	- *	1 *	- *
Other	65 5%	13 6%	52 5%	30 5%	35 5%	6 4%	13 4%	23 5%	23 11%	19 5%	10 4%	29 6%	6 6%	13 4%	13 5%	14 7%	15 5%	11 6%	51 5%	9 6%	21 5%	15 5%	5 3%	9 6%	6 5%	48 5%	16 7%
Don't know/refuse	70 6%	11 4%	59 6%	53 9%	17 3%	14 8%	8 2%	22 4%	25 12%	28 8%	8 3%	25 5%	2 2%	15 5%	13 5%	5 3%	17 6%	16 9%	45 5%	13 9%	17 4%	13 5%	9 6%	4 3%	8 7%	53 5%	10 5%
CHI-SQUARE SIGNIFICANCE	<--59.211-->		<--60.81-->		<-----218.306----->				<-----153.33----->				<-----145.844----->			<--29.77-->		<-----176.17----->					<--34.566-->				
	100%*		100%*		100%*				100%*				100%*			63%*		100%*					82%*				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A7. Most often do you purchase a movie instead of/in addition to seeing it in the theatre?

Base: Buys movies at least once per year (A1c)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1101	207	895	522	579	150	332	447	164	327	256	415	89	248	239	166	281	156	902	133	337	259	135	135	99	866	188	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1227	383	844	597	630	229	363	450	174	410	280	427	92	298	276	178	265	184	992	149	383	284	147	147	117	965	214	
Instead of seeing the same movie in a theatre	428	80	349	181	247	39	90	214	82	139	96	163	24	101	93	64	105	54	344	49	125	99	50	54	37	314	89	
	39%	39%	39%	35%	43%	26%	27%	48%	50%	42%	37%	39%	27%	41%	39%	38%	37%	35%	38%	37%	37%	38%	37%	40%	37%	36%	47%	
					D			FG	FG	M																	Z	
In addition to seeing the same movie in a theatre	673	127	546	341	332	111	242	233	82	188	160	252	65	147	145	103	176	102	558	84	212	160	85	81	62	552	99	
	61%	61%	61%	65%	57%	74%	73%	52%	50%	58%	63%	61%	73%	59%	61%	62%	63%	65%	62%	63%	63%	62%	63%	60%	63%	64%	53%	
				E		HI	HI					J														A2		
Don't know/refuse	135	33	102	64	72	12	25	42	53	46	28	40	11	36	23	22	16	28	90	16	46	25	12	12	18	99	26	
	12%	16%	11%	12%	12%	8%	8%	9%	33%	14%	11%	10%	12%	15%	10%	13%	6%	18%	10%	12%	14%	10%	9%	9%	18%	11%	14%	
									FGH					Q		Q		S								VWX		
CHI-SQUARE SIGNIFICANCE	<---.009-->	<--7.447-->	<-----53.249----->	<-----7.062----->	<-----6.99----->	<---.703-->	<-----4.59----->	<--8.032-->																				
	7%	99%	100%	93%	13%	60%	1%	100%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8. Level of interest: Top 2 Box Summary

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1999	495	1503	971	1027	201	452	777	551	629	412	727	181	544	415	277	428	271	1647	250	748	400	202	199	200	1558	368
UNWEIGHTED 'N'	1999	748	1251	986	1013	286	476	764	454	683	408	703	163	563	435	275	393	271	1647	250	748	400	202	199	200	1558	368
Comedy	624	131	494	254	370	95	172	241	108	241	134	194	42	172	123	86	135	113	488	68	209	141	70	70	70	479	118
	31%	26%	33%	26%	36%	48%	38%	31%	20%	38%	33%	27%	23%	32%	30%	31%	32%	42%	30%	27%	28%	35%	35%	35%	35%	31%	32%
			B		D	GHI	HI	I		LM								S			TU						
Drama	344	75	269	96	248	40	77	147	78	103	89	115	34	89	63	50	74	45	278	54	110	77	35	30	31	260	64
	17%	15%	18%	10%	24%	20%	17%	19%	14%	16%	22%	16%	19%	16%	15%	18%	17%	17%	17%	22%	15%	19%	18%	15%	16%	17%	17%
					D					L									U								
Action	502	127	374	287	215	70	136	228	64	203	112	149	31	140	119	67	111	85	414	60	201	118	56	41	41	385	105
	25%	26%	25%	30%	21%	35%	30%	29%	12%	33%	27%	21%	17%	26%	29%	25%	26%	31%	25%	24%	27%	30%	28%	21%	21%	25%	29%
				E		I	I	I		LM	LM							S			XY						
Spy or thriller	411	115	296	200	211	48	107	184	66	142	106	134	22	101	101	58	91	64	347	56	177	91	37	33	32	321	86
	21%	23%	20%	21%	21%	24%	24%	24%	12%	23%	26%	18%	12%	19%	24%	21%	21%	24%	21%	23%	24%	23%	18%	17%	16%	21%	23%
						I	I	I		M	LM										XY	Y					
Animated	227	53	174	97	131	27	69	99	27	86	39	79	14	77	47	24	37	41	170	30	84	51	21	24	18	184	32
	11%	11%	12%	10%	13%	14%	15%	13%	5%	14%	10%	11%	8%	14%	11%	9%	9%	15%	10%	12%	11%	13%	11%	12%	9%	12%	9%
						I	I	I		M				PQ				S									
Family or Children's	262	61	200	68	194	12	55	127	66	90	51	98	10	97	44	36	37	41	193	39	86	51	26	28	19	176	63
	13%	12%	13%	7%	19%	6%	12%	16%	12%	14%	13%	13%	6%	18%	11%	13%	9%	15%	12%	16%	12%	13%	13%	14%	10%	11%	17%
				D		F	F	F		M	M	M		OQ					Y							Z	
Musical	151	35	116	53	98	14	13	48	72	57	27	54	7	53	28	7	29	27	100	19	45	29	10	15	18	107	26
	8%	7%	8%	5%	10%	7%	3%	6%	13%	9%	7%	7%	4%	10%	7%	3%	7%	10%	6%	8%	6%	7%	5%	8%	9%	7%	7%
				D		G		G	FGH	M				P	P		P	S									
Sci-Fi	290	92	197	186	104	32	83	133	39	97	67	101	21	77	70	30	68	42	254	33	148	62	16	26	20	243	45
	15%	19%	13%	19%	10%	16%	18%	17%	7%	16%	16%	14%	11%	15%	17%	11%	16%	16%	16%	14%	20%	16%	8%	13%	10%	16%	12%
		C		E		I	I	I						P							TWXY	W					
Horror	220	53	167	92	128	70	66	66	15	123	41	43	10	74	40	26	40	53	177	40	88	53	25	26	18	200	42
	11%	11%	11%	10%	12%	35%	15%	9%	3%	20%	10%	6%	6%	14%	10%	9%	9%	20%	11%	16%	12%	13%	13%	13%	9%	13%	11%
						GHI	HI	I		KLM	L							S		Y							
Film d'auteur or art film	103	43	59	43	60	10	22	38	32	28	26	31	15	31	20	20	13	18	94	7	64	14	12	7	13	97	18
	5%	9%	4%	5%	6%	5%	5%	5%	6%	5%	6%	4%	8%	6%	5%	7%	3%	7%	6%	3%	9%	4%	6%	4%	7%	6%	5%
		C														Q					TVX						
Foreign film	107	39	68	47	60	10	28	45	24	24	29	31	21	34	20	16	22	20	94	13	57	17	11	10	9	94	16
	5%	8%	5%	5%	6%	5%	6%	6%	4%	4%	7%	4%	12%	6%	5%	6%	5%	7%	6%	5%	8%	4%	6%	5%	5%	6%	4%
		C											JL								V						
CHI-SQUARE SIGNIFICANCE	<--42.187-->		<-188.443-->		<-----375.971----->				<-----167.302----->				<-----64.635----->			<--40.535-->		<-----93.265----->					<--18.716-->				
	100%		100%		100%				100%				58%			99%		21%					40%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8. Level of interest: Top 4 Box Summary

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1999	495	1503	971	1027	201	452	777	551	629	412	727	181	544	415	277	428	271	1647	250	748	400	202	199	200	1558	368
UNWEIGHTED 'N'	1999	748	1251	986	1013	286	476	764	454	683	408	703	163	563	435	275	393	271	1647	250	748	400	202	199	200	1558	368
Comedy	1426	326	1100	680	745	177	368	576	292	457	294	519	133	348	299	204	344	201	1191	183	505	304	160	149	144	1123	262
	72%	66%	73%	70%	73%	88%	82%	74%	53%	73%	71%	72%	74%	64%	72%	74%	80%	74%	72%	73%	68%	76%	80%	75%	72%	72%	71%
			B			GHI	HI	I							N	N	NO					U	U	U			
Drama	1148	264	885	449	700	100	285	498	259	315	254	459	106	279	253	162	270	135	974	145	405	243	128	104	116	892	203
	58%	54%	59%	46%	68%	50%	63%	64%	47%	50%	62%	63%	59%	52%	61%	59%	63%	50%	59%	54%	54%	64%	52%	58%	58%	55%	
			B		D		FI	FI			J	J			N		N		R			UX	UX				
Action	1121	291	830	620	501	151	300	491	169	371	246	408	79	279	260	154	262	178	976	155	463	242	127	116	94	925	225
	56%	59%	56%	64%	49%	75%	66%	63%	31%	60%	60%	56%	44%	52%	63%	56%	61%	66%	60%	62%	62%	61%	64%	58%	47%	60%	61%
				E		GHI	I	I		M	M	M			N		N	S		Y	Y	Y	Y	Y			
Spy or thriller	1133	297	836	613	520	126	303	496	196	326	264	423	105	261	250	165	290	145	989	150	466	239	113	104	99	912	210
	57%	60%	56%	63%	51%	63%	67%	64%	36%	52%	64%	58%	58%	48%	61%	60%	68%	54%	60%	60%	62%	60%	56%	53%	50%	59%	57%
				E		I	I	I		J	J				N	N	N			Y	XY	Y					
Animated	725	191	534	329	396	76	231	316	96	205	160	294	57	178	171	107	150	104	615	83	302	147	73	78	64	584	132
	37%	39%	36%	34%	39%	38%	51%	41%	18%	33%	39%	41%	32%	33%	41%	39%	35%	39%	38%	34%	41%	37%	37%	40%	32%	38%	36%
						I	FHI	I				J			N						TY						
Family or Children's	740	195	545	263	476	36	177	334	188	220	154	286	57	217	155	108	131	107	590	105	286	136	72	75	55	548	153
	37%	39%	36%	27%	47%	18%	39%	43%	34%	35%	38%	39%	32%	40%	37%	39%	31%	40%	36%	42%	38%	34%	36%	38%	28%	35%	42%
				D			F	FI	F					Q						VY	Y			Y		Z	
Musical	489	133	356	165	324	35	67	162	219	149	99	182	48	140	97	73	84	68	373	52	186	97	36	48	45	368	82
	25%	27%	24%	17%	32%	17%	15%	21%	40%	24%	24%	25%	27%	26%	24%	27%	20%	25%	23%	21%	25%	24%	18%	24%	23%	24%	22%
				D			G	FGH												W							
Sci-Fi	738	212	526	461	277	86	211	343	93	220	168	277	68	185	178	102	177	104	666	88	346	158	69	75	56	611	138
	37%	43%	36%	48%	27%	43%	47%	44%	17%	36%	41%	38%	38%	35%	43%	37%	42%	39%	41%	36%	47%	40%	35%	39%	28%	40%	38%
		C		E		I	I	I							N						TWVXY	Y		Y			
Horror	464	112	352	231	233	122	154	149	32	199	106	122	29	136	95	68	94	104	393	74	187	113	65	53	33	417	93
	23%	23%	24%	24%	23%	61%	34%	19%	6%	32%	26%	17%	16%	25%	23%	24%	22%	39%	24%	30%	25%	28%	33%	27%	17%	27%	25%
						GHI	HI	I		LM	LM							S		Y	Y	Y	UX	Y			
Film d'auteur or art film	376	142	234	170	206	36	84	149	105	88	72	152	57	97	81	64	76	48	336	27	216	70	26	27	33	324	57
	19%	29%	16%	18%	20%	18%	19%	19%	20%	14%	18%	21%	32%	19%	20%	24%	18%	18%	21%	11%	29%	18%	13%	14%	17%	21%	16%
		C									J	JKL									TWVXY	T				A2	
Foreign film	456	165	292	221	236	50	118	182	101	100	97	177	76	127	87	63	113	66	403	28	252	77	32	45	51	397	64
	23%	34%	20%	23%	23%	25%	26%	24%	19%	16%	24%	25%	42%	23%	21%	23%	27%	25%	25%	11%	34%	19%	16%	23%	26%	26%	17%
		C					I				J	J	JKL								TWVXY	T		T	TW	A2	
CHI-SQUARE SIGNIFICANCE	<--77.309-->		<-229.666->		<-----654.333----->				<-----139.919----->				<-----61.822----->				<-28.497->		<-----167.119----->					<-17.086->			
	100%		100%		100%				100%				48%				87%		100%					29%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8A. Level of interest: Comedy

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1993	494	1498	969	1023	201	452	777	547	628	411	724	181	540	415	277	428	270	1645	249	747	399	200	199	200	1553	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	65	16	48	24	41	2	3	12	47	26	7	23	2	41	11	1	4	8	41	10	19	10	3	4	6	38	14
	3%	3%	3%	2%	4%	1%	1%	2%	9%	4%	2%	3%	1%	8%	3%	*%	1%	3%	2%	4%	3%	3%	2%	2%	3%	2%	4%
									FGH	KM				OPQ	P												
2	35	12	23	21	14	0	3	7	24	11	4	10	7	13	7	3	5	3	28	2	17	3	3	1	6	27	5
	2%	2%	2%	2%	1%	*%	1%	1%	4%	2%	1%	1%	4%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%
									FGH												VX						
3	45	11	33	21	23	3	5	15	21	15	8	15	5	21	5	7	7	6	37	9	16	6	5	6	5	40	6
	2%	2%	2%	2%	2%	2%	1%	2%	4%	2%	2%	2%	3%	4%	1%	3%	2%	2%	2%	4%	2%	2%	3%	3%	3%	3%	2%
									G					O													
4	68	24	44	34	34	2	13	27	25	12	16	33	6	24	16	7	9	11	53	8	35	9	2	8	6	50	15
	3%	5%	3%	3%	3%	1%	3%	3%	5%	2%	4%	5%	3%	4%	4%	2%	2%	4%	3%	3%	5%	2%	1%	4%	3%	3%	4%
									F	F		J									VW						
5	191	61	130	110	81	6	29	71	84	61	53	58	8	60	34	27	26	21	162	21	89	27	15	18	21	150	38
	10%	12%	9%	11%	8%	3%	6%	9%	15%	10%	13%	8%	5%	11%	8%	10%	6%	8%	10%	8%	12%	7%	8%	9%	11%	10%	10%
		C		E				F	FGH	M	LM			Q							VW						
6	164	44	121	81	84	9	31	68	54	46	29	66	19	33	42	29	32	20	133	16	66	40	12	13	12	125	28
	8%	9%	8%	8%	8%	5%	7%	9%	10%	7%	7%	9%	11%	6%	10%	10%	8%	7%	8%	6%	9%	10%	6%	7%	6%	8%	8%
								F	F																		
7	325	73	252	181	144	25	99	129	70	65	61	146	48	64	71	56	94	25	294	42	114	61	35	40	35	262	51
	16%	15%	17%	19%	14%	13%	22%	17%	13%	10%	15%	20%	27%	12%	17%	20%	22%	9%	18%	17%	15%	15%	18%	20%	18%	17%	14%
				E			FI				JK	JK			N	N		R									
8	476	122	354	244	232	57	97	206	114	151	99	179	43	112	106	62	115	63	409	73	182	102	55	39	39	382	93
	24%	25%	24%	25%	23%	28%	22%	26%	21%	24%	24%	25%	24%	21%	26%	23%	27%	23%	25%	29%	24%	26%	28%	20%	20%	25%	25%
						I														XY							
9	251	53	198	112	139	40	80	90	36	90	57	79	21	65	55	38	55	40	210	25	90	60	27	29	28	197	52
	13%	11%	13%	12%	14%	20%	18%	12%	7%	14%	14%	11%	12%	12%	13%	14%	13%	15%	13%	10%	12%	15%	14%	15%	14%	13%	14%
						HI	HI	I																			
10 - Extremely interested	373	78	295	142	230	55	91	151	71	151	77	115	21	107	67	48	80	73	278	43	119	81	43	41	42	282	66
	19%	16%	20%	15%	23%	27%	20%	19%	13%	24%	19%	16%	12%	20%	16%	17%	19%	27%	17%	17%	16%	20%	22%	21%	21%	18%	18%
			B	D	GHI	I	I			LM								S									
TOP 2 BOX	624	131	494	254	370	95	172	241	108	241	134	194	42	172	123	86	135	113	488	68	209	141	70	70	70	479	118
	31%	26%	33%	26%	36%	48%	38%	31%	20%	38%	33%	27%	23%	32%	30%	31%	32%	42%	30%	27%	28%	35%	35%	35%	35%	31%	32%
			B	D	GHI	HI	I			LM								S			TU						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8A. Level of interest: Comedy

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1426	326	1100	680	745	177	368	576	292	457	294	519	133	348	299	204	344	201	1191	183	505	304	160	149	144	1123	262
	72%	66%	73%	70%	73%	88%	82%	74%	53%	73%	71%	72%	74%	64%	72%	74%	80%	74%	72%	73%	68%	76%	80%	75%	72%	72%	71%
			B			GHI	HI	I							N	N	NO					U	U	U			
Don't know/refuse to answer	9	3	6	3	6	-	-	-	5	2	1	2	-	4	-	-	-	1	3	1	3	1	2	1	-	8	-
	*%	1%	*%	*%	1%				1%	*%	*%	*%		1%				*%	*%	*%	*%	*%	1%	1%		1%	
CHI-SQUARE SIGNIFICANCE	<--22.714-->		<--49.65-->		<-----286.025----->				<-----105.488----->				<-----103.714----->				<--33.812-->		<-----67.053----->						<--6.636-->		
	98%		100%		100%				100%				100%				100%		87%						17%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8B. Level of interest: Drama

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1991	493	1498	967	1024	200	452	773	548	629	410	723	181	541	413	277	428	270	1643	249	745	399	200	199	200	1551	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	130	42	88	76	54	10	15	30	74	61	20	35	5	59	26	9	12	17	91	16	55	22	5	12	8	87	31
	7%	9%	6%	8%	5%	5%	3%	4%	13%	10%	5%	5%	3%	11%	6%	3%	3%	6%	6%	6%	7%	6%	3%	6%	4%	6%	8%
		C		E					FGH	KLM				OPQ	Q					W	WY						
2	65	19	46	37	28	11	10	20	22	24	18	17	3	23	13	5	11	10	52	10	28	10	11	4	6	52	16
	3%	4%	3%	4%	3%	5%	2%	3%	4%	4%	2%	2%	2%	4%	3%	2%	3%	4%	3%	4%	4%	3%	6%	2%	3%	3%	4%
3	68	15	53	52	16	12	10	22	22	25	14	22	3	25	12	10	9	19	54	12	25	13	8	11	6	61	11
	3%	3%	4%	5%	2%	6%	2%	3%	4%	4%	3%	3%	2%	5%	3%	4%	2%	7%	3%	5%	3%	3%	4%	6%	3%	4%	3%
				E		G												S									
4	96	31	64	65	31	15	20	25	34	44	14	30	6	33	21	13	14	21	82	9	45	14	9	17	11	84	18
	5%	6%	4%	7%	3%	7%	4%	3%	6%	7%	3%	4%	3%	6%	5%	5%	3%	8%	5%	4%	6%	4%	5%	9%	6%	5%	5%
				E		H				KL										V				TV			
5	253	71	183	158	96	33	61	85	72	103	45	75	22	74	47	38	51	37	205	36	109	49	13	27	27	191	61
	13%	14%	12%	16%	9%	16%	14%	11%	13%	16%	11%	10%	12%	14%	11%	14%	12%	14%	12%	14%	15%	12%	7%	14%	14%	12%	17%
				E		H				KL										W	W	W		W	W		Z
6	230	50	180	131	99	20	50	93	66	57	44	85	36	48	41	38	61	31	185	21	78	48	26	24	26	184	28
	12%	10%	12%	14%	10%	10%	11%	12%	12%	9%	11%	12%	20%	9%	10%	14%	14%	11%	11%	8%	10%	12%	13%	12%	13%	12%	8%
				E									JKL							N						A2	
7	348	80	267	188	160	33	87	147	79	84	84	151	25	90	73	51	86	37	303	35	126	69	39	39	42	277	62
	17%	16%	18%	19%	16%	16%	19%	19%	14%	13%	21%	21%	14%	17%	18%	18%	20%	14%	18%	14%	17%	17%	20%	20%	21%	18%	17%
										J	J								R								
8	457	108	348	165	292	28	121	204	102	128	81	193	47	101	118	61	110	53	393	56	169	97	54	35	43	355	77
	23%	22%	23%	17%	29%	14%	27%	26%	19%	20%	20%	27%	26%	19%	29%	22%	26%	20%	24%	22%	23%	24%	27%	18%	22%	23%	21%
				D		FI	FI				JK				N		N						X				
9	151	29	122	41	109	22	42	49	37	42	35	54	17	35	25	26	39	17	126	20	42	38	19	13	14	112	27
	8%	6%	8%	4%	11%	11%	9%	6%	7%	7%	9%	7%	9%	7%	6%	9%	9%	6%	8%	8%	6%	10%	10%	7%	7%	7%	7%
				D		H															U						
10 - Extremely interested	194	47	147	54	139	18	35	98	41	61	54	61	17	54	38	24	35	28	152	34	68	39	16	17	17	148	37
	10%	10%	10%	6%	14%	9%	8%	13%	7%	10%	13%	8%	10%	10%	9%	9%	8%	10%	9%	14%	9%	10%	8%	9%	9%	10%	10%
				D				GI			L																
TOP 2 BOX	344	75	269	96	248	40	77	147	78	103	89	115	34	89	63	50	74	45	278	54	110	77	35	30	31	260	64
	17%	15%	18%	10%	24%	20%	17%	19%	14%	16%	22%	16%	19%	16%	15%	18%	17%	17%	17%	22%	15%	19%	18%	15%	16%	17%	17%
				D							L									U							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8B. Level of interest: Drama

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1148	264	885	449	700	100	285	498	259	315	254	459	106	279	253	162	270	135	974	145	405	243	128	104	116	892	203
	58%	54%	59%	46%	68%	50%	63%	64%	47%	50%	62%	63%	59%	52%	61%	59%	63%	50%	59%	58%	54%	61%	64%	52%	58%	58%	55%
			B		D		FI	FI			J	J			N		N		R			UX	UX				
Don't know/refuse to answer	11	5	7	5	6	1	-	3	4	2	2	3	-	3	3	-	-	1	5	1	5	1	2	1	-	10	-
	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%			1%	1%	1%	1%	1%	1%	1%		1%	
CHI-SQUARE SIGNIFICANCE	<-17.305->		<-225.515->		<-146.013->					<-105.876->				<-77.237->				<-21.368->		<-66.611->						<-15.681->	
	90%		100%		100%					100%				100%				97%		86%						85%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8C. Level of interest: Action

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1986	492	1494	970	1016	201	452	777	539	623	409	725	179	541	413	275	428	270	1640	250	745	398	198	199	199	1550	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	171	39	132	52	119	3	8	34	125	50	33	63	12	73	23	17	27	19	110	20	45	29	12	13	17	108	26
	9%	8%	9%	5%	12%	2%	2%	4%	23%	8%	8%	9%	7%	14%	6%	6%	6%	7%	7%	8%	6%	7%	6%	7%	9%	7%	7%
					D			FG	FGH					OPQ													
2	82	21	61	25	57	3	13	18	46	18	13	37	11	24	11	9	20	7	68	10	30	15	7	3	12	63	13
	4%	4%	4%	3%	6%	2%	3%	2%	9%	3%	3%	5%	6%	4%	3%	3%	5%	3%	4%	4%	4%	4%	4%	2%	6%	4%	4%
					D				FGH												X				X		
3	78	14	64	30	48	3	9	33	31	22	15	27	10	21	16	11	14	4	62	5	20	19	8	10	10	53	18
	4%	3%	4%	3%	5%	2%	2%	3%	6%	4%	4%	4%	6%	4%	4%	4%	3%	1%	4%	2%	3%	5%	4%	5%	5%	3%	5%
								F	FG										R			T					
4	113	25	88	39	74	8	23	40	41	26	28	39	13	22	23	21	24	16	80	10	33	17	7	20	15	86	10
	6%	5%	6%	4%	7%	4%	5%	5%	8%	4%	7%	5%	7%	4%	6%	8%	6%	6%	5%	4%	4%	4%	4%	10%	8%	6%	3%
					D																			TUVW		A2	
5	223	53	170	92	131	17	46	84	74	81	36	77	24	71	42	36	36	24	175	24	78	38	16	19	32	161	39
	11%	11%	11%	9%	13%	8%	10%	11%	14%	13%	9%	11%	13%	13%	10%	13%	8%	9%	11%	10%	10%	10%	8%	10%	16%	10%	11%
					D				F					Q											TUVW		
6	198	49	149	112	86	15	52	77	53	54	38	73	30	50	38	27	46	22	169	26	76	38	21	18	19	154	36
	10%	10%	10%	12%	8%	7%	11%	10%	10%	9%	9%	10%	17%	9%	9%	10%	11%	8%	10%	10%	10%	10%	11%	9%	10%	10%	10%
				E									J														
7	248	63	186	138	111	31	75	108	32	60	45	113	24	46	63	32	61	41	220	41	101	49	27	34	20	218	44
	13%	13%	12%	14%	11%	15%	17%	14%	6%	10%	11%	16%	13%	8%	15%	12%	14%	15%	13%	16%	14%	12%	14%	17%	10%	14%	12%
						I	I	I				J			N		N			Y				Y			
8	371	101	270	196	176	50	89	155	73	108	88	146	24	94	79	55	90	52	342	54	161	75	44	41	33	322	76
	19%	21%	18%	20%	17%	25%	20%	20%	14%	17%	22%	20%	13%	17%	19%	20%	21%	19%	21%	22%	22%	19%	22%	21%	17%	21%	21%
						I	I	I			M																
9	208	48	160	118	90	28	64	83	31	73	45	78	12	42	58	32	48	30	180	24	78	53	28	22	12	159	47
	10%	10%	11%	12%	9%	14%	14%	11%	6%	12%	11%	11%	6%	8%	14%	12%	11%	11%	11%	10%	10%	13%	14%	11%	6%	10%	13%
				E		I	I	I		M					N						Y	Y	Y				
10 - Extremely interested	294	79	214	169	125	42	72	145	33	130	68	72	20	98	61	36	62	55	234	36	123	65	28	19	29	226	58
	15%	16%	14%	17%	12%	21%	16%	19%	6%	21%	17%	10%	11%	18%	15%	13%	15%	20%	14%	14%	17%	16%	14%	10%	15%	15%	16%
				E		I	I	I		LM	L							S			X	X					
TOP 2 BOX	502	127	374	287	215	70	136	228	64	203	112	149	31	140	119	67	111	85	414	60	201	118	56	41	41	385	105
	25%	26%	25%	30%	21%	35%	30%	29%	12%	33%	27%	21%	17%	26%	29%	25%	26%	31%	25%	24%	27%	30%	28%	21%	21%	25%	29%
				E		I	I	I		LM	LM							S				XY					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8C. Level of interest: Action

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1121	291	830	620	501	151	300	491	169	371	246	408	79	279	260	154	262	178	976	155	463	242	127	116	94	925	225
	56%	59%	56%	64%	49%	75%	66%	63%	31%	60%	60%	56%	44%	52%	63%	56%	61%	66%	60%	62%	62%	61%	64%	58%	47%	60%	61%
				E		GHI	I	I		M	M	M		N	N	S			Y	Y	Y	Y	Y				
Don't know/refuse to answer	16	5	11	2	14	-	-	-	13	7	3	1	1	3	2	2	-	1	8	-	5	2	4	1	1	11	1
	1%	1%	1%	1%	1%				2%	1%	1%	1%	1%	1%	1%	1%		1%	1%		1%	1%	2%	1%	1%	1%	1%
					D																						
CHI-SQUARE SIGNIFICANCE	<--5.957-->		<--95.482-->		<-----491.13----->					<-----100.725----->				<-----70.571----->				<--16.094-->		<-----73.015----->						<--10.874-->	
	12%		100%		100%					100%				100%				86%		95%						55%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8D. Level of interest: Spy or thriller

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1991	495	1496	966	1026	201	452	773	548	628	410	724	181	543	413	277	427	268	1647	248	748	399	201	197	200	1552	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	215	52	163	61	154	6	12	53	140	82	38	62	10	90	39	27	9	30	146	32	60	33	19	22	24	138	48
	11%	11%	11%	6%	15%	3%	3%	7%	26%	13%	9%	9%	5%	17%	9%	10%	2%	11%	9%	13%	8%	8%	9%	11%	12%	9%	13%
				D				FG	FGH	LM				OPQ	Q	Q				U							Z
2	68	17	51	20	47	6	12	21	27	29	10	23	5	17	7	14	11	10	60	9	27	11	9	8	10	62	11
	3%	3%	3%	2%	5%	3%	3%	3%	5%	5%	2%	3%	3%	3%	2%	5%	3%	4%	4%	4%	4%	3%	4%	4%	5%	4%	3%
					D																						
3	93	19	74	34	59	3	14	34	42	26	23	30	12	28	21	10	20	12	62	10	26	17	3	8	12	54	19
	5%	4%	5%	4%	6%	1%	3%	4%	8%	4%	6%	4%	7%	5%	5%	3%	5%	4%	4%	4%	3%	4%	1%	4%	6%	3%	5%
				D				F	FG													W				W	
4	82	21	61	36	45	8	15	28	30	28	9	33	12	26	19	6	14	17	64	11	29	16	14	10	4	65	16
	4%	4%	4%	4%	4%	4%	3%	4%	5%	4%	2%	5%	7%	5%	5%	2%	3%	6%	4%	4%	4%	4%	7%	5%	2%	4%	4%
																						Y					
5	201	43	158	103	98	22	40	72	68	77	30	75	14	64	32	26	43	25	154	21	67	44	19	23	20	161	29
	10%	9%	11%	11%	10%	11%	9%	9%	12%	12%	7%	10%	8%	12%	8%	10%	10%	9%	9%	8%	9%	11%	9%	12%	10%	10%	8%
										K																	
6	199	46	154	98	102	30	56	69	45	60	36	77	24	55	45	28	40	29	172	15	73	39	24	22	31	160	35
	10%	9%	10%	10%	10%	15%	12%	9%	8%	10%	9%	11%	13%	10%	11%	10%	9%	11%	10%	6%	10%	10%	12%	11%	16%	10%	10%
						HI															T		T		TU		
7	303	67	236	186	117	31	84	134	50	63	65	129	39	65	58	43	89	30	260	42	108	64	26	34	27	243	47
	15%	14%	16%	19%	11%	15%	19%	17%	9%	10%	16%	18%	22%	12%	14%	16%	21%	11%	16%	17%	14%	16%	13%	17%	14%	16%	13%
				E		I	I	I			J	J	J				NO		R								
8	419	115	304	226	193	48	111	178	80	122	92	161	43	95	91	64	110	51	382	52	181	84	50	37	40	348	77
	21%	23%	20%	23%	19%	24%	25%	23%	15%	19%	22%	22%	24%	18%	22%	23%	26%	19%	23%	21%	24%	21%	25%	19%	20%	22%	21%
				E		I	I	I									N										
9	188	52	136	104	84	21	61	74	28	61	43	70	8	42	49	31	39	27	169	27	80	43	23	16	13	147	45
	9%	10%	9%	11%	8%	11%	14%	10%	5%	10%	10%	10%	4%	8%	12%	11%	9%	10%	10%	11%	11%	11%	11%	8%	7%	9%	12%
						I	I	I		M	M	M									Y						
10 - Extremely interested	223	63	160	97	127	26	46	109	38	81	63	64	15	59	52	27	52	37	178	29	97	48	14	17	19	174	41
	11%	13%	11%	10%	12%	13%	10%	14%	7%	13%	15%	9%	8%	11%	13%	10%	12%	14%	11%	12%	13%	12%	7%	9%	10%	11%	11%
						I		I		L	LM										W	W					
TOP 2 BOX	411	115	296	200	211	48	107	184	66	142	106	134	22	101	101	58	91	64	347	56	177	91	37	33	32	321	86
	21%	23%	20%	21%	21%	24%	24%	24%	12%	23%	26%	18%	12%	19%	24%	21%	21%	24%	21%	23%	24%	23%	18%	17%	16%	21%	23%
						I	I	I		M	LM										XY	Y					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8D. Level of interest: Spy or thriller

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1133	297	836	613	520	126	303	496	196	326	264	423	105	261	250	165	290	145	989	150	466	239	113	104	99	912	210
	57%	60%	56%	63%	51%	63%	67%	64%	36%	52%	64%	58%	58%	48%	61%	60%	68%	54%	60%	60%	62%	60%	56%	53%	50%	59%	57%
				E		I	I	I		J	J				N	N	N			Y	XY	Y					
Don't know/refuse to answer	11	2	9	7	4	-	-	4	4	2	2	3	-	2	3	-	1	3	1	2	2	1	1	3	-	9	-
	1%	1%	1%	1%	1%			1%	1%	1%	1%	1%		1%	1%		1%	1%	1%	1%	1%	1%	1%	2%		1%	
CHI-SQUARE SIGNIFICANCE	<--9.132-->		<--90.542-->		<-----357.218----->					<-----93.222----->				<-----107.145----->				<--14.098-->		<-----63.428----->						<--15.669-->	
	39%		100%		100%					100%				100%				77%		80%						85%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8E. Level of interest: Animated

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1980	492	1488	963	1017	201	450	771	541	625	408	720	179	537	413	275	425	267	1638	247	744	397	198	197	199	1545	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	288	64	224	149	139	15	16	82	171	115	48	85	24	100	47	25	63	32	219	47	83	50	27	18	37	201	54
	15%	13%	15%	15%	14%	8%	4%	11%	32%	18%	12%	12%	13%	19%	11%	9%	15%	12%	13%	19%	11%	13%	14%	9%	19%	13%	15%
						G		G	FGH	KL				OP			P			UVX						UX	
2	127	33	94	65	62	7	23	46	52	38	23	41	21	30	21	27	30	17	115	18	51	17	14	15	19	105	26
	6%	7%	6%	7%	6%	3%	5%	6%	10%	6%	6%	6%	12%	6%	5%	10%	7%	6%	7%	7%	7%	4%	7%	8%	10%	7%	7%
									FG				L													V	
3	133	32	101	70	63	17	30	47	37	43	27	51	8	39	30	18	25	16	126	26	51	26	15	15	11	108	30
	7%	7%	7%	7%	6%	8%	7%	6%	7%	7%	7%	7%	5%	7%	7%	6%	6%	6%	8%	11%	7%	7%	8%	8%	6%	7%	8%
																				Y							
4	177	41	136	84	93	24	29	71	49	53	31	68	20	33	34	24	43	24	134	14	59	40	12	18	23	136	26
	9%	8%	9%	9%	9%	12%	6%	9%	9%	8%	8%	9%	11%	6%	8%	9%	10%	9%	8%	6%	8%	10%	6%	9%	12%	9%	7%
						G															T					T	
5	315	84	231	151	165	30	61	125	99	108	69	100	28	105	55	39	70	40	251	38	122	67	32	26	25	241	58
	16%	17%	16%	16%	16%	15%	14%	16%	18%	17%	17%	14%	16%	20%	13%	14%	16%	15%	15%	15%	16%	17%	16%	13%	13%	16%	16%
														O													
6	216	48	168	115	101	31	60	85	38	63	49	81	21	51	54	34	44	34	178	21	76	50	25	27	20	170	39
	11%	10%	11%	12%	10%	16%	13%	11%	7%	10%	12%	11%	12%	10%	13%	12%	10%	13%	11%	9%	10%	13%	13%	14%	10%	11%	11%
						I	I	I																			
7	252	68	185	111	141	26	75	106	45	62	65	99	27	52	54	47	59	30	223	32	107	56	19	25	18	200	46
	13%	14%	12%	12%	14%	13%	17%	14%	8%	10%	16%	14%	15%	10%	13%	17%	14%	11%	14%	13%	14%	14%	10%	13%	9%	13%	13%
						I	I	I			J					N				Y							
8	245	71	174	121	124	23	87	111	24	57	56	115	16	49	69	36	54	33	222	21	111	40	33	29	28	200	54
	12%	14%	12%	13%	12%	11%	19%	14%	4%	9%	14%	16%	9%	9%	17%	13%	13%	12%	14%	9%	15%	10%	17%	15%	14%	13%	15%
						I	FI	I			J	JM			N					TV			TV		T		
9	88	15	73	39	49	11	33	33	8	33	19	32	2	21	28	10	11	15	70	10	27	23	10	12	6	70	14
	4%	3%	5%	4%	5%	6%	7%	4%	2%	5%	5%	4%	1%	4%	7%	4%	3%	6%	4%	4%	4%	6%	5%	6%	3%	5%	4%
						I	I	I		M	M	M			Q												
10 - Extremely interested	139	38	101	57	82	16	35	66	19	53	20	47	12	57	19	14	26	26	100	20	57	28	11	12	12	114	18
	7%	8%	7%	6%	8%	8%	8%	9%	3%	8%	5%	7%	7%	11%	5%	5%	6%	10%	6%	8%	8%	7%	6%	6%	6%	7%	5%
						I	I	I		K				OPQ													
TOP 2 BOX	227	53	174	97	131	27	69	99	27	86	39	79	14	77	47	24	37	41	170	30	84	51	21	24	18	184	32
	11%	11%	12%	10%	13%	14%	15%	13%	5%	14%	10%	11%	8%	14%	11%	9%	9%	15%	10%	12%	11%	13%	11%	12%	9%	12%	9%
						I	I	I		M				PQ				S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8E. Level of interest: Animated

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	725	191	534	329	396	76	231	316	96	205	160	294	57	178	171	107	150	104	615	83	302	147	73	78	64	584	132
	37%	39%	36%	34%	39%	38%	51%	41%	18%	33%	39%	41%	32%	33%	41%	39%	35%	39%	38%	34%	41%	37%	37%	40%	32%	38%	36%
						I	FHI	I				J			N						TY						
Don't know/refuse to answer	22	5	17	10	12	-	2	5	11	5	4	6	1	7	3	2	3	4	10	3	6	3	4	3	1	16	3
	1%	1%	1%	1%	1%		*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%
									G																		
CHI-SQUARE SIGNIFICANCE	<--9.606-->		<--14.862-->		<-----401.11----->					<-----76.21----->				<-----93.745----->				<--13.237-->		<-----71.648----->						<--8.569-->	
	43%		81%		100%					100%				100%				72%		93%						34%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8F. Level of interest: Family or Children's

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1990	494	1496	966	1024	200	450	776	548	628	409	726	180	542	414	275	428	269	1642	248	747	399	198	199	199	1549	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	227	60	167	143	84	21	38	64	101	77	33	79	31	65	47	22	52	23	191	31	86	41	17	20	25	167	39
	11%	12%	11%	15%	8%	10%	8%	8%	18%	12%	8%	11%	17%	12%	11%	8%	12%	9%	12%	13%	12%	10%	9%	10%	13%	11%	11%
				E					FGH				K														
2	183	35	148	107	76	25	42	62	52	53	34	65	27	44	23	29	66	18	144	15	53	43	14	13	31	135	28
	9%	7%	10%	11%	7%	13%	9%	8%	9%	8%	8%	9%	15%	8%	5%	11%	15%	7%	9%	6%	7%	11%	7%	7%	16%	9%	8%
			B	E												O	NO					TU			TUWX		
3	145	31	115	85	61	32	39	47	27	45	29	55	14	39	36	19	34	26	125	20	50	36	19	15	17	130	24
	7%	6%	8%	9%	6%	16%	9%	6%	5%	7%	7%	8%	8%	7%	9%	7%	8%	10%	8%	8%	7%	9%	10%	8%	9%	8%	7%
				E		GHI	I																				
4	157	36	121	93	64	28	40	56	31	53	35	54	12	35	35	21	27	24	143	23	62	35	19	19	14	137	29
	8%	7%	8%	10%	6%	14%	9%	7%	6%	8%	8%	7%	7%	6%	9%	8%	6%	9%	9%	9%	8%	9%	10%	10%	7%	9%	8%
				E		HI																					
5	352	79	273	176	176	37	74	134	104	115	88	120	24	100	77	55	75	43	296	41	121	77	36	37	39	275	66
	18%	16%	18%	18%	17%	19%	16%	17%	19%	18%	21%	17%	13%	19%	19%	20%	17%	16%	18%	17%	16%	19%	18%	19%	20%	18%	18%
										M																	
6	187	59	128	100	87	21	40	79	46	64	37	68	15	42	40	20	43	28	153	13	89	31	21	20	18	157	29
	9%	12%	9%	10%	8%	10%	9%	10%	8%	10%	9%	9%	8%	8%	10%	7%	10%	10%	9%	5%	12%	8%	11%	10%	9%	10%	8%
		C																			TV		T				
7	224	63	161	98	125	10	58	101	51	52	41	99	30	56	60	29	47	35	194	37	97	39	25	21	14	184	41
	11%	13%	11%	10%	12%	5%	13%	13%	9%	8%	10%	14%	17%	10%	15%	11%	11%	13%	12%	15%	13%	10%	13%	11%	7%	12%	11%
						F	F	F	F			J	J							Y	Y						
8	254	71	184	97	158	14	64	106	70	77	62	89	16	64	50	43	48	31	203	29	103	46	21	26	22	188	49
	13%	14%	12%	10%	15%	7%	14%	14%	13%	12%	15%	12%	9%	12%	12%	16%	11%	12%	12%	12%	14%	12%	11%	13%	11%	12%	13%
				D			F	F	F																		
9	73	25	48	15	58	5	15	38	14	21	12	35	4	25	11	9	11	9	62	13	33	13	5	4	5	50	22
	4%	5%	3%	2%	6%	2%	3%	5%	3%	3%	3%	5%	2%	5%	3%	3%	3%	3%	4%	5%	4%	3%	3%	2%	3%	3%	6%
					D			F																			Z
10 - Extremely interested	189	37	152	53	136	8	40	89	52	69	39	63	7	72	33	27	25	32	131	26	53	38	21	24	14	126	41
	10%	7%	10%	6%	13%	4%	9%	11%	9%	11%	10%	9%	4%	13%	8%	10%	6%	12%	8%	10%	7%	10%	11%	12%	7%	8%	11%
				D			F	F	F	M	M	M		OQ													U
TOP 2 BOX	262	61	200	68	194	12	55	127	66	90	51	98	10	97	44	36	37	41	193	39	86	51	26	28	19	176	63
	13%	12%	13%	7%	19%	6%	12%	16%	12%	14%	13%	13%	6%	18%	11%	13%	9%	15%	12%	16%	12%	13%	13%	14%	10%	11%	17%
				D			F	F	F	M	M	M		OQ						Y							Z

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8F. Level of interest: Family or Children's

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	740	195	545	263	476	36	177	334	188	220	154	286	57	217	155	108	131	107	590	105	286	136	72	75	55	548	153
	37%	39%	36%	27%	47%	18%	39%	43%	34%	35%	38%	39%	32%	40%	37%	39%	31%	40%	36%	42%	38%	34%	36%	38%	28%	35%	42%
					D		F	FI	F					Q						VY	Y			Y			Z
Don't know/refuse to answer	12	3	9	6	5	0	2	1	4	3	3	1	1	2	1	2	-	2	6	2	3	1	4	1	1	12	-
	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--20.26-->		<--181.98-->		<-----160.518----->					<-----67.117----->				<-----78.157----->				<--11.88-->		<-----72.837----->						<--20.356-->	
	96%		100%		100%					100%				100%				63%		95%						96%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8G. Level of interest: Musical

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1988	493	1495	966	1023	201	450	773	546	628	410	723	181	541	412	275	428	269	1642	249	746	398	200	199	199	1551	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	380	87	293	254	126	47	114	129	88	152	67	121	25	116	69	49	94	59	314	52	139	79	44	34	43	300	80
	19%	18%	20%	26%	12%	23%	25%	17%	16%	24%	16%	17%	14%	22%	17%	18%	22%	22%	19%	21%	19%	20%	22%	17%	22%	19%	22%
				E		HI	HI			KLM																	
2	223	49	174	133	90	29	58	95	40	72	40	82	27	58	53	32	50	28	192	32	79	49	29	25	14	171	46
	11%	10%	12%	14%	9%	14%	13%	12%	7%	11%	10%	11%	15%	11%	13%	12%	12%	10%	12%	13%	11%	12%	15%	13%	7%	11%	13%
				E		I	I	I												Y		Y	Y				
3	220	50	170	129	92	31	53	95	41	71	47	79	21	44	44	36	59	34	183	26	80	45	19	24	29	180	31
	11%	10%	11%	13%	9%	15%	12%	12%	8%	11%	11%	11%	11%	8%	11%	13%	14%	13%	11%	10%	11%	11%	10%	12%	15%	12%	8%
				E		I		I									N										
4	174	44	130	85	88	13	49	86	26	43	42	65	22	42	45	20	39	21	155	28	72	24	18	19	19	144	30
	9%	9%	9%	9%	9%	6%	11%	11%	5%	7%	10%	9%	12%	8%	11%	7%	9%	8%	9%	11%	10%	6%	9%	10%	10%	9%	8%
							I	FI												V	V						
5	313	74	239	123	190	29	70	129	81	91	74	119	18	102	58	46	58	39	255	41	109	67	31	25	35	240	61
	16%	15%	16%	13%	19%	14%	15%	17%	15%	15%	18%	16%	10%	19%	14%	17%	13%	14%	16%	16%	15%	17%	16%	13%	18%	15%	17%
					D						M	M															
6	189	55	134	76	113	18	39	77	51	49	42	74	20	39	46	20	45	20	170	18	81	37	23	24	14	148	37
	10%	11%	9%	8%	11%	9%	9%	10%	9%	8%	10%	10%	11%	7%	11%	7%	10%	7%	10%	7%	11%	9%	12%	12%	7%	10%	10%
					D																						
7	178	40	138	65	113	13	38	69	57	47	37	67	24	38	36	44	35	15	149	17	64	40	14	19	13	133	26
	9%	8%	9%	7%	11%	6%	8%	9%	11%	8%	9%	9%	13%	7%	9%	16%	8%	6%	9%	7%	9%	10%	7%	10%	7%	9%	7%
					D											NOQ			R								
8	160	58	102	47	113	8	16	46	89	45	35	61	17	49	34	22	21	26	124	16	77	28	12	14	14	128	30
	8%	12%	7%	5%	11%	4%	4%	6%	16%	7%	9%	8%	9%	9%	8%	8%	5%	10%	8%	6%	10%	7%	6%	7%	7%	8%	8%
				C	D				FGH					Q							TW						
9	43	10	33	13	30	2	5	15	19	11	10	20	1	17	10	1	8	3	40	8	14	9	2	6	7	36	10
	2%	2%	2%	1%	3%	1%	1%	2%	4%	2%	2%	3%	1%	3%	2%	1%	2%	1%	2%	3%	2%	2%	1%	3%	4%	2%	3%
					D				FG		M			P	P												
10 - Extremely interested	108	25	83	40	68	12	8	33	53	46	17	34	6	36	18	7	21	24	60	11	31	20	8	9	11	71	16
	5%	5%	6%	4%	7%	6%	2%	4%	10%	7%	4%	5%	3%	7%	4%	2%	5%	9%	4%	4%	4%	5%	4%	5%	6%	5%	4%
					D	G		G	GH	KM				P				S									
TOP 2 BOX	151	35	116	53	98	14	13	48	72	57	27	54	7	53	28	7	29	27	100	19	45	29	10	15	18	107	26
	8%	7%	8%	5%	10%	7%	3%	6%	13%	9%	7%	7%	4%	10%	7%	3%	7%	10%	6%	8%	6%	7%	5%	8%	9%	7%	7%
					D	G		G	FGH	M				P	P		P	S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8G. Level of interest: Musical

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	489	133	356	165	324	35	67	162	219	149	99	182	48	140	97	73	84	68	373	52	186	97	36	48	45	368	82
	25%	27%	24%	17%	32%	17%	15%	21%	40%	24%	24%	25%	27%	26%	24%	27%	20%	25%	23%	21%	25%	24%	18%	24%	23%	24%	22%
					D				G												W						
Don't know/refuse to answer	14	4	9	7	7	-	2	3	6	3	2	3	-	4	3	2	-	2	6	1	4	2	2	1	1	10	1
	1%	1%	1%	1%	1%		*	*	1%	*	1%	*		1%	1%	1%		1%	*	*	1%	1%	1%	1%	1%	1%	*
CHI-SQUARE SIGNIFICANCE	<-17.631->		<-174.698->		<-243.332->				<-58.15->				<-82.021->				<-29.781->		<-49.719->						<-6.224->		
	91%		100%		100%				100%				100%				100%		32%						14%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8H. Level of interest: Sci-Fi

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1972	492	1480	960	1012	199	452	773	532	614	409	724	180	532	413	276	425	266	1633	244	744	398	197	194	198	1536	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	469	100	369	147	322	20	58	144	243	160	84	172	36	156	82	57	91	43	351	56	128	88	39	46	58	319	86
	24%	20%	25%	15%	32%	10%	13%	19%	46%	26%	21%	24%	20%	29%	20%	21%	21%	16%	21%	23%	17%	22%	20%	24%	29%	21%	23%
			B		D			FG	FGH					OPQ					R			U			UW		
2	119	36	82	44	75	9	25	37	46	31	30	39	17	31	20	17	29	24	95	20	49	17	11	14	13	94	25
	6%	7%	6%	5%	7%	5%	5%	5%	9%	5%	7%	5%	10%	6%	5%	6%	7%	9%	6%	8%	7%	4%	6%	7%	7%	6%	7%
					D				H																		
3	113	24	89	40	73	10	18	38	45	39	25	30	13	30	23	17	21	10	95	16	35	23	15	9	13	84	26
	6%	5%	6%	4%	7%	5%	4%	5%	9%	6%	6%	4%	7%	6%	6%	6%	5%	4%	6%	7%	5%	6%	8%	5%	7%	5%	7%
					D				GH																		
4	127	36	92	64	64	15	31	46	33	37	21	49	11	37	23	13	24	19	106	18	55	21	14	11	13	103	24
	6%	7%	6%	7%	6%	8%	7%	6%	6%	6%	5%	7%	6%	7%	5%	5%	6%	7%	6%	7%	7%	5%	7%	6%	7%	7%	7%
5	231	49	182	104	126	31	57	95	48	73	48	90	16	52	44	41	44	39	182	26	74	43	29	28	32	187	41
	12%	10%	12%	11%	12%	15%	13%	12%	9%	12%	12%	12%	9%	10%	11%	15%	10%	15%	11%	11%	10%	11%	15%	14%	16%	12%	11%
						I																			U		
6	175	34	140	100	75	27	52	70	25	53	33	68	18	40	43	28	38	27	138	20	57	48	20	11	13	138	26
	9%	7%	9%	10%	7%	14%	11%	9%	5%	9%	8%	9%	10%	8%	11%	10%	9%	10%	8%	8%	8%	12%	10%	6%	7%	9%	7%
				E		I	I	I														UXY					
7	193	55	138	122	71	27	51	97	17	58	40	75	19	40	56	33	43	26	181	21	91	38	20	27	16	164	36
	10%	11%	9%	13%	7%	13%	11%	13%	3%	9%	10%	10%	10%	8%	13%	12%	10%	10%	11%	9%	12%	10%	10%	14%	8%	11%	10%
				E		I	I	I							N												
8	256	65	191	153	103	27	76	113	37	65	62	100	28	68	53	39	66	36	231	34	107	58	33	22	20	204	57
	13%	13%	13%	16%	10%	14%	17%	15%	7%	11%	15%	14%	16%	13%	13%	14%	16%	14%	14%	14%	14%	15%	17%	11%	10%	13%	16%
				E		I	I	I																			
9	118	40	78	74	44	16	43	43	14	28	34	49	6	25	36	7	28	13	108	10	64	22	4	12	13	99	19
	6%	8%	5%	8%	4%	8%	9%	6%	3%	4%	8%	7%	3%	5%	9%	2%	7%	5%	7%	4%	9%	6%	2%	6%	7%	6%	5%
		C		E		I	HI	I			JM				NP		P				TVW	W		W	W		
10 - Extremely interested	172	53	119	113	59	16	40	90	25	70	33	53	15	52	34	23	40	29	146	23	84	40	12	14	7	144	26
	9%	11%	8%	12%	6%	8%	9%	12%	5%	11%	8%	7%	8%	10%	8%	8%	9%	11%	9%	9%	11%	10%	6%	7%	4%	9%	7%
				E		I	I	I		L										Y	WY	Y					
TOP 2 BOX	290	92	197	186	104	32	83	133	39	97	67	101	21	77	70	30	68	42	254	33	148	62	16	26	20	243	45
	15%	19%	13%	19%	10%	16%	18%	17%	7%	16%	16%	14%	11%	15%	17%	11%	16%	16%	16%	14%	20%	16%	8%	13%	10%	16%	12%
		C		E		I	I	I							P						TWXY	W					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8H. Level of interest: Sci-Fi

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	738	212	526	461	277	86	211	343	93	220	168	277	68	185	178	102	177	104	666	88	346	158	69	75	56	611	138
	37%	43%	36%	48%	27%	43%	47%	44%	17%	36%	41%	38%	38%	35%	43%	37%	42%	39%	41%	36%	47%	40%	35%	39%	28%	40%	38%
		C		E		I	I	I							N						TWVXY	Y		Y			
Don't know/refuse to answer	30	6	24	13	17	2	-	4	20	16	3	3	1	12	2	1	3	5	15	6	6	2	5	6	2	25	2
	2%	1%	2%	1%	2%	1%		4%	4%	3%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	3%	1%	2%	1%
									FH	KLM				OP									V			A2	
CHI-SQUARE SIGNIFICANCE	<-28.223->		<-190.607->		<-407.656->				<-43.841->				<-54.381->				<-14.653->		<-109.873->						<-10.26->		
	100%		100%		100%				90%				99%				80%		100%						49%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8I. Level of interest: Horror

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1989	494	1496	964	1026	201	452	772	548	629	411	724	180	541	412	277	428	268	1644	249	746	399	198	199	200	1551	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	824	218	606	300	523	18	104	311	386	234	169	310	80	236	149	119	157	89	652	98	299	141	76	75	87	586	166
	41%	44%	41%	31%	51%	9%	23%	40%	70%	37%	41%	43%	45%	44%	36%	43%	37%	33%	40%	39%	40%	35%	38%	38%	44%	38%	45%
					D		F	FG	FGH					O				R								Z	
2	195	50	145	105	91	7	39	96	51	37	32	94	29	45	42	29	47	17	160	20	73	37	11	17	26	147	32
	10%	10%	10%	11%	9%	3%	9%	12%	9%	6%	8%	13%	16%	8%	10%	11%	11%	6%	10%	8%	10%	9%	6%	9%	13%	9%	9%
							F	F	F		JK	JK						R			W				W		
3	134	28	106	82	52	9	29	70	25	35	29	53	15	32	19	21	38	12	108	10	43	29	11	12	17	101	17
	7%	6%	7%	8%	5%	4%	6%	9%	5%	6%	7%	7%	8%	6%	5%	8%	9%	4%	7%	4%	6%	7%	6%	6%	9%	7%	5%
				E				FI									O										
4	104	29	76	72	32	9	27	45	22	31	25	39	7	24	28	15	23	10	89	7	44	17	11	9	14	80	14
	5%	6%	5%	7%	3%	4%	6%	6%	4%	5%	6%	5%	4%	4%	7%	5%	5%	4%	5%	3%	6%	4%	6%	5%	7%	5%	4%
				E																	T					T	
5	154	31	123	102	52	17	49	63	24	60	30	57	7	44	44	15	32	29	127	26	51	32	12	22	15	128	24
	8%	6%	8%	11%	5%	9%	11%	8%	4%	9%	7%	8%	4%	8%	11%	5%	8%	11%	8%	10%	7%	8%	6%	11%	8%	8%	7%
				E			I	I		M					P												
6	115	27	87	72	42	18	50	38	8	33	20	50	11	25	34	11	37	7	115	14	49	30	12	11	8	92	21
	6%	6%	6%	8%	4%	9%	11%	5%	1%	5%	5%	7%	6%	5%	8%	4%	9%	3%	7%	6%	7%	8%	6%	6%	4%	6%	6%
				E		HI	HI	I							P		NP		R								
7	122	27	95	80	42	26	45	40	12	37	28	42	12	31	26	22	31	26	110	16	48	30	22	17	6	110	26
	6%	6%	6%	8%	4%	13%	10%	5%	2%	6%	7%	6%	7%	6%	6%	8%	7%	10%	7%	6%	6%	8%	11%	9%	3%	7%	7%
				E		HI	HI	I													Y	Y	Y	Y			
8	121	31	90	59	62	27	43	44	5	39	37	37	7	31	29	20	24	25	106	18	51	30	18	10	9	107	25
	6%	6%	6%	6%	6%	13%	9%	6%	1%	6%	9%	5%	4%	6%	7%	7%	6%	9%	6%	7%	7%	8%	9%	5%	5%	7%	7%
						HI	HI	I			LM																
9	71	17	54	27	45	20	27	18	4	37	8	20	3	19	11	11	13	14	59	13	28	15	12	8	6	69	11
	4%	3%	4%	3%	4%	10%	6%	2%	1%	6%	2%	3%	2%	3%	3%	4%	3%	5%	4%	5%	4%	4%	6%	4%	3%	4%	3%
						HI	HI			KLM																	
10 - Extremely interested	149	36	113	65	83	50	39	48	11	86	33	23	7	55	28	15	26	39	118	27	60	38	13	18	12	131	31
	7%	7%	8%	7%	8%	25%	9%	6%	2%	14%	8%	3%	4%	10%	7%	5%	6%	15%	7%	11%	8%	10%	7%	9%	6%	8%	8%
						GHI	I	I		KLM	L			P				S									
TOP 2 BOX	220	53	167	92	128	70	66	66	15	123	41	43	10	74	40	26	40	53	177	40	88	53	25	26	18	200	42
	11%	11%	11%	10%	12%	35%	15%	9%	3%	20%	10%	6%	6%	14%	10%	9%	9%	20%	11%	16%	12%	13%	13%	13%	9%	13%	11%
						GHI	HI	I		KLM	L							S		Y							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8I. Level of interest: Horror

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	464	112	352	231	233	122	154	149	32	199	106	122	29	136	95	68	94	104	393	74	187	113	65	53	33	417	93
	23%	23%	24%	24%	23%	61%	34%	19%	6%	32%	26%	17%	16%	25%	23%	24%	22%	39%	24%	30%	25%	28%	33%	27%	17%	27%	25%
						GHI	HI	I		LM	LM						S			Y	Y	Y	UY	Y			
Don't know/refuse to answer	13	4	9	9	4	-	-	5	4	2	1	3	1	4	3	-	-	3	4	1	4	1	4	1	-	10	1
	1%	1%	1%	1%	1%			1%	1%	1%	1%	1%	1%	1%	1%			1%	1%	1%	1%	1%	2%	1%		1%	1%
CHI-SQUARE SIGNIFICANCE	<-5.258-->		<-128.113-->		<-----750.802----->					<-----192.427----->				<-----51.189----->				<-58.994-->		<-----67.103----->						<-10.515-->	
	8%		100%		100%					100%				98%				100%		87%						52%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8J. Level of interest: Film D'auteur or Art film

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1952	484	1468	946	1006	198	450	765	524	612	401	718	176	520	408	274	425	266	1621	246	734	391	199	199	194	1528	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	557	83	475	257	300	41	115	211	186	220	126	176	24	156	122	71	106	71	411	85	122	126	57	60	56	389	98
	29%	17%	32%	27%	30%	21%	26%	28%	36%	36%	31%	25%	14%	30%	30%	26%	25%	27%	25%	35%	17%	32%	29%	30%	29%	25%	27%
			B					F	FGH	LM	LM	M							U		U	U	U	U	U		
2	234	43	191	127	107	29	69	75	59	79	42	88	19	60	51	34	47	31	194	32	66	49	34	24	28	172	56
	12%	9%	13%	13%	11%	15%	15%	10%	11%	13%	11%	12%	11%	12%	12%	12%	11%	12%	12%	13%	9%	13%	17%	12%	14%	11%	15%
			B				H															U			U		Z
3	178	41	136	91	87	22	51	71	32	56	40	56	16	48	34	17	42	28	148	28	64	36	18	15	22	142	33
	9%	9%	9%	10%	9%	11%	11%	9%	6%	9%	10%	8%	9%	9%	8%	6%	10%	11%	9%	11%	9%	9%	9%	8%	11%	9%	9%
							I																				
4	173	36	137	99	74	22	46	76	28	55	35	63	17	41	33	29	47	22	155	30	59	31	21	24	16	130	43
	9%	7%	9%	10%	7%	11%	10%	10%	5%	9%	9%	9%	10%	8%	8%	11%	11%	8%	10%	12%	8%	8%	11%	12%	8%	9%	12%
				E		I	I	I																			
5	274	86	188	128	146	30	56	111	73	81	60	105	25	80	50	34	64	52	234	32	129	49	28	34	26	238	50
	14%	18%	13%	14%	15%	15%	12%	15%	14%	13%	15%	15%	14%	15%	12%	12%	15%	20%	14%	13%	18%	13%	14%	17%	13%	16%	14%
		C																S		V							
6	160	52	108	75	85	19	28	71	41	34	26	78	17	37	37	24	43	14	143	12	78	30	15	15	13	133	26
	8%	11%	7%	8%	8%	9%	6%	9%	8%	6%	7%	11%	10%	7%	9%	9%	10%	5%	9%	5%	11%	8%	8%	8%	7%	9%	7%
		C										JK							R		T						
7	152	40	112	69	84	15	42	61	34	40	30	61	21	35	35	26	40	18	129	14	65	33	9	14	15	119	22
	8%	8%	8%	7%	8%	8%	9%	8%	6%	7%	7%	9%	12%	7%	9%	9%	9%	7%	8%	6%	9%	8%	5%	7%	8%	8%	6%
																					W						
8	121	59	62	58	63	11	20	50	39	19	16	60	20	32	26	19	24	12	113	6	87	23	5	6	5	108	17
	6%	12%	4%	6%	6%	6%	4%	7%	7%	3%	4%	8%	12%	6%	6%	7%	6%	5%	7%	2%	12%	6%	3%	3%	3%	7%	5%
		C										JK	JK								TVWXY	TWY					
9	36	18	18	15	21	4	8	12	10	6	10	10	9	10	10	3	4	4	42	4	28	2	3	5	6	41	7
	2%	4%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	5%	2%	3%	1%	1%	2%	3%	2%	4%	1%	2%	3%	3%	3%	2%
		C											J								TVW					V	
10 - Extremely interested	67	26	41	28	39	6	14	26	22	23	16	21	5	21	9	17	9	14	52	3	36	12	9	2	7	56	11
	3%	5%	3%	3%	4%	3%	3%	3%	4%	4%	4%	3%	3%	4%	2%	6%	2%	5%	3%	1%	5%	3%	5%	1%	4%	4%	3%
		C														OQ					TX		TX				
TOP 2 BOX	103	43	59	43	60	10	22	38	32	28	26	31	15	31	20	20	13	18	94	7	64	14	12	7	13	97	18
	5%	9%	4%	5%	6%	5%	5%	5%	6%	5%	6%	4%	8%	6%	5%	7%	3%	7%	6%	3%	9%	4%	6%	4%	7%	6%	5%
		C														Q					TVX						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8J. Level of interest: Film D'auteur or Art film

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	376	142	234	170	206	36	84	149	105	88	72	152	57	97	81	64	76	48	336	27	216	70	26	27	33	324	57
	19%	29%	16%	18%	20%	18%	19%	19%	20%	14%	18%	21%	32%	19%	20%	24%	18%	18%	21%	11%	29%	18%	13%	14%	17%	21%	16%
		C									J	JKL								TWVXY	T					A2	
Don't know/refuse to answer	50	13	37	26	24	3	2	11	28	19	11	9	5	24	7	3	3	5	27	4	16	9	3	1	6	33	5
	3%	3%	2%	3%	2%	1%	1%	1%	5%	3%	3%	1%	3%	5%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%
									FGH	L				OPQ						X	X						
CHI-SQUARE SIGNIFICANCE	<-134.684->		<-15.622->		<-56.63->					<-115.875->				<-40.535->				<-16.127->		<-213.738->						<-19.116->	
	100%		84%		99%					100%				83%				86%		100%						94%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A8K. Level of interest: Foreign film

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1976	491	1486	955	1021	200	452	765	541	625	410	711	181	541	408	275	424	267	1637	248	742	396	199	198	198	1541	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not at all interested	493	72	421	206	287	28	81	165	212	192	125	136	21	156	96	68	80	63	361	81	100	99	53	54	55	326	104
	25%	15%	28%	22%	28%	14%	18%	22%	39%	31%	30%	19%	12%	29%	24%	25%	19%	24%	22%	33%	13%	25%	27%	27%	28%	21%	28%
			B		D			F	FGH	LM	LM	M		Q						UV		U	U	U	U		Z
2	161	29	131	73	88	15	39	75	32	48	23	75	9	33	27	31	34	22	131	28	44	35	25	20	14	124	34
	8%	6%	9%	8%	9%	8%	9%	10%	6%	8%	6%	10%	5%	6%	7%	11%	8%	8%	8%	11%	6%	9%	13%	10%	7%	8%	9%
			B					I				KM				N				U		U					
3	204	36	168	102	102	19	49	83	53	87	41	64	10	56	50	19	45	19	169	30	55	45	24	18	23	150	36
	10%	7%	11%	11%	10%	9%	11%	11%	10%	14%	10%	9%	6%	10%	12%	7%	11%	7%	10%	12%	7%	11%	12%	9%	12%	10%	10%
			B							LM					P					U		U					
4	136	30	106	71	66	24	33	50	29	53	22	46	14	37	30	20	30	21	117	20	48	29	16	13	15	110	25
	7%	6%	7%	7%	6%	12%	7%	7%	5%	8%	5%	7%	8%	7%	7%	7%	7%	8%	7%	8%	6%	7%	8%	7%	8%	7%	7%
						HI																					
5	358	111	248	201	157	44	87	151	74	100	73	142	34	90	77	48	90	55	313	42	170	77	34	30	26	301	67
	18%	23%	17%	21%	15%	22%	19%	20%	14%	16%	18%	20%	19%	17%	19%	17%	21%	21%	19%	17%	23%	19%	17%	15%	13%	20%	18%
		C		E		I		I												TXY		Y					
6	168	48	119	82	86	20	44	60	40	46	29	72	17	44	39	25	31	21	143	19	73	34	15	18	14	133	37
	8%	10%	8%	9%	8%	10%	10%	8%	7%	7%	7%	10%	9%	8%	10%	9%	7%	8%	9%	8%	10%	9%	8%	9%	7%	9%	10%
7	194	68	126	103	90	24	57	72	37	40	45	88	17	54	41	18	54	26	181	12	112	25	12	25	27	177	25
	10%	14%	8%	11%	9%	12%	13%	9%	7%	6%	11%	12%	9%	10%	10%	6%	13%	10%	11%	5%	15%	6%	6%	13%	14%	11%	7%
		C				I	I				J	J					P				TVW			TVW	TVW	A2	
8	156	58	98	71	85	15	33	64	41	36	23	58	38	39	26	30	37	20	128	3	83	35	9	10	15	126	23
	8%	12%	7%	7%	8%	8%	7%	8%	7%	6%	6%	8%	21%	7%	6%	11%	9%	7%	8%	1%	11%	9%	5%	5%	8%	8%	6%
		C											JKL								TWX	TW	T	T	T		
9	42	20	22	15	27	3	13	18	8	6	14	14	9	14	9	4	9	4	43	4	28	6	2	5	3	43	4
	2%	4%	2%	2%	3%	2%	3%	2%	1%	1%	3%	2%	5%	3%	2%	1%	2%	1%	3%	2%	4%	2%	1%	3%	2%	3%	1%
		C									J	J									TVWY					A2	
10 - Extremely interested	65	20	45	32	33	7	14	28	16	18	15	18	12	19	11	12	13	16	51	9	29	11	9	5	6	51	12
	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	4%	2%	7%	4%	3%	4%	3%	6%	3%	4%	4%	3%	5%	3%	3%	3%	3%
TOP 2 BOX	107	39	68	47	60	10	28	45	24	24	29	31	21	34	20	16	22	20	94	13	57	17	11	10	9	94	16
	5%	8%	5%	5%	6%	5%	6%	6%	4%	4%	7%	4%	12%	6%	5%	6%	5%	7%	6%	5%	8%	4%	6%	5%	5%	6%	4%
		C												JL							V						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A8K. Level of interest: Foreign film

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	456	165	292	221	236	50	118	182	101	100	97	177	76	127	87	63	113	66	403	28	252	77	32	45	51	397	64
	23%	34%	20%	23%	23%	25%	26%	24%	19%	16%	24%	25%	42%	23%	21%	23%	27%	25%	25%	11%	34%	19%	16%	23%	26%	26%	17%
		C					I				J	J	JKL								TWVXY	T		T	TW	A2	
Don't know/refuse to answer	26	7	19	17	8	0	-	11	11	5	2	16	-	3	7	2	5	4	11	2	8	4	3	2	2	20	1
	1%	1%	1%	2%	1%	0%		1%	2%	1%	0%	2%		1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
								F	F			K														A2	
CHI-SQUARE SIGNIFICANCE	<-104.761->		<-25.148->		<-116.652->					<-188.017->				<-42.905->				<-11.261->		<-209.131->						<-28.422->	
	100%		99%		100%					100%				88%				58%		100%						100%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9A. Have you HEARD of the movie titled... (% Yes)

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOTAL	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Seraphin : Un homme et son peche	627	441	186	314	313	50	138	272	159	193	110	257	57	191	141	96	121	70	725	28	669	48	18	33	22	647	143
	32%	89%	12%	32%	31%	25%	31%	35%	29%	31%	27%	36%	32%	35%	34%	35%	28%	26%	44%	11%	90%	12%	9%	17%	11%	42%	39%
			C					FI				K							R		TVWXY			W			
Elvis Gratton XXX: Elvis Gratton La Vengeance d'Elvis Wong	531	404	127	267	264	56	129	196	141	189	94	201	39	165	120	66	95	66	648	23	624	34	22	15	19	583	132
	27%	82%	8%	28%	26%	28%	29%	25%	26%	30%	23%	28%	22%	30%	29%	24%	22%	24%	39%	9%	84%	9%	11%	8%	10%	37%	36%
			C							KM				Q					R		TVWXY						
Resident Evil: Apocalypse	1129	248	881	600	529	170	368	458	125	352	267	403	97	286	240	156	286	180	941	143	397	260	115	131	109	919	188
	57%	50%	59%	62%	52%	85%	81%	59%	23%	56%	65%	55%	54%	53%	58%	56%	67%	67%	57%	58%	53%	57%	57%	66%	55%	59%	51%
			B	E		HI	HI	I			JLM						NO	S				UY		UY		A2	
Les Invasion barbares	952	452	500	493	459	77	210	392	264	257	184	379	114	268	201	116	230	110	942	54	685	132	71	65	74	861	185
	48%	91%	33%	51%	45%	38%	47%	51%	48%	41%	45%	52%	63%	50%	49%	42%	54%	41%	57%	22%	92%	33%	35%	33%	37%	55%	51%
			C	E			F	F	F			JK	JKL				P		R		TVWXY	T	T	T	T		
Being Julia	937	135	802	397	540	66	208	418	237	209	228	363	125	203	188	141	262	83	740	118	197	225	95	104	108	672	136
	47%	27%	54%	41%	53%	34%	46%	54%	43%	33%	56%	50%	70%	38%	46%	51%	61%	31%	45%	48%	27%	57%	48%	53%	54%	44%	37%
			B		D		F	FGI	F		J	J	JKL		N	N	NO		R	U		TUW	U	U	U	A2	
Bollywood Hollywood	908	102	805	464	443	72	220	387	225	204	213	365	114	217	179	133	244	108	653	90	159	231	83	104	119	626	122
	46%	21%	54%	48%	43%	36%	49%	50%	41%	33%	52%	50%	63%	40%	43%	48%	57%	40%	40%	36%	21%	58%	41%	52%	60%	40%	33%
			B				FI	FI			J	J	JKL				NO			U		TUW	U	TUW	TUW	A2	
Ma vie en cinemascope	405	328	77	196	209	34	93	175	100	114	65	180	42	113	99	57	79	38	512	8	504	22	5	14	10	456	93
	20%	67%	5%	20%	20%	17%	20%	23%	18%	18%	16%	25%	23%	21%	24%	21%	18%	14%	31%	3%	68%	6%	2%	7%	5%	29%	25%
			C									JK							R		TVWXY			W			
La Grande Seduction	653	420	233	339	314	63	155	269	158	204	101	265	72	183	151	86	143	71	735	40	639	76	24	22	27	648	153
	33%	85%	16%	35%	31%	32%	35%	35%	29%	33%	25%	37%	40%	34%	36%	31%	34%	27%	45%	16%	86%	19%	12%	11%	14%	42%	42%
			C							K		K	K						R		TVWXY		WX				
Mambo Italiano	1130	394	737	548	583	118	311	465	227	298	243	447	131	281	240	161	282	138	1050	91	609	212	91	111	99	969	195
	57%	80%	49%	56%	57%	59%	69%	60%	41%	47%	59%	62%	73%	52%	58%	58%	66%	51%	64%	37%	82%	53%	45%	56%	50%	62%	53%
			C			I	FHI	I			J	J	JKL				NO		R		TVWXY	T		TW	T	A2	
Ginger Snaps	689	111	578	378	310	126	235	243	79	236	157	230	57	168	166	94	161	122	538	85	176	171	97	89	64	532	124
	35%	22%	38%	39%	30%	63%	52%	31%	14%	37%	38%	32%	31%	31%	40%	34%	38%	45%	33%	34%	24%	43%	48%	45%	32%	34%	34%
			B	E		GHI	HI	I							N			S		U		TUY	TUY	TUY	U		
Le Papillon bleu	644	387	257	281	363	60	150	261	165	201	114	251	63	191	148	101	109	85	699	52	593	68	32	36	31	632	152
	32%	79%	17%	29%	36%	30%	34%	34%	30%	32%	28%	35%	35%	36%	36%	37%	25%	32%	43%	21%	80%	17%	16%	18%	16%	41%	42%
			C		D						K			Q	Q	Q			R		TVWXY						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A9A. Have you HEARD of the movie titled... (% Yes)

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Men with Brooms	1144	125	1020	595	549	136	307	459	236	339	258	393	137	259	243	171	299	143	904	171	204	274	145	148	135	842	190
	57%	25%	68%	61%	53%	68%	68%	59%	43%	54%	63%	54%	76%	48%	59%	62%	70%	53%	55%	69%	27%	69%	72%	74%	68%	54%	52%
				B	E	HI	HI	I		JL		JKL			N	N	NO			U	U	U	U	U	U	U	
The Corporation	619	96	523	352	267	38	141	268	171	136	137	252	90	140	131	87	172	72	478	52	156	134	53	74	89	447	92
	31%	20%	35%	37%	26%	19%	32%	35%	32%	22%	34%	35%	50%	26%	32%	32%	41%	27%	29%	21%	21%	34%	26%	37%	45%	29%	25%
				B	E		F	F	F		J	J	JKL				NOP			21%	21%	TU	26%	TUW	TUVW		
Les Boys III	568	414	154	298	270	50	143	236	133	185	98	225	52	189	124	75	103	61	682	34	635	46	19	13	18	604	136
	29%	84%	10%	31%	26%	25%	32%	31%	24%	29%	24%	31%	29%	35%	30%	27%	24%	23%	42%	14%	85%	12%	9%	7%	9%	39%	37%
				C			I	I				K							R	X	TWVXY	X					
Ryan	522	158	364	231	291	24	97	209	190	137	118	203	53	157	104	74	112	65	413	43	226	106	36	42	49	404	83
	26%	32%	24%	24%	29%	12%	21%	27%	35%	22%	29%	28%	30%	29%	25%	27%	26%	24%	25%	17%	31%	27%	18%	21%	25%	26%	23%
				C			F	FG	FGH		J	J									TWX	TW					
20h17 rue Darling	229	172	57	112	117	15	63	99	50	56	40	98	31	57	59	41	44	16	302	11	277	14	2	8	12	265	49
	12%	35%	4%	12%	11%	7%	14%	13%	9%	9%	10%	13%	17%	11%	14%	15%	10%	6%	18%	4%	37%	4%	1%	4%	6%	17%	13%
				C			FI	F				J	J						R	W	TWVXY	W					
Going the Distance	927	167	760	465	462	128	227	363	204	301	203	333	71	231	220	130	191	136	748	134	261	208	99	112	102	720	155
	47%	34%	51%	49%	46%	64%	51%	47%	38%	49%	50%	47%	40%	44%	53%	47%	45%	51%	46%	55%	35%	53%	51%	56%	52%	47%	43%
				B		GHI	I	I							NQ					U	U	U	U	U	U	U	
CHI-SQUARE SIGNIFICANCE	<-4238.102>		<-78.126>		<-515.78>					<-248.999>				<-151.742>				<-157.971>		<-4498.945>						<-19.625>	
	100%		100%		100%					100%				100%				100%		100%						3%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9a. Overall AWARENESS of Canadian Film

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOTAL	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Low awareness (Less than 2)	308	19	289	131	177	23	34	101	144	132	56	77	14	105	53	35	38	50	185	65	21	65	42	30	34	190	57
	15%	4%	19%	13%	17%	11%	8%	13%	26%	21%	14%	11%	8%	19%	13%	13%	9%	18%	11%	26%	3%	16%	21%	15%	17%	12%	15%
			B		D			G	FGH	KLM				OPQ				S		UVXY		U	U	U	U		
Medium awareness (3 to 4)	363	24	339	162	200	35	93	131	100	113	76	145	26	101	71	52	65	55	242	58	36	91	45	40	48	245	65
	18%	5%	23%	17%	19%	17%	21%	17%	18%	18%	19%	20%	14%	19%	17%	19%	15%	20%	15%	23%	5%	23%	22%	20%	24%	16%	18%
			B											S				S		U		U	U	U	U		
High awareness (5 or more)	1331	455	876	680	652	143	325	545	308	386	279	504	141	338	291	189	325	166	1221	127	693	244	115	130	118	1126	246
	67%	92%	58%	70%	63%	71%	72%	70%	56%	61%	68%	69%	78%	62%	70%	68%	76%	61%	74%	51%	92%	61%	57%	65%	59%	72%	67%
		C		E		I	I	I				J	JKL		N		N		R		TVWXY	T			T		
Mean	6.60	9.24	5.68	6.84	6.37	6.46	7.08	6.83	5.85	6.10	6.55	6.89	7.60	6.64	6.75	6.78	6.95	6.09	7.27	5.14	9.40	5.90	5.11	5.75	5.66	7.12	6.61
		C		E		I	FI	I				J	JKL						R		TVWXY	TW		TW	W	A2	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9B. Have you SEEN the movie?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOTAL	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Seraphin : Un homme et son peche	332 17%	305 61% C	28 2%	144 15%	188 18%	21 10%	82 18%	129 17%	94 17%	114 18%	55 13%	133 18%	21 12%	116 21%	83 20%	41 15%	48 11%	34 13%	431 26%	4 2%	456 61%	7 2%	5 2%	5 3%	2 1%	360 23%	100 27%
Elvis Gratton XXX: Elvis Gratton La Vengeance d'Elvis Wong	207 10%	173 35% C	34 2%	113 12%	94 9%	30 15%	54 12%	66 8%	51 9%	78 12%	41 10%	72 10%	11 6%	72 13%	44 11%	29 10%	42 10%	34 13%	252 15%	4 2%	268 36%	11 3%	10 5%	3 2%	3 2%	223 14%	64 17%
Resident Evil: Apocalypse	378 19%	101 20%	277 18%	238 25%	139 14%	81 41%	151 33%	110 14%	29 5%	149 24%	90 22%	109 15%	27 15%	109 20%	85 20%	52 19%	78 18%	85 31%	318 19%	45 18%	167 22%	88 22%	38 19%	46 23%	35 18%	330 21%	71 19%
Les Invasion barbares	367 18%	272 55% C	95 6%	190 20%	177 17%	26 13%	89 20%	151 19%	93 17%	89 14%	68 16%	162 22%	44 24%	104 19%	87 21%	46 17%	82 19%	36 13%	435 26%	4 R	411 55%	33 8%	9 4%	11 6%	11 6%	382 24%	84 23%
Being Julia	155 8%	39 8%	116 8%	62 6%	93 9%	9 5%	14 3%	77 10%	53 10%	30 5%	30 7%	65 9%	28 16%	31 6%	36 9%	21 8%	42 10%	16 6%	124 8%	14 6%	55 7%	33 8%	10 5%	16 8%	18 9%	117 7%	22 6%
Bollywood Hollywood	170 8%	27 5%	143 9% B	85 9%	85 8%	12 6%	56 12%	66 9%	34 6%	40 5%	66 10%	31 9%	17 17%	57 11%	27 7%	27 10%	42 10%	34 13%	107 6%	11 4%	42 6%	48 12%	14 7%	16 8%	16 8%	128 8%	12 3%
Ma vie en cinemascope	88 4%	78 16% C	10 1%	39 4%	50 5%	7 3%	16 3%	34 4%	31 6%	26 4%	12 3%	43 6%	7 4%	29 5%	30 7%	6 2%	13 3%	12 4%	111 7%	-	117 16%	3 1%	1 *%	1 1%	2 1%	102 7%	19 5%
La Grande Seduction	336 17%	288 58% C	48 3%	161 17%	175 17%	31 15%	83 18%	139 18%	79 14%	89 14%	53 13%	153 21%	38 21%	96 18%	74 18%	48 17%	72 17%	27 10%	450 27%	5 R	447 60%	16 4%	5 2%	6 3%	8 4%	388 25%	87 24%
Mambo Italiano	393 20%	179 36% C	213 14%	180 18%	213 21%	41 21%	124 28%	151 19%	71 13%	102 16%	71 17%	167 23%	50 28%	85 16%	89 21%	48 17%	120 28%	53 20%	379 23%	17 7%	278 37%	77 19%	21 10%	26 13%	20 10%	351 22%	67 18%
Ginger Snaps	243 12%	46 9%	197 13% B	149 15% E	94 9%	67 33% GHI	85 19% HI	68 9% I	4 4%	104 17% LM	53 13%	67 9%	18 10%	62 11%	58 14%	36 13%	51 12%	59 22%	203 12%	35 14%	79 11%	63 16%	37 18%	40 20%	18 9%	217 14%	48 13%
Le Papillon bleu	222 11%	168 34% C	55 4%	105 11%	118 11%	20 10%	39 9%	102 13%	58 10%	80 13% K	31 7%	89 12% K	17 10%	61 11%	53 13%	30 11%	43 10%	28 10%	266 16%	11 4%	255 34%	14 4%	11 5%	8 4%	6 3%	227 15%	69 19%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A9B. Have you SEEN the movie?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Men with Brooms	522	41	480	295	226	63	159	209	87	152	118	182	62	112	112	78	154	59	424	89	70	133	77	73	58	374	103
	26%	8%	32%	30%	22%	32%	35%	27%	16%	24%	29%	25%	34%	21%	27%	28%	36%	22%	26%	36%	9%	33%	38%	37%	29%	24%	28%
			B	E		I	HI	I					JL		N	N	NO			U		U	U	U	U		
The Corporation	203	38	165	128	75	11	58	85	49	37	58	69	38	45	33	36	60	21	163	12	64	42	12	26	31	156	26
	10%	8%	11%	13%	7%	6%	13%	11%	9%	6%	14%	9%	21%	8%	8%	13%	14%	8%	10%	5%	9%	11%	6%	13%	16%	10%	7%
			B	E		F	F			J	J	JL					NO			T	TW		TW	TUW			
Les Boys III	284	259	25	155	129	35	80	120	46	105	42	118	14	89	67	36	55	30	397	4	415	9	3	4	2	335	83
	14%	52%	2%	16%	13%	18%	18%	15%	8%	17%	10%	16%	8%	16%	16%	13%	13%	11%	24%	2%	55%	2%	1%	2%	1%	21%	23%
		C				I	I	I		KM		KM							R		TWVXY						
Ryan	125	69	56	64	61	4	15	50	54	34	30	47	11	35	26	22	27	19	108	5	95	16	5	7	8	100	30
	6%	14%	4%	7%	6%	2%	3%	6%	10%	5%	7%	6%	6%	6%	6%	8%	6%	7%	7%	2%	13%	4%	2%	4%	4%	6%	8%
		C						FG	FG												TWVXY						
20h17 rue Darling	78	73	5	41	37	7	22	32	15	19	19	34	5	23	21	14	13	5	116	1	118	-	-	1	3	98	21
	4%	15%	*%	4%	4%	4%	5%	4%	3%	3%	5%	5%	3%	4%	5%	5%	3%	2%	7%	*	16%			1%	2%	6%	6%
		C																	R		TXY						
Going the Distance	158	53	105	100	59	43	41	49	25	74	34	46	4	49	38	16	32	35	146	18	87	33	15	23	13	138	40
	8%	11%	7%	10%	6%	22%	9%	6%	5%	12%	8%	6%	2%	9%	9%	6%	7%	13%	9%	7%	12%	8%	7%	12%	7%	9%	11%
		C		E		GHI	I			LM	M	M									TY						
CHI-SQUARE SIGNIFICANCE	<-1700.871>		<-81.281>		<-397.514>					<-228.225>				<-105.06>				<-147.488>		<-2068.968>						<-30.723>	
	100%		100%		100%					100%				100%				100%		100%						99%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9b. Overall EXPOSURE to Canadian Film

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOTAL	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Low exposure (Less than 2)	1348	142	1206	626	721	119	273	530	414	426	279	489	112	368	263	192	270	173	962	211	201	306	161	149	167	924	225
	67%	29%	80%	64%	70%	59%	60%	68%	75%	68%	68%	67%	62%	68%	63%	69%	63%	64%	58%	84%	27%	77%	80%	75%	84%	59%	61%
				B	D			FG	FGH											UVX		U	U	U	UVX		
Medium exposure (3 to 4)	330	113	216	171	158	47	83	125	72	111	67	107	39	81	81	37	91	66	284	34	170	64	32	40	24	295	59
	16%	23%	14%	18%	15%	24%	18%	16%	13%	18%	16%	15%	22%	15%	19%	13%	21%	24%	17%	14%	23%	16%	16%	20%	12%	19%	16%
		C				HI											NP	S			TVWXY			Y			
High exposure (5 or more)	324	242	83	175	150	34	96	122	66	93	66	131	30	95	72	49	66	32	402	5	379	30	9	11	9	342	84
	16%	49%	5%	18%	15%	17%	21%	16%	12%	15%	16%	18%	16%	17%	17%	18%	16%	12%	24%	2%	51%	8%	4%	6%	5%	22%	23%
		C					HI												R		TVWXY	T					
Mean	3.10	4.82	2.24	3.20	2.99	3.00	3.22	3.04	3.07	3.02	3.13	3.20	2.94	3.35	3.18	3.02	3.01	2.91	3.60	1.96	4.91	2.36	2.18	2.33	2.13	3.43	3.70
		C																	R		TVWXY	T			T		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9A3. Where did you first see the movie Seraphin : Un homme et son peche?

Base: Respondents who have seen the movie (A9A2)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	330	303	26	143	187	21	81	129	93	114	53	133	21	114	83	41	47	34	428	4	454	7	5	5	1	359	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	479	456	23	226	253	40	139	188	106	161	80	198	30	163	121	67	72	34	431	4	456	7	5	5	2	360	100
Theatre	179	170	8	63	116	7	42	66	62	63	28	73	12	58	52	19	24	13	237	-	248	2	3	2	-	195	52
	54%	56%	32%	44%	62%	35%	51%	51%	67%	55%	52%	55%	56%	51%	62%	46%	51%	38%	55%	55%	29%	60%	40%	100%	54%	53%	
			C		D				FGH						P				R								
Video or DVD	90	79	11	48	42	10	29	41	8	28	18	37	5	32	20	13	14	16	118	2	129	3	1	3	1	108	24
	27%	26%	42%	34%	23%	48%	36%	32%	9%	25%	34%	28%	23%	28%	25%	31%	29%	47%	28%	50%	28%	43%	20%	60%	100%	30%	24%
			E			I	I	I										S							TUVW		
TV	56	50	7	30	27	4	10	21	20	21	7	22	4	21	10	9	9	5	68	2	72	2	1	-	-	51	22
	17%	16%	26%	21%	14%	17%	12%	16%	22%	18%	13%	17%	18%	19%	12%	23%	19%	15%	16%	50%	16%	29%	20%			14%	22%
Download	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-
	*%	*%		*%				*%		1%					1%				*%		*%					*%	
Other	4	4	-	2	2	-	1	1	3	1	-	1	1	3	-	1	1	-	4	-	4	-	-	-	-	4	-
	1%	1%		1%	1%		1%	*%	3%	1%		*%	3%	2%		1%	1%		1%		1%					1%	
Don't know/refuse	2	1	1	1	1	-	1	1	1	-	1	1	1	2	-	-	1	-	3	-	2	-	-	-	1	1	2
	1%	*%	5%	1%	1%		1%	*%	1%		2%	*%	3%	2%			1%		1%		*%				100%	*%	2%
																									U		
CHI-SQUARE SIGNIFICANCE	<--6.592-->		<--11.4-->		<-----29.322----->					<-----4.972----->				<-----7.857----->				<--6.259-->		<-----13.201----->						<--5.496-->	
	84%*		98%*		100%*					4%*				20%*				82%*		13%*						76%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9B3. Where did you first see the movie Elvis Gratton XXX:
Elvis Gratton La Vengeance d'Elvis Wong?

Base: Respondents who have seen the movie (A9B2)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	203	172	31	110	93	29	52	65	51	77	38	72	10	70	44	29	41	33	250	4	266	9	10	3	3	220	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	299	268	31	176	123	57	84	94	58	121	55	101	15	100	68	43	57	34	252	4	268	11	10	3	3	223	64
Theatre	65	55	11	42	24	11	20	19	14	21	14	24	3	23	16	7	12	8	89	3	89	1	4	3	1	74	23
	32%	32%	34%	38%	25%	38%	38%	29%	28%	27%	37%	34%	33%	33%	37%	25%	29%	24%	36%	75%	33%	11%	40%	100%	33%	34%	37%
				E																V	V			UVWY			
Video or DVD	74	63	11	40	34	10	24	29	9	26	12	29	5	21	17	11	18	12	94	1	100	4	2	-	1	83	22
	36%	36%	35%	36%	37%	35%	45%	44%	18%	34%	31%	41%	50%	30%	38%	36%	43%	36%	38%	25%	38%	44%	20%		33%	38%	35%
						I	I	I																			
TV	61	52	9	27	34	7	8	15	28	28	13	16	2	26	9	11	10	13	62	-	73	4	3	-	1	58	18
	30%	30%	29%	24%	37%	25%	16%	23%	54%	36%	33%	23%	17%	36%	21%	38%	25%	39%	25%		27%	44%	30%		33%	26%	29%
				D					FGH	L				O													
Download	1	1	0	0	1	0	-	1	-	0	-	1	-	-	0	-	1	-	2	-	1	-	1	-	-	2	-
	1%	1%	1%	1%	1%	2%		1%		1%		1%			1%		2%		1%		1%		10%			1%	
Other	2	2	-	1	1	-	1	1	-	1	-	1	-	1	1	-	-	-	3	-	3	-	-	-	-	3	-
	1%	1%		1%	1%		1%	2%		2%		1%		1%	3%				1%		1%					1%	
Don't know/refuse	4	1	3	3	1	1	2	1	-	1	2	-	1	2	-	-	1	1	2	-	2	2	-	-	-	3	1
	2%	1%	9%	3%	1%	3%	4%	1%		1%	6%		9%	2%			2%	3%	1%		1%	22%				1%	2%
CHI-SQUARE SIGNIFICANCE	<---.721-->		<--5.436-->		<-----25.926----->					<-----6.576----->				<-----9.387----->				<--4.112-->		<-----26.071----->						<--1.743-->	
	5%*		75%*		99%*					12%*				33%*				61%*		84%*						22%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9C3. Where did you first see the movie Resident Evil: Apocalypse?

Base: Respondents who have seen the movie (A9C2)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	377	101	276	238	139	81	151	110	29	149	90	109	27	109	85	52	77	85	317	44	167	88	38	46	35	329	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	419	167	252	265	154	120	157	110	26	184	96	113	24	122	96	62	77	85	318	45	167	88	38	46	35	330	71
Theatre	138	37	101	90	48	37	55	36	9	52	35	35	13	34	33	20	26	28	123	17	60	30	16	21	13	128	25
	36%	36%	37%	38%	34%	46%	36%	32%	31%	35%	39%	32%	50%	31%	39%	38%	34%	33%	39%	39%	36%	34%	42%	46%	37%	39%	35%
Video or DVD	176	51	125	104	73	36	81	48	7	69	39	57	9	57	36	23	38	39	153	23	86	36	15	21	17	153	34
	47%	51%	45%	44%	52%	45%	54%	44%	25%	46%	44%	52%	35%	52%	42%	45%	50%	46%	48%	52%	51%	41%	39%	46%	49%	47%	48%
TV	53	11	42	36	17	3	11	26	12	23	11	16	3	16	15	8	7	15	33	4	18	16	7	3	4	37	12
	14%	11%	15%	15%	12%	4%	7%	26%	43%	16%	12%	15%	12%	15%	18%	15%	9%	18%	10%	9%	11%	18%	18%	7%	11%	11%	17%
Download	4	1	3	3	0	3	0	1	-	3	1	-	-	0	1	-	3	2	3	-	1	3	-	1	-	5	-
	1%	1%	1%	1%	0%	4%	0%	1%	-	2%	2%	-	-	0%	1%	-	4%	2%	1%	-	1%	3%	-	2%	-	2%	-
Other	6	1	5	5	1	2	4	-	-	2	3	1	1	2	-	1	3	1	5	-	2	3	-	-	1	6	-
	2%	1%	2%	2%	1%	2%	3%	-	-	1%	4%	1%	2%	2%	-	1%	4%	1%	2%	-	1%	3%	-	-	3%	2%	-
Don't know/refuse	1	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHI-SQUARE SIGNIFICANCE	<---1.94-->		<--3.981-->		<-----52.939----->					<-----10.161----->				<-----14.024----->				<--4.771-->		<-----19.734----->						<--4.131-->	
	25%*		59%*		100%*					40%*				70%*				69%*		53%*						61%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9D3. Where did you first see the movie Les Invasion barbares?

Base: Respondents who have seen the movie (A9D2)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	367	272	95	190	177	26	89	151	93	89	68	162	44	104	87	46	82	36	435	4	411	33	9	11	11	382	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	479	411	68	255	224	49	127	198	98	124	89	214	47	138	117	65	102	36	435	4	411	33	9	11	11	382	84
Theatre	178	150	27	83	95	6	34	74	61	36	25	82	31	49	42	23	36	12	219	-	217	9	3	6	1	197	34
	49%	55%	29%	44%	54%	21%	38%	49%	65%	41%	37%	51%	70%	47%	49%	51%	43%	33%	50%		53%	27%	33%	55%	9%	52%	40%
		C		D		F	F	FGH		K	JKL							R		VY		Y					
Video or DVD	109	79	29	57	52	16	39	44	10	31	26	42	10	26	24	15	30	15	140	2	133	10	3	4	4	128	25
	30%	29%	31%	30%	29%	60%	43%	29%	11%	35%	39%	26%	22%	25%	27%	34%	36%	42%	32%	50%	32%	30%	33%	36%	36%	34%	30%
						HI	HI	I																			
TV	69	41	28	46	23	4	14	29	19	19	15	32	3	24	19	7	16	9	67	2	59	11	3	-	3	50	23
	19%	15%	29%	24%	13%	17%	15%	19%	20%	22%	22%	20%	6%	23%	21%	15%	19%	25%	15%	50%	14%	33%	33%		27%	13%	27%
		B		E						M	M	M									U						Z
Download	1	1	-	1	1	1	-	1	-	1	1	-	-	1	1	-	-	-	2	-	2	-	-	-	-	1	1
	*%	*%		*%	*%	2%		*%		1%	1%			1%	1%				*%		*%					*%	1%
Airplane	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1
	*%		1%		1%		1%					1%		1%					*%			3%					1%
Film Festival	7	-	7	4	3	-	2	2	3	2	1	4	1	2	1	-	2	-	5	-	-	2	-	-	3	5	-
	2%		8%	2%	2%		2%	1%	4%	2%	1%	2%	2%	2%	2%		2%		1%			6%			27%	1%	
Other	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
	*%		1%		1%			1%				1%		1%					*%					9%		*%	
CHI-SQUARE SIGNIFICANCE	<--46.424-->		<--10.538-->		<-----47.51----->				<-----21.344----->				<-----10.888----->			<--5.513-->		<-----166.131----->					<--18.233-->				
	100%*		90%*		100%*				74%*				10%*			52%*		100%*					99%*				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9E3. Where did you first see the movie Being Julia?

Base: Respondents who have seen the movie (A9E2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	151	36	115	61	91	9	14	77	49	28	29	64	28	28	36	21	41	16	121	14	52	33	10	15	18	113	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	146	55	91	61	85	12	16	70	46	31	26	64	23	26	38	19	38	16	124	14	55	33	10	16	18	117	22
Theatre	29	8	22	12	17	0	2	11	15	4	7	10	6	3	6	8	7	4	27	5	11	4	6	3	4	26	6
	19%	21%	19%	20%	19%	5%	11%	15%	31%	16%	26%	16%	23%	11%	15%	37%	18%	25%	22%	36%	21%	12%	60%	20%	22%	23%	27%
									F													UVVY					
Video or DVD	75	20	55	27	48	7	8	40	20	12	16	32	15	11	20	10	21	8	61	4	29	17	1	10	8	56	8
	49%	55%	47%	44%	53%	78%	58%	51%	40%	42%	55%	50%	54%	38%	55%	47%	51%	50%	50%	29%	56%	52%	10%	67%	44%	50%	36%
						I															W	W		TW	W		
TV	36	7	29	17	19	2	2	22	10	10	5	17	3	12	9	1	9	4	23	4	10	10	3	1	2	22	7
	24%	20%	25%	28%	21%	17%	12%	29%	20%	36%	16%	26%	11%	43%	24%	7%	23%	25%	19%	29%	19%	30%	30%	7%	11%	19%	32%
										M				P								X					
Download	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-
	*%	2%			1%		4%					1%				3%			1%		2%					1%	
Airplane	6	1	5	3	3	-	2	1	2	-	-	5	1	2	2	-	2	-	5	1	1	1	-	1	1	5	-
	4%	2%	4%	4%	3%		15%	1%	5%			7%	4%	7%	6%		4%		4%	7%	2%	3%		7%	6%	4%	
Film Festival	4	-	4	2	2	-	-	2	2	2	1	-	1	-	-	-	2	-	3	-	-	1	-	-	2	3	-
	2%		3%	3%	2%			2%	4%	6%	3%		4%				4%		2%			3%			11%	3%	
Other	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1
	1%		1%		1%			2%					5%			6%			1%						6%		5%
Don't know/refuse	4	3	1	2	2	-	-	-	4	1	1	1	1	3	-	-	1	-	3	-	3	-	-	1	-	4	-
	3%	9%	1%	3%	2%				8%	5%	3%	2%	3%	9%			2%		2%		6%			7%		4%	
CHI-SQUARE SIGNIFICANCE	<--4.676-->			<--2.936-->		<--24.325-->				<--20.762-->				<--26.906-->			<--1.625-->		<--38.544-->						<--9.013-->		
	41%*			18%*		86%*				71%*				92%*			5%*		86%*						83%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9F3. Where did you first see the movie Bollywood Hollywood?

Base: Respondents who have seen the movie (A9F2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	166	26	140	83	83	12	55	66	32	29	39	66	31	54	27	27	42	34	104	11	41	47	13	16	16	125	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	147	42	105	76	71	16	50	51	28	30	41	51	23	51	27	21	36	34	107	11	42	48	14	16	16	128	12
Theatre	33	4	29	14	19	2	10	10	12	5	11	10	7	9	4	10	5	7	15	2	5	9	-	2	5	21	2
	20%	14%	21%	16%	23%	15%	17%	14%	38%	15%	29%	15%	23%	16%	16%	37%	11%	21%	14%	18%	12%	19%		13%	31%	17%	17%
Video or DVD	63	12	51	34	30	6	26	20	10	8	15	26	15	21	11	9	18	17	42	3	19	16	4	11	7	53	3
	38%	45%	37%	41%	36%	53%	48%	31%	30%	27%	37%	39%	48%	38%	40%	31%	43%	50%	40%	27%	46%	34%	31%	69%	44%	42%	25%
TV	62	10	52	33	30	4	15	33	9	16	11	25	9	24	11	9	14	10	41	6	16	19	8	3	3	46	6
	38%	39%	37%	39%	36%	32%	28%	50%	29%	55%	29%	38%	29%	44%	41%	32%	33%	29%	39%	55%	39%	40%	62%	19%	19%	37%	50%
Download	1	1	1	1	-	-	1	1	-	1	1	-	-	1	1	-	-	-	2	-	1	-	1	-	-	2	-
	1%	2%	*%	2%			1%	1%		2%	2%			1%	2%				2%		2%		8%			2%	
Airplane	4	-	4	2	2	-	2	2	-	-	-	4	-	-	-	-	4	-	2	-	-	2	-	-	-	2	-
	2%		3%	2%	3%		3%	4%				6%					10%		2%			4%				2%	
Film Festival	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-
	1%		1%		1%				3%		3%								1%						6%	1%	
Other	1	-	1	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1
	1%		1%		2%		2%				2%						3%		1%			2%					8%
Don't know/refuse	4	1	3	2	1	-	1	1	2	1	1	-	-	4	-	-	-	-	3	-	1	1	1	-	-	3	-
	2%	2%	2%	3%	2%		2%	1%	6%	2%	3%			7%					3%		2%	2%	8%			2%	
CHI-SQUARE SIGNIFICANCE	<--2.971-->			<--4.957-->		<-----23.287----->				<-----21.857----->				<-----23.594----->			<--3.821-->		<-----35.201----->						<--12.21-->		
	19%*			45%*		82%*				76%*				93%*			30%*		76%*						94%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9G3. Where did you first see the movie Ma vie en cinemascope?

Base: Respondents who have seen the movie (A9G2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	85	77	8	36	49	7	16	32	30	23	11	43	7	29	26	6	13	10	110	-	115	2	1	1	2	100	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	124	117	7	55	69	13	25	47	38	37	19	58	9	42	39	11	18	12	111	-	117	3	1	1	2	102	19
Theatre	64	61	3	22	42	4	12	20	27	15	9	34	7	24	17	4	10	5	88	-	89	-	1	1	2	78	14
	76%	79%	44%	61%	87%	68%	78%	65%	91%	64%	79%	80%	100%	83%	66%	77%	74%	50%	80%		77%		100%	100%	100%	78%	78%
				D					H			JKL										U	U	U			
Video or DVD	13	8	4	9	3	2	3	7	1	4	1	7	-	2	7	-	3	3	12	-	14	2	-	-	-	15	-
	15%	11%	56%	27%	7%	23%	18%	22%	2%	17%	11%	16%		6%	28%		22%	30%	11%		12%	100%				15%	
				E				I							N							U					
TV	7	7	-	4	3	-	1	4	2	4	1	2	-	3	2	1	1	2	9	-	11	-	-	-	-	7	3
	8%	9%		12%	5%		4%	14%	7%	19%	5%	5%		9%	7%	23%	5%	20%	8%		10%					7%	17%
Other	1	1	-	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1
	1%	1%			1%	9%					5%			2%					1%		1%						6%
Don't know/refuse	4	1	3	3	1	-	-	3	1	3	1	-	-	-	3	1	-	2	1	-	2	1	-	-	-	2	1
	5%	2%	34%	9%	1%			8%	4%	14%	5%				12%	12%		20%	1%		2%	50%				2%	6%
CHI-SQUARE SIGNIFICANCE	<--11.181-->			<--8.554-->		<-----15.213----->				<-----10.289----->				<-----8.5----->			<--5.225-->		<-----14.46----->					<--9.938-->			
	99%*			96%*		91%*				67%*				52%*			84%*		73%*					98%*			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9H3. Where did you first see the movie La Grande Seduction?

Base: Respondents who have seen the movie (A9H2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	335	286	48	160	175	31	83	139	78	88	52	153	38	95	74	47	72	27	448	5	445	16	5	6	8	388	85
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	487	447	40	247	240	58	135	201	89	130	84	223	47	139	115	73	99	27	450	5	447	16	5	6	8	388	87
Theatre	186	166	19	86	99	10	43	69	60	41	29	93	21	49	42	24	41	14	247	1	252	5	2	3	5	224	38
	55%	58%	40%	54%	57%	34%	52%	50%	77%	47%	55%	60%	56%	51%	56%	52%	58%	52%	55%	20%	57%	31%	40%	50%	63%	58%	45%
			C				F	F	FGH			J								TV						A2	
Video or DVD	89	80	9	43	46	13	30	43	2	25	14	36	13	27	18	13	18	8	129	1	132	4	1	1	1	117	21
	27%	28%	19%	27%	26%	42%	36%	31%	3%	29%	27%	23%	34%	29%	25%	27%	25%	30%	29%	20%	30%	25%	20%	17%	13%	30%	25%
						I	I	I																			
TV	53	37	15	28	24	7	10	22	14	20	8	22	3	17	13	9	11	5	64	3	57	7	2	-	-	43	22
	16%	13%	32%	18%	14%	22%	12%	16%	18%	23%	15%	14%	7%	18%	17%	18%	16%	19%	14%	60%	13%	44%	40%	-	-	11%	26%
			B							M										U		U					Z
Download	1	1	-	1	1	1	-	1	-	1	1	-	-	1	1	-	-	-	2	-	2	-	-	-	-	1	1
	*%	*%		*%	*%	2%		*%		1%	1%			1%	1%				*%		*%					*%	1%
Airplane	1	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1
	*%		3%	1%				1%				1%					2%		*%					17%			1%
Film Festival	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-
	*%		2%		1%				1%		2%								*%						13%	*%	
Other	4	1	2	0	3	-	0	3	-	0	-	2	1	1	0	1	-	-	4	-	2	-	-	1	1	2	2
	1%	*%	5%	*%	2%		1%	2%		1%		1%	3%	1%	1%	3%			1%		*%			17%	13%	1%	2%
Don't know/refuse	1	1	-	1	1	-	-	-	1	1	1	-	-	1	-	1	-	-	2	-	2	-	-	-	-	-	2
	*%	*%		*%	*%				2%	1%	1%			1%		1%			*%		*%						2%
CHI-SQUARE SIGNIFICANCE	<--34.061-->			<--4.974-->		<-----46.028----->				<-----19.261----->				<-----7.698----->			<-----.852----->		<-----198.98----->						<--22.918-->		
	100%*			45%*		100%*				62%*				6%*			1%*		100%*						100%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9I3. Where did you first see the movie Mambo Italiano?

Base: Respondents who have seen the movie (A9I2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	386	177	209	177	210	41	122	149	70	101	70	164	50	81	88	48	119	53	372	16	275	77	19	25	20	347	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	439	278	161	205	234	62	142	160	71	123	83	184	46	103	102	62	113	53	379	17	278	77	21	26	20	351	67
Theatre	94	56	37	33	61	4	28	30	31	20	21	40	12	20	23	12	20	13	91	3	82	16	-	2	4	93	12
	24%	32%	18%	19%	29%	10%	23%	20%	44%	20%	30%	24%	24%	25%	26%	26%	17%	25%	24%	19%	30%	21%		8%	20%	27%	18%
		C		D			F		FGH											X							
Video or DVD	195	76	120	103	92	26	71	77	19	44	41	88	23	32	44	24	73	29	185	8	125	40	13	18	12	176	32
	51%	43%	57%	58%	44%	63%	58%	52%	27%	44%	58%	53%	46%	39%	50%	51%	62%	55%	50%	50%	45%	52%	68%	72%	60%	51%	48%
			B	E		I	I	I									N					U		U			
TV	92	43	48	38	54	6	22	42	20	32	8	36	14	28	20	11	22	10	90	5	65	18	6	5	3	72	22
	24%	24%	23%	22%	26%	14%	18%	28%	29%	32%	12%	22%	29%	35%	23%	22%	19%	19%	24%	31%	24%	23%	32%	20%	15%	21%	33%
								F		K				K		Q											Z
Download	1	1	-	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1
	*%	*%			*%	1%					1%			1%					*%		*%						1%
Other	5	1	4	3	2	5	1	-	-	5	-	-	1	-	1	1	3	1	5	-	2	3	-	-	1	6	-
	1%	1%	2%	2%	1%	11%	*%			5%			1%		1%	1%	2%	2%	1%		1%	4%			5%	2%	
						G																					
Don't know/refuse	6	2	4	3	3	-	2	2	2	1	1	2	-	4	1	-	1	-	7	1	3	-	2	1	-	4	-
	2%	1%	2%	2%	2%		2%	2%	3%	1%	1%	1%		5%	1%		1%		2%	6%	1%		11%	4%		1%	
CHI-SQUARE SIGNIFICANCE	<--13.482-->		<--9.787-->		<-----69.004----->				<-----24.901----->				<-----17.082----->				<--1.028-->		<-----25.9----->						<--11.799-->		
	99%*		96%*		100%*				98%*				85%*				9%*		83%*						98%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9J3. Where did you first see the movie Ginger Snaps?

Base: Respondents who have seen the movie (A9J2)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	242	46	196	147	94	66	85	68	20	103	52	67	18	62	58	36	51	59	201	34	79	62	37	40	18	216	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	272	79	193	164	108	93	92	69	15	137	57	64	13	73	67	40	50	59	203	35	79	63	37	40	18	217	48
Theatre	14	5	9	9	5	3	6	5	-	4	2	3	4	2	3	2	4	5	12	3	8	3	2	1	-	14	3
	6%	10%	5%	6%	5%	4%	7%	7%		4%	3%	5%	24%	3%	6%	5%	7%	8%	6%	9%	10%	5%	5%	3%		6%	6%
Video or DVD	109	21	88	62	47	34	48	21	6	49	24	30	7	24	27	17	22	28	98	15	37	23	21	23	10	104	22
	45%	45%	45%	42%	50%	51%	57%	32%	29%	47%	47%	44%	36%	38%	46%	47%	44%	47%	49%	44%	47%	37%	57%	58%	56%	48%	47%
						H	HI																				V
TV	111	20	91	71	40	26	28	41	12	48	22	33	7	35	26	16	23	24	86	16	32	31	14	15	8	92	20
	46%	43%	47%	48%	42%	40%	34%	60%	62%	46%	41%	50%	40%	56%	44%	46%	45%	41%	43%	47%	41%	50%	38%	38%	44%	43%	43%
								FG																			
Download	1	1	-	1	1	1	-	1	-	1	1	-	-	1	1	-	-	-	2	-	2	-	-	-	-	1	1
	*%	3%		*%	1%	1%		1%		1%	1%			1%	1%				1%		3%					*%	2%
Other	7	-	7	5	2	3	2	-	2	2	4	1	-	1	2	1	2	2	3	-	-	5	-	1	-	5	1
	3%		3%	3%	2%	4%	2%		9%	2%	8%	1%		2%	3%	3%	3%	3%	1%			8%		3%		2%	2%
Don't know/refuse	2	-	2	2	-	1	-	-	1	1	1	-	-	-	-	-	-	-	2	1	-	1	-	-	-	1	1
	1%		1%	1%		1%			4%	1%	1%								1%	3%		2%				*%	2%
CHI-SQUARE SIGNIFICANCE	<--8.528-->		<--1.484-->		<-----22.991----->				<-----20.232----->				<-----3.862----->				<--1.942-->		<-----27.302----->						<--1.428-->		
	93%*		17%*		97%*				94%*				1%*				25%*		87%*						16%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9K3. Where did you first see the movie Le Papillon bleu?

Base: Respondents who have seen the movie (A9K2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	222	168	55	105	118	20	39	102	58	80	31	89	17	61	53	30	43	28	266	11	255	14	11	8	6	227	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	305	255	50	150	155	37	63	134	67	109	47	123	20	85	76	42	54	28	266	11	255	14	11	8	6	227	69
Theatre	71	66	5	29	42	4	11	27	27	25	10	29	5	21	20	8	9	5	97	4	98	1	-	1	-	77	22
	32%	39%	9%	28%	36%	21%	30%	27%	48%	31%	32%	33%	28%	34%	38%	26%	20%	18%	36%	36%	38%	7%	-	13%	-	34%	32%
			C						FGH						Q			R		VX							
Video or DVD	71	54	17	30	41	8	16	38	9	19	15	33	4	15	20	8	17	11	88	4	87	4	3	3	2	80	22
	32%	32%	31%	29%	35%	42%	42%	37%	15%	24%	49%	37%	25%	25%	37%	28%	39%	39%	33%	36%	34%	29%	27%	38%	33%	35%	32%
						I	I	I			J	J															
TV	78	46	32	45	33	5	11	36	22	35	5	27	8	24	13	14	17	11	78	3	67	9	8	4	3	67	24
	35%	27%	59%	43%	28%	28%	29%	36%	38%	43%	17%	30%	47%	40%	24%	46%	41%	39%	29%	27%	26%	64%	73%	50%	50%	30%	35%
			B	E						K				O		O						TU	TU				
Download	1	1	-	1	1	1	-	1	-	1	1	-	-	1	1	-	-	-	2	-	2	-	-	-	-	1	1
	1%	1%		1%	1%	3%		1%		1%	2%			1%	1%				1%		1%					1%	1%
Other	1	1	1	1	1	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	-	-	-	1	2	-
	1%	1%	1%	1%	1%	6%				2%								4%	1%		1%				17%	1%	
CHI-SQUARE SIGNIFICANCE	<--24.15-->			<--5.043-->		<--29.661-->				<--14.775-->				<--9.439-->				<--7.662-->		<--50.797-->						<--2.121-->	
	100%*			72%*		100%*				75%*				60%*				90%*		100%*						29%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9L3. Where did you first see the movie Men with Brooms?

Base: Respondents who have seen the movie (A9L2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	516	41	475	291	225	62	157	209	85	150	118	182	59	112	111	77	151	58	419	87	70	131	76	73	57	369	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	500	70	430	290	210	86	149	194	68	158	121	163	52	112	119	77	127	59	424	89	70	133	77	73	58	374	103
Theatre	78	5	73	36	43	13	24	28	12	16	15	31	14	5	16	14	28	8	67	10	9	22	13	13	11	64	14
	15%	12%	15%	12%	19%	22%	15%	13%	14%	11%	13%	17%	23%	4%	14%	18%	19%	14%	16%	11%	13%	17%	17%	18%	19%	17%	14%
Video or DVD	201	16	185	114	87	26	88	74	12	54	52	67	24	42	51	32	51	24	164	29	27	44	29	32	30	146	33
	39%	38%	39%	39%	38%	42%	56%	35%	14%	36%	44%	37%	41%	38%	46%	41%	34%	41%	39%	33%	39%	34%	38%	44%	53%	40%	32%
TV	229	20	209	135	94	19	41	107	61	75	50	80	21	62	44	29	69	23	182	48	33	60	34	27	14	152	53
	44%	48%	44%	46%	42%	30%	26%	51%	72%	50%	43%	44%	36%	56%	40%	38%	46%	40%	43%	55%	47%	46%	45%	37%	25%	41%	52%
Other	9	1	8	7	2	4	4	-	-	5	1	3	-	2	-	3	2	3	6	-	1	5	-	1	2	7	2
	2%	1%	2%	2%	1%	7%	3%			3%	1%	2%		2%		3%	1%	5%	1%		1%	4%		1%	4%	2%	2%
Don't know/refuse	6	-	6	5	1	1	2	-	2	2	-	1	3	-	1	1	3	1	5	2	-	2	1	-	1	5	1
	1%		1%	2%	1%	2%	2%		3%	1%		1%	5%		1%	1%	2%	2%	1%	2%		2%	1%		2%	1%	1%
CHI-SQUARE SIGNIFICANCE	<---.498-->		<---5.774-->		<-----74.266----->				<-----12.524----->				<-----21.046----->				<---4.169-->		<-----22.446----->						<---3.857-->		
	8%*		88%*		100%*				81%*				99%*				76%*		90%*						72%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9M3. Where did you first see the movie The Corporation?

Base: Respondents who have seen the movie (A9M2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	201	38	164	126	75	11	58	84	48	36	58	69	37	44	32	36	60	21	161	12	63	42	11	26	31	155	25	
UNWEIGHTED 'N'	187	64	123	121	66	17	55	78	37	36	50	70	30	43	41	27	50	21	163	12	64	42	12	26	31	156	26	
Theatre	53	12	42	24	30	3	12	17	21	3	18	16	17	15	2	11	17	6	42	3	17	10	1	7	10	42	5	
Video or DVD	78	15	63	53	25	8	30	33	7	18	24	29	5	15	13	27	8	69	6	27	13	7	14	11	64	11		
TV	60	11	48	40	19	0	7	34	18	14	12	19	14	13	12	12	14	7	43	3	19	18	3	4	5	42	9	
Download	4	-	4	4	-	-	4	-	-	-	3	1	-	-	2	-	3	-	3	-	-	1	-	1	1	3	-	
Film Festival	2	-	2	-	2	-	-	-	2	-	1	-	1	-	-	-	-	-	2	-	-	-	-	-	2	2	-	
Other	4	-	4	4	-	-	4	-	-	-	4	-	-	2	2	-	-	-	2	-	-	-	-	-	2	2	-	
Don't know/refuse	2	1	1	2	-	-	-	1	1	1	-	-	1	1	1	-	-	-	2	-	1	-	1	-	-	1	1	
CHI-SQUARE SIGNIFICANCE	<--2.746-->	<--17.629-->	<-----61.093----->	<-----36.093----->	<-----18.765----->	<--1.353-->	<-----34.77----->	<--2.184-->																				
	26%*	100%*	100%*	100%*	91%*	7%*	91%*	18%*																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9N3. Where did you first see the movie Les Boys III?

Base: Respondents who have seen the movie (A9N2)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	283	258	25	154	129	35	80	119	46	105	41	118	14	89	67	36	55	30	396	4	414	9	3	4	2	334	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	437	415	22	250	187	67	130	179	58	164	69	177	22	136	103	61	81	30	397	4	415	9	3	4	2	335	83
Theatre	97	92	5	54	43	14	30	35	15	31	19	39	4	24	25	12	20	7	145	1	151	1	2	2	-	121	28
	34%	36%	19%	35%	33%	41%	38%	30%	32%	30%	46%	33%	26%	27%	37%	34%	37%	23%	37%	25%	36%	11%	67%	50%		36%	34%
										J										V							
Video or DVD	98	91	7	53	45	13	31	45	8	34	16	44	4	30	22	14	19	11	144	-	151	2	1	1	1	130	22
	35%	35%	27%	35%	35%	37%	39%	38%	18%	32%	38%	37%	27%	34%	33%	39%	35%	37%	36%		36%	22%	33%	25%	50%	39%	27%
						I	I	I																		A2	
TV	84	71	13	45	39	7	16	37	23	38	6	33	6	34	19	9	14	12	100	2	106	6	-	1	1	77	32
	30%	28%	52%	29%	30%	19%	21%	31%	50%	37%	15%	28%	43%	38%	29%	24%	25%	40%	25%	50%	26%	67%	U	25%	50%	23%	39%
			B					FG	FGH	K		K	K	P												Z	
Download	3	3	-	1	1	1	0	1	-	1	1	1	-	1	1	0	1	-	4	-	4	-	-	-	-	3	1
	1%	1%		1%	1%	2%	1%	1%		1%	1%	1%		1%	1%	1%	2%		1%		1%					1%	1%
Other	2	1	1	1	1	1	1	-	-	1	-	1	1	-	-	1	1	-	3	1	2	-	-	-	-	3	-
	1%	1%	2%	1%	1%	2%	1%			1%		1%	4%			2%	1%		1%	25%	1%					1%	
Don't know/refuse	1	1	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	1%	1%		1%				1%			1%			1%					1%		1%					1%	
CHI-SQUARE SIGNIFICANCE	<--8.375-->		<--.59-->		<-----19.457----->				<-----13.044----->				<-----7.049----->				<--4.217-->		<-----48.198----->						<--9.848-->		
	92%*		4%*		92%*				63%*				15%*				62%*		100%*						96%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A903. Where did you first see the movie Ryan?

Base: Respondents who have seen the movie (A902)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	124	68	56	63	61	4	15	50	53	33	30	46	11	35	26	21	27	19	106	5	93	16	5	7	8	99	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	136	95	41	69	67	7	21	58	48	42	28	52	11	38	32	24	29	19	108	5	95	16	5	7	8	100	30
Theatre	44	23	21	24	20	2	4	16	22	9	11	20	3	11	12	4	13	8	33	1	31	6	1	2	3	32	10
	35%	33%	37%	37%	33%	43%	24%	31%	41%	27%	38%	42%	24%	30%	47%	20%	49%	42%	31%	20%	33%	38%	20%	29%	38%	32%	34%
Video or DVD	34	22	13	15	19	2	8	12	13	13	7	11	2	9	6	8	5	7	34	3	32	1	3	3	3	36	9
	28%	32%	23%	24%	31%	41%	52%	24%	24%	39%	23%	24%	18%	26%	24%	39%	19%	37%	32%	60%	34%	6%	60%	43%	38%	36%	31%
																				V	V		V				
TV	45	23	22	23	22	1	3	22	18	11	11	15	7	16	8	9	8	4	37	1	29	9	-	2	2	29	10
	36%	34%	39%	37%	36%	17%	21%	43%	35%	34%	36%	32%	58%	44%	29%	41%	29%	21%	35%	20%	31%	56%		29%	25%	29%	34%
Download	1	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	1%		1%	1%			4%				2%								1%			20%				1%	
Other	1	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-
	1%	1%		1%				1%			1%							2%	1%		1%					1%	
Don't know/refuse	1	1	-	1	-	-	-	1	1	1	-	1	-	-	1	1	-	-	2	-	2	-	-	-	-	1	1
	1%	2%		2%				1%	1%	2%		1%			2%	3%			2%		2%					1%	3%
CHI-SQUARE SIGNIFICANCE	<--2.418-->			<--1.848-->		<-----12.265----->				<-----8.639----->				<-----9----->			<--2.004-->		<-----37.738----->						<---.997-->		
	34%*			24%*		58%*				27%*				56%*			27%*		99%*						9%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9P3. Where did you first see the movie 20h17 rue Darling?

Base: Respondents who have seen the movie (A9P2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	77	73	4	40	37	7	22	32	15	18	19	34	5	23	21	14	13	5	115	1	118	-	-	1	2	97	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			100%	100%	100%	100%
UNWEIGHTED 'N'	123	118	5	69	54	15	40	50	17	30	32	52	7	37	34	22	21	5	116	1	118	-	-	1	3	98	21
Theatre	14	14	-	6	9	1	4	4	5	1	5	6	1	4	4	3	1	1	19	-	21	-	-	-	-	18	3
	18%	20%		14%	24%	8%	18%	12%	33%	6%	25%	18%	24%	18%	17%	20%	8%	20%	17%	18%						19%	14%
										J																	
Video or DVD	33	31	2	16	17	4	13	15	1	7	10	14	2	8	11	5	8	-	55	1	53	-	-	-	1	43	11
	43%	43%	41%	40%	45%	57%	57%	47%	8%	37%	55%	42%	34%	36%	50%	34%	59%		48%	100%	45%				50%	44%	52%
						I	I	I												U							
TV	29	27	3	18	11	2	6	13	9	10	4	13	2	10	6	6	4	4	40	-	43	-	-	1	1	35	7
	38%	37%	59%	45%	31%	34%	25%	39%	59%	53%	20%	40%	42%	46%	31%	45%	32%	80%	35%	36%			100%	50%	36%	33%	
									G	K								S									
Download	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-
	1%	1%		1%				2%		3%					3%				1%		1%					1%	
Don't know/refuse	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-
	1%		15%	2%		9%				4%									1%						50%	1%	
CHI-SQUARE SIGNIFICANCE	<--1.393-->		<--2.581-->		<-----12.091----->				<-----7.357----->				<-----4.487----->				<--5.142-->		<-----3.425----->					<--.675-->			
	29%*		54%*		79%*				40%*				12%*				84%*		5%*					12%*			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A9Q3. Where did you first see the movie Going the Distance?

Base: Respondents who have seen the movie (A9Q2)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	154	52	102	97	57	41	40	49	25	71	34	44	4	47	36	16	32	32	143	18	85	31	15	22	12	132	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	189	87	102	122	67	64	52	52	21	90	42	51	5	60	45	20	35	35	146	18	87	33	15	23	13	138	40
Theatre	36	13	23	24	12	15	7	7	7	17	7	12	-	11	6	6	7	9	30	3	20	8	2	6	3	30	9
	23%	25%	22%	25%	21%	38%	17%	15%	27%	23%	22%	27%		24%	18%	38%	21%	28%	21%	17%	24%	26%	13%	27%	25%	23%	23%
						GH																					
Video or DVD	69	25	45	43	26	20	25	18	6	31	16	21	1	18	22	5	15	15	72	10	44	14	9	10	4	67	18
	45%	48%	44%	45%	45%	48%	64%	37%	25%	43%	46%	48%	27%	38%	60%	32%	48%	47%	50%	56%	52%	45%	60%	45%	33%	51%	45%
						HI																					
TV	44	14	30	24	20	5	6	21	12	23	9	8	3	18	6	5	8	8	38	4	21	8	4	6	4	33	12
	28%	27%	29%	25%	34%	13%	15%	42%	48%	33%	27%	19%	73%	38%	15%	29%	26%	25%	27%	22%	25%	26%	27%	27%	33%	25%	30%
						FG		FG				KL		O													
Download	3	-	3	3	-	-	-	3	-	-	-	3	-	-	3	-	-	-	1	-	-	-	-	-	1	1	-
	2%		3%	3%				5%				6%			7%				1%						8%	1%	
Other	2	-	2	2	-	1	2	-	-	1	2	-	-	-	-	-	2	-	2	1	-	1	-	-	-	1	1
	1%		2%	2%		1%	4%			1%	5%						5%		1%	6%		3%				1%	3%
Don't know/refuse	4	1	3	3	1	3	1	-	1	3	-	1	-	2	1	-	-	3	3	-	2	2	-	1	1	6	-
	3%	2%	3%	3%	2%	6%	3%		2%	4%		3%		3%	3%			9%	2%		2%	6%		5%	8%	5%	
CHI-SQUARE SIGNIFICANCE	<--2.726-->			<--4.097-->		<-----33.024----->				<-----16.329----->				<-----20.498----->				<--1.359-->		<-----23.311----->						<--1.604-->	
	40%*			61%*		100%*				82%*				94%*				15%*		73%*						19%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A10A. Have you seen any other Canadian feature films over the past year?

Base: Attends movies at a theatre or drive-in at least once per year (A1a)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1613	407	1206	785	829	194	431	650	324	461	346	629	157	370	347	247	393	211	1390	196	635	337	158	169	165	1309	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1660	635	1025	826	834	277	451	630	287	525	355	619	141	411	372	243	364	211	1390	196	635	337	158	169	165	1309	287
Yes	446	182	265	238	208	55	135	163	90	117	92	185	51	107	99	62	119	56	438	37	281	72	31	49	36	405	84
	28%	45%	22%	30%	25%	28%	31%	25%	28%	25%	27%	29%	33%	29%	28%	25%	30%	27%	32%	19%	44%	21%	20%	29%	22%	31%	29%
		C		E																TWVXY				TW			
No	805	170	635	395	410	89	203	335	171	232	166	330	66	195	175	125	184	114	661	99	269	180	82	85	87	620	148
	50%	42%	53%	50%	49%	46%	47%	52%	53%	50%	48%	53%	42%	53%	50%	51%	47%	54%	48%	51%	42%	53%	52%	50%	53%	47%	52%
			B									M								U		U	U		U		
Do not recall	362	55	307	151	211	50	92	152	63	112	88	114	40	68	73	59	90	41	291	60	85	85	45	35	42	284	55
	22%	14%	25%	19%	25%	26%	21%	23%	19%	24%	26%	18%	25%	18%	21%	24%	23%	19%	21%	31%	13%	25%	28%	21%	25%	22%	19%
			B		D					L	L									UX		U	U	U	U		
CHI-SQUARE SIGNIFICANCE	<--82.826-->		<--10.82-->		<-----8.568----->				<-----14.113----->				<-----5.662----->				<--3.253-->		<-----109.96----->						<--1.79-->		
	100%		100%		80%				97%				54%				80%		100%						59%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A10B. What movie(s) was/were it/they?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	233	118	115	125	109	27	76	91	39	54	43	111	25	58	52	39	59	19	256	13	185	32	13	22	15	225	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	506	281	225	277	229	85	150	181	87	150	106	198	51	131	114	72	120	56	438	37	281	72	31	49	36	405	84
Le Survenant	21	21	-	6	15	2	3	4	12	6	3	10	2	6	3	3	3	-	27	-	27	-	-	-	-	22	5
	9%	18%		5%	14%	8%	4%	5%	30%	12%	7%	9%	8%	10%	7%	8%	5%		11%		15%					10%	11%
Elles etaient cinq	13	13	-	2	11	3	5	5	-	1	3	8	1	2	5	1	3	1	19	-	21	-	-	-	-	17	3
	6%	11%		2%	10%	13%	6%	5%		2%	7%	8%	2%	3%	10%	2%	5%	5%	7%		11%					8%	6%
Camping sauvage	12	12	-	7	5	1	6	5	-	3	3	5	1	3	2	2	3	1	20	-	21	-	-	-	-	16	5
	5%	10%		5%	5%	4%	8%	5%		6%	6%	4%	5%	6%	5%	6%	6%	5%	8%		11%					7%	11%
Monica la mitraille	10	6	4	3	7	1	2	6	1	3	0	5	2	2	3	2	2	-	14	-	11	1	1	-	1	12	2
	4%	5%	3%	3%	6%	3%	3%	7%	3%	5%	1%	5%	7%	4%	5%	5%	4%		5%		6%	3%	8%		7%	5%	4%
Le dernier tunnel	10	10	-	7	3	1	2	7	1	1	2	6	1	2	5	2	1	-	17	-	17	-	-	-	-	11	3
	4%	9%		6%	3%	4%	3%	7%	1%	2%	5%	6%	2%	3%	10%	5%	2%		7%		9%					5%	6%
Gaz Bar Blues	7	7	-	3	3	0	1	3	2	0	1	5	-	1	1	0	3	-	10	-	10	-	-	-	-	7	2
	3%	6%		3%	3%	2%	1%	4%	4%	1%	1%	5%		2%	1%	1%	6%		4%		5%					3%	4%
Sweet hereafter	6	1	4	2	3	-	3	1	1	1	1	4	-	2	2	-	-	-	5	1	1	1	1	1	-	2	3
	2%	1%	4%	2%	3%		4%	1%	4%	1%	3%	3%		4%	4%				2%	8%	1%	3%	8%	5%		1%	6%
Declin de l'empire Americain	5	2	3	5	-	0	-	3	1	0	-	4	-	1	-	1	-	-	4	-	3	1	-	-	-	3	1
	2%	2%	2%	4%		2%		4%	3%	1%		4%		1%		3%			2%		2%	3%				1%	2%
Sur le seuil	5	5	-	4	1	0	2	2	-	1	1	3	-	3	1	-	1	-	8	-	8	-	-	-	-	6	1
	2%	4%		3%	1%	2%	3%	2%		2%	3%	2%		5%	2%		2%		3%		4%					3%	2%
Quebec-Montreal/Montreal-Quebec	5	3	2	4	1	-	3	1	1	-	1	4	-	1	-	-	3	-	5	-	4	1	-	-	-	5	-
	2%	3%	1%	3%	1%		4%	1%	3%		1%	4%		2%			6%		2%		2%	3%				2%	
Big Fat Greek Wedding	4	1	4	4	1	0	3	1	-	2	-	2	-	1	2	0	2	1	3	-	1	2	1	-	-	3	1
	2%	1%	3%	3%	1%	2%	4%	1%		4%		2%		1%	3%	1%	3%	5%	1%		1%	6%	8%			1%	2%
Nouvelle-France	4	4	-	2	3	1	1	1	1	-	1	3	0	2	1	1	-	-	6	-	6	-	-	-	-	4	2
	2%	4%		1%	2%	2%	1%	1%	4%		3%	2%	2%	4%	2%	3%			2%		3%					2%	4%
Les Triplettes de Belleville	4	1	3	2	2	1	-	3	-	1	-	1	3	-	-	1	3	-	4	1	2	1	-	-	1	2	3
	2%	1%	3%	2%	2%	4%		4%		2%		1%	10%			2%	5%		2%	8%	1%	3%			7%	1%	6%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A10B. What movie(s) was/were it/they?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Memoire affective	4 2%	2 2%	2 2%	1 1%	3 3%	-	3 4%	-	1 1%	1 1%	-	1 1%	2 9%	1 1%	1 1%	3 7%	-	1 5%	3 1%	-	3 2%	1 3%	-	-	-	4 2%	-
St-Ralph	4 2%	-	4 3%	2 1%	2 2%	-	4 5%	-	-	-	-	2 2%	2 6%	-	2 3%	-	2 4%	-	2 1%	-	-	2 6%	-	-	-	2 1%	-
Crazy	3 1%	3 3%	-	0 *	3 3%	1 4%	1 2%	1 1%	1 1%	1 1%	0 1%	2 2%	-	1 1%	1 1%	1 2%	1 2%	-	6 2%	-	6 3%	-	-	-	-	4 2%	1 2%
Canadian Bacon	3 1%	1 1%	3 2%	3 3%	-	-	1 1%	3 3%	-	1 1%	-	3 2%	-	1 1%	-	-	3 4%	1 5%	1 *	-	1 1%	3 3%	-	-	-	1 *	1 2%
1er Juillet	3 1%	3 3%	-	3 2%	1 1%	1 4%	2 3%	-	-	-	2 4%	2 1%	-	1 1%	1 2%	0 1%	1 2%	-	6 2%	-	6 3%	-	-	-	-	3 1%	3 6%
Nez rouge	3 1%	3 2%	-	2 1%	1 1%	-	2 2%	1 1%	-	1 1%	-	2 2%	-	1 2%	1 2%	-	1 1%	-	5 2%	-	5 3%	-	-	-	-	5 2%	-
Leolo	3 1%	3 2%	-	2 2%	1 1%	-	1 1%	1 1%	1 3%	1 1%	-	2 2%	-	-	2 3%	1 3%	-	1 5%	3 1%	-	4 2%	-	-	-	-	4 2%	-
La Turbulence	3 1%	3 2%	-	2 1%	1 1%	-	2 2%	1 1%	-	1 1%	1 1%	2 1%	-	1 2%	1 2%	1 2%	-	-	5 2%	-	5 3%	-	-	-	-	4 2%	1 2%
Daniel and the Superdogs	3 1%	1 1%	1 1%	1 *	2 2%	-	1 2%	1 1%	-	2 4%	-	1 1%	-	-	-	1 4%	1 1%	1 5%	2 1%	-	2 1%	-	-	-	1 7%	3 1%	-
Les aimants	2 1%	2 2%	-	0 *	2 2%	-	1 1%	1 1%	1 1%	-	-	2 2%	-	1 2%	-	1 3%	-	-	4 2%	-	4 2%	-	-	-	-	4 2%	-
C'est a ton tour Laura Cadieux	2 1%	2 2%	-	1 1%	1 1%	-	-	2 2%	1 1%	1 2%	1 3%	-	-	2 3%	-	-	-	-	4 2%	-	4 2%	-	-	-	-	3 1%	1 2%
La Legende de l'homme rapide	2 1%	-	2 2%	2 2%	-	-	-	2 2%	0 1%	-	-	2 2%	-	0 1%	-	2 5%	-	-	2 1%	-	-	1 3%	1 8%	-	-	1 *	1 2%
Oeil du chat	2 1%	2 2%	-	-	2 2%	-	1 2%	1 1%	-	-	-	2 2%	-	1 2%	-	-	-	-	3 1%	-	3 2%	-	-	-	-	3 1%	-
CQ2	1 1%	1 1%	-	-	1 1%	-	-	2 1%	-	-	-	1 1%	-	-	1 2%	1 2%	-	-	2 1%	-	2 1%	-	-	-	-	2 1%	-
Dawn of the dead	1 1%	-	1 1%	1 1%	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	1 1%	-	1 1%	-	2 1%	2 15%	-	-	-	-	-	2 1%	-

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A10B. What movie(s) was/were it/they?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Les Etat-Unis d'Albert	1 *%	1 1%	-	-	1 1%	-	1 2%	-	-	-	-	1 5%	1 2%	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-	2 1%	-
La chute	1 *%	1 1%	-	1 1%	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	-	-	1 *%	-	1 1%	-	-	-	-	-	1 *%
Other	103 44%	21 18%	82 71%	59 47%	44 41%	14 54%	29 38%	40 44%	19 50%	29 53%	28 64%	35 31%	12 48%	28 48%	24 45%	18 47%	23 40%	13 68%	84 33%	8 62%	32 17%	21 66%	9 69%	18 82%	13 87%	83 37%	14 30%
CHI-SQUARE SIGNIFICANCE	<-146.702-> 100%*		<-47.066-> 97%*		<-99.135-> 69%*				<-95.063-> 58%*				<-87.932-> 37%*			<-36.04-> 76%*		<-269.662-> 100%*						<-30.733-> 52%*			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A10C. Where did you first see the movie(s)?

Base: Attends movies at a theatre or drive-in at least once per year (A1a) AND "Yes" to A10a

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	72	40	33	41	31	5	24	30	13	15	14	36	8	16	23	17	8	6	75	4	60	7	1	2	9	64	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	265	174	91	145	120	42	90	96	36	68	50	123	24	73	60	42	57	19	241	12	174	32	13	19	15	212	45
Theatre	107	65	42	52	55	9	34	41	22	23	24	45	15	24	22	22	25	9	119	5	98	13	4	6	3	108	19
	148%	163%	129%	127%	176%	199%	142%	136%	160%	150%	174%	127%	192%	145%	99%	133%	327%	150%	159%	125%	163%	186%	400%	300%	33%	169%	127%
																					Y						
Video or DVD	81	37	44	50	31	10	34	30	6	18	12	44	7	19	21	14	19	6	90	4	63	12	5	7	9	77	18
	112%	93%	134%	122%	98%	220%	145%	98%	47%	119%	87%	123%	89%	115%	91%	81%	245%	100%	120%	100%	105%	171%	500%	350%	100%	120%	120%
							I	I				M		P													
TV	42	11	31	28	15	4	8	18	11	12	6	22	3	10	12	5	11	2	38	3	17	8	4	6	3	31	8
	58%	27%	96%	68%	47%	88%	36%	60%	84%	77%	45%	61%	35%	61%	53%	28%	142%	33%	51%	75%	28%	114%	400%	300%	33%	48%	53%
			B			G			G											U		TY					
Download	1	-	1	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-
	1%		2%	2%		13%				4%				4%				17%						50%		2%	
Film Festival	7	1	6	4	3	1	4	1	1	1	-	4	2	2	-	1	3	1	4	-	1	2	-	-	2	4	1
	9%	2%	18%	9%	9%	20%	15%	2%	11%	6%		10%	26%	13%		9%	39%	17%	5%		2%	29%			22%	6%	7%
Other	46	16	30	30	15	2	16	20	8	9	8	23	6	9	15	13	4	5	38	4	24	6	-	2	8	34	9
	63%	39%	92%	74%	49%	40%	66%	66%	60%	60%	59%	63%	77%	54%	66%	77%	49%	83%	51%	100%	40%	86%		100%	89%	53%	60%
			B	E														S		U		U		U	U		
Don't know/refuse	151	71	80	79	72	20	51	55	24	36	28	72	16	38	28	21	46	13	166	8	114	25	12	17	6	148	30
	209%	180%	244%	193%	230%	427%	215%	182%	177%	237%	203%	201%	202%	232%	125%	126%	599%	217%	221%	200%	190%	357%	1200%	850%	67%	231%	200%
CHI-SQUARE SIGNIFICANCE	<--22.943-->		<--7.304-->		<-----22.652----->					<-----12.15----->				<-----15.346----->				<--14.816-->		<-----58.571----->						<--1.506-->	
	100%*		80%*		91%*					33%*				57%*				99%*		100%*						9%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A11. Level of agreement: Top 2 Box Summary Table

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1994	495	1499	971	1023	201	452	774	550	629	412	723	181	544	415	275	428	271	1645	249	748	399	201	199	200	1555	368
UNWEIGHTED 'N'	1996	748	1248	986	1010	286	476	763	453	683	408	701	163	563	435	274	393	271	1645	249	748	399	201	199	200	1555	368
More people would watch Canadian movies if they were promoted and advertised better	733 37%	166 34%	567 39%	307 32%	426 43% D	74 37%	179 40%	308 41%	168 32%	241 39%	156 39%	251 35%	64 36%	210 39%	177 43% Q	99 37%	139 32%	109 41%	581 36%	86 35%	251 34%	153 39%	73 37%	78 40%	82 42% U	563 37%	132 36%
The acting, directing and production quality of Canadian movies is as good as movies made in other countries	539 28%	167 34% C	371 26%	249 26%	290 30%	50 26%	108 24%	229 31% G	150 29%	170 28%	110 27%	197 29%	57 34%	161 31%	121 30%	66 26%	118 29%	72 27%	463 29%	41 17%	258 TVW	104 T	40 21%	55 28% T	57 30% TW	436 29%	98 28%
I think it is important that Canadian movies can be seen in movie theatres in Canada	1031 52%	310 63% C	720 48%	453 47%	578 57% D	107 53%	255 56%	396 52%	265 49%	325 52%	203 50%	365 51%	105 58%	309 57% Q	223 54% Q	146 54% Q	187 44%	139 52%	899 55%	118 47%	478 65% TVWXY	196 49%	96 48%	93 47%	100 51%	845 55%	192 52%
I think it is important that Canadian movies can be seen on Canadian TV	1019 51%	274 55% C	745 50%	448 46%	571 56% D	93 46%	244 54%	421 55% FI	251 46%	333 53%	206 50%	356 49%	95 53%	311 58% Q	225 55% Q	144 52% Q	169 40%	145 54%	855 52%	121 49%	421 57% TV	191 48%	97 49%	106 53%	108 54%	821 53%	181 50%
I think it is important that Canadian movies are exported and promoted in other countries	940 48%	270 55% C	669 46%	415 44%	525 52% D	81 40%	229 51%	387 51% F	238 45%	304 49%	180 44%	339 48%	93 52%	280 53% PQ	219 53% PQ	120 44%	182 43%	135 51%	799 49%	108 44%	417 56% TVWX	179 46%	81 41%	87 44%	96 49%	746 49%	175 48%
American movies are better made than movies made in other countries	333 17%	72 15%	261 18%	150 16%	183 19%	35 17%	80 18%	143 19%	73 14%	127 21% LM	70 17% M	109 16%	18 10%	101 20% Q	83 20% Q	39 14%	56 13%	57 21%	252 16%	42 17%	110 15%	69 18%	32 16%	37 19%	32 16%	253 17%	57 16%
Over the last couple of years, I think that the Canadian movie industry has begun to make better films?	549 30%	203 42% C	346 25%	237 26%	312 33% D	51 26%	120 28%	227 32%	148 30%	194 32% M	110 29%	193 29%	36 22%	164 32% Q	138 35%	70 28%	105 27%	79 31%	488 31%	55 24%	305 42% TVWXY	95 26%	40 22%	51 28%	44 25%	456 31%	106 31%
Most Canadian films are not available in movie theatres	275 17%	37 9%	239 19% B	137 16%	138 17%	28 15%	75 18%	114 18%	57 14%	80 15%	65 20%	88 14%	36 22%	81 18%	59 17%	35 15%	52 14%	47 20%	206 15%	42 20% U	56 8%	52 16% U	40 23% U	41 24% UV	36 23% U	200 15%	52 17%
Most Canadian films are not available in video stores	156 10%	33 8%	123 11%	68 9%	88 12%	13 7%	32 8%	77 13%	32 11%	52 11%	28 9%	47 8%	28 19% KL	49 12%	40 12%	14 7%	28 8%	21 9%	131 10%	24 12%	49 8%	25 8%	18 11%	24 15% UV	23 15% UV	121 10%	32 11%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

A11. Level of agreement: Top 2 Box Summary Table

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
The stories in Canadian movies relate to me	136	51	84	61	75	9	21	53	53	48	14	47	21	43	43	11	21	14	127	16	73	21	11	14	11	107	33
	7%	11%	6%	7%	8%	4%	5%	7%	11%	8%	4%	7%	12%	8%	11%	4%	5%	5%	8%	7%	10%	6%	6%	7%	6%	7%	9%
		C							FG	K		K	K	P	PQ						VW						
CHI-SQUARE SIGNIFICANCE	<-104.249->	<-59.127->				<-106.271->						<-63.1->			<-72.608->				<-14.289->						<-173.792->		<-4.708->
		100%					100%					73%			92%				23%						100%		%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A11. Level of agreement: Top 4 Box Summary Table

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1994	495	1499	971	1023	201	452	774	550	629	412	723	181	544	415	275	428	271	1645	249	748	399	201	199	200	1555	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1996	748	1248	986	1010	286	476	763	453	683	408	701	163	563	435	274	393	271	1645	249	748	399	201	199	200	1555	368
More people would watch Canadian movies if they were promoted and advertised better	1409	340	1069	655	754	148	347	565	340	443	281	526	129	389	310	194	295	205	1169	179	528	288	139	141	152	1121	256
	72%	70%	73%	68%	75%	74%	77%	74%	64%	72%	69%	74%	72%	73%	76%	72%	69%	76%	72%	73%	72%	73%	71%	73%	78%	73%	71%
					D	I	I	I																			U
The acting, directing and production quality of Canadian movies is as good as movies made in other countries	1185	351	833	592	593	113	255	496	315	366	237	452	116	330	261	154	268	161	1023	130	538	231	100	107	113	956	219
	62%	72%	59%	63%	61%	57%	58%	66%	61%	60%	59%	66%	69%	64%	65%	60%	65%	61%	64%	55%	73%						
								FG													TWVXY						
I think it is important that Canadian movies can be seen in movie theatres in Canada	1654	446	1207	770	883	165	390	652	431	513	322	621	159	453	344	232	365	218	1407	197	680	326	157	160	164	1320	308
	84%	91%	81%	80%	87%	82%	86%	85%	79%	82%	79%	86%	88%	84%	84%	85%	86%	81%	86%	79%	92%	82%	79%	81%	83%	86%	84%
					D		I	I				K	K						R		TWVXY						
I think it is important that Canadian movies can be seen on Canadian TV	1644	424	1220	763	881	160	392	658	422	520	331	604	154	453	346	229	355	220	1386	205	645	326	157	164	165	1302	305
	83%	86%	82%	79%	87%	80%	87%	85%	77%	83%	81%	84%	86%	84%	84%	83%	83%	81%	85%	83%	87%	82%	79%	82%	83%	84%	84%
					D		FI	I													VW						
I think it is important that Canadian movies are exported and promoted in other countries	1576	414	1162	738	838	148	372	639	402	487	308	593	152	427	326	233	347	210	1348	195	635	315	161	154	153	1259	292
	80%	85%	79%	78%	83%	74%	83%	84%	76%	78%	76%	84%	84%	81%	79%	86%	82%	79%	83%	80%	86%	80%	81%	77%	78%	82%	80%
					D		FI	FI				JK	K			O					VXY						
American movies are better made than movies made in other countries	729	165	565	328	401	90	183	289	160	283	156	244	31	203	174	91	141	119	576	105	250	160	73	73	65	561	135
	38%	34%	39%	34%	41%	45%	41%	38%	31%	46%	38%	35%	17%	39%	43%	34%	33%	44%	36%	43%	34%	41%	38%	37%	33%	37%	38%
					D	I	I			KLM	M	M			PQ				S		UY		U				
Over the last couple of years, I think that the Canadian movie industry has begun to make better films?	1264	394	871	578	687	118	306	507	326	410	256	475	100	360	285	174	268	163	1131	154	596	236	122	118	107	1038	245
	68%	81%	64%	63%	73%	60%	71%	71%	66%	68%	67%	71%	62%	70%	72%	69%	69%	64%	73%	67%	81%	64%	66%	64%	60%	71%	72%
					D		F	F											R		TWVXY						
Most Canadian films are not available in movie theatres	702	130	572	343	359	74	203	268	155	193	149	265	82	185	148	102	153	98	580	103	202	145	85	89	79	543	129
	42%	30%	47%	41%	44%	38%	50%	42%	39%	37%	45%	43%	51%	42%	42%	44%	41%	41%	41%	49%	31%	44%	49%	53%	50%	41%	43%
							FHI				J		J							U		U	U	UV	U		
Most Canadian films are not available in video stores	469	106	362	223	246	51	109	213	92	147	92	175	49	120	128	56	105	59	401	68	161	94	54	55	51	380	83
	31%	27%	32%	28%	34%	26%	27%	35%	31%	32%	29%	31%	34%	29%	39%	29%	29%	25%	31%	35%	26%	31%	34%	35%	34%	30%	30%
								FG							NPQ					U		U	U				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

All. Level of agreement: Top 4 Box Summary Table

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
The stories in Canadian movies relate to me	525	177	348	250	275	38	127	207	154	155	93	212	57	149	135	74	100	57	485	48	268	91	48	47	50	426	103	
	28%	37%	25%	27%	29%	20%	29%	28%	31%	26%	24%	32%	32%	30%	34%	29%	25%	22%	31%	21%	37%	25%	25%	25%	28%	29%	29%	
		C					F	F	F			K			Q				R		TWVXY							
CHI-SQUARE SIGNIFICANCE	<--79.18-->			<--30.223-->				<-----108.674----->				<-----62.556----->				<-----30.346----->			<--18.345-->							<-----124.924----->		<--1.825-->
				100%	95%			100%				71%				%			50%							98%		%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllA. Level of agreement: More people would watch Canadian movies if they were promoted and advertised better.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1959	487	1472	960	999	201	450	760	533	617	405	712	179	533	409	271	428	268	1620	246	738	396	196	194	194	1529	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	62	14	48	42	19	4	10	14	34	25	9	27	1	24	11	8	6	6	51	9	21	7	9	6	6	41	13
	3%	3%	3%	4%	2%	2%	2%	2%	6%	4%	2%	4%	1%	5%	3%	3%	2%	2%	3%	4%	3%	2%	5%	3%	3%	3%	4%
				E					FGH	M		M		Q													
2	41	12	29	27	14	1	7	20	11	9	7	16	6	8	6	3	15	5	29	3	18	7	3	2	4	32	3
	2%	3%	2%	3%	1%	1%	2%	2%	3%	2%	1%	2%	2%	4%	1%	1%	1%	4%	2%	2%	1%	2%	2%	1%	2%	2%	1%
								F																		A2	
3	44	9	36	26	18	4	8	18	13	14	12	11	6	7	10	9	13	6	38	4	13	8	8	7	5	36	7
	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	4%	1%	3%	3%	3%	2%	2%	2%	2%	4%	4%	4%	3%	2%	2%
4	54	11	43	34	20	4	11	17	19	16	11	15	9	10	11	6	18	9	43	8	18	11	5	8	5	45	8
	3%	2%	3%	4%	2%	2%	2%	2%	4%	3%	3%	2%	5%	2%	3%	2%	4%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%
5	235	64	171	118	117	25	41	87	81	80	55	74	17	74	38	33	49	24	186	25	89	55	21	17	15	163	48
	12%	13%	12%	12%	12%	12%	9%	11%	15%	13%	14%	10%	10%	14%	9%	12%	11%	9%	11%	10%	12%	14%	11%	9%	8%	11%	13%
								G						O								Y					
6	114	38	77	59	56	15	25	38	35	31	29	43	10	20	24	18	31	13	104	18	51	20	11	13	7	91	28
	6%	8%	5%	6%	6%	7%	6%	5%	7%	5%	7%	6%	6%	4%	6%	7%	7%	5%	6%	7%	7%	5%	6%	7%	4%	6%	8%
		C																			Y						
7	278	57	221	148	130	38	67	111	59	82	44	123	25	73	46	36	75	39	238	36	91	59	34	30	34	235	40
	14%	12%	15%	15%	13%	19%	15%	15%	11%	13%	11%	17%	14%	14%	11%	13%	18%	15%	15%	15%	12%	15%	17%	15%	18%	15%	11%
			B			I						K					O									A2	
8	398	117	281	199	199	36	101	147	112	119	81	153	40	106	87	58	81	57	350	57	186	76	32	33	36	323	84
	20%	24%	19%	21%	20%	18%	22%	19%	21%	19%	20%	21%	22%	20%	21%	22%	19%	21%	22%	23%	25%	19%	16%	17%	19%	21%	23%
		C																			VWXY						
9	168	32	136	72	97	23	48	63	33	56	26	70	16	51	35	19	41	21	145	22	49	35	29	16	20	129	37
	9%	7%	9%	7%	10%	12%	11%	8%	6%	9%	6%	10%	9%	9%	9%	7%	10%	8%	9%	9%	7%	9%	15%	8%	10%	8%	10%
						I	I															UVX					
10 - Strongly agree	565	134	431	236	329	51	131	245	135	185	130	180	49	159	142	80	98	88	436	64	202	118	44	62	62	434	95
	29%	27%	29%	25%	33%	25%	29%	32%	25%	30%	32%	25%	27%	30%	35%	30%	23%	33%	27%	26%	27%	30%	22%	32%	32%	28%	26%
				D				FI			L			Q	Q								W	W	W	W	
TOP 2 BOX	733	166	567	307	426	74	179	308	168	241	156	251	64	210	177	99	139	109	581	86	251	153	73	78	82	563	132
	37%	34%	39%	32%	43%	37%	40%	41%	32%	39%	39%	35%	36%	39%	43%	37%	32%	41%	36%	35%	34%	39%	37%	40%	42%	37%	36%
					D		I	I						Q												U	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllA. Level of agreement: More people would watch Canadian movies if they were promoted and advertised better.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR					
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
TOP 4 BOX	1409	340	1069	655	754	148	347	565	340	443	281	526	129	389	310	194	295	205	1169	179	528	288	139	141	152	1121	256	
	72%	70%	73%	68%	75%	74%	77%	74%	64%	72%	69%	74%	72%	73%	74%	76%	72%	69%	76%	72%	73%	72%	73%	71%	73%	78%	73%	71%
				D		I	I	I																		U		
No opinion/refuse to answer	43	10	32	13	30	-	2	17	19	13	7	15	1	11	6	6	1	3	28	4	12	4	6	6	6	32	5	
	2%	2%	2%	1%	3%		*	2%	4%	2%	2%	2%	1%	2%	1%	2%	*	1%	2%	2%	2%	1%	3%	3%	3%	2%	1%	
				D				G	G					Q		Q												
CHI-SQUARE SIGNIFICANCE	<--19.212-->		<--48.175-->		<-----73.305----->				<-----45.038----->				<-----59.125----->			<--7.44-->		<-----62.193----->					<--13.59-->					
	94%		100%		100%				92%				100%			24%		76%					74%					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllB. Level of agreement: The acting, directing and production quality of Canadian movies is as good as movies made in other countries.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1911	487	1424	942	969	198	440	746	512	612	399	688	169	520	404	256	414	262	1595	237	737	381	189	193	190	1505	351
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	75	14	61	36	39	7	12	32	24	31	21	21	2	21	17	5	13	15	52	13	21	17	8	6	4	50	12
	4%	3%	4%	4%	4%	3%	3%	4%	5%	5%	5%	3%	1%	4%	4%	2%	3%	6%	3%	5%	3%	4%	4%	3%	2%	3%	3%
										M	M																
2	41	5	37	22	19	9	7	12	12	19	5	13	1	12	6	6	7	7	30	7	7	12	6	7	1	30	8
	2%	1%	3%	2%	2%	4%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%	3%	2%	3%	1%	3%	3%	4%	1%	2%	2%
			B							M										Y		UY		Y			
3	61	9	52	35	26	8	14	19	19	16	17	20	3	18	12	8	13	9	47	11	14	9	10	5	10	50	7
	3%	2%	4%	4%	3%	4%	3%	3%	4%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	5%	2%	2%	5%	3%	5%	3%	2%
			B																			U			U		
4	110	14	96	52	58	10	34	40	24	34	25	41	9	17	23	21	28	12	82	16	18	26	9	17	13	81	16
	6%	3%	7%	6%	6%	5%	8%	5%	5%	6%	6%	6%	5%	3%	6%	8%	7%	5%	5%	7%	2%	7%	5%	9%	7%	5%	5%
			B													N				U		U		U		U	
5	290	57	232	144	146	28	77	100	83	85	68	95	24	81	52	39	62	42	235	48	84	58	34	34	31	221	58
	15%	12%	16%	15%	15%	14%	17%	13%	16%	14%	17%	14%	14%	16%	13%	15%	15%	16%	15%	20%	11%	15%	18%	18%	16%	15%	17%
			B																	U		U		U		U	
6	149	37	112	61	88	24	41	47	36	62	27	46	14	40	32	22	23	16	126	12	55	28	22	17	18	117	31
	8%	8%	8%	6%	9%	12%	9%	6%	7%	10%	7%	7%	8%	8%	8%	9%	6%	6%	8%	5%	7%	7%	12%	9%	9%	8%	9%
						H																T					
7	277	57	220	163	113	26	83	110	55	78	48	115	29	68	59	40	68	37	219	41	85	69	29	20	20	213	43
	14%	12%	15%	17%	12%	13%	19%	15%	11%	13%	12%	17%	17%	13%	14%	16%	16%	14%	14%	17%	12%	18%	15%	10%	11%	14%	12%
			B				I													UXY		UXY					
8	369	127	242	180	189	36	65	156	110	117	79	140	30	101	82	48	82	52	341	48	195	58	31	32	36	307	78
	19%	26%	17%	19%	20%	18%	15%	21%	21%	19%	20%	20%	18%	19%	20%	19%	20%	20%	21%	20%	26%	15%	16%	17%	19%	20%	22%
			C					G	G											TWVXY							
9	134	41	93	59	74	11	27	64	32	37	29	46	20	38	26	22	32	9	129	12	61	22	12	18	16	103	33
	7%	8%	7%	6%	8%	5%	6%	9%	6%	6%	7%	7%	12%	7%	7%	9%	8%	3%	8%	5%	8%	6%	6%	6%	8%	7%	9%
																				R							
10 - Strongly agree	405	127	279	189	216	40	81	166	118	133	81	150	38	123	94	44	87	63	334	29	197	82	28	37	41	333	65
	21%	26%	20%	20%	22%	20%	18%	22%	23%	22%	20%	22%	22%	24%	23%	17%	21%	24%	21%	12%	27%	22%	15%	19%	22%	22%	19%
			C																	TWX		TW			T		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllC. Level of agreement: I think it is important that Canadian movies can be seen in movie theatres in Canada.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1976	490	1486	960	1016	201	451	764	543	623	408	719	180	539	411	272	426	269	1634	249	741	397	198	197	197	1540	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	48	5	42	32	16	5	4	11	28	20	8	15	4	14	7	7	10	8	27	6	7	9	5	6	4	26	6
	2%	1%	3%	3%	2%	3%	1%	1%	5%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%	2%	2%	2%
2	12	4	9	9	3	1	4	1	7	5	2	3	-	5	3	1	1	1	13	5	5	2	2	-	-	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
3	25	1	24	15	9	2	3	14	6	7	6	9	2	10	7	2	3	5	16	6	1	5	2	5	4	18	2
	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	2%	1%	1%
4	35	4	31	24	11	3	12	9	10	11	13	9	1	8	10	4	6	5	22	5	4	11	4	3	2	20	8
	2%	1%	2%	3%	1%	2%	3%	1%	2%	2%	3%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	3%	2%	2%	1%	1%	2%
5	130	15	115	73	57	12	22	57	39	39	34	43	10	28	26	12	28	15	93	16	23	30	18	13	15	87	25
	7%	3%	8%	8%	6%	6%	5%	7%	7%	6%	8%	6%	6%	5%	6%	4%	7%	6%	6%	6%	3%	8%	9%	7%	8%	6%	7%
6	74	17	57	38	36	12	17	21	22	27	22	19	4	21	15	13	12	17	56	14	21	14	10	10	8	59	14
	4%	3%	4%	4%	4%	6%	4%	3%	4%	4%	5%	3%	2%	4%	4%	5%	3%	6%	3%	6%	3%	4%	5%	5%	4%	4%	4%
7	212	30	181	118	93	20	51	78	57	49	43	101	16	43	46	36	60	22	168	31	45	45	23	31	20	157	35
	11%	6%	12%	12%	9%	10%	11%	10%	11%	8%	11%	14%	9%	8%	11%	13%	14%	8%	10%	12%	6%	11%	12%	16%	10%	10%	10%
8	411	105	306	199	212	37	85	178	109	139	76	155	38	101	74	50	118	57	340	48	157	85	38	36	44	318	81
	21%	21%	21%	21%	21%	19%	19%	23%	20%	22%	19%	22%	21%	19%	18%	18%	28%	21%	21%	19%	21%	21%	19%	18%	22%	21%	22%
9	204	53	152	90	114	27	62	84	31	58	33	83	28	58	40	31	44	21	191	27	85	48	29	12	16	159	46
	10%	11%	10%	9%	11%	13%	14%	11%	6%	9%	8%	11%	16%	11%	10%	11%	10%	8%	12%	11%	11%	12%	15%	6%	8%	10%	13%
10 - Strongly agree	826	258	568	362	464	81	193	311	235	267	170	282	77	251	183	115	143	118	708	91	393	148	67	81	84	686	146
	42%	53%	38%	38%	46%	40%	43%	41%	43%	43%	42%	39%	43%	47%	45%	42%	34%	44%	43%	37%	53%	37%	34%	41%	43%	45%	40%
TOP 2 BOX	1031	310	720	453	578	107	255	396	265	325	203	365	105	309	223	146	187	139	899	118	478	96	93	100	845	192	
	52%	63%	48%	47%	57%	53%	56%	52%	49%	52%	50%	51%	58%	57%	54%	54%	44%	52%	55%	47%	65%	49%	48%	47%	51%	55%	52%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllC. Level of agreement: I think it is important that Canadian movies can be seen in movie theatres in Canada.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1654	446	1207	770	883	165	390	652	431	513	322	621	159	453	344	232	365	218	1407	197	680	326	157	160	164	1320	308
	84%	91%	81%	80%	87%	82%	86%	85%	79%	82%	79%	86%	88%	84%	84%	85%	86%	81%	86%	79%	92%	82%	79%	81%	83%	86%	84%
		C			D		I	I				K	K						R		TWVXY						
No opinion/refuse to answer	26	7	19	12	14	-	1	13	9	8	4	8	1	6	4	5	2	2	14	1	9	3	4	3	3	21	2
	1%	1%	1%	1%	1%		*%	2%	2%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%	*%	1%	1%	2%	2%	2%	1%	1%
							G																				
CHI-SQUARE SIGNIFICANCE	<--66.255-->		<--39.533-->		<-----73.887----->				<-----49.518----->				<-----52.08----->			<--14.891-->		<-----133.338----->					<--7.065-->				
	100%		100%		100%				97%				98%			81%		100%*					21%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllD. Level of agreement: I think it is important that Canadian movies can be seen on Canadian TV.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1986	494	1492	968	1018	201	451	771	546	626	411	721	180	541	413	275	427	271	1636	247	745	398	198	199	199	1548	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	63	10	53	38	26	6	6	19	32	21	14	23	3	13	12	9	15	11	38	8	16	12	6	4	5	37	10
	3%	2%	4%	4%	3%	3%	1%	2%	6%	3%	4%	3%	2%	2%	3%	3%	4%	4%	2%	3%	2%	3%	3%	2%	3%	2%	3%
									GH																		
2	20	4	16	14	6	1	2	11	5	4	1	13	-	2	7	1	7	-	16	2	6	3	3	2	2	13	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%		1%	2%	1%	2%		1%	1%	1%	1%	2%	1%	1%	1%	1%
							*				*	2%	K	*		*	2%										
3	30	7	24	24	6	3	2	12	13	8	11	6	6	8	9	6	4	4	25	3	9	4	4	7	2	20	7
	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	3%	1%	3%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	4%	1%	1%	2%
				E			*		G																		
4	35	6	29	21	14	4	15	5	9	13	9	9	2	9	6	7	6	5	25	4	8	11	5	1	3	26	4
	2%	1%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	1%	2%	2%	3%	1%	2%	2%	2%	1%	3%	3%	1%	2%	2%	1%
							H															X					
5	132	30	102	68	64	14	18	49	49	42	29	43	11	37	22	17	24	17	92	15	39	31	12	14	13	96	23
	7%	6%	7%	7%	6%	7%	4%	6%	9%	7%	7%	6%	6%	7%	5%	6%	6%	6%	6%	6%	5%	8%	6%	7%	7%	6%	6%
									G																		
6	62	13	48	41	21	12	17	16	17	18	15	23	4	18	10	6	15	14	54	10	22	11	11	7	9	54	12
	3%	3%	3%	4%	2%	6%	4%	2%	3%	3%	4%	3%	2%	3%	2%	2%	4%	5%	3%	4%	3%	3%	6%	4%	5%	3%	3%
				E		H																					
7	203	33	170	117	86	28	38	79	57	56	43	83	18	41	41	31	64	24	169	32	49	42	26	25	22	160	33
	10%	7%	11%	12%	8%	14%	8%	10%	10%	9%	10%	12%	10%	8%	10%	11%	15%	9%	10%	13%	7%	11%	13%	13%	11%	10%	9%
			B	E		G											N			U		U	U	U			
8	422	118	305	198	224	38	111	157	114	132	81	165	41	101	79	54	122	51	362	52	175	93	34	33	35	321	91
	21%	24%	20%	20%	22%	19%	25%	20%	21%	21%	20%	23%	23%	19%	19%	20%	29%	19%	22%	21%	23%	23%	17%	17%	18%	21%	25%
																	NO				WX	X					
9	176	43	133	72	104	19	43	81	30	55	34	63	21	46	38	25	35	23	158	23	66	33	25	24	17	142	40
	9%	9%	9%	7%	10%	9%	10%	10%	5%	9%	8%	9%	12%	9%	9%	9%	8%	8%	10%	9%	9%	8%	13%	12%	9%	9%	11%
						I	I																				
10 - Strongly agree	843	231	612	376	467	74	201	341	222	277	173	293	74	265	187	118	134	122	697	98	355	158	72	82	91	679	141
	42%	47%	41%	39%	46%	37%	44%	44%	41%	44%	42%	41%	41%	49%	45%	43%	31%	45%	43%	40%	48%	40%	36%	41%	46%	44%	39%
		C		D										Q	Q	Q					TVW						
TOP 2 BOX	1019	274	745	448	571	93	244	421	251	333	206	356	95	311	225	144	169	145	855	121	421	191	97	106	108	821	181
	51%	55%	50%	46%	56%	46%	54%	55%	46%	53%	50%	49%	53%	58%	55%	52%	40%	54%	52%	49%	57%	48%	49%	53%	54%	53%	50%
		C		D		I	FI							Q	Q	Q					TV						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllD. Level of agreement: I think it is important that Canadian movies can be seen on Canadian TV.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1644	424	1220	763	881	160	392	658	422	520	331	604	154	453	346	229	355	220	1386	205	645	326	157	164	165	1302	305
	83%	86%	82%	79%	87%	80%	87%	85%	77%	83%	81%	84%	86%	84%	84%	83%	83%	81%	85%	83%	87%	82%	79%	82%	83%	84%	84%
		C			D		FI	I													VW						
No opinion/refuse to answer	16	4	12	5	12	-	0	6	6	4	1	6	1	4	3	2	1	-	12	3	5	2	4	1	1	13	3
	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<-19.499->		<-51.453->		<-82.937->				<-32.573->				<-75.317->				<-10.733->		<-63.123->					<-8.214->			
	95%		100%		100%				51%				100%				53%		79%					31%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

ALL. Level of agreement: I think it is important that Canadian movies are exported and promoted in other countries.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1959	489	1471	950	1010	201	450	765	528	622	406	706	180	528	411	272	426	265	1630	243	740	393	199	199	195	1532	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	40	8	32	29	11	3	6	10	20	21	5	12	1	20	5	4	7	6	27	3	11	7	6	5	2	27	5
	2%	2%	2%	3%	1%	2%	1%	1%	4%	3%	1%	2%	*	4%	1%	1%	2%	2%	2%	1%	1%	2%	3%	3%	1%	2%	1%
				E					H	KM				O													
2	24	4	20	9	15	2	3	6	12	11	4	5	3	3	7	2	1	2	19	3	5	6	2	3	3	15	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%
3	41	5	36	27	13	4	7	9	21	9	12	15	3	9	14	2	7	2	29	2	7	8	5	7	4	28	5
	2%	1%	2%	3%	1%	2%	2%	1%	4%	1%	3%	2%	2%	2%	4%	1%	2%	1%	2%	1%	1%	2%	3%	4%	2%	2%	1%
			B	E					H					P													
4	27	4	23	21	6	4	6	6	9	8	4	5	10	3	6	3	8	8	15	5	6	8	1	1	4	20	5
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	5%	1%	1%	1%	2%	3%	1%	2%	1%	2%	1%	1%	2%	1%	1%
				E								JKL															
5	163	31	132	74	89	26	33	61	43	64	36	52	9	48	35	16	35	22	124	26	42	36	16	16	18	118	32
	8%	6%	9%	8%	9%	13%	7%	8%	8%	10%	9%	7%	5%	9%	9%	6%	8%	8%	8%	11%	6%	9%	8%	8%	9%	8%	9%
			B		GH					M										U		U					
6	88	24	64	51	37	13	22	33	20	23	37	24	3	17	19	12	20	15	68	9	34	13	8	13	11	65	21
	5%	5%	4%	5%	4%	7%	5%	4%	4%	4%	9%	3%	2%	3%	5%	4%	5%	6%	4%	4%	5%	3%	4%	7%	6%	4%	6%
										JLM																	
7	245	35	209	142	102	26	67	93	57	59	46	115	22	61	37	32	77	30	191	33	52	64	35	24	19	192	31
	12%	7%	14%	15%	10%	13%	15%	12%	11%	9%	11%	16%	12%	12%	9%	12%	18%	11%	12%	14%	7%	16%	18%	12%	10%	13%	8%
			B	E							JK						NO			U		UY	UY	U		A2	
8	392	109	283	181	211	42	77	159	107	123	83	139	37	86	69	82	89	45	358	54	166	72	45	43	38	321	86
	20%	22%	19%	19%	21%	21%	17%	21%	20%	20%	20%	20%	20%	16%	17%	30%	21%	17%	22%	22%	22%	18%	23%	22%	19%	21%	24%
																NOQ											
9	157	47	110	71	86	15	41	63	39	58	21	60	17	43	34	15	35	16	150	18	73	30	13	15	20	116	42
	8%	10%	8%	7%	9%	7%	9%	8%	7%	9%	5%	8%	9%	8%	8%	5%	8%	6%	9%	7%	10%	8%	7%	8%	10%	8%	12%
										K																Z	
10 - Strongly agree	782	224	559	344	439	66	188	324	199	246	159	279	76	237	185	105	147	119	649	90	344	149	68	72	76	630	133
	40%	46%	38%	36%	43%	33%	42%	42%	38%	40%	39%	40%	42%	45%	45%	39%	34%	45%	40%	37%	46%	38%	34%	36%	39%	41%	36%
			C		D		F	F						Q	Q						TVWX						
TOP 2 BOX	940	270	669	415	525	81	229	387	238	304	180	339	93	280	219	120	182	135	799	108	417	179	81	87	96	746	175
	48%	55%	46%	44%	52%	40%	51%	51%	45%	49%	44%	48%	52%	53%	53%	44%	43%	51%	49%	44%	56%	46%	41%	44%	49%	49%	48%
			C		D		F	F						PQ	PQ						TVWX						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllE. Level of agreement: I think it is important that Canadian movies are exported and promoted in other countries.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1576	414	1162	738	838	148	372	639	402	487	308	593	152	427	326	233	347	210	1348	195	635	315	161	154	153	1259	292
	80%	85%	79%	78%	83%	74%	83%	84%	76%	78%	76%	84%	84%	81%	79%	86%	82%	79%	83%	80%	86%	80%	81%	77%	78%	82%	80%
		C			D		FI	FI				JK	K			O					VXY						
No opinion/refuse to answer	43	9	34	23	20	-	2	11	24	8	6	21	1	16	4	5	2	6	18	7	10	7	3	1	5	29	3
	2%	2%	2%	2%	2%		*%	1%	5%	1%	1%	3%	*%	3%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	3%	2%	1%
									GH			M		OQ						X							
CHI-SQUARE SIGNIFICANCE	<--38.277-->		<--50.09-->		<-----59.391----->				<-----95.417----->				<-----80.848----->				<--19.185-->		<-----90.664----->					<--15.298-->			
	100%		100%		100%				100%				100%				94%		100%*					83%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllF. Level of agreement: American movies are better made than movies made in other countries.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1939	483	1456	958	980	200	450	764	508	611	406	701	176	517	407	271	423	269	1607	244	734	389	194	195	195	1521	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	307	76	231	166	142	20	64	134	87	72	63	112	58	87	55	56	67	37	251	20	120	59	26	27	41	234	44
	16%	16%	16%	17%	14%	10%	14%	18%	17%	12%	15%	16%	33%	17%	14%	21%	16%	14%	16%	8%	16%	15%	13%	14%	21%	15%	12%
								F	F							O					T	T				TW	
2	141	38	104	81	61	11	39	54	34	29	35	55	17	26	29	22	41	14	129	22	57	29	17	13	12	116	31
	7%	8%	7%	8%	6%	5%	9%	7%	7%	5%	9%	8%	10%	5%	7%	8%	10%	5%	8%	9%	8%	7%	9%	7%	6%	8%	9%
											J	J					N										
3	134	43	91	65	69	11	36	49	38	27	31	58	16	28	34	13	36	14	122	19	63	20	10	17	9	109	22
	7%	9%	6%	7%	7%	5%	8%	6%	7%	4%	8%	8%	9%	5%	8%	5%	9%	5%	8%	8%	9%	5%	5%	9%	5%	7%	6%
												J									VY						
4	153	38	115	81	72	17	23	71	39	46	31	57	15	34	23	29	40	15	132	21	57	31	17	10	18	129	22
	8%	8%	8%	8%	7%	9%	5%	9%	8%	8%	8%	8%	8%	7%	6%	11%	9%	6%	8%	9%	8%	8%	9%	5%	9%	8%	6%
								G																			
5	358	90	269	180	179	32	75	131	121	116	65	140	26	106	73	41	79	49	299	40	137	68	40	43	37	277	78
	18%	19%	18%	19%	18%	16%	17%	17%	24%	19%	16%	20%	15%	21%	18%	15%	19%	18%	19%	16%	19%	17%	21%	22%	19%	18%	22%
									FGH																		
6	116	34	82	59	57	20	30	36	29	40	25	34	14	32	17	19	19	21	98	17	50	22	11	12	13	95	25
	6%	7%	6%	6%	6%	10%	7%	5%	6%	6%	6%	5%	8%	6%	4%	7%	4%	8%	6%	7%	7%	6%	6%	6%	7%	6%	7%
						H																					
7	185	42	143	91	94	29	53	68	33	75	41	59	8	46	39	29	47	31	149	29	64	44	16	17	17	151	29
	10%	9%	10%	9%	10%	14%	12%	9%	7%	12%	10%	8%	5%	9%	10%	11%	11%	12%	9%	12%	9%	11%	8%	9%	9%	10%	8%
						HI	I			LM	M																
8	211	51	160	87	124	26	50	78	53	81	44	76	4	56	53	24	39	31	175	34	76	47	25	19	16	157	49
	11%	11%	11%	9%	13%	13%	11%	10%	10%	13%	11%	11%	2%	11%	13%	9%	9%	12%	11%	14%	10%	12%	13%	10%	8%	10%	14%
					D					M	M	M															
9	106	20	87	54	52	12	30	44	18	34	27	38	3	28	29	9	24	11	83	16	30	25	5	13	10	78	19
	5%	4%	6%	6%	5%	6%	7%	6%	4%	6%	7%	5%	2%	6%	7%	3%	6%	4%	5%	7%	4%	6%	3%	7%	5%	5%	5%
										M	M	M			P					W		W					
10 - Strongly agree	227	52	175	96	130	23	50	99	55	92	43	70	15	73	53	30	32	46	169	26	80	44	27	24	22	175	38
	12%	11%	12%	10%	13%	11%	11%	13%	11%	15%	11%	10%	9%	14%	13%	11%	8%	17%	11%	11%	11%	11%	14%	12%	11%	12%	11%
										LM				Q	Q			S									
TOP 2 BOX	333	72	261	150	183	35	80	143	73	127	70	109	18	101	83	39	56	57	252	42	110	69	32	37	32	253	57
	17%	15%	18%	16%	19%	17%	18%	19%	14%	21%	17%	16%	10%	20%	20%	14%	13%	21%	16%	17%	15%	18%	16%	19%	16%	17%	16%
										LM	M			Q	Q			S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllF. Level of agreement: American movies are better made than movies made in other countries.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	729	165	565	328	401	90	183	289	160	283	156	244	31	203	174	91	141	119	576	105	250	160	73	73	65	561	135
	38%	34%	39%	34%	41%	45%	41%	38%	31%	46%	38%	35%	17%	39%	43%	34%	33%	44%	36%	43%	34%	41%	38%	37%	33%	37%	38%
				D	I	I				KLM	M	M			PQ		S		UY		U						
No opinion/refuse to answer	63	15	49	14	49	1	2	13	44	19	6	25	4	27	9	6	5	2	41	6	16	11	8	5	5	40	11
	3%	3%	3%	1%	5%	*%	*%	2%	9%	3%	2%	4%	2%	5%	2%	2%	1%	1%	3%	2%	2%	3%	4%	3%	3%	3%	3%
				D				F	FGH					OQ				R									
CHI-SQUARE SIGNIFICANCE	<--11.287-->		<--22.007-->		<-----63.943----->				<-----143.046----->				<-----64.615----->			<--22.701-->		<-----52.458----->					<--11.253-->				
	58%		98%		100%				100%				100%			98%		43%					58%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllG. Level of agreement: Over the last couple of years, I think that the Canadian movie industry has begun to make better films.

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1853	485	1368	911	942	196	429	717	496	601	380	669	161	517	396	253	390	254	1551	230	733	369	184	185	177	1468	338
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	58	7	51	35	23	7	5	11	34	30	9	15	2	22	13	5	6	9	35	6	12	12	7	5	6	33	10
	3%	1%	4%	4%	2%	4%	1%	2%	7%	5%	2%	2%	1%	4%	3%	2%	1%	4%	2%	3%	2%	3%	4%	3%	3%	2%	3%
			B						GH	KLM				Q													
2	29	5	24	16	13	5	3	14	8	12	-	13	1	8	6	7	6	4	18	2	6	7	4	4	1	18	4
	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%		2%	1%	2%	1%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%
3	34	6	28	23	11	6	3	15	10	15	5	9	5	7	5	5	8	3	27	4	9	10	4	2	3	29	3
	2%	1%	2%	3%	1%	3%	1%	2%	2%	2%	1%	1%	3%	1%	1%	2%	2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	1%
						G																					
4	51	6	45	29	22	7	14	22	6	10	14	20	6	8	13	3	18	5	41	10	8	14	5	5	5	34	9
	3%	1%	3%	3%	2%	4%	3%	3%	1%	2%	4%	3%	4%	1%	3%	1%	5%	2%	3%	4%	1%	4%	3%	3%	3%	2%	3%
			B														NP			U		U					
5	257	40	217	150	107	35	55	91	74	70	62	91	25	68	40	42	50	42	183	35	61	60	27	25	35	195	41
	14%	8%	16%	16%	11%	18%	13%	13%	15%	12%	16%	14%	16%	13%	10%	17%	13%	17%	12%	15%	8%	16%	15%	14%	20%	13%	12%
			B	E												O				U		U	U			U	
6	159	27	131	80	79	17	42	58	39	54	34	46	21	44	34	18	34	28	116	19	41	30	15	26	20	121	26
	9%	6%	10%	9%	8%	9%	10%	8%	8%	9%	9%	7%	13%	9%	9%	7%	9%	11%	7%	8%	6%	8%	8%	14%	11%	8%	8%
			B																					UV		U	
7	289	58	231	146	144	37	75	119	54	84	55	119	29	71	57	42	74	35	252	43	88	67	43	32	21	241	45
	16%	12%	17%	16%	15%	19%	18%	17%	11%	14%	14%	18%	18%	14%	14%	17%	19%	14%	16%	19%	12%	18%	23%	17%	12%	16%	13%
			B			I	I	I												U		UY	UY				
8	426	133	293	195	231	30	111	161	123	131	91	163	36	124	90	61	90	49	391	56	203	74	39	35	42	341	94
	23%	27%	21%	21%	25%	15%	26%	22%	25%	22%	24%	24%	22%	24%	23%	24%	23%	19%	25%	24%	28%	20%	21%	19%	24%	23%	28%
			C			F	F	F											R		VX						
9	140	53	87	60	80	13	36	54	36	47	24	55	9	48	29	21	26	20	126	15	78	23	11	15	10	117	29
	8%	11%	6%	7%	8%	7%	8%	8%	7%	8%	6%	8%	6%	9%	7%	8%	7%	8%	8%	7%	11%	6%	6%	8%	6%	8%	9%
			C																		TVWXY						
10 - Strongly agree	409	150	259	177	233	38	83	173	112	147	86	137	26	116	109	49	79	59	362	40	227	72	29	36	34	339	77
	22%	31%	19%	19%	25%	19%	19%	24%	23%	24%	23%	21%	16%	22%	28%	19%	20%	23%	23%	17%	31%	20%	16%	19%	19%	23%	23%
			C		D					M					PQ						TVWXY						
TOP 2 BOX	549	203	346	237	312	51	120	227	148	194	110	193	36	164	138	70	105	79	488	55	305	95	40	51	44	456	106
	30%	42%	25%	26%	33%	26%	28%	32%	30%	32%	29%	29%	22%	32%	35%	28%	27%	31%	31%	24%	42%	26%	22%	28%	25%	31%	31%
			C		D					M					Q						TVWXY						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllH. Level of agreement: Most Canadian films are not available in movie theatres.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1657	428	1228	838	819	193	408	645	397	516	330	614	159	442	352	229	375	237	1402	209	661	332	174	168	158	1333	302
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	145	55	89	79	65	16	31	44	51	57	24	46	11	61	33	13	14	29	120	15	87	25	10	10	9	119	30
	9%	13%	7%	9%	8%	8%	8%	7%	13%	11%	7%	7%	7%	14%	9%	5%	4%	12%	9%	7%	13%	8%	6%	6%	6%	9%	10%
			C						GH					PQ	Q						TWVXY						
2	95	34	61	45	49	8	22	41	22	20	20	36	16	18	23	16	27	17	77	5	53	18	7	5	9	79	14
	6%	8%	5%	5%	6%	4%	5%	6%	6%	4%	6%	6%	10%	4%	7%	7%	7%	7%	5%	2%	8%	5%	4%	3%	6%	6%	5%
			C									J									TWX						
3	111	35	76	66	45	13	18	51	28	38	17	48	6	24	19	16	35	18	95	14	53	23	6	12	7	88	23
	7%	8%	6%	8%	5%	7%	5%	8%	7%	7%	5%	8%	4%	5%	5%	7%	9%	8%	7%	7%	8%	7%	3%	7%	4%	7%	8%
								G													W						
4	107	37	70	57	50	16	18	48	22	33	20	41	7	23	20	14	32	10	101	12	57	22	12	10	5	92	23
	6%	9%	6%	7%	6%	8%	5%	7%	6%	6%	7%	4%	4%	5%	6%	6%	8%	4%	7%	6%	9%	7%	7%	7%	3%	7%	8%
			C																R		Y						
5	342	88	254	172	170	46	71	136	88	130	67	115	25	101	70	43	78	46	288	44	137	70	33	31	33	283	52
	21%	21%	21%	21%	21%	24%	17%	21%	22%	25%	20%	19%	16%	23%	20%	19%	21%	19%	21%	21%	21%	21%	19%	18%	21%	21%	17%
										LM																	
6	156	49	107	75	80	21	44	58	31	47	33	64	12	29	39	26	37	19	141	16	72	29	21	11	16	129	31
	9%	11%	9%	9%	10%	11%	11%	9%	8%	9%	10%	10%	8%	7%	11%	11%	10%	8%	10%	8%	11%	9%	12%	7%	10%	10%	10%
7	199	47	151	99	99	23	63	80	32	56	39	83	17	55	40	26	47	21	184	35	73	41	21	25	18	170	36
	12%	11%	12%	12%	12%	12%	15%	12%	8%	11%	12%	13%	11%	12%	11%	11%	12%	9%	13%	17%	11%	12%	12%	15%	11%	13%	12%
							I												R		U						
8	228	46	182	107	121	22	66	73	66	58	45	94	29	49	49	41	55	30	190	26	73	52	24	23	25	173	41
	14%	11%	15%	13%	15%	12%	16%	11%	17%	11%	14%	15%	18%	11%	14%	18%	15%	13%	14%	12%	11%	16%	14%	14%	16%	13%	14%
			B																		U						
9	87	5	82	40	47	7	29	39	12	20	18	37	13	13	25	9	24	10	68	12	8	18	13	14	14	61	15
	5%	1%	7%	5%	6%	4%	7%	6%	3%	4%	5%	6%	8%	3%	7%	4%	6%	4%	5%	6%	1%	5%	7%	8%	9%	5%	5%
			B				I	I							N					U		U	U	U	U	U	
10 - Strongly agree	188	32	156	96	91	21	45	75	45	60	47	51	23	68	34	26	27	37	138	30	48	34	27	27	22	139	37
	11%	7%	13%	12%	11%	11%	11%	12%	11%	12%	14%	8%	14%	15%	10%	11%	7%	16%	10%	14%	7%	10%	16%	16%	14%	10%	12%
			B							L				OQ				S		U		U	U	U	U	U	
TOP 2 BOX	275	37	239	137	138	28	75	114	57	80	65	88	36	81	59	35	52	47	206	42	56	52	40	41	36	200	52
	17%	9%	19%	16%	17%	15%	18%	18%	14%	15%	20%	14%	22%	18%	17%	15%	14%	20%	15%	20%	8%	16%	23%	24%	23%	15%	17%
			B																	U		U	U	UV	U		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllH. Level of agreement: Most Canadian films are not available in movie theatres.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	702	130	572	343	359	74	203	268	155	193	149	265	82	185	148	102	153	98	580	103	202	145	85	89	79	543	129
	42%	30%	47%	41%	44%	38%	50%	42%	39%	37%	45%	43%	51%	42%	42%	44%	41%	41%	41%	49%	31%	44%	49%	53%	50%	41%	43%
			B				FHI				J	J							U		U	U	UV	U			
No opinion/refuse to answer	345	69	276	135	210	8	44	131	155	114	82	113	21	103	64	48	54	34	246	41	89	68	28	32	42	228	66
	21%	16%	22%	16%	26%	4%	11%	20%	39%	22%	25%	18%	13%	23%	18%	21%	14%	14%	18%	20%	13%	20%	16%	19%	27%	17%	22%
			B		D		F	FG	FGH	M	M			Q					U		U				UW		
CHI-SQUARE SIGNIFICANCE	<--91.181-->		<--8.378-->		<-----59.556----->				<-----59.001----->				<-----77.023----->				<--20.089-->		<-----165.573----->						<--5.265-->		
	100%		32%		100%				100%				100%				96%		100%						8%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

All1. Level of agreement: Most Canadian films are not available in video stores.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1516	395	1121	784	732	192	407	614	292	464	319	560	145	412	328	195	357	234	1304	194	624	308	159	157	151	1251	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	183	73	110	95	88	23	57	56	45	71	44	52	11	74	29	15	31	36	170	19	123	34	13	15	9	164	41
	12%	18%	10%	12%	12%	12%	14%	9%	15%	15%	14%	9%	7%	18%	9%	7%	9%	15%	13%	10%	20%	11%	8%	10%	6%	13%	15%
			C				H		H	LM				OPQ						TVWXY							
2	121	44	77	61	60	18	36	45	20	31	21	51	15	27	20	19	37	15	127	10	75	20	12	12	14	116	22
	8%	11%	7%	8%	8%	9%	9%	7%	7%	7%	7%	9%	10%	6%	6%	9%	10%	6%	10%	5%	12%	6%	8%	8%	9%	9%	8%
			C																	TV							
3	112	44	68	61	51	17	27	39	27	27	29	36	15	25	30	11	29	14	113	14	66	20	10	10	11	99	26
	7%	11%	6%	8%	7%	9%	7%	6%	9%	6%	9%	7%	10%	6%	9%	5%	8%	6%	9%	7%	11%	6%	6%	6%	7%	8%	9%
			C																		V						
4	135	28	108	69	66	28	32	58	16	39	29	52	12	27	16	27	41	18	108	20	42	34	15	8	12	103	26
	9%	7%	10%	9%	9%	15%	8%	9%	5%	8%	9%	9%	8%	7%	5%	14%	12%	8%	8%	10%	7%	11%	9%	5%	8%	8%	9%
						GI										NO	NO				UX						
5	354	76	278	195	159	37	95	160	62	108	75	138	29	105	82	46	76	61	281	45	119	72	41	40	38	279	61
	23%	19%	25%	25%	22%	19%	23%	26%	21%	23%	24%	25%	20%	25%	25%	24%	21%	26%	22%	23%	19%	23%	26%	25%	25%	22%	22%
			B					F																			
6	142	24	118	80	62	18	51	43	30	41	29	55	15	34	24	23	38	31	104	18	38	34	14	17	16	110	22
	9%	6%	11%	10%	8%	9%	13%	7%	10%	9%	9%	10%	11%	8%	7%	12%	11%	13%	8%	9%	6%	11%	9%	11%	11%	9%	8%
			B				H											S			U						
7	166	40	126	86	81	23	47	69	26	49	38	58	17	41	43	24	35	18	142	25	61	41	17	12	14	138	30
	11%	10%	11%	11%	11%	12%	12%	11%	9%	10%	12%	10%	12%	10%	13%	12%	10%	8%	11%	13%	10%	13%	11%	8%	9%	11%	11%
																					X						
8	146	34	113	69	77	15	30	67	33	46	27	70	4	30	45	17	41	20	128	19	51	28	19	14	14	121	21
	10%	8%	10%	9%	11%	8%	7%	11%	11%	10%	8%	12%	3%	7%	14%	9%	12%	9%	10%	10%	8%	9%	12%	12%	9%	10%	7%
										M	M	M			N												
9	46	8	38	22	23	4	11	21	9	15	9	18	4	9	18	5	9	3	40	6	12	10	9	6	5	37	10
	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	6%	2%	2%	1%	3%	3%	2%	3%	6%	4%	3%	3%	4%
															N				R								
10 - Strongly agree	110	25	86	46	65	8	21	56	24	38	19	29	24	41	22	10	20	18	91	18	37	15	9	18	18	84	22
	7%	6%	8%	6%	9%	4%	5%	9%	8%	8%	6%	5%	16%	10%	7%	5%	6%	8%	7%	9%	6%	5%	6%	11%	12%	7%	8%
					D			FG				JKL		P							UV		UV		UV		
TOP 2 BOX	156	33	123	68	88	13	32	77	32	52	28	47	28	49	40	14	28	21	131	24	49	25	18	24	23	121	32
	10%	8%	11%	9%	12%	7%	8%	13%	11%	11%	9%	8%	19%	12%	12%	7%	8%	9%	10%	12%	8%	8%	11%	15%	15%	10%	11%
								FG					KL										UV	UV		UV	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

All1. Level of agreement: Most Canadian films are not available in video stores.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	469	106	362	223	246	51	109	213	92	147	92	175	49	120	128	56	105	59	401	68	161	94	54	55	51	380	83
	31%	27%	32%	28%	34%	26%	27%	35%	31%	32%	29%	31%	34%	29%	39%	29%	29%	25%	31%	35%	26%	31%	34%	35%	34%	30%	30%
			B								FG				NPQ					U			U	U			
No opinion/refuse to answer	486	102	383	188	298	9	45	162	260	166	93	167	35	132	87	82	71	37	344	56	126	92	43	43	49	310	87
	32%	26%	34%	24%	41%	4%	11%	26%	89%	36%	29%	30%	24%	32%	26%	42%	20%	16%	26%	29%	20%	30%	27%	27%	32%	25%	31%
			B		D		F	FG	FGH	M				Q		NOQ			R	U		U			U	Z	
CHI-SQUARE SIGNIFICANCE	<--55.607-->		<--14.779-->		<-----63.589----->				<-----65.295----->				<-----89.544----->				<--20.115-->		<-----119.553----->						<--4.583-->		
	100%		81%		100%				100%				100%				96%		100%						5%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

AllJ. Level of agreement: The stories in Canadian movies relate to me.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1867	482	1385	926	942	195	435	732	490	589	386	672	176	504	395	257	405	255	1569	234	731	371	190	190	181	1475	352
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	250	61	188	125	124	20	47	82	97	88	60	69	24	73	50	35	44	44	185	31	90	47	26	26	24	196	37
	13%	13%	14%	14%	13%	10%	11%	11%	20%	15%	15%	10%	14%	15%	13%	14%	11%	17%	12%	13%	12%	13%	14%	14%	13%	13%	11%
									FGH	L	L							S									
2	141	30	111	67	73	16	29	60	35	52	24	47	14	34	22	18	43	21	113	22	45	38	16	10	7	107	28
	8%	6%	8%	7%	8%	8%	7%	8%	7%	9%	6%	7%	8%	7%	6%	7%	11%	8%	7%	9%	6%	10%	8%	5%	4%	7%	8%
																	O			Y		UXY					
3	140	31	109	75	65	20	38	49	32	48	28	47	10	28	40	21	32	21	113	23	47	27	14	9	17	101	32
	7%	6%	8%	8%	7%	10%	9%	7%	6%	8%	7%	7%	6%	6%	10%	8%	8%	8%	7%	10%	6%	7%	7%	5%	9%	7%	9%
															N					X							
4	153	36	116	84	69	27	46	42	33	50	38	49	13	41	29	17	42	25	129	26	51	32	18	18	17	128	30
	8%	8%	8%	9%	7%	14%	11%	6%	7%	8%	10%	7%	7%	8%	7%	6%	10%	10%	8%	11%	7%	9%	9%	9%	9%	9%	9%
						HI	H																				
5	485	101	384	243	242	56	103	215	108	139	110	186	38	129	86	65	107	64	388	60	160	105	46	65	45	375	85
	26%	21%	28%	26%	26%	29%	24%	29%	22%	24%	29%	28%	22%	26%	22%	25%	26%	25%	25%	26%	22%	28%	24%	34%	25%	25%	24%
			B					I												U			UWY				
6	174	45	129	81	93	19	44	77	32	57	32	61	20	49	34	27	38	23	156	24	70	31	22	15	21	142	37
	9%	9%	9%	9%	10%	10%	10%	11%	7%	10%	8%	9%	12%	10%	9%	10%	9%	9%	10%	10%	10%	8%	12%	8%	12%	10%	11%
								I																			
7	204	62	142	102	102	18	61	83	42	48	41	96	17	49	50	25	52	25	181	11	94	40	18	21	23	162	35
	11%	13%	10%	11%	11%	9%	14%	11%	9%	8%	11%	14%	10%	10%	13%	10%	13%	10%	12%	5%	13%	11%	9%	11%	13%	11%	10%
							I					J								T	T	T	T	T	T	T	
8	186	64	122	87	98	11	45	72	58	59	38	70	18	58	41	38	27	18	177	21	101	30	19	12	16	157	35
	10%	13%	9%	9%	10%	6%	10%	10%	12%	10%	10%	10%	10%	11%	10%	15%	7%	7%	11%	9%	14%	8%	10%	6%	9%	11%	10%
		C				F	F	F						Q	Q				R		TVXY						
9	34	9	25	15	19	1	4	18	11	8	3	17	7	7	12	4	12	3	33	6	13	6	5	2	4	26	10
	2%	2%	2%	2%	2%	*%	1%	3%	2%	1%	1%	2%	4%	1%	3%	2%	3%	1%	2%	3%	2%	2%	3%	1%	2%	2%	3%
						F		K																			
10 - Strongly agree	101	42	60	46	56	8	17	34	43	40	11	30	14	36	31	7	9	11	94	10	60	15	6	12	7	81	23
	5%	9%	4%	5%	6%	4%	4%	5%	9%	7%	3%	5%	8%	7%	8%	3%	2%	4%	6%	4%	8%	4%	3%	6%	4%	5%	7%
		C							FGH	K				PQ	PQ					TVWY							
TOP 2 BOX	136	51	84	61	75	9	21	53	53	48	14	47	21	43	43	11	21	14	127	16	73	21	11	14	11	107	33
	7%	11%	6%	7%	8%	4%	5%	7%	11%	8%	4%	7%	12%	8%	11%	4%	5%	5%	8%	7%	10%	6%	6%	7%	6%	7%	9%
		C							FG	K		K	K	P	PQ					VW							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

AllJ. Level of agreement: The stories in Canadian movies relate to me.

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	525	177	348	250	275	38	127	207	154	155	93	212	57	149	135	74	100	57	485	48	268	91	48	47	50	426	103
	28%	37%	25%	27%	29%	20%	29%	28%	31%	26%	24%	32%	32%	30%	34%	29%	25%	22%	31%	21%	37%	25%	25%	25%	28%	29%	29%
		C					F	F	F			K			Q			R		TWVXY							
No opinion/refuse to answer	135	15	119	47	88	6	17	45	62	41	26	55	5	40	21	20	23	16	79	16	19	29	12	10	19	86	16
	7%	3%	9%	5%	9%	3%	4%	6%	13%	7%	7%	8%	3%	8%	5%	8%	6%	6%	5%	7%	3%	8%	6%	5%	10%	6%	5%
			B		D			F	FGH	M		M							U		U	U			U		
CHI-SQUARE SIGNIFICANCE	<--49.266-->		<--6.751-->		<-----105.01----->				<-----66.502----->				<-----75.087----->				<--19.471-->		<-----102.875----->					<--8.385-->			
	100%		18%		100%				100%				100%				95%		100%					32%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A12. What percent of the movies you watch in an average year are in ...

Base: Watches movies at least once per year (A1a-h)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1949	470	1479	949	1000	199	450	769	514	603	403	717	179	515	408	275	426	264	1604	245	712	397	200	195	196	1514	359
UNWEIGHTED 'N'	1945	712	1233	964	981	283	472	753	419	654	398	693	161	536	425	271	391	264	1604	245	712	397	200	195	196	1514	359
English	84.28	60.13	91.92	83.11	85.39	81.67	81.23	85.09	87.04	85.94	84.33	82.93	82.40	81.86	83.66	83.89	86.16	81.27	79.79	95.30	59.22	90.98	94.21	91.05	91.19	79.34	83.61
			B					G	FG								N		UVXY		U	UVXY	U	U		Z	
French	7.39	23.96	2.16	8.32	6.50	8.30	9.00	6.85	6.04	7.21	6.33	8.56	6.50	8.02	7.90	8.12	6.38	8.30	10.84	2.03	24.79	2.17	1.80	2.20	2.33	11.17	7.54
		C		E			I														TWXY					A2	
Other languages	8.29	15.83	5.92	8.48	8.11	10.05	9.69	7.99	6.92	6.63	9.37	8.56	11.11	10.00	8.45	8.04	7.48	10.36	9.30	2.67	15.91	6.86	3.99	6.70	6.48	9.50	8.45
		C				I	I				J		J	Q							TWXY	TW		TW	TW		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHI-SQUARE SIGNIFICANCE	<---.003-->	<---.001-->	<-----.005----->	<-----.017----->	<-----.011----->	<---.005-->	<-----.01----->	<---.013-->																			
	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	1%*

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A12B1. When you are interested in seeing a movie that was originally produced in French, do you generally prefer to see it...

Base: English respondents AND watches movies at least once per year (A1a-h)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1409	37	1372	694	716	153	341	554	355	416	318	495	148	341	284	195	347	204	947	218	56	373	181	187	184	941	209	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1296	60	1236	618	678	205	295	489	297	442	291	415	119	322	273	180	286	217	1022	247	60	396	201	194	198	1002	243	
In the original French version	123	12	110	59	64	11	35	47	29	24	20	49	29	26	30	9	40	14	83	20	18	29	6	12	15	82	17	
	9%	33%	8%	8%	9%	7%	10%	9%	8%	6%	6%	10%	20%	8%	10%	5%	11%	7%	9%	9%	32%	8%	3%	6%	8%	9%	8%	
			C									JKL					P			W	TWVXY	W			W			
Subtitled in English	665	17	648	333	332	83	188	260	131	163	138	251	97	158	117	102	182	98	434	74	26	194	77	93	89	452	79	
	47%	45%	47%	48%	46%	54%	55%	47%	37%	39%	43%	51%	65%	46%	41%	52%	52%	48%	46%	34%	46%	52%	43%	50%	48%	48%	38%	
						I	I	I				J	JKL			O	O					TW		T	T	A2		
Dubbed in English	506	7	499	244	261	56	98	199	151	199	128	152	16	132	116	63	108	76	357	105	10	123	85	62	66	336	96	
	36%	18%	36%	35%	37%	37%	29%	36%	43%	48%	40%	31%	11%	39%	41%	32%	31%	37%	38%	48%	18%	33%	47%	33%	36%	36%	46%	
			B						G	LM	LM	M			Q					UVXY		U	UVXY	U	U		Z	
No preference	116	1	115	58	59	3	20	48	44	30	32	43	7	25	22	20	18	16	73	19	2	27	13	20	14	71	17	
	8%	4%	8%	8%	8%	2%	6%	9%	12%	7%	10%	9%	4%	7%	8%	10%	5%	8%	8%	9%	4%	7%	7%	11%	8%	8%	8%	
								F	FG															U				
Don't know/refuse	112	3	109	43	69	6	10	42	50	46	19	36	4	31	24	22	12	13	75	29	4	23	20	7	14	61	34	
	8%	7%	8%	6%	10%	4%	3%	8%	14%	11%	6%	7%	3%	9%	9%	11%	4%	6%	8%	13%	7%	6%	11%	4%	8%	6%	16%	
								G	FGH	KM				Q	Q	Q				VX			X				Z	
CHI-SQUARE SIGNIFICANCE	<--29.78-->	<--.437-->	<-----41.611----->	<-----97.129----->	<-----23.046----->	<--.91-->	<-----79.163----->	<--8.785-->																				
	100%	7%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%	99%	18%	18%	100%	100%	100%	100%	100%	100%	97%	97%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

A12B2. When you are interested in seeing a movie that was originally produced in English, do you generally prefer to see it...

Base: French respondents AND watches movies at least once per year (A1a-h)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	445	442	3	220	225	42	100	177	119	151	70	189	27	150	105	59	67	50	605	-	673	1	-	1	-	533	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	689	687	2	362	327	81	180	273	145	234	114	285	43	230	161	94	106	50	616	-	687	1	-	1	-	545	123
In the original English version	145	145	-	82	64	17	38	55	32	34	27	71	11	43	31	23	25	19	200	-	227	-	-	-	-	195	27
	33%	33%		37%	28%	40%	38%	31%	27%	23%	38%	38%	42%	29%	29%	38%	38%	38%	33%	34%						37%	22%
				E		I				J	J	J														A2	
Subtitled in French	24	24	-	10	14	2	5	11	6	7	3	13	2	10	7	4	2	2	33	-	36	-	-	-	-	30	5
	5%	6%		5%	6%	4%	5%	6%	5%	4%	4%	7%	7%	7%	6%	7%	2%	4%	5%	5%						6%	4%
Dubbed in French	267	265	3	123	144	24	54	109	76	107	39	104	12	91	67	33	39	27	363	-	399	1	-	1	-	300	86
	60%	60%	100%	56%	64%	56%	54%	62%	64%	71%	56%	55%	44%	61%	64%	55%	58%	54%	60%	59%	100%	U		100%		56%	71%
				B	D					KLM												U		U		Z	
No preference	8	8	-	5	3	-	3	1	4	4	1	1	2	6	-	-	1	2	9	-	11	-	-	-	-	8	3
	2%	2%		2%	1%		3%	1%	3%	2%	2%	1%	7%	4%			2%	4%	1%	2%						2%	2%
Don't know/refuse	13	13	-	5	8	-	0	1	9	6	1	2	-	5	1	1	1	-	11	-	14	-	-	-	-	12	2
	3%	3%		2%	4%		*%	*%	7%	4%	2%	1%		3%	1%	1%	1%		2%	2%						2%	2%
									GH	L																	
CHI-SQUARE SIGNIFICANCE	<--1.693-->		<--5.262-->		<-----8.459----->				<-----18.784----->				<-----10.681----->				<--2.535-->		<-----1.371----->					<--10.545-->			
	36%*		85%		51%*				97%*				70%*				53%*		3%*					99%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B1A. How many hours in an average week do you spend listening to music on CDs, mp3s or cassettes?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1992	492	1499	970	1021	201	451	771	548	625	409	725	181	539	415	277	428	268	1643	249	744	398	201	200	200	1552	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
None	247	59	188	117	129	5	24	70	146	92	53	67	16	89	58	27	27	30	176	36	73	40	26	22	22	156	60
	12%	12%	13%	12%	13%	2%	5%	7%	15%	15%	13%	9%	9%	16%	14%	10%	6%	11%	11%	14%	10%	10%	13%	11%	11%	10%	16%
									FG	FGH	LM			PQ	Q												Z
Less than 1 hour	170	38	132	83	87	6	29	63	71	63	24	64	18	57	31	17	38	17	139	24	57	32	17	14	16	123	29
	9%	8%	9%	9%	8%	3%	6%	6%	7%	10%	6%	9%	10%	11%	8%	6%	9%	6%	8%	10%	8%	8%	8%	7%	8%	8%	8%
									F	FGH	K																
1 to 5 hours	866	208	658	419	447	58	195	367	235	239	184	337	85	216	186	129	184	107	696	114	313	177	79	77	79	653	151
	43%	42%	44%	43%	44%	29%	43%	48%	43%	38%	45%	46%	47%	40%	45%	47%	43%	40%	42%	46%	42%	44%	39%	39%	40%	42%	41%
							F	F	F			J															
6 to 10 hours	335	86	249	147	188	53	91	136	52	109	75	119	26	95	72	44	73	55	287	36	137	70	39	35	43	289	62
	17%	17%	17%	15%	18%	27%	20%	18%	9%	17%	18%	16%	15%	18%	17%	16%	17%	21%	17%	14%	18%	18%	19%	18%	22%	19%	17%
						HI	I	I																			
11 to 25 hours	230	63	166	120	109	33	67	91	38	66	44	91	25	51	44	32	68	27	212	26	99	45	24	25	25	193	39
	12%	13%	11%	12%	11%	17%	15%	12%	7%	11%	11%	13%	14%	10%	11%	12%	16%	10%	13%	10%	13%	11%	12%	13%	13%	12%	11%
						I	I	I									N										
More than 25 hours	144	38	106	82	61	45	46	44	6	56	29	47	12	30	24	27	37	32	133	13	65	34	16	27	15	138	26
	7%	8%	7%	8%	6%	23%	10%	6%	1%	9%	7%	6%	6%	6%	6%	10%	9%	12%	8%	5%	9%	9%	8%	14%	8%	9%	7%
						GHI	HI	I													T						
Don't know/refuse to answer	10	5	5	2	8	-	1	6	4	6	3	2	-	5	1	-	1	3	5	1	6	2	1	-	-	9	1
	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<---2.2---	<---8.739---	<---318.876---	<---28.521---	<---46.139---	<---8.261---	<---23.003---	<---12.94---																			
	18%	88%	100%	98%	100%																						
MEAN	6.94	7.34	6.80	7.34	6.55	12.76	8.69	6.70	3.70	7.18	6.88	6.96	6.99	6.08	6.40	7.76	8.18	8.27	7.46	6.02	7.79	7.38	7.31	8.89	7.45	7.70	6.66
						GHI	HI	I								N	NO				T	T		T		A2	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B1B. How many hours in an average week do you spend listening to music on the radio?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1997	496	1500	967	1029	201	451	775	549	629	410	727	181	541	415	277	426	270	1644	249	749	400	200	199	200	1557	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
None	219	63	156	105	114	26	47	59	81	77	42	72	16	86	47	14	28	29	165	20	90	42	18	10	30	168	35	
	11%	13%	10%	11%	11%	13%	10%	8%	15%	12%	10%	10%	9%	16%	11%	5%	6%	11%	10%	8%	12%	11%	9%	5%	15%	11%	10%	
						H			H					PQ	PQ					X	X				TX			
Less than 1 hour	174	38	136	93	81	25	37	55	56	51	37	59	24	56	25	35	29	29	132	17	60	29	18	21	27	139	29	
	9%	8%	9%	10%	8%	13%	8%	7%	10%	8%	9%	8%	13%	10%	6%	13%	7%	11%	8%	7%	8%	7%	9%	11%	14%	9%	8%	
						H			O					O		OQ										TUV		
1 to 5 hours	753	195	558	372	381	88	180	260	218	225	158	298	50	180	167	107	163	104	652	104	296	148	84	84	71	614	139	
	38%	39%	37%	39%	37%	44%	40%	34%	40%	36%	39%	41%	28%	33%	40%	39%	38%	39%	40%	42%	40%	37%	42%	42%	36%	39%	38%	
						H				M	M																	
6 to 10 hours	388	76	312	194	194	34	85	179	89	113	84	145	38	105	73	43	109	51	305	51	117	90	43	39	27	283	71	
	19%	15%	21%	20%	19%	17%	19%	23%	16%	18%	21%	20%	21%	19%	18%	15%	26%	19%	19%	20%	16%	23%	22%	20%	14%	18%	19%	
			B						I								OP			Y		UY	Y					
11 to 25 hours	248	63	186	104	144	18	48	115	67	83	38	97	30	64	42	54	54	31	198	25	92	54	19	21	24	178	49	
	12%	13%	12%	11%	14%	9%	11%	15%	12%	13%	9%	13%	17%	12%	10%	19%	13%	11%	12%	10%	12%	14%	10%	11%	12%	11%	13%	
						F			F				K			NO												
More than 25 hours	214	61	153	98	115	9	54	107	39	79	52	56	23	51	60	24	43	26	192	32	94	37	18	24	21	175	45	
	11%	12%	10%	10%	11%	5%	12%	14%	7%	13%	13%	8%	13%	9%	15%	9%	10%	10%	12%	13%	13%	9%	9%	12%	11%	11%	12%	
							FI	FI		L	L				NP													
Don't know/refuse to answer	5	1	4	5	-	-	1	2	3	2	2	-	-	3	1	-	2	1	4	1	1	-	2	1	-	4	-	
	1%	1%	1%	1%			1%	1%	1%	1%	1%			1%	1%		1%	1%	1%	1%	1%		1%	1%		1%	1%	
CHI-SQUARE SIGNIFICANCE	<---10.2-->	<---7.24-->	<-----66.271----->	<-----32.301----->	<-----75.504----->	<---3.147-->	<-----42.395----->	<---2.398-->																				
	93%		80%			100%			99%					100%					32%			98%					21%	
MEAN	8.18	8.42	8.10	7.80	8.54	5.76	8.25	9.69	6.87	8.70	8.28	7.59	9.31	7.53	8.83	8.58	8.56	7.68	8.39	8.59	8.45	8.15	7.44	8.40	7.52	8.11	8.78	
							FI	FGI					L															

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B1C. How many hours in an average week do you spend listening to music on the Internet?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1995	495	1500	968	1027	201	452	774	548	629	412	721	181	544	411	277	428	271	1643	250	747	398	202	200	200	1557	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
None	1485	391	1094	671	815	64	275	620	509	457	292	545	144	419	316	199	299	170	1213	188	573	279	135	135	138	1113	287
	74%	79%	73%	69%	79%	32%	61%	80%	93%	73%	71%	76%	80%	77%	77%	72%	70%	63%	74%	75%	77%	70%	67%	68%	69%	71%	78%
			C		D		F	FG	FGH				K	Q	Q				R		VWXY					Z	
Less than 1 hour	150	28	123	83	67	25	45	61	19	35	38	60	17	23	28	29	51	26	124	16	47	32	25	19	16	116	30
	8%	6%	8%	9%	7%	13%	10%	8%	3%	6%	9%	8%	9%	4%	7%	11%	12%	10%	8%	6%	6%	8%	12%	10%	8%	7%	8%
			B			I	I	I								N	NO					TU					
1 to 5 hours	222	47	176	133	89	63	78	68	13	78	54	73	14	64	43	34	46	47	189	32	79	54	27	27	25	207	29
	11%	9%	12%	14%	9%	31%	17%	9%	2%	12%	13%	10%	8%	12%	10%	12%	11%	17%	12%	13%	11%	14%	13%	14%	13%	13%	8%
				E		GHI	HI	I										S								A2	
6 to 10 hours	68	17	51	40	27	24	25	14	4	29	15	21	2	17	12	6	18	17	57	9	27	11	8	10	14	66	10
	3%	3%	3%	4%	3%	12%	5%	2%	1%	5%	4%	3%	1%	3%	3%	2%	4%	6%	3%	4%	4%	3%	4%	5%	7%	4%	3%
						GHI	HI				M														V		
11 to 25 hours	42	4	38	24	18	14	19	7	2	19	8	11	4	14	8	3	10	6	32	1	8	15	2	7	5	31	3
	2%	1%	3%	3%	2%	7%	4%	1%	1%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	4%	1%	4%	3%	2%	1%
			B			HI	HI															TUW		T		A2	
More than 25 hours	27	8	19	16	10	11	10	3	1	11	6	9	-	6	4	6	5	5	28	4	13	7	5	2	2	24	8
	1%	2%	1%	2%	1%	5%	2%	1%	1%	2%	1%	1%		1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%
						HI	HI																				
Don't know/refuse to answer	7	3	4	5	2	-	-	3	4	1	-	6	-	1	4	-	-	-	5	-	3	2	-	-	-	4	1
	1%	1%	1%	1%	1%			1%	1%	1%		1%		1%	1%				1%		1%	1%				1%	1%
CHI-SQUARE SIGNIFICANCE	<--12.139-->		<--27.317-->		<-----386.591----->					<-----25.019----->				<-----31.001----->				<--16.483-->		<-----41.974----->						<--13.855-->	
	97%		100%		100%					95%				99%				99%		98%*						98%	
MEAN	1.43	1.21	1.50	1.75	1.12	4.82	2.46	0.74	0.28	1.86	1.51	1.25	0.77	1.47	1.19	1.40	1.45	2.02	1.52	1.26	1.35	1.87	1.70	1.78	1.73	1.60	1.30
				E		GHI	HI	I		LM																	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B1D. How many hours in an average week do you spend listening to music on television?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1997	495	1503	972	1026	200	450	777	551	630	410	726	180	542	415	277	428	268	1646	250	746	400	201	199	199	1554	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
None	921	258	663	443	478	45	198	410	261	230	169	393	108	232	191	135	216	89	783	84	386	180	87	73	94	722	154
	46%	52%	44%	46%	47%	22%	44%	53%	47%	36%	41%	54%	60%	43%	46%	49%	50%	33%	48%	34%	52%	45%	43%	37%	47%	46%	42%
		C				F	FG		F		JK	JK					N		R		TVWX	TX	T		TX		
Less than 1 hour	302	76	225	172	130	33	78	98	90	90	75	101	28	83	56	35	73	42	252	40	115	48	28	44	36	246	48
	15%	15%	15%	18%	13%	16%	17%	13%	16%	14%	18%	14%	16%	15%	13%	13%	17%	16%	15%	16%	15%	12%	14%	18%	16%	13%	
				E																				UVW			
1 to 5 hours	587	124	463	278	309	93	135	200	150	218	120	190	40	171	119	83	113	92	482	104	197	130	60	57	53	458	123
	29%	25%	31%	29%	30%	47%	30%	26%	27%	35%	29%	26%	22%	32%	29%	30%	26%	34%	29%	42%	26%	33%	30%	29%	27%	29%	33%
				B		GHI				LM										UVWXY		U					
6 to 10 hours	110	21	89	37	72	18	25	45	22	54	27	25	2	34	27	17	17	22	77	9	27	27	14	15	10	73	21
	5%	4%	6%	4%	7%	9%	5%	6%	4%	9%	7%	3%	1%	6%	7%	6%	4%	8%	5%	4%	4%	7%	7%	8%	5%	5%	6%
				D		I				LM	M							S				U		U			
11 to 25 hours	55	12	43	30	25	6	11	17	20	26	17	10	2	9	16	7	10	17	34	8	15	12	8	7	2	40	12
	3%	2%	3%	3%	2%	3%	3%	2%	4%	4%	4%	1%	1%	2%	4%	2%	2%	6%	2%	3%	2%	3%	4%	4%	1%	3%	3%
										LM	LM							S									
More than 25 hours	23	4	19	11	12	5	3	6	7	13	2	6	-	12	5	1	-	6	18	5	6	3	4	3	4	15	10
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%		2%	1%	1%		2%	1%	2%	1%	1%	2%	2%	2%	1%	3%
														P		*											Z
Don't know/refuse to answer	5	3	2	1	4	1	2	-	1	-	2	1	1	2	-	-	-	3	2	-	4	-	1	1	1	7	-
	1%	1%	1%	1%	1%	1%	1%		1%		1%	1%	1%	1%				1%	1%		1%		1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--12.724-->		<--18.959-->		<-----75.956----->				<-----93.427----->				<-----30.971----->				<--36.202-->		<-----64.736----->						<--12.597-->		
	97%		100%		100%				100%				99%				100%		100%						97%		
MEAN	2.23	1.82	2.37	2.14	2.31	3.47	2.11	1.94	2.28	3.17	2.40	1.63	1.01	2.51	2.52	1.95	1.60	3.58	2.03	2.79	1.76	2.34	2.84	2.66	2.08	2.09	2.93
						GHI				KLM	LM			Q	Q			S		U	U	U	U	U		Z	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B2. What percentage of your total music listening is spent listening to music by Canadian artists?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1763	455	1308	858	905	189	421	699	438	555	366	645	159	475	372	248	394	245	1479	225	695	349	175	181	169	1400	324	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362	
None	83	27	56	41	42	6	17	20	38	35	17	25	4	27	13	9	18	18	59	8	38	16	8	8	6	68	13	
	5%	6%	4%	5%	5%	3%	4%	3%	9%	6%	5%	4%	3%	6%	4%	4%	4%	7%	4%	4%	5%	5%	5%	4%	4%	5%	4%	
									FGH																			
Less than 10%	358	63	295	177	181	49	83	103	118	128	80	110	29	112	74	49	53	59	267	50	95	76	38	37	45	266	55	
	20%	14%	23%	21%	20%	26%	20%	15%	27%	23%	22%	17%	18%	24%	20%	20%	14%	24%	18%	22%	14%	22%	22%	20%	27%	19%	17%	
				B		H			GH	L				Q	Q			S		U		U	U	U	U	U		
10-25%	566	114	452	293	272	64	116	247	137	159	118	217	61	138	120	87	136	77	453	67	175	127	69	58	52	430	100	
	32%	25%	35%	34%	30%	34%	28%	35%	31%	29%	32%	34%	38%	29%	32%	35%	35%	31%	31%	30%	25%	36%	39%	32%	31%	31%	31%	
				B				G														U	TU					
26-50%	504	125	379	242	263	48	145	215	93	153	105	191	48	125	113	81	126	62	446	76	200	97	42	53	54	415	91	
	29%	28%	29%	28%	29%	26%	34%	31%	21%	28%	29%	30%	30%	26%	30%	33%	32%	25%	30%	34%	29%	28%	24%	29%	32%	30%	28%	
							FI	I												W								
51-75%	171	79	92	72	99	13	51	70	36	48	36	68	13	48	41	18	37	17	172	20	117	24	13	19	8	147	46	
	10%	17%	7%	8%	11%	7%	12%	10%	8%	9%	10%	11%	8%	10%	11%	7%	9%	7%	12%	9%	17%	7%	7%	10%	5%	11%	14%	
		C				F													R		TVWXY			Y				
76-100%	81	46	34	33	47	8	9	45	17	32	11	33	3	25	11	3	23	12	82	4	70	9	5	6	4	74	19	
	5%	10%	3%	4%	5%	4%	2%	6%	4%	6%	3%	5%	2%	5%	3%	1%	6%	5%	6%	2%	10%	3%	3%	3%	2%	5%	6%	
		C				G				M				P			P				TVWXY							
Don't know/refuse to answer	216	32	184	104	112	11	28	75	98	68	44	75	18	56	38	28	32	24	148	21	43	50	25	17	28	143	38	
	12%	7%	14%	12%	12%	6%	7%	11%	22%	12%	12%	12%	12%	12%	10%	11%	8%	10%	10%	9%	6%	14%	14%	9%	17%	10%	12%	
				B				FG	FGH													U	U		TUX			
CHI-SQUARE SIGNIFICANCE	<--104.77-->	<--7.378-->	<-----79.79----->	<-----23.694----->	<-----31.999----->	<--15.446-->	<-----120.025----->	<--4.574-->																				
	100%		81%		100%		93%		99%		99%		99%															
MEAN	27.6	35.5	24.9	26.4	28.8	25.1	28.5	30.5	23.5	27.1	26.4	29.2	26.2	27.3	27.7	25.4	30.0	25.0	29.9	26.3	35.5	24.6	24.3	27.3	23.9	28.9	31.0	
		C			D		I	FI									P		R		TVWXY							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B3. Do you own, or have access to the following items? (% Yes)

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Computer	1644	384	1259	809	835	193	420	674	347	461	359	641	168	368	350	248	420	218	1385	204	596	349	163	175	172	1313	285	
	82%	77%	84%	83%	81%	96%	93%	87%	63%	73%	87%	88%	93%	68%	84%	90%	98%	81%	84%	82%	79%	87%	81%	88%	86%	84%	77%	
			B		E	HI	HI	I			J	J	JK		N	N	NOP					UW		UW	U	A2		
CD burner	1129	255	874	609	520	163	321	475	161	284	266	444	123	216	238	173	329	145	988	140	408	240	129	131	123	936	190	
	57%	52%	59%	63%	51%	81%	71%	62%	30%	46%	66%	61%	68%	40%	57%	63%	77%	54%	60%	57%	55%	61%	64%	66%	63%	60%	52%	
			B		E	GHI	HI	I			J	J	J		N	N	NOP					U		U		A2		
Portable digital music player or portable mp3 player	760	112	648	392	368	139	201	321	91	227	173	279	69	136	149	121	214	131	581	99	185	193	82	92	95	592	126	
	38%	23%	43%	40%	36%	69%	45%	41%	17%	36%	42%	38%	39%	25%	36%	44%	50%	49%	35%	40%	25%	49%	41%	46%	48%	38%	34%	
			B			GHI	I	I			J	J	J		N	N	NO	S		U		TU	U	U	U			
DVD player	1645	391	1254	823	822	190	423	674	346	492	362	610	155	366	365	237	406	233	1376	203	610	348	170	172	165	1316	290	
	82%	79%	83%	85%	80%	95%	94%	87%	63%	78%	88%	84%	86%	67%	88%	86%	95%	86%	84%	81%	81%	87%	84%	86%	83%	84%	79%	
			B		E	HI	HI	I			J	J	J		N	N	NOP					U				A2		
DVD burner	632	142	491	358	274	71	185	285	87	152	153	248	71	108	130	100	196	83	542	76	227	133	65	79	66	516	104	
	32%	29%	33%	37%	27%	36%	41%	37%	16%	24%	37%	34%	39%	20%	31%	36%	46%	31%	33%	31%	31%	34%	32%	40%	33%	33%	28%	
				E		I	I	I			J	J	J		N	N	NOP						TU					
Cell phone	1285	257	1027	612	673	119	300	574	283	345	289	503	133	273	253	208	356	175	1033	157	395	284	135	151	128	969	232	
	64%	52%	68%	63%	65%	59%	66%	74%	51%	55%	70%	69%	74%	50%	61%	75%	83%	65%	63%	63%	53%	71%	67%	76%	64%	62%	63%	
			B			I	FGI				J	J	J		N	NO	NOP			U		TU	U	TUY	U			
CHI-SQUARE SIGNIFICANCE	<--53.491-->	<--28.54-->	<-----302.356----->	<-----55.822----->	<-----167.164----->	<--13.446-->	<-----75.109----->	<--7.169-->																				
	100%	100%	100%	99%	100%	73%	96%	21%																				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4. Level of interest: Top 4 Box Summary Table

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1979	487	1492	962	1017	201	449	774	535	622	410	720	178	531	410	276	426	269	1627	246	738	399	200	198	197	1543	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
Country	519	73	446	224	295	28	98	207	182	209	88	165	33	188	102	72	83	75	372	99	103	101	59	63	56	348	119
	26%	15%	30%	23%	29%	14%	22%	27%	34%	34%	21%	23%	18%	35%	25%	26%	19%	28%	23%	40%	14%	25%	30%	32%	28%	23%	33%
			B		D		F	F	FGH	KLM				OPQ						UVWY		U	U	U	U	Z	
Rock, including soft, hard and classic rock	1165	270	895	608	557	147	328	551	136	341	252	457	105	267	256	166	314	145	1020	159	443	254	116	126	110	943	216
	59%	56%	60%	64%	55%	73%	73%	71%	26%	55%	61%	64%	59%	51%	63%	60%	74%	54%	63%	65%	60%	64%	58%	64%	56%	61%	60%
				E		I	I	I				J		N	N	NOP			R								
Current Hits or Pop music	812	241	571	322	490	93	245	353	111	261	159	319	60	197	189	114	191	105	725	110	375	168	69	72	65	677	152
	41%	50%	38%	34%	48%	47%	73%	46%	21%	42%	39%	45%	34%	38%	46%	41%	45%	39%	45%	12%	37%	42%	35%	36%	33%	44%	42%
		C			D	I	HI	I				M			N					WY	VWXY	Y					
Electronica	134	49	85	88	45	24	62	37	11	41	30	51	12	31	38	22	24	21	131	9	85	26	8	15	11	123	23
	7%	10%	6%	10%	5%	12%	14%	5%	2%	7%	8%	7%	7%	6%	10%	8%	6%	8%	8%	4%	12%	7%	4%	8%	6%	8%	7%
		C		E		HI	HI	I													TVWY						
Classical or Opera	541	155	387	227	315	27	72	197	238	115	116	228	73	150	82	91	113	59	429	42	214	101	43	42	64	407	81
	27%	32%	26%	24%	31%	13%	16%	25%	45%	19%	28%	32%	41%	28%	20%	33%	27%	22%	26%	17%	29%	25%	22%	21%	32%	26%	22%
		C			D			FG	FGH		J	J	JK	O		O					TWX	T				TWX	
Hip-Hop	350	97	253	159	191	86	149	88	22	140	75	112	17	102	70	46	74	88	297	50	156	81	39	43	30	314	64
	18%	21%	17%	17%	19%	43%	33%	12%	4%	23%	18%	16%	9%	20%	17%	17%	17%	33%	18%	20%	22%	21%	20%	22%	15%	21%	18%
						GHI	HI	I		LM	M	M						S			Y						
R&B	440	95	344	195	244	72	121	180	65	137	104	153	45	99	98	61	122	84	358	59	154	104	45	51	41	361	70
	24%	23%	24%	22%	26%	36%	27%	25%	15%	25%	27%	23%	26%	21%	26%	23%	30%	33%	24%	25%	24%	27%	24%	27%	22%	25%	21%
						GHI	I	I									N	S									
Dance	525	139	386	182	343	59	134	186	137	193	93	184	37	157	111	77	92	85	400	65	206	110	44	56	38	406	90
	27%	29%	26%	19%	34%	30%	30%	24%	26%	31%	23%	26%	21%	30%	27%	28%	22%	32%	25%	27%	28%	28%	22%	28%	19%	26%	25%
					D					KM				Q				S		Y	Y		Y	Y	Y		
Jazz or Blues	573	164	409	289	284	44	98	294	133	142	101	246	78	121	108	95	162	62	486	44	256	119	45	45	60	467	81
	29%	34%	28%	30%	28%	22%	22%	38%	25%	23%	25%	35%	44%	23%	27%	34%	38%	23%	30%	18%	35%	30%	23%	23%	30%	30%	22%
		C						FGI			JK	JKL				N	NO		R		TWX	T			T	A2	
World	317	115	202	136	181	32	75	131	79	60	73	133	51	87	76	43	68	49	281	20	179	63	19	29	28	274	50
	17%	25%	15%	15%	19%	16%	17%	18%	17%	11%	19%	20%	31%	18%	20%	17%	16%	20%	19%	9%	26%	17%	10%	16%	16%	19%	15%
		C									J	J	JKL								TVWXY	TW		T	T		
Folk	304	76	227	137	167	17	52	122	113	80	61	109	46	98	69	36	53	30	267	52	113	51	33	34	28	238	62
	15%	16%	15%	14%	17%	8%	12%	16%	21%	13%	15%	15%	26%	19%	17%	13%	12%	11%	16%	21%	15%	13%	17%	17%	14%	16%	17%
							F	FG						JKL	Q				R	V							
CHI-SQUARE SIGNIFICANCE	<--97.799-->		<-111.791->		<-----705.331----->				<-----178.85----->				<-----114.108----->			<--53.498-->		<-----223.295----->					<-28.761-->				
	100%		100%		100%				100%				100%			100%		100%					88%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4A. Level of interest: Country?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1973	483	1490	960	1014	201	446	773	534	622	409	717	178	531	408	275	426	268	1622	246	733	399	198	198	197	1536	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	563	202	361	283	280	79	154	210	114	161	115	219	63	138	124	69	137	76	509	40	320	114	38	47	43	481	99
	29%	42%	24%	29%	28%	39%	35%	27%	21%	26%	28%	31%	36%	26%	30%	25%	32%	28%	31%	16%	44%	29%	19%	24%	22%	31%	27%
		C				HI	HI	I				J								TVWXY	TW						
2	198	60	138	107	90	27	62	67	41	44	52	75	26	45	45	16	54	31	176	16	95	41	20	13	26	170	32
	10%	12%	9%	11%	9%	14%	14%	9%	8%	7%	13%	10%	15%	8%	11%	6%	13%	12%	11%	7%	13%	10%	10%	7%	13%	11%	9%
		C				HI	HI				J		J		P		P			TX					TX		
3	172	43	129	97	74	16	35	70	49	53	35	65	16	38	33	25	50	19	152	20	61	32	23	22	17	147	23
	9%	9%	9%	10%	7%	8%	8%	9%	9%	9%	9%	9%	9%	7%	8%	9%	12%	7%	9%	8%	8%	8%	12%	11%	9%	10%	6%
																	N									A2	
4	176	26	149	85	90	20	35	74	44	41	48	68	15	45	33	41	30	24	140	26	41	38	24	17	23	124	34
	9%	5%	10%	9%	9%	10%	8%	10%	8%	7%	12%	9%	8%	9%	8%	15%	7%	9%	9%	11%	6%	10%	12%	9%	12%	8%	9%
			B								J					NOQ				U		U	U		U		
5	218	55	163	100	118	19	39	91	66	72	52	73	12	50	40	38	37	29	173	27	79	45	22	22	20	173	37
	11%	11%	11%	10%	12%	10%	9%	12%	12%	12%	13%	10%	7%	9%	10%	14%	9%	11%	11%	11%	11%	11%	11%	11%	10%	11%	10%
6	128	24	104	63	66	11	23	54	38	42	20	52	12	28	31	14	35	14	100	18	34	28	12	14	12	93	18
	7%	5%	7%	7%	6%	5%	5%	7%	7%	7%	5%	7%	7%	5%	8%	5%	8%	5%	6%	7%	5%	7%	6%	7%	6%	6%	5%
7	113	21	93	49	64	9	28	49	26	40	18	44	9	21	20	28	27	12	89	18	30	24	10	17	9	90	14
	6%	4%	6%	5%	6%	5%	6%	6%	5%	6%	5%	6%	5%	4%	5%	10%	6%	4%	5%	7%	4%	6%	5%	9%	5%	6%	4%
																NO									U		
8	146	18	128	72	74	9	26	55	55	54	32	40	10	50	40	14	18	19	115	41	27	24	18	12	18	93	42
	7%	4%	9%	7%	7%	5%	6%	7%	10%	9%	8%	6%	6%	9%	10%	5%	4%	7%	7%	17%	4%	6%	9%	6%	9%	6%	12%
			B						FG					PQ	PQ					UVWXY		U		U		U	Z
9	73	4	68	30	43	2	21	24	25	32	9	24	7	37	7	11	12	15	45	13	7	21	10	6	7	39	23
	4%	1%	5%	3%	4%	1%	5%	3%	5%	5%	2%	3%	4%	7%	2%	4%	3%	6%	3%	5%	1%	5%	5%	3%	4%	3%	6%
			B				F	F	F	K				OQ						U		U	U		U		Z
10 - Extremely interested	187	30	157	73	114	9	24	78	75	83	28	57	6	80	35	20	27	29	123	27	39	32	21	28	22	126	40
	9%	6%	11%	8%	11%	4%	5%	10%	14%	13%	7%	8%	4%	15%	9%	7%	6%	11%	8%	11%	5%	8%	11%	14%	11%	8%	11%
			B		D			FG	FG	KLM		M		OPQ						U		U	U	UV	U		
TOP 2 BOX	260	34	226	103	157	10	45	103	100	115	37	80	13	117	42	31	38	44	168	40	46	53	31	34	29	165	63
	13%	7%	15%	11%	15%	5%	10%	13%	19%	18%	9%	11%	7%	22%	10%	11%	9%	16%	10%	16%	6%	13%	16%	17%	15%	11%	17%
			B		D		F	F	FGH	KLM				OPQ				S		U		U	U	U	U	U	Z

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4A. Level of interest: Country?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	519	73	446	224	295	28	98	207	182	209	88	165	33	188	102	72	83	75	372	99	103	101	59	63	56	348	119
	26%	15%	30%	23%	29%	14%	22%	27%	34%	34%	21%	23%	18%	35%	25%	26%	19%	28%	23%	40%	14%	25%	30%	32%	28%	23%	33%
			B		D		F	F	FGH	KLM				OPQ						UVWY		U	U	U	U		Z
Don't know/refuse to answer	6	4	2	3	3	-	2	1	1	-	2	3	-	-	2	1	1	1	5	-	5	-	2	-	-	7	-
	*%	1%	*%	*%	*%		1%	*%	*%		*%	*%			1%	*%	*%	*%	*%		1%		1%				*%
CHI-SQUARE SIGNIFICANCE	<-134.492->		<-28.369->		<-132.386->					<-101.967->				<-155.733->				<-18.518->		<-280.91->						<-51.624->	
	100%		100%		100%					100%				100%				93%		100%						100%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4B. Level of interest: Rock, including soft, hard and classic rock?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1837	456	1381	903	934	200	445	759	416	576	386	673	171	476	387	261	418	248	1542	222	704	378	182	187	187	1456	333
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1864	706	1158	929	935	284	468	748	346	633	384	665	153	507	407	262	386	249	1544	222	706	379	183	187	187	1460	333
1 - Not at all interested	563	202	361	283	280	79	154	210	114	161	115	219	63	138	124	69	137	76	509	40	320	114	38	47	43	481	99
	31%	44%	26%	31%	30%	40% HI	35% H	28%	27%	28%	30%	33%	37%	29%	32%	26%	33%	31%	33%	18%	45% TVWXY	30%	21%	25%	23%	33%	30%
2	90	22	69	41	50	4	9	15	62	26	17	38	5	45	8	11	11	16	61	8	27	16	9	8	10	60	14
	5%	5%	5%	4%	5%	2%	2%	2%	15% FGH	5%	4%	6%	3%	9% OPQ	2%	4%	3%	6%	4%	4%	4%	4%	5%	4%	5%	4%	4%
3	77	24	54	43	34	7	11	22	36	33	15	19	7	18	14	15	12	14	61	7	35	12	7	8	12	65	12
	4%	5%	4%	5%	4%	3%	2%	3%	9% FGH	6%	4%	3%	4%	4%	4%	6%	3%	6%	4%	3%	5%	3%	4%	4%	6%	4%	4%
4	96	22	74	36	60	7	21	23	44	28	24	32	10	35	19	14	15	20	74	11	31	12	14	11	17	71	22
	5%	5%	5%	4%	6%	4%	5%	3%	11% FGH	5%	6%	5%	6%	7%	5%	5%	4%	8%	5%	5%	4%	3%	8%	6%	9%	5%	7%
5	189	66	123	70	119	14	40	76	54	69	37	60	15	53	37	32	21	25	160	19	94	35	14	16	18	155	37
	10%	14%	9%	8%	13%	7%	9%	10%	13% F	12%	10%	9%	9%	11% Q	10%	12%	5%	10%	10%	9%	13% TVWX	9%	8%	9%	10%	11%	11%
6	148	33	115	69	79	16	25	66	38	46	26	52	23	31	39	23	34	21	118	15	49	33	18	13	15	113	25
	8%	7%	8%	8%	8%	8%	6%	9%	9%	8%	7%	8%	14%	6%	10%	9%	8%	8%	8%	7%	7%	9%	10%	7%	8%	8%	8%
7	225	70	155	122	102	26	65	100	33	58	41	104	20	48	46	43	52	31	217	38	116	40	23	25	16	200	51
	12%	15%	11%	14%	11%	13%	15%	13%	8%	10%	11%	15% JK	12%	10%	12%	16% N	12%	13%	14%	17% VY	16% VY	11%	13%	13%	9%	14%	15%
8	377	100	278	196	181	38	97	191	51	93	88	158	37	91	74	62	107	37	347	50	166	85	31	34	30	304	77
	21%	22%	20%	22%	19%	19%	22% I	25% I	12% I	16%	23% J	23% J	22%	19%	19%	24% N	26% N	15% R	23% R	23% R	24% WY	22% U	17% U	18% U	16% U	21% U	23%
9	233	41	191	120	112	40	76	97	19	75	54	80	22	50	56	22	66	34	193	29	66	51	30	33	27	183	41
	13%	9%	14%	13%	12%	20% HI	17% I	13% I	5%	13%	14%	12%	13%	10%	15% P	9%	16% NP	14%	13%	13%	9%	13% U	16% U	18% U	14% U	13%	12%
10 - Extremely interested	330	59	271	169	161	43	90	164	33	114	68	116	26	79	80	40	88	43	263	42	95	78	32	34	37	256	47
	18%	13%	20% B	19%	17%	21% I	20% I	22% I	8%	20%	18%	17%	15%	17%	21%	15%	21%	17%	17%	19%	13%	21% U	18% U	18% U	20% U	18% U	14%
TOP 2 BOX	563	101	462	290	273	83	166	261	52	190	122	196	48	129	136	62	155	77	456	71	161	129	62	67	64	439	88
	31%	22%	33% B	32%	29%	42% I	37% I	34% I	12%	33%	32%	29%	28%	27%	35% NP	24% NP	37% NP	31%	30%	32% U	23% U	34% U	34% U	36% U	34% U	30% U	26%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4B. Level of interest: Rock, including soft, hard and classic rock?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1165	270	895	608	557	147	328	551	136	341	252	457	105	267	256	166	314	145	1020	159	443	254	116	126	110	943	216
	63%	59%	65%	67%	60%	74%	74%	73%	33%	59%	65%	68%	62%	56%	66%	64%	75%	58%	66%	72%	63%	67%	64%	67%	59%	65%	65%
			B	E		I	I	I				J			N		NOP		R	UY							
Don't know/refuse to answer	7	2	6	6	1	-	-	1	5	-	1	5	-	5	1	-	-	1	2	-	2	1	1	-	-	4	-
	*%	*%	*%	1%	*%			*%	1%		*%	1%		1%	*%			*%	*%		*%	*%	1%			*%	
CHI-SQUARE SIGNIFICANCE	<-84.719->		<-26.768->		<-419.986->				<-49.812->				<-98.908->				<-17.728->		<-158.13->					<-7.085->			
	100%		100%		100%				97%				100%				91%		100%					21%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4C. Level of interest: Current Hits or Pop music?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1970	486	1484	954	1016	200	449	772	530	622	408	715	177	524	410	276	426	267	1625	245	737	396	200	198	197	1539	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	258	40	218	141	117	24	32	53	147	93	50	72	27	89	45	27	39	40	178	26	56	46	29	29	43	181	43
	13%	8%	15%	15%	11%	12%	7%	7%	28%	15%	12%	10%	15%	17%	11%	10%	9%	15%	11%	11%	8%	12%	15%	15%	22%	12%	12%
				B		GH			FGH	L				OPQ								U	U	U	TUV		
2	140	30	110	86	54	14	19	48	59	48	28	44	15	41	25	17	28	22	107	14	42	24	21	9	21	107	21
	7%	6%	7%	9%	5%	7%	4%	6%	11%	8%	7%	6%	8%	8%	6%	6%	7%	8%	7%	6%	6%	6%	11%	5%	11%	7%	6%
				E					GH													UX			UX		
3	115	20	95	56	59	13	14	46	41	36	28	34	14	27	13	31	18	11	98	14	30	25	17	16	12	84	25
	6%	4%	6%	6%	6%	6%	3%	6%	8%	6%	7%	5%	8%	5%	3%	11%	4%	4%	6%	6%	4%	6%	9%	8%	6%	5%	7%
				B				G								NOQ							U				
4	138	26	112	81	58	20	23	59	34	41	29	52	14	30	30	13	44	23	110	14	40	32	18	16	17	103	28
	7%	5%	8%	8%	6%	10%	5%	8%	6%	7%	7%	7%	8%	6%	7%	5%	10%	9%	7%	6%	5%	8%	9%	8%	9%	7%	8%
				E		G										NP											
5	302	63	239	163	139	16	55	132	95	94	71	106	25	80	66	50	56	36	230	43	95	64	28	29	23	217	53
	15%	13%	16%	17%	14%	8%	12%	17%	18%	15%	17%	15%	14%	15%	16%	18%	13%	13%	14%	18%	13%	16%	14%	15%	12%	14%	15%
								FG	FG																		
6	205	66	139	106	99	20	60	81	43	49	42	88	22	61	41	25	50	30	177	24	99	37	18	27	16	170	39
	10%	14%	9%	11%	10%	10%	13%	10%	8%	8%	10%	12%	13%	12%	10%	9%	12%	11%	11%	10%	13%	9%	9%	14%	8%	11%	11%
				C				I				J									VY						
7	243	63	179	137	106	32	60	110	39	70	53	101	16	54	56	40	59	23	213	25	100	55	26	19	19	190	43
	12%	13%	12%	14%	10%	16%	13%	14%	7%	11%	13%	14%	9%	10%	14%	14%	14%	9%	13%	10%	14%	14%	13%	10%	10%	12%	12%
				E		I	I	I											R								
8	292	89	203	90	202	28	93	128	39	87	56	119	25	59	67	39	84	38	264	48	137	64	20	21	21	247	60
	15%	18%	14%	9%	20%	14%	21%	17%	7%	14%	14%	17%	14%	11%	16%	14%	20%	14%	16%	20%	19%	16%	10%	11%	11%	16%	17%
				C	D	I	FI	I									N			WXY	WXY	W					
9	125	37	88	38	87	16	48	49	10	43	25	51	5	37	29	12	28	19	110	16	58	25	10	12	12	107	21
	6%	8%	6%	4%	9%	8%	11%	6%	2%	7%	6%	7%	3%	7%	7%	4%	7%	7%	7%	7%	8%	6%	5%	6%	6%	7%	6%
					D	I	HI	I		M		M															
10 - Extremely interested	152	52	100	57	95	17	45	66	23	62	25	47	14	47	37	23	20	25	138	21	80	24	13	20	13	133	28
	8%	11%	7%	6%	9%	9%	10%	9%	4%	10%	6%	7%	8%	9%	9%	8%	5%	9%	8%	9%	11%	6%	7%	10%	7%	9%	8%
				C	D	I	I	I		K				Q	Q						VWY						
TOP 2 BOX	277	89	188	95	182	33	93	115	33	104	50	99	19	83	66	35	48	44	248	37	138	49	23	32	25	240	49
	14%	18%	13%	10%	18%	17%	21%	15%	6%	17%	12%	14%	11%	16%	16%	13%	11%	16%	15%	15%	19%	12%	12%	16%	13%	16%	14%
				C	D	I	HI	I													VWY						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4C. Level of interest: Current Hits or Pop music?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	812	241	571	322	490	93	245	353	111	261	159	319	60	197	189	114	191	105	725	110	375	168	69	72	65	677	152
	41%	50%	38%	34%	48%	47%	55%	46%	21%	42%	39%	45%	34%	38%	46%	41%	45%	39%	45%	45%	51%	42%	35%	36%	33%	44%	42%
		C			D	I	HI	I				M			N					WY	VWXY	Y					
Don't know/refuse to answer	9	1	8	8	1	1	-	3	6	1	2	5	1	6	-	-	-	2	2	1	1	3	-	-	-	4	1
	*%	*%	1%	1%	*%	*%		*%	1%	*%	*%	1%	*%	1%				1%	*%	*%	*%	1%				*%	*%
				E																							
CHI-SQUARE SIGNIFICANCE	<-51.643->		<-122.265->		<-374.096->					<-47.525->				<-86->				<-13.033->		<-129.036->						<-3.965->	
	100%		100%		100%					95%				100%				71%		100%						3%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4D. Level of interest: Electronica?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1851	470	1380	911	939	198	437	728	469	578	387	687	159	488	385	258	410	254	1548	227	716	373	188	183	184	1460	341	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362	
1 - Not at all interested	985	208	777	414	572	64	183	393	333	336	202	346	76	268	179	147	208	123	787	136	300	209	102	96	101	721	191	
	53%	44%	56%	45%	61%	32%	42%	54%	71%	58%	52%	50%	48%	55%	47%	57%	51%	48%	51%	60%	42%	56%	54%	52%	55%	49%	56%	
				B	D		F	FG	FGH	LM				O		O				U	U	U	U	U	U		Z	
2	238	58	180	136	101	31	51	105	49	63	55	87	26	57	48	26	62	38	198	34	89	46	34	23	19	194	44	
	13%	12%	13%	15%	11%	16%	12%	14%	11%	11%	14%	13%	16%	12%	12%	10%	15%	15%	13%	15%	12%	12%	18%	13%	10%	13%	13%	
				E																		Y						
3	150	46	103	81	68	18	40	64	27	37	30	62	19	35	31	22	45	14	135	8	72	29	17	14	14	126	22	
	8%	10%	7%	9%	7%	9%	9%	9%	6%	6%	8%	9%	12%	7%	8%	8%	11%	6%	9%	R	4%	10%	8%	9%	8%	8%	9%	6%
																					T	T	T					
4	110	33	77	52	57	22	31	39	15	34	30	37	7	23	33	16	17	18	95	16	52	20	7	15	10	91	24	
	6%	7%	6%	6%	6%	11%	7%	5%	3%	6%	8%	5%	4%	5%	9%	6%	4%	7%	6%	7%	7%	5%	4%	8%	5%	6%	7%	
						HI	I								Q						W							
5	160	47	114	98	63	25	45	63	27	48	26	76	9	52	33	17	41	30	127	23	72	32	12	10	18	131	24	
	9%	10%	8%	11%	7%	13%	10%	9%	6%	8%	7%	11%	6%	11%	9%	7%	10%	12%	8%	10%	10%	9%	6%	5%	10%	9%	7%	
				E		I	I					KM									X							
6	74	29	45	42	32	14	25	25	7	19	15	28	10	22	23	9	13	10	75	1	46	11	8	10	11	74	13	
	4%	6%	3%	5%	3%	7%	6%	4%	1%	3%	4%	4%	7%	4%	6%	3%	3%	4%	5%	*	6%	3%	4%	5%	6%	5%	4%	
		C				HI	I														TV	T	T	T	T	T		
7	67	20	47	43	24	13	29	19	6	21	15	27	3	15	17	11	14	9	63	5	34	14	5	10	4	58	9	
	4%	4%	3%	5%	3%	7%	7%	3%	1%	4%	4%	4%	2%	3%	5%	4%	3%	4%	4%	2%	5%	4%	3%	5%	2%	4%	3%	
				E		HI	HI														T							
8	28	13	15	18	9	1	15	8	3	4	10	11	3	5	11	6	4	2	32	4	22	5	1	-	2	25	7	
	1%	3%	1%	2%	1%	1%	4%	1%	1%	1%	3%	2%	2%	1%	3%	2%	1%	1%	2%	2%	3%	1%	1%		1%	2%	2%	
		C					FHI														VWY							
9	21	8	13	13	8	5	9	6	-	9	1	9	2	5	6	1	3	3	18	-	13	5	1	1	3	20	2	
	1%	2%	1%	1%	1%	3%	2%	1%		2%	*	1%	1%	1%	1%	*	1%	1%	1%		2%	1%	1%	1%	2%	1%	1%	
10 - Extremely interested	18	9	9	15	4	4	8	4	2	7	3	5	3	5	3	5	3	7	18	-	16	2	1	4	2	20	5	
	1%	2%	1%	2%	*	2%	2%	1%	*	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%		2%	1%	1%	2%	1%	1%	1%	
		C		E																	VW							
TOP 2 BOX	40	17	23	27	12	9	18	11	2	16	4	13	6	10	9	5	6	10	36	-	29	7	2	5	5	40	7	
	2%	4%	2%	3%	1%	5%	4%	1%	*	3%	1%	2%	4%	2%	2%	2%	2%	4%	2%		4%	2%	1%	3%	3%	3%	2%	
		C		E		HI	HI														VW							

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4D. Level of interest: Electronica?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	134	49	85	88	45	24	62	37	11	41	30	51	12	31	38	22	24	21	131	9	85	26	8	15	11	123	23
	7%	10%	6%	10%	5%	12%	14%	5%	2%	7%	8%	7%	7%	6%	10%	8%	6%	8%	8%	4%	12%	7%	4%	8%	6%	8%	7%
		C		E		HI	HI	I													TVWY						
Don't know/refuse to answer	128	16	112	51	78	2	11	46	66	44	23	33	18	43	25	18	17	15	79	19	22	26	12	15	13	83	21
	7%	3%	8%	6%	8%	1%	3%	6%	14%	8%	6%	5%	12%	9%	6%	7%	4%	6%	5%	8%	3%	7%	6%	8%	7%	6%	6%
		B						FG	FGH			L		Q						U		U		U	U		
CHI-SQUARE SIGNIFICANCE	<-48.443->		<-75.231->		<-236.754->					<-45.847->				<-45.278->				<-15.791->		<-131.037->						<-10.786->	
	100%		100%		100%					93%				92%				85%		100%*						54%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4E. Level of interest: Classical or Opera?

Base: Listens to music (Bla-d)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1974	486	1489	958	1017	201	449	773	532	621	410	720	178	528	409	276	426	267	1625	245	736	399	198	198	197	1538	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	544	125	419	300	244	80	139	204	114	248	110	146	24	154	127	82	93	99	460	103	196	112	81	54	41	419	142
	28%	26%	28%	31%	24%	40%	31%	26%	21%	40%	27%	20%	13%	29%	31%	30%	22%	37%	28%	42%	27%	28%	41%	27%	21%	27%	39%
				E		GHI	I			KLM	LM			Q	Q			S		UVXY		Y	UVXY				Z
2	229	52	177	113	116	34	62	90	42	85	38	84	14	60	50	19	55	40	174	28	80	56	15	23	23	178	40
	12%	11%	12%	12%	11%	17%	14%	12%	8%	14%	9%	12%	8%	11%	12%	7%	13%	15%	11%	11%	14%	14%	8%	12%	12%	12%	11%
						I	I			M				P	P		P				W						
3	151	41	110	76	74	18	44	57	31	47	36	52	14	30	40	14	43	13	145	17	66	29	13	15	22	128	24
	8%	8%	7%	8%	7%	9%	10%	7%	6%	8%	9%	7%	8%	6%	10%	5%	10%	5%	9%	7%	9%	7%	7%	8%	11%	8%	7%
														P	P		NP		R								
4	142	37	105	57	86	12	43	65	20	40	32	53	14	30	37	24	31	29	112	16	58	23	14	22	14	123	22
	7%	8%	7%	6%	8%	6%	10%	8%	4%	6%	8%	7%	8%	6%	9%	9%	7%	11%	7%	7%	8%	6%	7%	11%	7%	8%	6%
							I	I										S						V			
5	226	45	181	117	109	18	47	103	57	55	52	88	24	70	45	26	57	19	179	24	73	48	18	22	22	167	34
	11%	9%	12%	12%	11%	9%	10%	13%	11%	9%	13%	12%	13%	13%	11%	9%	13%	7%	11%	10%	10%	12%	9%	11%	11%	11%	9%
																			R								
6	141	31	110	68	73	12	42	57	31	31	26	69	14	35	30	22	34	8	126	15	49	30	14	20	11	116	19
	7%	6%	7%	7%	7%	6%	9%	7%	6%	5%	6%	10%	8%	7%	7%	8%	8%	3%	8%	6%	7%	8%	7%	10%	6%	8%	5%
												J							R								
7	159	43	116	73	86	12	39	58	47	40	45	55	17	40	24	25	40	15	132	13	65	33	14	11	16	123	26
	8%	9%	8%	8%	8%	6%	9%	7%	9%	6%	11%	8%	10%	8%	6%	9%	9%	6%	8%	5%	9%	8%	7%	6%	8%	8%	7%
											J									T							
8	154	40	114	66	88	6	16	59	72	24	33	75	20	40	21	36	31	16	129	17	56	30	12	17	16	109	28
	8%	8%	8%	7%	9%	3%	3%	8%	13%	4%	8%	10%	11%	8%	5%	13%	7%	6%	8%	7%	8%	8%	6%	9%	8%	7%	8%
								FG	FGH		J	J	J			NOQ											
9	81	23	57	27	54	3	8	36	34	12	10	42	15	25	12	10	15	8	66	6	34	15	5	5	12	62	12
	4%	5%	4%	3%	5%	2%	2%	5%	6%	2%	3%	6%	9%	5%	3%	4%	4%	3%	4%	2%	5%	4%	3%	3%	6%	4%	3%
					D			FG	FG			JK	JK														
10 - Extremely interested	148	48	100	61	87	5	10	44	86	39	27	56	21	45	25	20	27	20	102	6	59	23	12	9	20	113	15
	7%	10%	7%	6%	9%	3%	2%	6%	16%	6%	7%	8%	12%	8%	6%	7%	6%	7%	6%	2%	8%	6%	6%	5%	10%	7%	4%
		C						FG	FGH											T	T			TX	A2		
TOP 2 BOX	229	71	157	88	141	9	17	80	119	51	37	98	36	70	37	29	42	28	168	12	93	38	17	14	32	175	27
	12%	15%	11%	9%	14%	4%	4%	10%	22%	8%	9%	14%	20%	13%	9%	11%	10%	10%	10%	5%	13%	10%	9%	7%	16%	11%	7%
		C			D			FG	FGH			J	JK								TX	T			TWXX	A2	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4E. Level of interest: Classical or Opera?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	541	155	387	227	315	27	72	197	238	115	116	228	73	150	82	91	113	59	429	42	214	101	43	42	64	407	81
	27%	32%	26%	24%	31%	13%	16%	25%	45%	19%	28%	32%	41%	28%	20%	33%	27%	22%	26%	17%	29%	25%	22%	21%	32%	26%	22%
		C			D			FG	FGH		J	J	JK	O		O					TWX	T					
Don't know/refuse to answer	5	1	3	5	-	-	-	1	3	2	-	-	-	2	1	-	-	2	2	1	2	-	2	-	-	5	-
	*%	*%	*%	*%				*%	1%	*%				*%	*%			1%	*%	*%	*%		1%			*%	
CHI-SQUARE SIGNIFICANCE	<-18.226->		<-42.548->		<-321.467->					<-185.302->				<-67.479->				<-36.023->		<-107.101->						<-30.716->	
	92%		100%		100%					100%				100%				100%		100%						100%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4F. Level of interest: Hip-Hop?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1946	469	1478	943	1003	201	448	762	519	611	407	707	177	513	405	274	425	264	1606	244	714	395	198	198	197	1517	357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	778	180	598	392	386	28	85	305	353	234	159	280	75	209	161	106	160	77	619	109	251	151	71	62	84	569	130
	40%	38%	40%	42%	38%	14%	19%	40%	68%	38%	39%	40%	42%	41%	40%	39%	38%	29%	39%	45%	35%	38%	36%	31%	43%	38%	36%
								FG	FGH										R	UX					X		
2	241	43	198	129	113	23	35	133	48	64	53	93	29	55	46	35	58	28	191	20	69	47	32	33	25	184	39
	12%	9%	13%	14%	11%	11%	8%	17%	9%	11%	13%	13%	17%	11%	11%	13%	14%	11%	12%	8%	10%	12%	16%	17%	13%	12%	11%
			B					FGI														TU	TU				
3	159	38	121	86	73	9	47	62	40	56	28	62	13	40	39	25	38	21	135	18	64	29	12	15	21	117	36
	8%	8%	8%	9%	7%	4%	10%	8%	8%	9%	7%	9%	7%	8%	10%	9%	9%	8%	8%	7%	9%	7%	6%	8%	11%	8%	10%
						F	F																				
4	124	32	91	53	71	11	36	53	22	25	26	56	17	35	19	17	28	17	110	17	47	20	19	15	13	96	30
	6%	7%	6%	6%	7%	5%	8%	7%	4%	4%	6%	8%	9%	7%	5%	6%	7%	6%	7%	7%	7%	5%	10%	8%	7%	6%	8%
						I	I					J															
5	190	54	136	72	117	22	53	86	29	66	38	67	16	49	46	27	40	19	160	14	85	45	14	16	17	154	32
	10%	11%	9%	8%	12%	11%	12%	11%	6%	11%	9%	9%	9%	9%	11%	10%	9%	7%	10%	6%	12%	11%	7%	8%	9%	10%	9%
					D	I	I	I													TW	T					
6	105	25	80	53	52	23	43	33	5	26	29	38	10	24	24	19	27	14	94	16	42	22	11	14	7	83	26
	5%	5%	5%	6%	5%	11%	10%	4%	1%	4%	7%	5%	6%	5%	6%	7%	6%	5%	6%	7%	6%	6%	6%	7%	4%	5%	7%
						HI	HI	I																			
7	130	40	90	65	65	23	54	41	11	39	33	46	8	39	24	15	31	22	115	18	62	26	13	13	11	116	24
	7%	9%	6%	7%	6%	11%	12%	5%	2%	6%	8%	6%	4%	8%	6%	5%	7%	8%	7%	7%	9%	7%	7%	7%	6%	8%	7%
						HI	HI	I																			
8	91	28	63	37	53	21	35	29	2	37	17	33	2	23	20	12	18	22	84	12	44	22	12	11	5	80	20
	5%	6%	4%	4%	5%	11%	8%	4%	*	6%	4%	5%	1%	5%	5%	5%	4%	8%	5%	5%	6%	6%	6%	6%	3%	5%	6%
						HI	HI	I		M		M									Y						
9	48	9	39	18	30	14	29	3	3	20	6	18	3	15	12	3	10	12	42	11	15	8	6	11	5	44	8
	2%	2%	3%	2%	3%	7%	6%	*	*	3%	2%	2%	2%	3%	3%	1%	2%	5%	3%	5%	2%	2%	3%	6%	3%	3%	2%
						HI	HI																	UV			
10 - Extremely interested	81	20	61	37	44	28	31	15	6	44	18	15	3	24	13	16	15	32	56	9	35	25	8	8	9	74	12
	4%	4%	4%	4%	4%	14%	7%	2%	1%	7%	4%	2%	2%	5%	3%	6%	4%	12%	3%	4%	5%	6%	4%	4%	5%	5%	3%
						GHI	HI			LM								S									
TOP 2 BOX	129	29	100	56	73	42	60	18	9	64	24	33	6	39	25	18	25	44	98	20	50	33	14	19	14	118	20
	7%	6%	7%	6%	7%	21%	13%	2%	2%	10%	6%	5%	4%	8%	6%	7%	6%	17%	6%	8%	7%	8%	7%	10%	7%	8%	6%
						GHI	HI			KLM								S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4F. Level of interest: Hip-Hop?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	350	97	253	159	191	86	149	88	22	140	75	112	17	102	70	46	74	88	297	50	156	81	39	43	30	314	64
	18%	21%	17%	17%	19%	43%	33%	12%	4%	23%	18%	16%	9%	20%	17%	17%	17%	33%	18%	20%	22%	21%	20%	22%	15%	21%	18%
						GHI	HI	I		LM	M	M						S			Y						
Don't know/refuse to answer	33	18	14	19	13	-	0	13	16	11	3	12	1	18	5	2	2	5	21	2	24	4	2	-	-	26	5
	2%	4%	1%	2%	1%		*	2%	3%	2%	1%	2%	1%	3%	1%	1%	*	2%	1%	1%	3%	1%	1%			2%	1%
		C						G	G					OPQ							TVW						
CHI-SQUARE SIGNIFICANCE	<--15.699-->		<--22.113-->		<-----744.343----->				<-----87.528----->				<-----19.85----->				<--85.277-->		<-----67.085----->						<--11.297-->		
	85%		98%		100%				100%				3%				100%		87%						58%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4G. Level of interest: R&B?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1828	406	1422	894	934	198	441	733	442	557	388	674	171	476	382	261	412	254	1500	232	632	388	188	191	189	1418	338
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	449	137	312	208	241	27	75	138	201	161	89	150	27	149	76	62	60	52	369	52	194	78	43	41	37	331	102
	25%	34%	22%	23%	26%	14%	17%	19%	46%	29%	23%	22%	16%	31%	20%	24%	15%	20%	25%	22%	31%	20%	23%	21%	20%	23%	30%
		C							FGH	LM				OQ		Q				TVWXY						Z	
2	173	38	135	85	88	16	51	70	37	48	34	68	19	43	37	28	40	18	151	16	62	33	17	17	29	137	33
	9%	9%	9%	9%	9%	8%	11%	9%	8%	9%	9%	10%	11%	9%	10%	11%	10%	7%	10%	7%	10%	9%	9%	9%	15%	10%	10%
																									TV		
3	169	33	135	76	92	13	38	72	46	53	27	63	21	38	43	28	38	22	140	24	54	34	14	25	15	131	30
	9%	8%	10%	9%	10%	7%	9%	10%	10%	10%	7%	9%	12%	8%	11%	11%	9%	9%	9%	10%	9%	9%	7%	13%	8%	9%	9%
4	149	23	126	80	70	15	34	68	30	37	45	51	15	34	34	16	38	18	118	14	38	38	18	17	15	109	29
	8%	6%	9%	9%	7%	7%	8%	9%	7%	7%	12%	8%	9%	7%	9%	6%	9%	7%	8%	6%	6%	10%	10%	9%	8%	8%	9%
			B								J											U					
5	289	50	239	154	135	30	73	134	49	77	51	129	27	73	64	45	68	37	236	45	79	61	35	25	37	221	47
	16%	12%	17%	17%	14%	15%	17%	18%	11%	14%	13%	19%	16%	15%	17%	17%	16%	15%	16%	19%	13%	16%	19%	13%	20%	16%	14%
			B					I				JK								U					U		
6	160	30	130	97	63	24	49	71	15	44	37	60	16	38	29	21	45	23	128	22	51	40	16	15	15	128	27
	9%	7%	9%	11%	7%	12%	11%	10%	3%	8%	10%	9%	10%	8%	8%	8%	11%	9%	9%	9%	8%	10%	9%	8%	8%	9%	8%
				E		I	I	I																			
7	157	35	122	89	68	23	35	71	27	41	45	49	22	31	42	23	47	21	137	20	55	34	23	16	15	133	23
	9%	8%	9%	10%	7%	12%	8%	10%	6%	7%	12%	7%	13%	6%	11%	9%	11%	8%	9%	9%	9%	9%	12%	8%	8%	9%	7%
						I									N		N										
8	154	31	124	60	94	23	35	68	27	44	30	65	15	36	29	14	55	19	132	25	49	40	11	15	13	123	24
	8%	8%	9%	7%	10%	12%	8%	9%	6%	8%	8%	10%	9%	8%	8%	5%	13%	7%	9%	11%	8%	10%	6%	8%	7%	9%	7%
				D		I																					
9	50	12	38	19	31	12	23	12	2	23	11	11	5	12	12	7	9	14	36	5	20	12	3	7	6	39	9
	3%	3%	3%	2%	3%	6%	5%	2%	*%	4%	3%	2%	3%	3%	3%	3%	2%	6%	2%	2%	3%	3%	2%	4%	3%	3%	3%
						HI	HI			L								S									
10 - Extremely interested	79	18	61	28	51	14	28	29	8	30	18	29	2	20	16	16	11	30	53	9	30	18	8	13	7	66	14
	4%	4%	4%	3%	5%	7%	6%	4%	2%	5%	5%	4%	1%	4%	4%	6%	3%	12%	4%	4%	5%	5%	4%	7%	4%	5%	4%
				D		I	I			M		M						S									
TOP 2 BOX	129	30	98	46	82	26	51	41	10	53	29	39	8	32	28	23	21	44	89	14	50	30	11	20	13	105	23
	7%	7%	7%	5%	9%	13%	11%	6%	2%	9%	7%	6%	5%	7%	7%	9%	5%	17%	6%	6%	8%	8%	6%	10%	7%	7%	7%
				D		HI	HI	I		LM								S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4G. Level of interest: R&B?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	440	95	344	195	244	72	121	180	65	137	104	153	45	99	98	61	122	84	358	59	154	104	45	51	41	361	70
	24%	23%	24%	22%	26%	36%	27%	25%	15%	25%	27%	23%	26%	21%	26%	23%	30%	33%	24%	25%	24%	27%	24%	27%	22%	25%	21%
						GHI	I	I									N	S									
Don't know/refuse to answer	151	81	70	68	82	3	8	41	93	65	22	46	6	55	28	15	15	15	127	14	106	11	12	7	8	125	24
	8%	20%	5%	8%	9%	1%	2%	6%	21%	12%	6%	7%	4%	12%	7%	6%	4%	6%	8%	6%	17%	3%	6%	4%	4%	9%	7%
		C						FG	FGH	KLM				PQ	Q						TVWXY						
CHI-SQUARE SIGNIFICANCE	<--28.373-->		<--42.65-->		<-----269.451----->				<-----64.013----->				<-----75.683----->				<--73.209-->		<-----66.416----->						<--11.681-->		
	100%		100%		100%				100%				100%				100%		86%						61%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4H. Level of interest: Dance?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1959	486	1473	946	1012	201	446	773	522	621	402	713	178	525	409	274	426	266	1622	244	737	395	199	197	195	1534	360
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	420	93	327	264	156	36	81	170	130	147	81	138	45	116	77	53	93	61	343	54	142	81	57	43	43	326	84
	21%	19%	22%	28%	15%	18%	18%	22%	25%	24%	20%	19%	25%	22%	19%	19%	22%	23%	21%	22%	19%	21%	29%	22%	22%	21%	23%
				E					FG													UV					
2	187	49	138	101	87	18	37	96	35	49	30	85	23	43	36	32	54	21	170	22	76	35	20	15	25	152	34
	10%	10%	9%	11%	9%	9%	8%	12%	7%	8%	8%	12%	13%	8%	9%	12%	13%	8%	10%	9%	10%	9%	10%	8%	13%	10%	9%
								GI				JK															
3	188	46	143	109	79	18	42	76	52	51	52	66	18	48	41	25	42	24	164	26	72	34	18	22	21	150	36
	10%	9%	10%	12%	8%	9%	9%	10%	10%	8%	13%	9%	10%	9%	10%	9%	10%	9%	10%	11%	10%	9%	9%	11%	11%	10%	10%
				E							J																
4	181	37	144	94	87	21	43	77	39	52	38	71	15	37	40	29	52	24	152	24	56	39	24	21	18	145	30
	9%	8%	10%	10%	9%	11%	10%	10%	8%	8%	10%	10%	9%	7%	10%	10%	12%	9%	9%	10%	8%	10%	12%	11%	9%	9%	8%
																	N										
5	298	78	219	128	170	28	64	118	86	89	74	103	25	83	59	39	65	33	249	34	118	63	22	25	29	223	57
	15%	16%	15%	14%	17%	14%	14%	15%	16%	14%	18%	14%	14%	16%	14%	14%	15%	12%	15%	14%	16%	16%	11%	13%	15%	15%	16%
6	159	44	115	69	90	20	45	50	43	39	34	66	16	42	46	19	28	18	144	19	67	33	14	15	21	132	29
	8%	9%	8%	7%	9%	10%	10%	6%	8%	6%	8%	9%	9%	8%	11%	7%	7%	7%	9%	8%	9%	8%	7%	8%	11%	9%	8%
															Q												
7	166	42	124	65	101	19	46	61	36	60	24	56	17	39	35	26	39	18	135	19	66	33	16	19	11	123	34
	8%	9%	8%	7%	10%	9%	10%	8%	7%	10%	6%	8%	10%	7%	8%	9%	9%	7%	8%	8%	9%	8%	8%	10%	6%	8%	9%
					D																						
8	172	49	123	53	119	18	42	65	44	56	30	72	9	44	36	29	32	23	140	21	70	35	18	19	13	137	31
	9%	10%	8%	6%	12%	9%	9%	8%	8%	9%	8%	10%	5%	8%	9%	11%	8%	9%	9%	9%	9%	9%	9%	10%	7%	9%	9%
					D							M															
9	63	15	49	20	43	10	22	23	7	20	14	24	5	22	14	8	7	13	50	13	24	17	2	6	4	49	11
	3%	3%	3%	2%	4%	5%	5%	3%	1%	3%	4%	3%	3%	4%	3%	3%	2%	5%	3%	5%	3%	4%	1%	3%	2%	3%	3%
				D		I	I								Q					W	W	W					
10 - Extremely interested	123	33	90	44	80	12	23	38	49	58	24	32	6	53	27	15	14	31	75	12	46	25	8	12	10	97	14
	6%	7%	6%	5%	8%	6%	5%	5%	11%	9%	6%	4%	3%	10%	7%	5%	3%	12%	5%	5%	6%	6%	4%	6%	5%	6%	4%
				D					GH	LM				PQ				S								A2	
TOP 2 BOX	187	48	139	64	123	22	45	61	56	78	38	56	11	74	41	23	21	44	125	25	70	42	10	18	14	146	25
	10%	10%	9%	7%	12%	11%	10%	8%	11%	13%	10%	8%	6%	14%	10%	8%	5%	17%	8%	10%	9%	11%	5%	9%	7%	10%	7%
					D					LM				PQ	Q			S		W	W	W					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4H. Level of interest: Dance?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	525	139	386	182	343	59	134	186	137	193	93	184	37	157	111	77	92	85	400	65	206	110	44	56	38	406	90
	27%	29%	26%	19%	34%	30%	30%	24%	26%	31%	23%	26%	21%	30%	27%	28%	22%	32%	25%	27%	28%	28%	22%	28%	19%	26%	25%
					D					KM				Q				S			Y	Y		Y			
Don't know/refuse to answer	20	1	19	16	4	-	3	2	14	2	8	7	-	6	1	3	-	3	5	2	1	4	1	1	2	9	2
	1%	1%	1%	2%	1%		1%	1%	3%	1%	2%	1%		1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				B	E				GH		J																
CHI-SQUARE SIGNIFICANCE	<--6.771-->		<-133.959->		<-----62.409----->					<-----68.076----->				<-----70.453----->				<--44.215-->		<-----47.531----->						<--7.371-->	
	18%		100%		100%					100%				100%				100%		25%						23%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4I. Level of interest: Jazz or Blues?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1967	483	1484	955	1013	201	449	771	529	622	409	712	177	522	409	276	426	266	1625	246	735	397	198	198	197	1537	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	418	98	320	180	238	57	103	111	143	180	83	113	19	141	84	53	56	65	337	70	146	78	49	50	37	321	93
	21%	20%	22%	19%	24%	28%	23%	14%	27%	29%	20%	16%	11%	27%	21%	19%	13%	24%	21%	28%	20%	20%	25%	25%	19%	21%	26%
					D	H	H		H	KLM	M			OPQ	Q				UVY								
2	199	38	161	106	94	25	55	51	67	65	34	78	20	66	36	26	32	32	146	25	52	51	22	19	17	134	45
	10%	8%	11%	11%	9%	12%	12%	7%	13%	10%	8%	11%	11%	13%	9%	10%	8%	12%	9%	10%	7%	13%	11%	10%	9%	9%	12%
			B			H	H		H					Q								U					Z
3	169	38	131	77	92	19	38	75	34	60	46	50	9	39	33	28	37	23	144	27	59	29	20	22	20	145	25
	9%	8%	9%	8%	9%	9%	8%	10%	6%	10%	11%	7%	5%	7%	8%	10%	9%	9%	9%	11%	8%	7%	10%	11%	10%	9%	7%
											M																
4	153	36	116	61	92	18	47	50	35	60	30	48	11	29	41	20	33	26	128	27	53	27	18	14	20	114	38
	8%	8%	8%	6%	9%	9%	11%	6%	7%	10%	7%	7%	6%	6%	10%	7%	8%	10%	8%	11%	7%	7%	9%	7%	10%	7%	11%
							H								N												
5	294	66	228	158	136	23	66	126	77	74	83	111	19	88	62	36	66	42	238	34	102	57	31	35	27	227	52
	15%	14%	15%	17%	13%	12%	15%	16%	15%	12%	20%	16%	11%	17%	15%	13%	15%	16%	15%	14%	14%	14%	16%	18%	14%	15%	14%
											JM																
6	163	43	120	85	78	15	41	65	39	41	33	67	19	38	44	18	41	16	146	19	67	36	13	13	16	129	27
	8%	9%	8%	9%	8%	8%	9%	8%	7%	7%	8%	9%	11%	7%	11%	7%	10%	6%	9%	8%	9%	9%	7%	7%	8%	8%	7%
7	184	42	142	102	81	19	40	88	37	43	31	85	25	27	41	26	62	18	147	10	67	46	10	18	18	144	21
	9%	9%	10%	11%	8%	9%	9%	11%	7%	7%	8%	12%	14%	5%	10%	9%	15%	7%	9%	4%	9%	12%	5%	9%	9%	9%	6%
											I																
8	194	66	127	88	106	16	26	101	49	44	37	87	25	36	32	39	56	22	179	17	102	33	17	16	24	170	33
	10%	14%	9%	9%	10%	8%	6%	13%	9%	7%	9%	12%	14%	7%	8%	14%	13%	8%	11%	7%	14%	8%	9%	8%	12%	11%	9%
		C						FG				J	J			NO	NO				TVWX						
9	77	28	49	42	35	4	16	43	14	16	15	33	13	21	14	13	17	5	75	5	46	15	7	5	5	68	10
	4%	6%	3%	4%	4%	2%	4%	6%	3%	3%	4%	5%	7%	4%	4%	5%	4%	2%	5%	2%	6%	4%	4%	3%	3%	4%	3%
		C						FI											R		TXY						
10 - Extremely interested	118	28	91	57	61	5	16	62	33	39	18	42	16	37	22	17	27	17	85	12	41	25	11	6	13	85	17
	6%	6%	6%	6%	6%	3%	4%	8%	6%	6%	4%	6%	9%	7%	5%	6%	6%	6%	5%	5%	6%	6%	6%	3%	7%	6%	5%
								FG	F																		
TOP 2 BOX	195	56	140	98	97	9	32	105	47	55	34	75	28	58	36	30	44	22	160	17	87	40	18	11	18	153	27
	10%	12%	9%	10%	10%	5%	7%	14%	9%	9%	8%	10%	16%	11%	9%	11%	10%	8%	10%	7%	12%	10%	9%	6%	9%	10%	7%
								FGI	F				JK								TX	X					

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4I. Level of interest: Jazz or Blues?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	573	164	409	289	284	44	98	294	133	142	101	246	78	121	108	95	162	62	486	44	256	119	45	45	60	467	81
	29%	34%	28%	30%	28%	22%	22%	38%	25%	23%	25%	35%	44%	23%	27%	34%	38%	23%	30%	18%	35%	30%	23%	23%	30%	30%	22%
		C						FGI				JK	JKL			N	NO		R		TWX	T			T	A2	
Don't know/refuse to answer	12	3	8	8	4	-	-	4	6	-	1	8	1	9	1	-	-	3	2	-	3	2	2	-	-	6	1
	1%	1%	1%	1%	1%			1%	1%		1%	1%	1%	2%	1%			1%	1%		1%	1%	1%			1%	1%
														O													
CHI-SQUARE SIGNIFICANCE	<--24.702-->		<--22.079-->		<-----148.096----->					<-----136.706----->				<-----100.576----->				<--18.614-->		<-----106.915----->						<--28.343-->	
	99%		98%		100%					100%				100%				93%		100%						100%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4J. Level of interest: World?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1816	456	1361	886	930	195	431	720	455	564	378	667	166	477	387	256	412	249	1511	221	700	372	182	179	177	1430	333
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	492	71	421	241	250	57	98	194	137	204	95	154	25	127	85	81	107	73	374	80	110	117	68	51	43	354	100
	27%	16%	31%	27%	27%	29%	23%	27%	30%	36%	25%	23%	15%	27%	22%	32%	26%	29%	25%	36%	16%	31%	37%	28%	24%	25%	30%
				B					G	KLM	M	M				O				UY		U	UY	U	U		
2	228	45	184	122	106	13	61	94	58	72	48	87	17	60	52	29	55	25	186	31	66	50	28	20	25	172	42
	13%	10%	13%	14%	11%	7%	14%	13%	13%	13%	13%	13%	10%	13%	13%	11%	13%	10%	12%	14%	9%	13%	15%	11%	14%	12%	13%
				B			F	F	F													U					
3	172	43	130	96	77	24	47	68	34	61	42	51	12	40	40	17	43	25	145	19	67	38	15	15	20	141	24
	9%	9%	10%	11%	8%	12%	11%	9%	7%	11%	11%	8%	7%	8%	10%	7%	10%	10%	10%	9%	10%	10%	8%	8%	11%	10%	7%
4	144	32	111	67	77	13	47	56	28	41	30	57	14	33	38	18	37	15	128	20	53	23	18	16	15	111	30
	8%	7%	8%	8%	8%	6%	11%	8%	6%	7%	8%	9%	9%	7%	10%	7%	9%	6%	8%	9%	8%	6%	10%	9%	8%	8%	9%
							I																				
5	320	102	218	150	170	38	74	122	84	93	61	130	27	103	66	47	69	40	275	38	153	60	21	34	28	260	62
	18%	22%	16%	17%	18%	19%	17%	17%	18%	16%	16%	19%	16%	22%	17%	18%	17%	16%	18%	17%	22%	16%	12%	19%	16%	18%	19%
			C																		VW			W			
6	143	47	95	74	69	19	29	55	36	33	29	55	20	27	31	21	34	22	122	13	72	21	13	14	18	118	25
	8%	10%	7%	8%	7%	10%	7%	8%	8%	6%	8%	8%	12%	6%	8%	8%	8%	9%	8%	6%	10%	6%	7%	8%	10%	8%	8%
			C																		TV						
7	124	46	78	64	60	12	28	53	31	18	31	53	21	37	28	12	29	15	119	11	74	22	9	12	8	116	15
	7%	10%	6%	7%	6%	6%	6%	7%	7%	3%	8%	8%	12%	8%	7%	5%	7%	6%	8%	5%	11%	6%	5%	7%	5%	8%	5%
			C								J	J	J								TVWY					A2	
8	101	36	65	30	71	10	23	42	25	23	16	48	13	22	24	17	23	13	89	5	54	24	6	6	9	84	14
	6%	8%	5%	3%	8%	5%	5%	6%	6%	4%	4%	7%	8%	5%	6%	7%	6%	5%	6%	2%	8%	6%	3%	3%	5%	6%	4%
			C		D							J									TWX	T					
9	43	13	30	18	26	7	7	19	9	8	10	14	5	9	12	8	9	8	35	2	21	10	1	6	5	35	9
	2%	3%	2%	2%	3%	4%	2%	3%	2%	1%	3%	2%	7%	2%	3%	3%	2%	3%	2%	1%	3%	3%	1%	3%	3%	2%	3%
												JL									TW	W					
10 - Extremely interested	49	20	29	25	24	2	17	17	14	11	15	18	5	20	12	5	7	13	38	2	30	7	3	5	6	39	12
	3%	4%	2%	3%	3%	1%	4%	2%	3%	2%	4%	3%	3%	4%	3%	2%	2%	5%	3%	1%	4%	2%	2%	3%	3%	3%	4%
			C				F														TVW						
TOP 2 BOX	92	34	59	43	50	10	24	36	23	19	25	31	17	28	24	14	16	21	73	4	51	17	4	11	11	74	21
	5%	7%	4%	5%	5%	5%	6%	5%	5%	3%	7%	5%	10%	6%	6%	5%	4%	8%	5%	2%	7%	5%	2%	6%	6%	5%	6%
			C									J									TW	T		T	T		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4J. Level of interest: World?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	317	115	202	136	181	32	75	131	79	60	73	133	51	87	76	43	68	49	281	20	179	63	19	29	28	274	50
	17%	25%	15%	15%	19%	16%	17%	18%	17%	11%	19%	20%	31%	18%	20%	17%	16%	20%	19%	9%	26%	17%	10%	16%	16%	19%	15%
			C								J	J	JKL								TWVXY	TW		T	T		
Don't know/refuse to answer	163	31	132	76	87	5	18	54	80	58	32	53	11	54	22	21	14	20	116	25	38	27	18	19	20	113	29
	9%	7%	10%	9%	9%	3%	4%	8%	18%	10%	8%	8%	7%	11%	6%	8%	3%	8%	8%	11%	5%	7%	10%	11%	11%	8%	9%
			B					FG	FGH					OQ		Q				U			U	U			
CHI-SQUARE SIGNIFICANCE	<--87.265-->		<--26.805-->		<-----33.979----->				<-----133.768----->				<-----34.928----->				<--16.721-->		<-----175.79----->						<--15.847-->		
	100%		100%		58%				100%				62%				88%		100%						85%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B4K. Level of interest: Folk?

Base: Listens to music (Bla-d)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1964	482	1482	955	1009	200	442	771	531	616	406	717	178	526	408	275	426	264	1619	245	730	396	199	197	195	1529	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
1 - Not at all interested	583	139	444	283	299	86	169	208	112	237	126	176	25	157	116	81	123	100	451	57	215	141	61	57	47	451	101
	30%	29%	30%	30%	30%	43% HI	38% HI	27%	21%	38% KLM	31% M	25% M	14%	30%	28%	30%	29%	38% S	28%	23%	29%	36% TUY	31%	29%	24%	29%	28%
2	242	68	175	125	118	37	67	84	51	72	40	112	15	60	53	23	59	39	193	26	98	46	21	23	27	190	42
	12%	14%	12%	13%	12%	19% HI	15% I	11%	10%	12%	10%	16% KM	9%	11%	13%	8%	14%	15%	12%	11%	13%	12%	11%	12%	14%	12%	12%
3	213	58	154	109	104	15	38	91	68	65	50	83	14	56	40	29	55	26	183	27	88	37	21	24	21	166	46
	11%	12%	10%	11%	10%	8%	9%	12%	13% F	10%	12%	12%	8%	11%	10%	11%	13%	10%	11%	11%	12%	9%	11%	12%	11%	11%	13%
4	198	35	163	101	97	16	43	81	57	46	45	87	14	51	39	28	53	26	154	29	56	41	17	24	19	146	36
	10%	7%	11% B	11%	10%	8%	10%	10%	11%	7%	11%	12% J	8%	10%	10%	10%	13%	10%	10%	12%	8%	10%	9%	12%	10%	10%	10%
5	282	77	205	121	161	19	45	132	83	85	56	96	39	74	64	44	55	27	250	33	115	53	27	24	34	227	49
	14%	16%	14%	13%	16%	9%	10%	17% FG	16% FG	14%	14%	13%	22% JL	14%	16%	16%	13%	10%	15% R	13%	16%	13%	14%	12%	17%	15%	14%
6	141	28	113	79	62	10	29	54	47	32	28	52	25	29	26	34	28	16	121	21	45	27	19	11	19	111	25
	7%	6%	8%	8%	6%	5%	7%	7%	9%	5%	7%	7%	14% JK	6%	6%	12% NOQ	7%	6%	7%	9%	6%	7%	10%	6%	10%	7%	7%
7	120	24	96	59	61	9	23	54	34	32	27	39	22	32	34	15	26	11	106	23	41	24	14	10	9	94	25
	6%	5%	6%	6%	6%	4%	5%	7%	6%	5%	7%	5%	12% JL	6%	8%	6%	6%	4%	7%	9% Y	6%	6%	7%	5%	5%	6%	7%
8	103	34	69	39	64	5	12	40	44	25	21	40	11	34	24	9	16	12	94	17	48	14	12	9	9	83	20
	5%	7%	5%	4%	6%	3%	3%	5%	8% FG	4%	5%	6%	6%	6%	6%	3%	4%	5%	6%	7% V	7%	4%	6%	5%	5%	5%	6%
9	32	7	25	20	12	1	6	17	9	6	3	16	7	11	5	7	5	3	30	3	10	6	6	7	1	27	4
	2%	2%	2%	2%	1%	*% F	1%	2%	2%	1%	1%	2%	4%	2%	1%	3%	1%	1%	2%	1%	1%	2%	3%	4%	1%	2%	1%
10 - Extremely interested	49	12	37	19	30	3	11	10	25	17	9	14	6	20	6	5	6	4	37	9	14	7	1	8	9	34	13
	2%	2%	3%	2%	3%	1%	2%	1%	5% FH	3%	2%	2%	3%	4% Q	2%	2%	1%	2%	2%	4% W	2% W	2%	1%	4% W	5% W	2%	4%
TOP 2 BOX	81	19	62	39	42	3	16	28	34	23	13	30	13	32	11	12	11	7	67	12	24	13	7	15	10	61	17
	4%	4%	4%	4%	4%	2%	4%	4%	6% F	4%	3%	4%	7%	6% OQ	3%	5%	3%	3%	4%	5%	3%	3%	4%	8% UV	5%	4%	5%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B4K. Level of interest: Folk?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	304	76	227	137	167	17	52	122	113	80	61	109	46	98	69	36	53	30	267	52	113	51	33	34	28	238	62
	15%	16%	15%	14%	17%	8%	12%	16%	21%	13%	15%	15%	26%	19%	17%	13%	12%	11%	16%	21%	15%	13%	17%	17%	14%	16%	17%
									F FG				JKL	Q					R	V							
Don't know/refuse to answer	15	5	10	8	8	1	6	3	4	6	5	3	-	5	1	2	-	5	8	1	8	3	1	1	2	14	1
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%		1%	*%	1%		2%	*%	*%	1%	1%	1%	1%	1%	1%	*%
CHI-SQUARE SIGNIFICANCE	<-15.676->		<-18.871->		<-144.554->					<-119.25->				<-57.966->				<-23.747->		<-75.495->						<-5.658->	
	85%		94%		100%					100%				100%				99%		97%						10%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B5. What percent of the music that you listen to is in ...?

Base: Listens to music (Bla-d)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1964	480	1484	956	1008	200	449	771	524	618	407	715	175	522	407	276	426	269	1613	244	729	398	199	196	196	1530	359
UNWEIGHTED 'N'	1962	729	1233	968	994	285	472	757	428	673	401	691	156	540	426	274	391	269	1613	244	729	398	199	196	196	1530	359
English	74.00	44.69	83.47	75.27	72.80	80.37	78.18	75.26	66.67	76.88	77.46	70.54	68.11	70.15	73.33	74.38	76.23	74.93	69.24	88.56	46.33	82.99	84.64	84.04	81.39	69.94	70.92
			B			HI	I	I		LM	LM						N	S		UVWXY		U	U	U	U		
French	10.50	36.15	2.21	9.39	11.55	6.00	9.39	10.28	13.25	11.69	7.74	11.56	8.87	13.69	11.76	9.45	7.47	7.03	15.67	2.48	34.67	2.04	2.76	1.52	2.49	13.97	16.39
		C			D		F	F	FG	K		K		PQ	Q				R		TVWXY						
Instrumental	10.52	13.24	9.65	10.72	10.33	6.96	7.56	9.52	16.09	7.26	9.95	12.70	15.84	9.33	10.57	11.26	12.30	8.61	11.10	7.41	12.82	9.15	9.25	10.39	10.62	10.57	9.83
		C						FG	FGH		J	JK	JK				N		R		TVW				T	T	
Other languages	5.07	6.86	4.51	4.83	5.29	6.75	5.27	4.93	3.97	4.70	5.01	4.93	6.81	6.75	4.43	4.98	4.07	9.56	4.25	1.20	6.83	5.48	3.95	4.08	5.55	5.54	3.78
		C				I								OQ				S			TWX	T	T	T	T	A2	
Total	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%
CHI-SQUARE SIGNIFICANCE	<---.207-->	<---.005-->	<-----.201----->	<-----.055----->	<-----.131----->	<---.003-->	<-----.215----->	<---.03-->																			
	2%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B5o. What other language do you listen to?

Base: Respondents who select "other" in B5

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	624	190	434	312	312	73	157	236	154	142	148	258	73	178	119	96	141	97	509	33	297	123	41	68	68	520	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	687	341	346	341	346	106	186	248	139	185	149	279	66	200	147	97	137	107	553	34	341	128	43	70	71	567	98
Spanish	228	93	135	119	109	29	62	82	55	50	52	99	27	58	42	44	61	35	211	12	146	38	10	23	21	210	34
	37%	49%	31%	38%	35%	40%	39%	35%	36%	36%	35%	38%	36%	33%	35%	46%	43%	36%	41%	36%	49%	31%	24%	34%	31%	40%	37%
Italian	89	29	60	24	65	4	13	30	41	22	22	32	11	25	20	8	14	8	71	9	42	16	6	8	7	66	18
	14%	15%	14%	8%	21%	5%	8%	13%	27%	16%	15%	12%	16%	14%	17%	8%	10%	8%	14%	27%	14%	13%	15%	12%	10%	13%	20%
German	69	11	58	45	24	11	14	23	22	12	23	28	6	20	11	10	17	7	53	4	17	16	5	9	11	49	9
	11%	6%	13%	15%	8%	14%	9%	10%	14%	8%	16%	11%	8%	11%	9%	10%	12%	7%	10%	12%	6%	13%	12%	13%	16%	9%	10%
Asian	37	5	32	23	14	12	12	8	3	9	13	9	5	12	6	1	6	13	25	2	9	10	4	8	6	34	4
	6%	3%	7%	7%	5%	17%	8%	3%	2%	6%	9%	4%	7%	7%	5%	1%	4%	13%	5%	6%	3%	8%	10%	12%	9%	7%	4%
Eastern European/ Russian	32	6	26	12	21	4	14	8	7	12	8	8	4	13	5	4	3	2	27	-	9	8	5	3	5	25	3
	5%	3%	6%	4%	7%	5%	9%	3%	5%	9%	5%	3%	6%	8%	4%	5%	2%	2%	5%	-	3%	7%	12%	4%	7%	5%	3%
Middle Eastern	28	16	12	14	15	2	12	10	3	5	6	15	2	10	7	3	3	3	30	1	25	4	1	3	-	30	3
	5%	9%	3%	4%	5%	3%	8%	4%	2%	3%	4%	6%	3%	5%	6%	3%	2%	3%	6%	3%	8%	3%	2%	4%	-	6%	3%
Indian	25	2	23	9	16	5	6	13	-	9	5	11	-	8	7	3	7	8	5	-	3	7	-	3	3	16	-
	4%	1%	5%	3%	5%	7%	4%	5%	-	6%	3%	4%	-	5%	6%	3%	5%	8%	1%	-	1%	6%	-	4%	4%	3%	-
African	11	4	7	5	6	1	1	9	1	1	2	7	1	1	1	1	7	-	12	-	7	2	1	-	2	11	1
	2%	2%	2%	2%	2%	1%	*	4%	*	1%	1%	3%	1%	*	1%	1%	5%	-	2%	-	2%	2%	2%	-	3%	2%	1%
Native/aboriginal	10	2	7	6	3	2	2	6	1	5	-	4	1	3	1	1	3	6	3	-	4	2	3	-	1	5	5
	2%	1%	2%	2%	1%	2%	1%	2%	*	3%	-	1%	2%	2%	1%	1%	2%	6%	1%	-	1%	2%	7%	-	1%	1%	5%
Scandinavian	7	1	6	2	5	1	2	-	4	2	0	4	1	3	2	1	0	1	5	-	1	2	2	1	-	5	1
	1%	*	1%	1%	2%	1%	1%	-	2%	1%	*	2%	1%	2%	2%	2%	*	1%	1%	-	*	2%	5%	1%	-	1%	1%
Irish	1	1	-	1	-	-	0	1	-	1	-	0	-	1	-	-	-	-	2	-	2	-	-	-	-	2	-
	*	1%	-	*	-	-	*	1%	-	*	-	0	-	1%	-	-	-	-	*	-	1%	-	-	-	-	*	-
Everything/any	28	1	28	20	8	-	6	14	8	2	4	13	9	6	7	4	10	3	15	1	1	7	2	3	5	15	3
	5%	*	6%	6%	3%	-	4%	6%	5%	1%	3%	5%	12%	3%	6%	4%	7%	3%	3%	3%	*	6%	5%	4%	7%	3%	3%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B5o. What other language do you listen to?

Base: Respondents who select "other" in B5

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Other	59	19	39	33	26	3	14	32	9	12	13	27	6	17	9	16	10	11	50	4	31	11	2	7	7	52	10
	9%	10%	9%	10%	8%	5%	9%	14%	6%	8%	9%	11%	9%	10%	8%	16%	7%	11%	10%	12%	10%	9%	5%	10%	10%	10%	11%
								FI																			
Do not know / Refuse	45	31	15	21	24	3	9	15	14	18	5	16	1	14	7	4	8	10	44	1	44	5	2	2	3	47	7
	7%	16%	3%	7%	8%	4%	5%	7%	9%	13%	3%	6%	2%	8%	6%	4%	6%	10%	9%	3%	15%	4%	5%	3%	4%	9%	8%
				C						KM											TVWXY						
CHI-SQUARE SIGNIFICANCE	<--55.945-->		<--41.515-->		<-----104.997----->				<-----46.022----->				<-----46.747----->				<--55.87-->		<-----113.055----->						<--18.274-->		
	100%*		100%*		100%*				88%*				89%*				100%*		100%*						89%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B6. How would you rate the quality of music by Canadian artists as compared to foreign artists?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1905	474	1431	927	978	199	443	742	506	598	390	701	171	517	398	263	417	259	1585	242	719	380	195	195	190	1497	352
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Not as good	47	9	38	22	25	10	9	7	20	20	9	15	1	17	14	1	6	9	30	3	13	12	4	6	3	31	6
	2%	2%	3%	2%	3%	5%	2%	1%	4%	3%	2%	2%	1%	3%	3%	*%	1%	3%	2%	1%	2%	3%	2%	3%	2%	2%	2%
						H			H	M				P		P											
2	19	6	14	16	4	1	2	4	12	5	2	11	1	8	1	3	6	5	8	2	9	3	-	1	-	15	-
	1%	1%	1%	2%	*%	1%	1%	1%	2%	1%	*%	2%	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%		1%		1%	
				E																							
3	24	5	18	13	11	7	10	5	2	8	8	4	3	5	6	7	4	8	14	3	8	5	2	3	3	21	1
	1%	1%	1%	1%	1%	3%	2%	1%	*%	1%	2%	1%	2%	1%	1%	3%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	*%
						HI											S									A2	
4	48	13	36	28	20	7	15	9	17	14	9	17	6	11	9	4	15	10	33	3	18	13	4	1	5	38	6
	3%	3%	3%	3%	2%	3%	3%	1%	3%	2%	2%	2%	4%	2%	2%	1%	4%	4%	2%	1%	3%	3%	2%	1%	3%	3%	2%
																				X	X						
5 - Equal	794	204	591	392	403	90	176	314	209	253	144	299	77	204	170	122	172	107	688	98	317	147	85	81	92	649	137
	42%	43%	41%	42%	41%	45%	40%	42%	41%	42%	37%	43%	45%	39%	43%	46%	41%	41%	43%	40%	44%	39%	44%	42%	48%	43%	39%
																									V		
6	105	28	78	58	47	18	30	32	25	35	23	37	9	27	20	9	24	18	89	13	44	24	8	9	12	91	16
	6%	6%	5%	6%	5%	9%	7%	4%	5%	6%	6%	5%	6%	5%	5%	3%	6%	7%	6%	5%	6%	6%	4%	5%	6%	6%	5%
						H																					
7	195	46	149	110	85	24	63	66	42	50	58	71	16	54	43	19	39	20	170	22	73	42	24	24	14	153	43
	10%	10%	10%	12%	9%	12%	14%	9%	8%	8%	15%	10%	9%	10%	11%	7%	9%	8%	11%	9%	10%	11%	12%	12%	7%	10%	12%
						HI						J															
8	249	71	177	104	144	14	62	95	74	77	52	102	11	63	52	38	61	31	206	29	104	44	21	24	25	183	52
	13%	15%	12%	11%	15%	7%	14%	13%	15%	13%	13%	14%	7%	12%	13%	14%	15%	12%	13%	12%	14%	12%	11%	12%	13%	12%	15%
						F	F	F	F	M	M	M															
9	88	28	60	44	45	8	15	45	19	23	14	34	15	24	17	12	23	10	78	7	40	20	10	7	7	73	17
	5%	6%	4%	5%	5%	4%	3%	6%	4%	4%	4%	5%	9%	5%	4%	5%	6%	4%	5%	3%	6%	5%	5%	4%	4%	5%	5%
10 - Much better	335	65	271	141	194	21	61	166	86	113	72	111	31	103	66	49	66	41	269	62	93	70	37	39	29	243	74
	18%	14%	19%	15%	20%	10%	14%	22%	17%	19%	19%	16%	18%	20%	17%	19%	16%	16%	17%	26%	13%	18%	19%	20%	15%	16%	21%
			B		D			FG	F										UVY		U	U	U			Z	
EQUAL TO OR BETTER	1767	441	1326	849	918	175	407	718	454	551	363	653	159	476	368	249	386	227	1500	231	671	347	185	184	179	1392	339
	93%	93%	93%	92%	94%	88%	92%	97%	90%	92%	93%	93%	93%	92%	93%	95%	93%	88%	95%	95%	93%	91%	95%	94%	94%	93%	96%
								FGI											R	V						Z	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B6. How would you rate the quality of music by Canadian artists as compared to foreign artists?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
No opinion/refuse to answer	97	23	73	45	51	1	9	34	46	32	22	25	10	27	17	14	11	12	63	8	31	20	7	5	10	64	16
	5%	5%	5%	5%	5%	1%	2%	5%	9%	5%	6%	4%	6%	5%	4%	5%	3%	5%	4%	3%	4%	5%	4%	3%	5%	4%	5%
								FG	FGH																		
CHI-SQUARE SIGNIFICANCE	<--11.254->			<--26.863->		<-----104.231----->				<-----42.026----->				<-----32.835----->				<--24.891->		<-----51.803----->						<--16.366->	
	74%*			100%*		100%*				97%*				80%*				100%*		77%*						94%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B7. How many music CDs did you buy in the past year, either for your own use or for someone else?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1969	482	1487	957	1012	199	447	771	533	619	408	718	176	529	408	272	426	266	1621	246	731	397	199	197	196	1533	360
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
None	264	59	204	147	117	15	32	92	119	116	44	64	15	112	44	23	22	35	184	32	78	48	26	23	30	187	43
	13%	12%	14%	15%	12%	7%	7%	12%	22%	19%	11%	9%	9%	21%	11%	9%	5%	13%	11%	13%	11%	12%	13%	12%	15%	12%	12%
				E				FG	FGH	KLM				OPQ	Q												
1 to 5	623	144	479	292	331	74	160	205	178	206	132	238	44	182	131	79	110	94	495	79	216	128	63	59	63	469	111
	32%	30%	32%	30%	33%	37%	36%	27%	33%	33%	32%	33%	25%	34%	32%	29%	26%	35%	31%	32%	30%	32%	32%	30%	32%	31%	31%
						H	H		H					Q													
6 to 10	491	135	356	210	281	41	103	216	127	152	103	184	41	121	108	76	114	48	445	79	207	102	48	40	39	397	98
	25%	28%	24%	22%	28%	21%	23%	28%	24%	25%	25%	26%	23%	23%	27%	28%	27%	18%	27%	32%	28%	26%	24%	20%	20%	26%	27%
					D			F										R	XY	XY							
11 to 20	353	78	275	188	165	34	95	149	75	87	76	141	44	70	80	55	105	43	292	32	123	66	32	44	48	272	63
	18%	16%	18%	20%	16%	17%	21%	19%	14%	14%	19%	20%	25%	13%	20%	20%	25%	16%	18%	13%	17%	17%	16%	22%	24%	18%	18%
						I	I	I				J	J		N	N	N							T	TUVW		
21 to 30	125	34	91	54	70	16	26	61	21	27	28	54	13	21	31	16	43	24	106	14	54	28	13	20	7	111	21
	6%	7%	6%	6%	7%	8%	6%	8%	4%	4%	7%	8%	7%	4%	8%	6%	10%	9%	7%	6%	7%	7%	7%	10%	4%	7%	6%
						I		I			J				N		N			Y				Y			
More than 30	113	32	81	65	48	20	31	48	13	30	25	38	20	23	15	24	32	22	99	10	53	25	17	11	9	97	24
	6%	7%	5%	7%	5%	10%	7%	6%	2%	5%	6%	5%	11%	4%	4%	9%	8%	8%	6%	4%	7%	6%	9%	6%	5%	6%	7%
						I	I	I				JL				O	O				T						
Don't know/refuse to answer	10	5	5	6	5	2	1	4	2	4	2	1	1	2	1	4	-	3	6	-	7	2	1	1	1	10	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%		1%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--6.117-->		<--21.189-->		<-----103.512----->				<-----60.593----->				<-----105.364----->				<--14.223-->		<-----38.784----->						<--1.107-->		
	70%		100%		100%				100%				100%				99%		96%						5%		
MEAN	9.64	10.12	9.48	9.90	9.39	11.45	10.47	10.55	7.06	8.19	10.07	10.10	12.79	7.70	9.47	11.23	12.30	10.62	10.01	8.63	10.54	9.92	10.45	10.81	9.10	10.12	9.97
						I	I	I			J	J	JKL		N	N	NO				T			T			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B8. How many of these music CDs were by Canadian artists?

Base: Listens to music (Bla-d)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
TOTAL	1979	487	1492	962	1017	201	449	774	535	622	410	720	178	531	410	276	426	269	1627	246	738	399	200	198	197	1543	362	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362	
None	517	105	413	266	252	55	93	170	190	209	103	150	31	170	99	61	70	85	368	65	149	107	54	51	55	388	77	
	26%	22%	28%	28%	25%	28%	21%	22%	35%	34%	25%	21%	17%	32%	24%	22%	16%	32%	23%	26%	20%	27%	27%	26%	28%	25%	21%	
				B					FGH	KLM				OPQ	Q			S		U		U	U		U			
1 to 5	1028	238	790	491	536	104	259	408	251	297	219	407	92	282	212	150	243	131	845	130	365	219	104	85	106	777	188	
	52%	49%	53%	51%	53%	52%	58%	53%	47%	48%	53%	57%	52%	53%	52%	54%	57%	49%	52%	53%	49%	55%	52%	43%	54%	50%	52%	
							I					J								X		X		X		X		
6 to 10	243	86	157	120	123	19	59	105	57	62	53	96	26	49	57	31	73	24	241	30	134	41	19	34	15	213	52	
	12%	18%	11%	12%	12%	9%	13%	14%	11%	10%	13%	13%	15%	9%	14%	11%	17%	9%	15%	12%	18%	10%	10%	17%	8%	14%	14%	
		C															N		R		TVWY							
11 to 20	101	33	69	43	59	14	23	53	12	32	19	33	16	11	25	22	20	14	100	12	53	15	10	19	10	91	26	
	5%	7%	5%	4%	6%	7%	5%	7%	2%	5%	5%	5%	9%	2%	6%	8%	5%	5%	6%	5%	7%	4%	5%	10%	5%	6%	7%	
						I			I						N	N					V				V			
21 to 30	18	10	8	10	8	3	6	5	4	5	2	9	0	5	5	0	5	6	17	2	15	2	4	2	-	15	9	
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%	1%	2%	1%	2%	1%		1%	2%	
		C																			V							
More than 30	17	5	12	13	5	1	5	9	2	1	3	8	4	2	3	2	8	1	17	2	8	4	3	2	-	16	3	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%		1%	1%	
												J																
Don't know/refuse to answer	45	6	39	15	30	3	3	21	18	13	9	15	7	9	7	6	7	5	33	5	7	9	5	4	10	33	5	
	2%	1%	3%	2%	3%	1%	1%	3%	3%	2%	2%	2%	4%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	5%	2%	1%	
			B					G	G																U			
CHI-SQUARE SIGNIFICANCE	<--33.864-->	<--7.715-->	<-----57.279----->	<-----54.932----->	<-----61.371----->	<--18.178-->	<-----59.208----->	<--8.198-->																				
	100%		83%			100%*			100%					100%*				100%			100%*					85%		
MEAN	4.02	4.96	3.72	4.09	3.96	4.05	4.38	4.48	3.03	3.35	3.90	4.36	5.40	3.17	4.31	4.19	4.96	3.81	4.49	3.93	5.10	3.68	4.34	4.94	3.19	4.31	4.88	
		C				I	I	I				J	JK		N	N	N				TVY		Y	VY				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B9A. Where do you typically buy your music CDs?

Base: Listens to music (Bla-d)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1910	470	1440	933	978	196	444	756	498	593	396	700	177	507	397	275	419	256	1576	228	718	393	186	194	190	1497	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1978	738	1240	975	1003	286	472	762	438	677	405	696	159	549	429	274	392	269	1627	246	738	399	200	198	197	1543	362
TRADITIONAL RETAIL MUSIC STORE	1052	338	714	520	533	149	270	386	236	320	207	389	122	257	200	154	267	154	928	88	526	215	94	99	102	907	177
	55%	72%	50%	56%	54%	76%	61%	51%	47%	54%	52%	56%	69%	51%	50%	56%	64%	60%	59%	39%	73%	55%	51%	51%	54%	61%	51%
			C			GHI	HI					JKL					NO			TUVWXY	T	T	T	T	T	A2	
BIG BOX	468	69	400	201	268	24	107	216	121	138	104	196	18	134	111	65	80	57	376	95	99	99	60	55	40	325	104
	25%	15%	28%	22%	27%	12%	24%	29%	24%	23%	26%	28%	10%	26%	28%	24%	19%	22%	24%	42%	14%	25%	32%	28%	21%	22%	30%
			B		D		F	F	F	M	M	M		Q	Q				UVWXY		U	UY	U	U		Z	
ON-LINE/ORDER - NET	69	10	59	47	22	4	30	27	7	15	17	28	8	11	17	13	17	5	56	7	17	16	8	6	9	50	11
	4%	2%	4%	5%	2%	2%	7%	4%	1%	3%	4%	4%	4%	2%	4%	5%	4%	2%	4%	3%	2%	4%	4%	3%	5%	3%	3%
			B	E			FHI	I																			
On-line	44	5	38	33	11	3	17	19	4	4	12	20	8	5	7	10	16	3	35	3	10	11	5	3	6	31	6
	2%	1%	3%	4%	1%	2%	4%	2%	1%	1%	3%	3%	4%	1%	2%	4%	4%	1%	2%	1%	1%	3%	3%	2%	3%	2%	2%
			B	E			I				J	J					N										
Columbia House	25	4	21	14	11	1	12	9	3	11	5	8	-	6	10	4	1	2	21	4	7	5	3	3	3	19	5
	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%		1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%
						FI									Q												
STORES (GENERAL) - NET	64	6	58	29	36	7	5	29	24	18	23	19	5	17	16	10	12	7	40	8	10	16	2	4	9	34	13
	3%	1%	4%	3%	4%	3%	1%	4%	5%	3%	6%	3%	3%	3%	4%	4%	3%	3%	3%	4%	1%	4%	1%	2%	5%	2%	4%
			B					G	G												UW				UW		
Specialty stores	22	1	21	7	15	4	3	11	3	6	9	6	1	5	7	1	5	4	11	1	2	6	1	2	4	14	2
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
			B												P												
Zellers/department store	17	1	16	11	5	1	-	5	10	3	7	7	-	8	3	2	3	2	9	3	1	3	1	1	2	7	3
	1%	1%	1%	1%	1%	1%		1%	2%	1%	2%	1%		2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			B																								
The mall	10	1	9	5	6	-	2	6	2	3	6	1	1	1	2	6	2	-	6	-	2	4	-	-	-	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Stores (unspecified)	8	3	4	4	4	1	-	4	3	4	-	1	3	3	-	1	2	1	9	2	5	1	-	1	1	6	4
	1%	1%	1%	1%	1%	1%		1%	1%	1%		1%	2%	1%		1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%
Book stores (general)	6	-	6	2	4	-	-	1	5	2	-	4	-	-	2	1	2	-	3	1	-	2	-	-	1	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B9A. Where do you typically buy your music CDs?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
London Drugs	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	
	*%		*%		*%			*%				*%							*%						1%	*%		
Grocery store/superstore	1	-	1	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1	-	
	*%		*%	*%					*%	*%					*%				*%	*%							*%	
CONCERTS/CLUBS - NET	27	9	19	11	16	1	6	13	8	11	5	11	1	8	7	6	6	3	24	5	11	4	3	4	1	18	9	
	1%	2%	1%	1%	2%	*%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	
								F																				
Concerts or live performances	18	6	11	8	10	1	4	7	5	6	4	7	1	6	4	3	3	1	18	4	8	2	-	4	1	11	7	
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	2%	1%	1%	-	2%	1%	1%	2%	
Music clubs (general)	10	3	7	4	6	-	1	5	3	4	1	4	1	2	3	3	2	2	6	1	3	2	3	-	-	7	2	
	1%	1%	1%	*%	1%		*%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	2%			*%	1%	
OTHER - NET	122	14	108	66	56	6	15	49	50	44	26	33	12	39	23	17	26	14	80	11	21	23	13	15	18	80	20	
	6%	3%	8%	7%	6%	3%	3%	7%	10%	7%	7%	5%	7%	8%	6%	6%	6%	5%	5%	5%	3%	6%	7%	8%	9%	5%	6%	
			B					FG	FG													U	U	U	U			
Used/second-hand/flea market/discount store	37	4	33	23	14	2	8	16	11	17	5	11	5	13	11	4	7	5	18	3	5	10	1	2	5	24	2	
	2%	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	3%	2%	3%	2%	2%	2%	2%	1%	1%	3%	1%	1%	3%	2%	1%	
			B																			UW				2%	1%	
Anywhere/wherever	24	0	24	18	6	2	0	9	13	10	6	8	-	2	3	7	8	3	14	2	1	3	3	7	2	16	2	
	1%	*%	2%	2%	1%	1%	*%	1%	3%	2%	1%	1%		*%	1%	3%	2%	1%	1%	1%	*%	1%	2%	4%	1%	1%	1%	
			B	E				G	G															UV				
People/friends/family (general)	5	2	3	1	4	-	-	1	4	2	2	1	-	2	1	-	1	-	5	-	2	-	1	1	1	4	1	
	*%	*%	*%	*%	*%			*%	1%	*%	1%	*%		*%	*%		*%		*%		*%		1%	1%	1%	*%	*%	
Library	2	2	-	-	2	-	-	-	2	1	-	1	1	1	-	1	-	-	3	-	3	-	-	-	-	2	1	
	*%	*%			*%				*%	*%		*%	*%	*%		*%			*%		*%					*%	*%	
Other	54	6	49	25	29	3	7	23	20	15	13	13	7	21	7	4	10	6	40	6	10	10	8	5	10	34	14	
	3%	1%	3%	3%	3%	2%	2%	3%	4%	2%	3%	2%	4%	4%	2%	2%	2%	2%	3%	3%	1%	3%	4%	3%	5%	2%	4%	
			B																						U			
I do not buy music CDs	107	25	82	60	48	6	11	36	51	48	14	24	12	41	23	9	11	16	72	14	34	20	6	11	11	83	12	
	6%	5%	6%	6%	5%	3%	3%	5%	10%	8%	4%	3%	7%	8%	6%	3%	3%	6%	5%	6%	5%	5%	3%	6%	6%	6%	3%	
									FGH	KL				PQ	Q													
Don't know/refuse to answer	69	16	52	30	39	5	5	18	38	29	14	20	0	24	13	2	7	13	51	18	20	6	14	4	7	46	16	
	4%	4%	4%	3%	4%	2%	1%	2%	8%	5%	4%	3%	*%	5%	3%	1%	2%	5%	3%	8%	3%	2%	8%	2%	4%	3%	5%	
									FGH	M	M	M		PQ	P					UVX								
CHI-SQUARE SIGNIFICANCE	<--98.223-->	<--42.32-->	<-----166.279----->	<-----117.807----->	<-----99.097----->	<--12.07-->	<-----237.509----->	<--35.386-->																				
	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	16%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*	99%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B9B. Where else do you buy your music CDs?

Base: Listens to music (Bla-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1165	308	858	559	606	124	292	483	260	334	251	457	110	304	256	172	265	157	999	132	475	230	111	140	114	936	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1815	684	1131	888	927	271	454	710	366	600	379	658	151	490	396	264	374	240	1506	214	684	374	180	184	179	1416	334
BIG BOX	413	123	290	176	237	54	117	150	89	149	94	145	21	119	89	55	89	64	376	54	190	75	47	51	42	373	75
	35%	40%	34%	31%	39%	43%	40%	31%	34%	45%	37%	32%	20%	39%	35%	32%	34%	41%	38%	41%	40%	33%	42%	36%	37%	40%	34%
		C		D	H	H				LM	M	M															
TRADITIONAL RETAIL MUSIC STORE	358	82	277	180	178	43	89	168	56	90	76	149	39	76	79	62	94	46	304	39	125	81	39	44	31	270	74
	31%	27%	32%	32%	29%	34%	31%	35%	22%	27%	30%	33%	36%	25%	31%	36%	35%	29%	30%	30%	26%	35%	35%	31%	27%	29%	33%
			B			I	I	I								N	N					U					
ON-LINE/ORDER - NET	127	26	100	71	55	10	37	61	17	20	25	52	27	20	22	21	40	15	100	10	42	31	8	16	12	86	24
	11%	9%	12%	13%	9%	8%	13%	13%	7%	6%	10%	11%	25%	7%	9%	12%	15%	10%	10%	8%	9%	13%	7%	11%	11%	9%	11%
						I	I					J	JKL				NO										
On-line	103	19	84	63	40	10	28	50	15	13	18	43	27	11	16	17	36	10	79	6	30	28	5	12	10	71	12
	9%	6%	10%	11%	7%	8%	10%	10%	6%	4%	7%	9%	24%	4%	6%	10%	14%	6%	8%	5%	6%	12%	5%	9%	9%	8%	5%
			B	E				I				J	JKL			N	NO					TUW					
Columbia House	23	7	16	8	15	0	8	11	2	7	5	9	1	9	6	2	5	4	21	4	11	3	4	3	2	15	11
	2%	2%	2%	1%	2%	*	3%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	3%	2%	1%	4%	2%	2%	2%	5%
							F	F																			Z
Ebay	2	1	1	2	-	-	1	1	-	-	1	1	-	-	-	1	1	1	1	-	1	-	-	1	-	1	1
	*%	*%	*%	*%			*%	*%			*%	*%				1%	*%	1%	*%		*%			1%		*%	*%
STORES (GENERAL) - NET	119	17	102	52	66	4	25	57	33	28	21	54	13	27	20	24	27	17	85	14	26	31	14	10	10	83	18
	10%	5%	12%	9%	11%	3%	8%	12%	13%	8%	8%	12%	12%	9%	8%	14%	10%	11%	9%	11%	5%	13%	13%	7%	9%	9%	8%
			B				F	F	F													UX	U				
Zellers/department store	49	3	47	15	35	1	12	19	17	17	9	16	4	18	3	12	8	8	28	9	3	14	3	4	5	30	7
	4%	1%	5%	3%	6%	*%	4%	4%	7%	5%	4%	4%	4%	6%	1%	7%	3%	5%	3%	7%	1%	6%	3%	3%	4%	3%	3%
			B		D		F	F	F					O		O				U		U					
Book stores (general)	17	3	14	7	10	-	4	8	6	1	3	10	2	2	2	3	7	1	15	2	6	6	1	1	-	13	2
	1%	1%	2%	1%	2%		1%	2%	2%	*%	1%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	3%	1%	1%		1%	1%
							E					J															
The mall	16	5	11	12	3	1	2	9	5	3	2	9	2	1	6	1	5	2	12	1	7	4	1	1	-	12	-
	1%	2%	1%	2%	1%	*%	1%	2%	2%	1%	1%	2%	2%	*%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%		1%	
							E																				
Specialty stores	16	3	13	11	5	1	2	12	1	2	4	7	3	4	2	4	5	4	10	1	5	5	2	1	1	12	3
	1%	1%	2%	2%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	2%	2%	3%	1%	1%	1%	2%	2%	1%	1%	1%	1%
								I																			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B9B. Where else do you buy your music CDs?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
Grocery store/superstore	14 1%	1 *%	13 1%	5 1%	8 1%	-	5 2%	5 1%	3 1%	3 1%	3 1%	8 2%	0 *%	1 *%	2 1%	3 2%	1 *%	-	15 2%	2 2%	2 *%	2 1%	6 5%	2 1%	1 1%	13 1%	2 1%
London Drugs	6 1%	-	6 1%	2 *%	4 1%	-	-	3 1%	3 1%	-	-	5 1%	1 1%	2 *%	1 *%	-	1 1%	1 1%	3 *%	-	-	-	-	-	4 4%	3 *%	1 *%
Stores (unspecified)	3 *%	2 1%	1 *%	2 *%	1 *%	0 *%	-	3 1%	-	2 1%	-	1 *%	-	1 *%	2 1%	1 *%	-	1 1%	3 *%	-	3 1%	-	-	1 1%	-	2 *%	2 1%
Music Plus	1 *%	-	1 *%	0 *%	0 *%	1 1%	-	-	-	1 *%	-	-	-	-	0 *%	-	-	-	2 *%	-	-	-	2 2%	-	-	1 *%	1 *%
CONCERTS/CLUBS - NET	47 4%	12 4%	35 4%	18 3%	29 5%	2 2%	11 4%	16 3%	18 7%	9 3%	16 6%	17 4%	5 5%	14 5%	8 3%	7 4%	12 4%	1 1%	46 5%	7 5%	18 4%	5 2%	4 4%	5 4%	10 9%	37 4%	8 4%
Concerts or live performances	43 4%	12 4%	31 4%	18 3%	25 4%	2 2%	11 4%	12 2%	18 7%	8 2%	16 6%	16 3%	3 3%	12 4%	7 3%	6 3%	11 4%	1 1%	43 4%	5 4%	18 4%	4 2%	3 3%	5 4%	10 9%	33 4%	8 4%
Music clubs (general)	4 *%	-	4 *%	1 *%	4 1%	-	-	4 1%	-	1 *%	-	1 *%	2 2%	2 1%	1 *%	1 *%	1 *%	-	3 *%	2 2%	-	1 *%	1 1%	-	-	4 *%	-
OTHER - NET	174 15%	41 13%	133 15%	95 17%	79 13%	15 12%	44 15%	57 12%	56 21%	54 16%	44 18%	61 13%	11 10%	56 18%	52 20%	22 13%	20 7%	25 16%	135 14%	19 14%	64 13%	33 14%	15 14%	26 19%	13 11%	126 13%	37 17%
Used/second-hand/flea market/discount store	54 5%	14 5%	40 5%	27 5%	27 4%	4 4%	12 4%	23 5%	15 6%	21 6%	12 5%	16 3%	4 3%	18 6%	18 7%	5 3%	8 3%	6 4%	48 5%	9 7%	23 5%	11 5%	5 5%	4 3%	4 4%	46 5%	7 3%
Anywhere/wherever	10 1%	1 *%	9 1%	6 1%	4 1%	1 1%	2 1%	2 *%	5 2%	2 1%	5 2%	4 1%	-	3 1%	1 1%	2 1%	4 1%	1 1%	10 1%	1 1%	2 *%	2 1%	1 1%	5 4%	-	9 1%	2 1%
People/friends/family (general)	7 1%	3 1%	5 1%	4 1%	4 1%	2 2%	-	2 *%	3 1%	4 1%	2 1%	1 *%	1 1%	5 2%	2 1%	-	-	1 1%	6 1%	-	3 1%	1 *%	-	2 1%	2 2%	7 1%	1 *%
Library	3 *%	3 1%	-	2 *%	2 *%	-	1 *%	1 *%	1 *%	1 *%	-	3 1%	-	1 *%	2 1%	1 *%	1 *%	-	6 1%	-	6 1%	-	-	-	-	3 *%	3 1%
Other	102 9%	20 7%	82 10%	58 10%	44 7%	8 7%	30 10%	31 6%	31 12%	29 9%	26 10%	38 8%	7 6%	32 10%	30 12%	15 9%	7 3%	17 11%	68 7%	9 7%	31 7%	20 9%	9 8%	16 11%	8 7%	63 7%	26 12%
Nowhere else/no others	41 4%	13 4%	28 3%	13 2%	28 5%	7 5%	5 2%	21 4%	8 3%	12 4%	6 2%	21 5%	2 2%	9 3%	13 5%	5 3%	10 4%	6 4%	36 4%	6 5%	22 5%	5 2%	2 2%	5 4%	5 4%	37 4%	6 3%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B9B. Where else do you buy your music CDs?

Base: Listens to music (B1a-d)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
I do not buy music CDs	52	32	20	28	24	5	11	17	20	19	6	19	6	18	11	5	8	7	54	1	47	6	1	7	3	52	13
	4%	10%	2%	5%	4%	4%	4%	3%	8%	6%	2%	4%	6%	6%	4%	3%	3%	4%	5%	1%	10%	3%	1%	5%	3%	6%	6%
Don't know/refuse to answer	641	138	503	313	328	66	140	241	186	212	132	222	56	163	118	94	143	83	507	82	209	144	69	44	65	480	111
	55%	45%	59%	56%	54%	53%	48%	50%	72%	63%	53%	49%	51%	54%	46%	54%	54%	53%	51%	62%	44%	63%	62%	31%	57%	51%	50%
CHI-SQUARE SIGNIFICANCE	<--76.484-->		<--44.15-->		<-----113.208----->				<-----129.255----->				<-----101.54----->				<--22.258-->		<-----226.733----->						<--33.968-->		
	100%*		100%*		100%*				100%*				100%*				62%*		100%*						96%*		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B10. How many music DVDs did you buy in the past year, either for yourself or for someone else?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1985	492	1493	965	1020	199	450	774	542	624	411	721	180	539	408	276	428	271	1630	246	743	399	199	199	197	1544	366	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
None	1162	284	878	536	626	90	276	437	347	336	243	437	116	330	231	159	243	135	953	132	422	230	114	107	132	884	206	
	59%	58%	59%	56%	61%	45%	61%	56%	64%	54%	59%	61%	64%	61%	57%	58%	57%	50%	58%	54%	57%	58%	57%	54%	67%	57%	56%	
					D		F	F	FH			J	J						R							TUVWX		
1 to 2	311	73	239	168	143	61	89	111	48	127	65	90	26	81	71	52	59	53	274	49	117	57	39	41	35	264	62	
	16%	15%	16%	17%	14%	31%	20%	14%	9%	20%	16%	12%	14%	15%	17%	19%	14%	20%	17%	20%	16%	14%	20%	21%	18%	17%	17%	
						GHI	HI	I		L																		
3 to 5	276	69	208	129	147	25	48	124	78	94	54	104	15	68	53	34	78	40	209	31	102	68	22	20	15	198	53	
	14%	14%	14%	13%	14%	13%	11%	16%	14%	15%	13%	14%	8%	13%	13%	12%	18%	15%	13%	13%	14%	17%	11%	10%	8%	13%	14%	
								G		M		M					N				Y	WXY						
6 to 10	136	41	95	76	61	9	14	65	46	34	30	52	16	33	27	19	27	23	112	25	60	23	7	16	10	108	29	
	7%	8%	6%	8%	6%	5%	3%	8%	9%	5%	7%	7%	9%	6%	7%	7%	6%	8%	7%	10%	8%	6%	4%	8%	5%	7%	8%	
								FG	G											WY	W							
11 to 15	35	9	26	18	18	3	9	11	13	10	7	15	2	12	9	3	4	6	30	6	13	5	7	7	1	32	7	
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	4%	4%	1%	2%	2%	
																						Y	Y					
More than 15	64	17	47	39	25	10	14	27	11	23	11	23	5	16	17	10	15	14	52	3	29	16	10	8	4	58	9	
	3%	3%	3%	4%	2%	5%	3%	4%	2%	4%	3%	3%	3%	3%	4%	4%	4%	5%	3%	1%	4%	4%	5%	4%	2%	4%	2%	
																					T	T	T					
Don't know/refuse to answer	17	5	12	7	10	2	2	3	9	6	1	5	1	5	7	1	1	-	18	4	7	1	3	1	3	17	2	
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%		1%	2%	1%	1%	2%	1%	2%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<---2.77-->	<---13.544-->	<-----89.587----->	<-----27.15----->	<-----15.891----->	<---8.363-->	<-----47.56----->	<---2.484-->																				
	26%	98%	100%	97%	61%	86%	100%	22%																				
MEAN	2.80	2.96	2.75	3.03	2.59	3.01	2.49	2.97	2.74	2.81	2.73	2.85	2.65	2.70	3.00	2.74	2.87	3.38	2.78	2.71	3.01	2.90	3.05	3.15	2.12	2.92	2.77	
				E														S			Y	Y	Y	Y				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B11. From which locations do you access the Internet?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1980	490	1491	962	1019	198	448	772	543	620	411	718	180	538	410	276	427	268	1628	246	740	400	197	197	196	1539	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Home	1407	317	1090	707	700	181	360	586	272	376	315	559	144	284	281	223	392	183	1190	175	497	299	143	156	151	1132	234
	71%	65%	73%	74%	69%	91%	80%	76%	50%	61%	77%	78%	80%	53%	69%	81%	92%	68%	73%	71%	67%	75%	73%	79%	77%	74%	64%
			B	E		GHI	I	I			J	J	J		N	NO	NOP				U		TU	U		A2	
Work	632	153	479	304	329	21	198	343	67	85	128	317	98	89	122	114	236	61	558	74	251	128	54	69	57	510	99
	32%	31%	32%	32%	32%	11%	44%	44%	12%	14%	31%	44%	54%	17%	30%	41%	55%	23%	34%	30%	34%	32%	27%	35%	29%	33%	27%
							FI	FI			J	JK	JKL		N	NO	NOP		R							A2	
School	204	54	150	93	111	120	59	16	7	100	51	38	12	49	39	20	44	56	198	30	98	47	32	34	27	206	51
	10%	11%	10%	10%	11%	60%	13%	2%	1%	16%	12%	5%	7%	9%	10%	7%	10%	21%	12%	12%	13%	12%	16%	17%	14%	13%	14%
						GHI	HI			LM	L							S									
Friend's house	48	17	31	30	19	17	16	9	4	24	5	16	1	11	11	6	10	13	43	6	27	12	6	5	3	48	7
	2%	3%	2%	3%	2%	9%	4%	1%	1%	4%	1%	2%	1%	2%	3%	2%	2%	5%	3%	2%	4%	3%	3%	3%	2%	3%	2%
						GHI	HI			KM																	
Library	71	15	56	30	41	14	18	24	12	22	21	20	7	25	8	9	7	13	55	7	23	18	7	9	7	57	10
	4%	3%	4%	3%	4%	7%	4%	3%	2%	4%	5%	3%	4%	5%	2%	3%	2%	5%	3%	3%	3%	5%	4%	5%	4%	4%	3%
						HI								Q													
Other	75	23	53	42	33	6	26	32	12	21	18	32	4	24	18	9	14	15	63	5	38	16	4	11	7	67	11
	4%	5%	4%	4%	3%	3%	6%	4%	2%	3%	4%	4%	2%	5%	5%	3%	3%	6%	4%	2%	5%	4%	2%	6%	4%	4%	3%
							I														TW						
Don't access the Internet	388	118	270	178	210	4	31	107	238	180	56	103	13	200	81	29	10	56	280	51	157	58	42	20	33	259	94
	20%	24%	18%	19%	21%	2%	7%	14%	44%	29%	14%	14%	7%	37%	20%	10%	2%	21%	17%	14%	21%	15%	21%	10%	17%	17%	26%
		C					F	FG	FGH	KLM	M	M		OPQ	PQ	Q				VX	VX		VX			Z	
Don't know/refuse to answer	22	8	14	11	11	2	4	5	9	10	1	8	1	6	5	1	1	3	20	4	10	-	5	3	4	22	2
	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	*%	1%	*%	1%	1%	*%	*%	1%	1%	2%	1%		3%	2%	2%	1%	1%
										K																	
CHI-SQUARE SIGNIFICANCE	--15.173-->		<--9.202-->		<-----977.947----->				<-----258.891----->				<-----313.577----->				<--31.551-->		<-----39.737----->						<--22.405-->		
	98%		84%		100%				100%				100%				100%		89%						100%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B12. How many songs did you purchase from the Internet last year?

Base: Listens to music (Bla-d) AND has access to the Internet (B11)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1566	360	1206	775	791	187	411	661	298	427	351	608	165	326	323	247	415	204	1325	192	567	337	154	175	159	1258	264	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1602	575	1027	806	796	275	430	637	250	484	354	601	148	361	350	248	380	211	1336	193	575	341	155	177	161	1270	269	
None (not included in mean)	1396	335	1061	683	713	144	349	607	286	378	321	546	140	297	294	221	361	178	1196	176	526	291	133	152	142	1124	238	
	89%	93%	88%	88%	90%	77%	85%	92%	96%	89%	91%	90%	85%	91%	91%	89%	87%	87%	90%	92%	93%	86%	86%	87%	89%	89%	90%	
		C					F	FG	FGH											VWX								
1 to 9	76	14	62	44	32	10	23	33	10	12	10	35	15	13	10	13	21	5	58	4	22	17	8	9	9	59	10	
	5%	4%	5%	6%	4%	6%	6%	5%	3%	3%	3%	6%	9%	4%	3%	5%	5%	2%	4%	2%	4%	5%	5%	5%	6%	5%	4%	
							HI	HI			J	JK																
10 to 50	60	7	53	30	30	18	24	17	2	22	16	16	7	7	13	10	23	10	51	10	13	19	9	8	3	50	10	
	4%	2%	4%	4%	4%	9%	6%	3%	1%	5%	5%	3%	4%	2%	4%	4%	5%	5%	4%	5%	2%	6%	6%	5%	2%	4%	4%	
			B				HI	HI									N					UY						
51 to 100	15	2	13	7	7	6	7	1	-	6	3	2	3	3	4	1	5	5	8	-	4	3	1	3	4	11	2	
	1%	1%	1%	1%	1%	3%	2%	*%		2%	1%	*%	2%	1%	1%	*%	1%	2%	1%		1%	1%	1%	2%	3%	1%	1%	
						H	H																					
More than 100	19	1	18	11	8	8	8	3	-	8	1	9	1	6	2	3	5	6	12	2	2	7	3	3	1	14	4	
	1%	*%	1%	1%	1%	4%	2%	*%		2%	*%	1%	*%	2%	1%	1%	1%	3%	1%	1%	*%	2%	2%	2%	1%	1%	2%	
			B			H				K												U						
Don't know/refuse to answer	14	5	9	4	9	8	3	2	1	8	3	2	-	5	2	1	-	7	11	1	8	4	1	2	2	12	5	
	1%	1%	1%	1%	1%	4%	1%	*%	*%	2%	1%	*%		2%	1%	*%		3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	
						GHI												S										
CHI-SQUARE SIGNIFICANCE	<--2.184-->	<--.96-->	<-----25.523----->	<-----22.206----->	<-----6.67----->	<--11.446-->	<-----17.837----->	<--.643-->																				
	46%		19%			100%*				99%*				33%*			99%				73%*					11%		
MEAN	33.44	24.63	34.93	32.78	34.22	49.21	38.41	20.32	9.64	46.01	29.47	31.24	22.26	42.71	33.78	29.91	33.05	55.87	30.42	35.63	25.66	38.18	36.21	38.54	33.06	32.65	38.50	
						HI	HI			M								S										

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B13. How many of these songs were by Canadian artists?

Base: Listens to music (Bla-d) AND has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1564	360	1205	775	789	186	411	660	298	426	350	608	165	326	323	245	415	204	1323	192	566	337	154	174	159	1257	264	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1602	575	1027	806	796	275	430	637	250	484	354	601	148	361	350	248	380	211	1336	193	575	341	155	177	161	1270	269	
None	52	9	43	30	23	9	13	26	4	11	7	19	13	7	10	11	9	5	38	2	15	16	8	4	3	37	11	
	3%	3%	4%	4%	3%	5%	3%	4%	1%	3%	2%	3%	8%	2%	3%	4%	2%	2%	3%	1%	3%	5%	5%	2%	2%	3%	4%	
						I		I					JK									T	T					
1 to 9	67	12	55	37	30	14	26	20	6	20	11	25	9	14	11	8	25	10	56	7	19	12	8	13	10	61	7	
	4%	3%	5%	5%	4%	8%	6%	3%	2%	5%	3%	4%	6%	4%	3%	3%	6%	5%	4%	4%	3%	4%	5%	7%	6%	5%	3%	
						HI	HI																					
10 to 50	44	3	41	23	21	15	21	7	1	13	11	17	2	7	9	5	20	8	30	7	5	16	4	3	4	30	7	
	3%	1%	3%	3%	3%	8%	5%	1%	*	3%	3%	3%	1%	2%	3%	2%	5%	4%	2%	4%	1%	5%	3%	2%	3%	2%	3%	
						HI	HI													U		UX						
51 to 100	5	1	4	2	3	3	2	-	-	4	0	-	1	1	-	1	-	3	3	-	1	2	1	2	-	5	1	
	*%	*%	*%	*%	*%	2%	*%			1%	*%		*%	*%		*%		1%	*%		*%	1%	1%	1%		*%	*%	
Did not purchase music from the Internet	1396	335	1061	683	713	144	349	607	286	378	321	546	140	297	294	221	361	178	1196	176	526	291	133	152	142	1124	238	
	89%	93%	88%	88%	90%	77%	85%	92%	96%	89%	92%	90%	85%	91%	91%	90%	87%	87%	90%	92%	93%	86%	86%	87%	89%	89%	90%	
		C					F	FG	FGH												VWX							
Don't know/refuse to answer	15	5	10	4	11	8	3	4	1	9	4	2	-	5	2	2	-	7	13	1	9	4	1	3	2	13	5	
	1%	1%	1%	1%	1%	5%	1%	1%	*%	2%	1%	*%		2%	1%	1%		3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	
						GHI				L																		
CHI-SQUARE SIGNIFICANCE	<--3.114-->	<--.267-->	<-----21.781----->	<-----15.783----->	<-----11.528----->	<--6.114-->	<-----22.294----->	<--3.515-->																				
	63%*	3%*				99%*		93%*						76%*				89%*			90%*						68%*	
MEAN	12.04	7.87	12.74	11.46	12.74	18.18	14.26	5.72	6.48	16.25	14.56	10.40	6.53	13.21	11.33	10.75	13.40	19.87	11.07	15.31	8.01	15.02	11.21	13.91	10.00	11.90	12.33	
						H	H												S									

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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B14. How many songs did you download for free from the Internet last year?

Base: Listens to music (B1a-d) AND has access to the Internet (B11)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1545	357	1188	767	778	186	402	656	291	416	343	606	164	324	317	240	410	203	1308	189	563	330	150	176	158	1239	265	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1602	575	1027	806	796	275	430	637	250	484	354	601	148	361	350	248	380	211	1336	193	575	341	155	177	161	1270	269	
None (not included in mean)	1082	263	819	490	592	59	231	514	271	264	231	444	131	199	235	169	296	113	913	122	402	220	100	116	106	830	198	
	70%	74%	69%	64%	76%	32%	57%	78%	93%	63%	67%	73%	80%	61%	74%	70%	72%	56%	70%	65%	71%	67%	67%	66%	67%	67%	75%	
					D		F	FG	FGH			J	JK		N	N	N		R								Z	
1 to 9	89	16	73	55	34	20	29	34	5	22	17	41	8	16	23	15	22	17	75	12	27	21	11	14	8	73	14	
	6%	4%	6%	7%	4%	11%	7%	5%	2%	5%	5%	7%	5%	5%	7%	6%	5%	8%	6%	6%	5%	6%	7%	8%	5%	6%	5%	
				E		HI	I	I																				
10 to 50	170	40	129	109	60	37	50	69	13	58	36	63	12	45	31	26	35	29	150	23	69	30	18	21	23	152	29	
	11%	11%	11%	14%	8%	20%	12%	11%	4%	14%	10%	10%	7%	14%	10%	11%	9%	14%	11%	12%	12%	9%	12%	12%	15%	12%	11%	
				E		GHI	I	I		M				Q														
51 to 100	57	10	47	33	24	16	31	9	-	20	19	13	5	18	10	6	15	9	49	11	18	14	5	9	7	56	2	
	4%	3%	4%	4%	3%	8%	8%	1%		5%	6%	2%	3%	6%	3%	3%	4%	4%	4%	6%	3%	4%	3%	5%	4%	5%	1%	
				H		H	H			L																	A2	
More than 100	147	27	119	79	68	54	61	29	1	52	40	45	8	46	17	24	41	35	121	21	47	45	16	16	14	128	22	
	9%	8%	10%	10%	9%	29%	15%	4%	**	13%	12%	7%	5%	14%	5%	10%	10%	17%	9%	11%	8%	14%	11%	9%	9%	10%	8%	
						GHI	HI	I		LM	M			O			O	S				U						
Don't know/refuse to answer	35	8	27	12	23	8	12	7	7	19	11	4	1	7	8	7	5	8	28	4	12	11	5	1	3	31	4	
	2%	2%	2%	2%	3%	5%	3%	1%	3%	4%	3%	1%	1%	2%	3%	3%	1%	4%	2%	2%	2%	3%	3%	1%	2%	3%	2%	
						H				LM	L											X						
CHI-SQUARE SIGNIFICANCE	<--1.907--> <--4.055--> <-----44.782-----> <-----14.062-----> <-----13.331-----> <--2.565--> <-----12.587-----> <--6.319-->																											
	41% 74% 100% 88% 85% 54% 37% 90%																											
MEAN	60.93	58.41	61.58	57.53	66.01	72.05	67.95	46.38	30.25	64.99	67.61	53.76	54.71	68.20	48.29	60.23	65.66	66.77	60.00	62.77	58.63	69.88	59.45	56.33	57.86	61.50	57.33	
						HI	HI			L				O			O											

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B15. How many of these songs were by Canadian artists?

Base: Listens to music (Bla-d) AND has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1519	355	1165	751	769	180	394	646	290	403	338	601	164	321	316	236	405	198	1293	185	559	322	148	174	154	1219	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1602	575	1027	806	796	275	430	637	250	484	354	601	148	361	350	248	380	211	1336	193	575	341	155	177	161	1270	269
None	78	28	50	45	33	18	19	35	5	19	14	38	7	15	14	16	20	16	75	5	47	15	11	9	5	74	13
	5%	8%	4%	6%	4%	10%	5%	5%	2%	5%	4%	6%	4%	5%	4%	7%	5%	8%	6%	3%	8%	5%	7%	5%	3%	6%	5%
						GHI	I	I													TVY						
1 to 9	168	27	141	104	64	41	58	58	11	53	39	63	13	50	36	21	32	32	135	23	47	39	18	22	22	135	28
	11%	8%	12%	14%	8%	23%	15%	9%	4%	13%	12%	10%	8%	16%	23%	11%	9%	8%	16%	10%	12%	8%	12%	12%	13%	14%	11%
						GHI	HI	I						PQ				S									
10 to 50	142	30	112	80	62	45	65	29	1	54	39	41	7	47	25	22	34	27	126	22	52	33	12	20	19	135	18
	9%	8%	10%	11%	8%	25%	17%	4%	*	14%	12%	7%	4%	15%	8%	9%	8%	14%	10%	12%	9%	10%	8%	11%	12%	11%	7%
						GHI	HI	I		LM	LM			OQ												A2	
51 to 100	33	4	28	19	14	11	14	6	1	5	13	9	6	4	3	4	18	5	28	9	7	9	3	5	1	27	6
	2%	1%	2%	3%	2%	6%	3%	1%	*	1%	4%	1%	4%	1%	2%	4%	3%	2%	5%	1%	3%	2%	3%	3%	1%	2%	2%
						HI	HI				J						NO			UY							
More than 100	17	2	15	13	4	5	7	5	-	8	2	7	0	6	3	3	4	5	16	4	4	6	4	2	1	18	-
	1%	1%	1%	2%	*	3%	2%	1%		2%	*	1%	*	2%	1%	1%	1%	3%	1%	2%	1%	2%	3%	1%	1%	1%	
Did not download free music from the Internet	1082	263	819	490	592	59	231	514	271	264	231	444	131	199	235	169	296	113	913	122	402	220	100	116	106	830	198
	71%	74%	70%	65%	77%	33%	59%	80%	94%	66%	68%	74%	80%	62%	74%	72%	73%	57%	71%	66%	72%	68%	68%	67%	69%	68%	75%
						D	F	FG	FGH			J	JK		N	N	N		R							Z	
Don't know/refuse to answer	60	10	50	28	32	15	20	18	8	32	17	10	1	10	9	11	10	13	43	8	16	19	7	3	7	51	6
	4%	3%	4%	4%	4%	8%	5%	3%	3%	8%	5%	2%	1%	3%	3%	5%	3%	7%	3%	4%	3%	6%	5%	2%	5%	4%	2%
						HI				LM	LM									UX							
CHI-SQUARE SIGNIFICANCE	<--15.442-->	<--3.37-->				<--29.467-->				<--27.467-->				<--25.257-->				<--.804-->			<--35.126-->					<--5.337-->	
	100%					100%*				99%				99%				6%			98%*					75%	
MEAN	22.08	17.88	23.20	22.91	20.85	25.13	25.40	16.43	10.98	23.32	23.74	19.45	23.03	22.02	18.82	22.21	28.30	23.21	22.55	31.02	17.98	25.63	24.51	23.06	18.34	23.17	17.43
						HI	H												UY		U						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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B16. How many music ringtones did you purchase in the past year for your cell phone?

Base: Own or has access to a cell phone (B3f)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1262	254	1008	604	658	119	300	564	272	339	285	493	132	265	250	205	354	172	1016	151	392	279	133	149	126	956	225	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1250	395	855	614	636	161	305	535	241	368	285	468	116	282	260	199	315	175	1033	157	395	284	135	151	128	969	232	
None (not included in mean)	1103	228	875	524	579	81	234	517	263	277	247	443	123	234	220	177	305	134	896	135	350	239	113	117	113	821	202	
	87%	90%	87%	87%	88%	68%	78%	92%	97%	82%	87%	90%	93%	88%	88%	86%	86%	78%	88%	89%	89%	86%	85%	79%	90%	86%	90%	
							F	FG	FGH			J	J						R	X	X				X			
1 to 5	125	20	105	62	62	27	49	42	8	44	28	43	9	25	23	22	39	24	94	12	31	30	17	22	10	107	12	
	10%	8%	10%	10%	9%	23%	16%	7%	3%	13%	10%	9%	7%	10%	9%	11%	11%	14%	9%	8%	8%	11%	13%	15%	8%	11%	5%	
						HI	HI	I																U		A2		
6 to 10	21	5	16	12	9	7	8	4	1	11	6	4	-	4	3	4	6	6	18	3	8	5	2	4	3	15	8	
	2%	2%	2%	2%	1%	6%	3%	1%	1%	3%	2%	1%		2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	4%	
						HI	I			L																		
11 or more	13	2	12	6	8	4	9	1	-	6	4	3	-	1	5	2	4	8	8	1	3	5	1	6	-	13	3	
	1%	1%	1%	1%	1%	3%	3%	1%		2%	1%	1%		1%	2%	1%	1%	5%	1%	1%	1%	2%	1%	4%		1%	1%	
						H	H											S										
Don't know/refuse to answer	23	3	19	8	15	-	1	11	11	6	4	11	1	9	3	3	2	3	17	6	3	5	2	2	2	13	7	
	2%	1%	2%	1%	2%		1%	2%	4%	2%	1%	2%	1%	3%	1%	1%	1%	2%	2%	4%	1%	2%	2%	1%	2%	1%	3%	
								G	G					Q														
CHI-SQUARE SIGNIFICANCE	<---.548-->	<---.619-->	<-----9.299----->	<-----6.491----->	<-----3.449----->	<---6.8-->	<-----7.361----->	<---9.705-->																				
	24%*		27%			84%*		63%*		25%*							97%				31%*					99%*		
MEAN	4.66	4.70	4.65	4.61	4.72	5.16	5.29	3.62	3.34	5.11	5.07	4.12	3.00	4.18	5.45	4.65	4.55	6.32	4.55	4.69	4.81	5.13	4.10	5.88	4.15	4.71	6.30	
						H	H											S										

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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B17. How do you generally discover new music?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1944	482	1462	945	999	195	447	772	513	610	406	704	178	512	410	273	423	262	1612	242	734	394	193	196	192	1522	356
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Radio	1455	369	1086	698	757	97	335	619	395	423	302	566	139	368	313	218	337	173	1212	179	553	293	140	142	130	1111	266
Word-of-mouth	725	165	560	339	386	130	204	256	129	212	172	256	71	192	149	94	162	104	630	96	270	148	76	86	89	608	127
TV	653	177	476	277	376	94	145	211	194	240	141	205	43	208	143	85	115	113	544	98	262	130	78	65	55	522	136
Internet	204	42	162	132	72	53	87	53	9	57	51	72	21	47	36	33	58	36	180	27	74	51	22	26	21	182	28
Print	123	38	85	64	58	10	37	41	35	20	34	48	20	28	28	21	31	13	109	8	60	25	7	12	11	98	23
Advertising	83	21	62	28	54	8	19	28	27	39	16	26	2	24	21	12	12	16	63	11	32	21	4	7	5	59	19
Concert attendance	75	18	57	30	44	12	11	28	23	21	17	32	3	18	17	12	14	7	74	9	29	12	8	13	11	62	18
In stores	44	12	32	20	23	2	10	27	5	7	13	23	1	12	5	5	15	7	36	4	20	5	6	2	8	36	8
Movies/movie soundtracks	36	5	30	18	18	6	5	15	9	12	9	12	2	7	5	4	13	4	27	2	9	11	2	3	5	27	3
Other	107	28	79	56	51	8	27	45	26	28	21	34	19	36	24	9	17	13	87	6	43	16	7	16	18	86	17
Don't know/refuse to answer	58	15	43	27	30	6	5	5	39	20	6	22	3	32	6	4	5	9	36	8	16	6	9	4	8	39	12
CHI-SQUARE SIGNIFICANCE	<--10.147-->			<--41.005-->		<-----237.252----->				<-----79.722----->				<-----45.188----->			<--15.315-->		<-----63.666----->					<--11.171-->			
	66%			100%		100%				100%				98%			92%		97%					74%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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B18. Level of agreement: Top 2 Box Summary Table

Base: B18a/B18c. All respondents. B18b/B18d. Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1918	482	1436	935	982	201	445	755	498	592	401	706	171	505	398	272	422	263	1594	235	734	384	191	200	192	1508	355
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1936	734	1202	957	979	286	470	745	416	658	399	685	155	535	421	273	386	263	1594	235	734	384	191	200	192	1508	355
When I want to purchase music by Canadian artists, I can easily find it in stores	837	251	586	371	466	82	220	347	180	247	180	312	79	236	160	121	189	119	719	106	380	158	75	71	82	690	147
	45%	54%	42%	41%	49%	42%	50%	47%	38%	43%	46%	45%	47%	48%	41%	45%	46%	47%	46%	47%	53%	42%	40%	37%	44%	47%	42%
		C			D		FI	I												X	VWXY						
When I want to purchase music by Canadian artists, I can easily find it when buying online	306	57	249	168	137	57	116	109	21	89	79	109	26	68	63	53	83	49	258	35	95	68	33	41	42	248	51
	31%	26%	32%	30%	32%	33%	38%	29%	15%	31%	35%	29%	27%	32%	30%	34%	32%	32%	30%	28%	27%	32%	30%	31%	40%	30%	31%
						I	HI	I																	U		
When I want to purchase music by foreign artists, I can easily find it in stores	507	155	352	235	272	43	107	231	121	153	108	182	54	129	100	73	119	79	430	64	226	91	48	38	56	410	89
	29%	35%	27%	27%	31%	23%	26%	33%	27%	28%	29%	28%	33%	28%	27%	31%	29%	31%	29%	30%	33%	26%	27%	20%	31%	29%	28%
		C						FG												X	VX				X		
When I want to purchase music by foreign artists, I can easily find it when buying online	302	54	248	181	121	60	104	110	26	82	69	111	36	59	53	52	88	50	243	32	92	69	32	37	40	244	41
	30%	24%	32%	32%	27%	35%	34%	29%	18%	28%	30%	29%	36%	28%	25%	33%	33%	32%	28%	27%	25%	32%	28%	29%	36%	29%	25%
			B			I	I	I																	U		
CHI-SQUARE SIGNIFICANCE	<--43.451-->		<--52.099-->		<-----266.997----->					<-----10.987----->				<-----43.009----->				<--3.492-->		<-----65.731----->						<--7.23-->	
	100%		100%		100%					4%				100%				16%		100%						59%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B18. Level of agreement: Top 4 Box Summary Table

Base: B18a/B18c. All respondents. B18b/B18d. Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1918	482	1436	935	982	201	445	755	498	592	401	706	171	505	398	272	422	263	1594	235	734	384	191	200	192	1508	355	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	1936	734	1202	957	979	286	470	745	416	658	399	685	155	535	421	273	386	263	1594	235	734	384	191	200	192	1508	355	
When I want to purchase music by Canadian artists, I can easily find it in stores	1339	383	956	646	693	135	338	559	294	389	285	515	125	347	275	195	321	174	1179	164	587	255	131	129	133	1105	239	
	72%	82%	68%	71%	73%	68%	78%	76%	62%	68%	73%	75%	75%	70%	71%	73%	78%	69%	76%	72%	82%	68%	70%	67%	72%	76%	68%	
			C				FI	FI				J					N		R		TVWXY					A2		
When I want to purchase music by Canadian artists, I can easily find it when buying online	548	109	440	317	231	112	188	199	46	153	129	200	60	110	119	89	162	80	484	66	183	125	60	77	65	466	88	
	55%	50%	57%	57%	53%	65%	62%	54%	32%	53%	57%	54%	62%	51%	57%	57%	62%	52%	57%	54%	52%	59%	55%	57%	62%	56%	53%	
						HI	I	I									N											
When I want to purchase music by foreign artists, I can easily find it in stores	938	280	658	449	489	85	223	398	225	261	209	353	97	243	182	131	233	123	816	106	429	182	77	87	89	773	162	
	53%	63%	50%	51%	55%	44%	54%	57%	50%	48%	56%	54%	59%	52%	49%	55%	57%	49%	56%	49%	63%	52%	44%	46%	50%	55%	51%	
			C				F	F			J	J	J					R		TVWXY								
When I want to purchase music by foreign artists, I can easily find it when buying online	505	100	404	296	208	99	175	185	42	125	114	196	64	101	100	80	151	78	430	51	170	114	59	63	64	425	75	
	50%	45%	51%	53%	46%	58%	57%	49%	29%	43%	50%	51%	65%	47%	48%	50%	56%	51%	50%	43%	47%	53%	52%	49%	58%	51%	45%	
						I	I	I				JKL													TU			
CHI-SQUARE SIGNIFICANCE	<---45.5-->	<--50.314-->	<-----325.6----->	<-----18.861-->	<-----49.642----->	<--5.835-->	<-----70.671----->	<--8.842-->																				
	100%	100%	100%	41%	100%									100%				44%			100%					74%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B18A. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it in stores?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1865	468	1397	915	950	198	436	740	474	573	391	690	168	495	387	268	411	252	1557	227	713	377	187	193	185	1463	349
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	77	11	66	47	30	7	12	15	41	29	13	25	4	30	12	6	6	17	47	10	15	14	8	12	8	50	14
	4%	2%	5%	5%	3%	4%	3%	2%	9%	5%	3%	4%	2%	6%	3%	2%	2%	7%	3%	4%	2%	4%	4%	6%	4%	3%	4%
			B						FGH					PQ				S						U			
2	25	2	23	14	11	1	4	11	9	9	3	8	4	8	2	7	5	6	15	6	3	4	-	2	7	15	6
	1%	*%	2%	1%	1%	*%	1%	2%	2%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	3%	*%	1%	-	1%	4%	1%	2%
			B																	U					U		
3	46	5	41	17	28	8	9	12	18	16	8	16	5	11	10	11	5	4	32	3	6	13	5	6	6	33	6
	2%	1%	3%	2%	3%	4%	2%	2%	4%	3%	2%	2%	3%	2%	3%	4%	1%	2%	2%	1%	1%	3%	3%	3%	3%	2%	2%
			B																			U					
4	49	6	43	24	25	8	11	17	13	23	12	11	3	16	6	8	10	10	34	3	9	17	4	6	5	34	9
	3%	1%	3%	3%	3%	4%	3%	2%	3%	4%	3%	2%	2%	3%	2%	3%	3%	4%	2%	1%	1%	5%	2%	3%	3%	2%	3%
			B						L													TU					
5	223	40	183	112	111	22	41	87	70	72	49	81	17	62	61	23	41	28	163	19	61	49	32	25	19	148	52
	12%	9%	13%	12%	12%	11%	9%	12%	15%	13%	12%	12%	10%	13%	16%	9%	10%	11%	10%	8%	9%	13%	17%	13%	10%	10%	15%
			B						G					PQ								U	TU				Z
6	107	21	85	55	52	17	21	38	29	35	22	33	9	20	21	19	22	13	87	22	32	25	7	13	7	78	23
	6%	5%	6%	6%	5%	9%	5%	5%	6%	6%	6%	5%	6%	4%	5%	7%	5%	5%	6%	10%	4%	7%	4%	7%	4%	5%	7%
																				UWY							
7	168	28	140	94	74	17	46	67	36	45	29	70	23	35	43	23	43	21	147	23	46	33	20	24	25	132	32
	9%	6%	10%	10%	8%	8%	11%	9%	8%	8%	7%	10%	14%	7%	11%	8%	10%	8%	9%	10%	6%	9%	11%	12%	14%	9%	9%
			B																				U	U			
8	334	104	230	181	153	36	72	145	78	98	76	133	22	76	71	51	90	34	313	35	161	64	36	34	26	283	60
	18%	22%	16%	20%	16%	18%	17%	20%	16%	17%	20%	19%	13%	15%	18%	19%	22%	13%	20%	15%	23%	17%	19%	18%	14%	19%	17%
			C														N		R		TVY						
9	164	45	119	75	89	23	40	59	39	46	30	64	16	38	38	21	38	16	151	21	69	37	19	17	11	136	36
	9%	10%	8%	8%	9%	12%	9%	8%	8%	8%	8%	9%	9%	8%	10%	8%	9%	6%	10%	9%	10%	10%	10%	9%	6%	9%	10%
10 - Strongly agree	673	206	467	296	377	59	180	288	141	201	150	248	64	198	122	99	151	103	568	85	311	121	56	54	71	554	111
	36%	44%	33%	32%	40%	30%	41%	39%	30%	35%	38%	36%	38%	40%	32%	37%	37%	41%	36%	37%	44%	32%	30%	28%	38%	38%	32%
			C		D		FI	FI						O						X	VWX			X		A2	
TOP 2 BOX	837	251	586	371	466	82	220	347	180	247	180	312	79	236	160	121	189	119	719	106	380	158	75	71	82	690	147
	45%	54%	42%	41%	49%	42%	50%	47%	38%	43%	46%	45%	47%	48%	41%	45%	46%	47%	46%	47%	53%	42%	40%	37%	44%	47%	42%
			C		D		FI	I												X	VWXY						

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B18A. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it in stores?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	1339	383	956	646	693	135	338	559	294	389	285	515	125	347	275	195	321	174	1179	164	587	255	131	129	133	1105	239
	72%	82%	68%	71%	73%	68%	78%	76%	62%	68%	73%	75%	75%	70%	71%	73%	78%	69%	76%	72%	82%	68%	70%	67%	72%	76%	68%
		C					FI	FI				J					N		R		TWVXY					A2	
No opinion/refuse to answer	137	30	108	58	79	3	16	37	78	57	21	37	13	49	28	9	17	19	91	23	37	23	15	7	15	98	19
	7%	6%	8%	6%	8%	1%	4%	5%	16%	10%	5%	5%	8%	10%	7%	3%	4%	8%	6%	10%	5%	6%	8%	4%	8%	7%	5%
							F	FGH	KL					PQ	P					UX							
CHI-SQUARE SIGNIFICANCE	<--56.183-->		<--27.631-->		<-----87.857----->				<-----30.721----->				<-----58.397----->			<--26.011-->		<-----135.706----->					<--14.438-->				
	100%		100%		100%				42%				100%			99%		100%					79%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B18B. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it when buying online?

Base: Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	992	217	774	556	436	172	301	370	143	287	227	371	98	216	210	156	259	154	847	123	353	213	109	134	105	829	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1615	583	1032	812	803	275	434	639	257	488	355	606	151	368	354	248	381	212	1348	195	583	342	155	177	163	1280	272
1 - Strongly disagree	165	44	122	77	88	6	33	66	59	47	39	67	10	37	33	24	36	26	124	19	61	28	15	26	14	126	30
	17%	20%	16%	14%	20%	4%	11%	18%	41%	16%	17%	18%	10%	17%	16%	15%	14%	17%	15%	15%	17%	13%	14%	19%	13%	15%	18%
					D		F	FG	FGH																		
2	22	7	15	14	7	4	4	11	3	7	4	7	4	5	4	5	6	3	22	4	11	5	3	2	1	21	5
	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%	2%	2%	4%	3%	2%	3%	2%	2%	3%	3%	3%	2%	3%	1%	1%	3%	3%
3	32	9	23	12	20	4	10	15	3	9	6	11	6	9	6	10	4	4	25	-	14	10	3	1	1	26	2
	3%	4%	3%	2%	5%	3%	3%	4%	2%	3%	2%	3%	7%	4%	3%	7%	2%	3%	3%		4%	5%	3%	1%	1%	3%	1%
																Q					XY	XY					
4	20	3	17	14	7	4	3	9	4	8	1	10	2	5	2	3	7	4	15	4	4	5	-	3	3	16	3
	2%	1%	2%	2%	2%	3%	1%	3%	2%	3%	1%	3%	2%	2%	1%	2%	3%	3%	2%	3%	1%	2%		2%	3%	2%	2%
5	149	37	112	87	62	25	48	57	19	49	36	54	10	38	35	17	35	23	136	23	62	26	18	20	17	130	27
	15%	17%	14%	16%	14%	14%	16%	15%	13%	17%	16%	14%	10%	18%	17%	11%	14%	15%	16%	19%	18%	12%	17%	15%	16%	16%	16%
6	55	10	45	34	21	17	17	13	9	15	12	22	6	11	11	8	9	14	41	7	18	14	10	5	4	44	12
	6%	5%	6%	6%	5%	10%	5%	3%	6%	5%	5%	6%	6%	5%	5%	5%	3%	9%	5%	6%	5%	7%	9%	4%	4%	5%	7%
						H																					
7	97	19	78	63	34	23	24	44	5	26	23	40	7	18	25	19	28	15	88	17	33	23	11	12	9	87	15
	10%	9%	10%	11%	8%	14%	8%	12%	4%	9%	10%	11%	8%	8%	12%	12%	11%	10%	10%	14%	9%	11%	10%	9%	9%	10%	9%
						I		I																			
8	146	33	113	86	60	31	48	45	20	38	26	52	27	24	31	17	52	16	138	14	55	34	16	24	14	131	22
	15%	15%	15%	15%	14%	18%	16%	12%	14%	13%	12%	14%	28%	11%	15%	11%	20%	10%	16%	11%	16%	16%	15%	18%	13%	16%	13%
												JKL					NP		R								
9	71	7	64	39	32	11	28	22	9	19	15	35	2	13	19	13	22	5	61	7	11	14	10	12	13	54	12
	7%	3%	8%	7%	7%	6%	9%	6%	7%	7%	7%	10%	2%	6%	9%	8%	8%	3%	7%	6%	3%	7%	9%	9%	12%	7%	7%
			B							M		M							R			U	U	U			
10 - Strongly agree	234	50	185	129	105	47	88	86	12	70	64	73	24	55	44	40	60	44	197	28	84	54	23	29	29	194	39
	24%	23%	24%	23%	24%	27%	29%	23%	8%	24%	28%	20%	25%	26%	21%	26%	23%	29%	23%	23%	24%	25%	21%	22%	28%	23%	23%
						I	I	I		L																	
TOP 2 BOX	306	57	249	168	137	57	116	109	21	89	79	109	26	68	63	53	83	49	258	35	95	68	33	41	42	248	51
	31%	26%	32%	30%	32%	33%	38%	29%	15%	31%	35%	29%	27%	32%	30%	34%	32%	32%	30%	28%	27%	32%	30%	31%	40%	30%	31%
						I	HI	I																	U		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B18B. Level of agreement: When I want to purchase music by Canadian artists, I can easily find it when buying online?

Base: Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR				
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	548	109	440	317	231	112	188	199	46	153	129	200	60	110	119	89	162	80	484	66	183	125	60	77	65	466	88
	55%	50%	57%	57%	53%	65%	62%	54%	32%	53%	57%	54%	62%	51%	57%	57%	62%	52%	57%	54%	52%	59%	55%	57%	62%	56%	53%
						HI	I	I								N											
No opinion/refuse to answer	600	154	446	227	373	23	116	295	162	153	128	244	70	122	119	92	157	58	501	72	230	129	46	43	58	451	105
	61%	71%	58%	41%	86%	13%	38%	80%	113%	53%	57%	66%	71%	57%	57%	59%	61%	38%	59%	59%	65%	61%	42%	32%	55%	54%	63%
		C			D		F	FG			J	JK						R	WX	WX	WX			X		Z	
CHI-SQUARE SIGNIFICANCE	<--14.042-->		<--17.59-->		<-----170.031----->				<-----41.684----->				<-----31.153----->			<--13.994-->		<-----54.003----->					<--4.902-->				
	77%		91%		100%				86%				44%			77%		49%					6%				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B18C. Level of agreement: When I want to purchase music by foreign artists, I can easily find it in stores?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1769	447	1322	885	884	193	415	698	450	546	371	648	165	463	369	239	409	252	1470	216	682	352	175	189	179	1410	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
1 - Strongly disagree	154	25	129	86	68	13	19	52	69	65	30	40	11	48	38	17	21	29	108	24	38	24	15	26	19	112	27
	9%	6%	10%	10%	8%	7%	5%	7%	15%	12%	8%	6%	7%	10%	10%	7%	5%	12%	7%	11%	6%	7%	9%	14%	11%	8%	9%
				B					FGH	L				Q	Q			S		U				UV	U		
2	66	8	58	29	37	8	21	23	12	21	10	27	7	16	10	7	23	10	47	7	14	15	7	6	11	42	16
	4%	2%	4%	3%	4%	4%	5%	3%	3%	4%	3%	4%	4%	3%	3%	3%	6%	4%	3%	3%	2%	4%	4%	3%	6%	3%	5%
				B																					U		
3	86	18	68	42	44	10	23	34	18	25	17	34	8	22	19	7	24	12	75	9	27	16	14	13	10	75	12
	5%	4%	5%	5%	5%	5%	6%	5%	4%	5%	5%	5%	5%	5%	5%	3%	6%	5%	5%	4%	4%	5%	8%	7%	6%	5%	4%
4	90	17	73	40	50	18	22	29	20	28	20	35	7	21	15	17	19	11	76	8	24	22	14	10	13	71	19
	5%	4%	6%	5%	6%	9%	5%	4%	5%	5%	5%	5%	4%	4%	4%	7%	5%	4%	5%	4%	4%	6%	8%	5%	7%	5%	6%
						HI																	U				
5	320	74	245	172	147	44	77	124	73	120	61	112	19	85	80	40	62	54	260	50	114	66	44	32	26	256	62
	18%	17%	19%	19%	17%	23%	19%	18%	16%	22%	16%	17%	12%	18%	22%	17%	15%	21%	18%	23%	17%	19%	25%	17%	15%	18%	20%
										M					Q					UY			UY				
6	114	23	91	67	48	14	30	38	32	26	24	49	15	29	25	20	26	13	88	12	36	27	4	15	11	81	17
	6%	5%	7%	8%	5%	7%	7%	5%	7%	5%	6%	7%	9%	6%	7%	8%	6%	5%	6%	6%	5%	8%	2%	8%	6%	6%	5%
																					W	W		W			
7	170	42	128	91	79	23	52	57	36	47	34	68	16	47	31	21	43	15	156	23	72	40	12	22	11	143	33
	10%	9%	10%	10%	9%	12%	13%	8%	8%	9%	9%	10%	9%	10%	8%	9%	11%	6%	11%	11%	11%	11%	7%	12%	6%	10%	10%
						H													R		Y	Y					
8	262	84	178	123	139	18	64	110	68	60	66	103	28	67	51	37	71	29	230	19	131	51	17	27	22	220	40
	15%	19%	13%	14%	16%	9%	15%	16%	15%	11%	18%	16%	17%	14%	14%	16%	17%	12%	16%	9%	19%	14%	10%	14%	12%	16%	13%
				C			F	F	F		J	J									TVWXY	T					
9	103	34	69	44	59	13	18	44	27	31	20	32	17	24	19	15	21	13	98	14	48	16	14	9	13	89	23
	6%	8%	5%	5%	7%	7%	4%	6%	6%	6%	5%	5%	11%	5%	5%	6%	5%	5%	7%	6%	7%	5%	8%	5%	7%	6%	7%
10 - Strongly agree	404	121	283	192	212	31	89	187	94	122	88	150	36	105	81	58	98	66	332	50	178	75	34	29	43	321	66
	23%	27%	21%	22%	24%	16%	21%	27%	21%	22%	24%	23%	22%	23%	22%	24%	24%	26%	23%	23%	26%	21%	19%	15%	24%	23%	21%
				C			F													X	X				X		
TOP 2 BOX	507	155	352	235	272	43	107	231	121	153	108	182	54	129	100	73	119	79	430	64	226	91	48	38	56	410	89
	29%	35%	27%	27%	31%	23%	26%	33%	27%	28%	29%	28%	33%	28%	27%	31%	29%	31%	29%	30%	33%	26%	27%	20%	31%	29%	28%
				C				FG												X	VX				X		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B18C. Level of agreement: When I want to purchase music by foreign artists, I can easily find it in stores?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	938	280	658	449	489	85	223	398	225	261	209	353	97	243	182	131	233	123	816	106	429	182	77	87	89	773	162
	53%	63%	50%	51%	55%	44%	54%	57%	50%	48%	56%	54%	59%	52%	49%	55%	57%	49%	56%	49%	63%	52%	44%	46%	50%	55%	51%
		C					F	F			J	J	J						R		TWVXY						
No opinion/refuse to answer	233	50	182	87	145	8	37	79	102	85	41	78	16	82	46	38	20	19	178	34	68	48	27	11	21	151	53
	13%	11%	14%	10%	16%	4%	9%	11%	23%	15%	11%	12%	10%	18%	12%	16%	5%	8%	12%	16%	10%	14%	15%	6%	12%	11%	17%
					D		F	F	FGH					Q	Q	Q			R	UX	X	X	X		X		Z
CHI-SQUARE SIGNIFICANCE	<--38.658-->		<--17.174-->		<-----87.747----->				<-----51.064----->				<-----32.135----->				<--18.592-->		<-----115.673----->					<--8.253-->			
	100%		90%		100%				98%				49%				93%		100%					31%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B18D. Level of agreement: When I want to purchase music by foreign artists, I can easily find it when buying online?

Base: Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1010	224	786	559	451	172	306	380	145	290	229	384	98	213	210	159	271	154	859	118	361	217	114	129	111	841	166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1615	583	1032	812	803	275	434	639	257	488	355	606	151	368	354	248	381	212	1348	195	583	342	155	177	163	1280	272
1 - Strongly disagree	212	54	158	101	111	15	34	86	75	65	60	74	11	51	43	32	47	29	166	27	77	37	16	27	22	154	43
	21%	24%	20%	18%	25% D	9%	11%	23% FG	52% FGH	22% M	26% M	19% M	12%	24%	21%	20%	17%	19%	19%	23%	21%	17%	14%	21%	20%	18%	26% Z
2	35	14	21	18	17	5	4	17	9	10	10	16	-	9	9	3	11	8	33	5	21	6	5	3	1	36	5
	3%	6% C	3%	3%	4%	3%	1%	4% G	6%	3%	4%	4%		4%	4%	2%	4%	5%	4%	4%	6% Y	3%	4%	2%	1%	4%	3%
3	36	11	24	20	15	3	13	16	4	11	6	11	7	9	11	8	4	4	35	4	18	6	6	5	1	32	7
	4%	5%	3%	4%	3%	2%	4%	4%	3%	4%	3%	3%	7%	4%	5%	5%	1%	3%	4%	3%	5% Y	3%	5%	4%	1%	4%	4%
4	30	3	27	16	15	7	10	11	2	11	4	15	1	5	2	8	10	7	24	6	5	9	3	5	4	30	2
	3%	2%	3%	3%	3%	4%	3%	3%	1%	4% M	2%	4% M	1%	2%	1%	5%	4%	5%	3%	5%	1%	4%	3%	4%	4%	4%	A2
5	139	26	113	83	56	26	51	51	10	47	25	56	10	27	29	20	41	18	124	21	45	31	18	20	16	121	20
	14%	12%	14%	15%	12%	15% I	17% I	13% I	7%	16%	11%	15%	10%	13%	14%	13%	15%	12%	14%	18%	12%	14%	16%	16%	14%	14%	12%
6	53	15	38	24	30	15	19	14	4	22	10	15	5	11	16	9	8	10	47	4	25	14	7	6	3	43	14
	5%	7%	5%	4%	7%	9% HI	6%	4%	3%	8%	5%	4%	5%	5%	7% Q	5%	3%	6%	5%	3%	7% Y	6%	6%	5%	3%	5%	8%
7	75	13	62	44	32	13	21	36	5	14	20	26	16	11	17	12	22	8	67	9	22	17	12	8	9	62	15
	7%	6%	8%	8%	7%	8%	7%	9% I	4%	5%	9%	7%	16% J	5%	8%	8%	8%	5%	8%	8%	6% J	8%	11% J	6%	8%	7%	9%
8	127	33	94	72	55	26	50	40	11	28	25	59	12	30	30	16	40	20	120	10	56	28	15	18	15	119	19
	13%	15%	12%	13%	12%	15% I	16% I	10%	8%	10%	11%	15% J	13%	14%	14%	10%	15%	13%	14%	8%	16% T	13%	13%	14%	14%	14%	11%
9	76	10	66	43	33	10	28	25	12	12	16	31	13	14	14	14	20	9	58	7	15	14	9	12	13	57	11
	8%	4%	8% B	8%	7%	6%	9%	7%	8%	4%	7%	8%	13% J	7%	6%	9%	7%	6%	7%	6%	4% U	6%	8%	9%	12% U	7%	7%
10 - Strongly agree	226	44	182	138	88	50	76	85	14	70	53	80	23	45	40	38	69	41	185	25	77	55	23	25	27	187	30
	22%	20%	23%	25%	19%	29% I	25% I	22% I	9%	24%	23%	21%	23%	21%	19%	24%	25%	27%	22%	21%	21%	25%	20%	19%	24%	22%	18%
TOP 2 BOX	302	54	248	181	121	60	104	110	26	82	69	111	36	59	53	52	88	50	243	32	92	69	32	37	40	244	41
	30%	24% B	32%	32%	27%	35% I	34% I	11% I	18%	28%	30%	29%	36%	28%	25%	33%	33%	32%	28%	27%	25%	32%	28%	29%	36% U	29%	25%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

(Continued)

B18D. Level of agreement: When I want to purchase music by foreign artists, I can easily find it when buying online?

Base: Has access to the Internet (B11)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
TOP 4 BOX	505	100	404	296	208	99	175	185	42	125	114	196	64	101	100	80	151	78	430	51	170	114	59	63	64	425	75
	50%	45%	51%	53%	46%	58%	57%	49%	29%	43%	50%	51%	65%	47%	48%	50%	56%	51%	50%	43%	47%	53%	52%	49%	58%	51%	45%
						I	I	I					JKL												TU		
No opinion/refuse to answer	582	148	435	225	358	23	111	285	160	150	126	231	70	125	119	88	146	58	489	77	222	125	41	48	52	439	106
	58%	66%	55%	40%	79%	13%	36%	75%	110%	52%	55%	60%	71%	59%	57%	56%	54%	38%	57%	65%	61%	58%	36%	37%	47%	52%	64%
		C			D		F	FG					JK						R	WXY	WXY	WX					Z
CHI-SQUARE SIGNIFICANCE	<--25.323-->		<--15.471-->		<-----188.508----->				<-----58.84----->				<-----31.596----->				<--7.069-->		<-----51.009----->					<--14.241-->			
	99%		84%		100%				100%				46%				21%		37%					78%			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B19. How many live music performances did you attend over the past year?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1991	496	1494	967	1024	200	452	773	547	628	411	721	181	543	409	277	428	269	1644	250	749	397	199	199	199	1553	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
None	650	185	465	326	324	36	135	266	202	251	110	220	42	226	128	85	88	93	505	85	263	121	65	43	57	493	122	
	33%	37%	31%	34%	32%	18%	30%	34%	37%	40%	27%	30%	23%	42%	31%	31%	21%	35%	31%	34%	35%	30%	33%	22%	29%	32%	33%	
			C				F	F	FG	KLM				OPQ	Q	Q				X	X	X	X					
1 to 5	915	231	684	425	490	107	206	344	249	285	192	339	79	217	195	124	224	127	769	105	354	189	92	99	93	728	172	
	46%	47%	46%	44%	48%	54%	46%	44%	46%	45%	47%	47%	43%	40%	48%	45%	52%	47%	47%	42%	47%	48%	46%	50%	47%	47%	47%	
						H								N			N											
6 to 10	222	44	178	110	112	25	47	89	60	51	59	84	28	62	51	33	53	26	185	32	71	51	22	22	19	164	44	
	11%	9%	12%	11%	11%	13%	10%	12%	11%	8%	14%	12%	16%	11%	12%	12%	12%	10%	11%	13%	9%	13%	11%	11%	10%	11%	12%	
											J	J																
11 to 15	94	18	76	42	52	12	28	39	16	15	24	38	17	21	16	16	26	12	85	10	30	18	12	13	15	84	11	
	5%	4%	5%	4%	5%	6%	6%	5%	3%	2%	6%	5%	9%	4%	4%	6%	6%	4%	5%	4%	4%	5%	6%	7%	8%	5%	3%	
							I				J	J	J													A2		
16 or more	109	18	91	64	46	19	36	35	19	26	27	40	15	17	19	19	38	11	100	18	31	18	8	22	15	84	18	
	6%	4%	6%	7%	4%	10%	8%	5%	3%	4%	7%	6%	8%	3%	5%	7%	9%	4%	6%	7%	4%	5%	4%	11%	8%	5%	5%	
			B			HI	HI										NO							UWV				
Don't know/refuse to answer	11	1	10	6	6	1	-	4	5	3	1	6	-	2	6	-	-	2	4	-	1	3	3	1	1	8	1	
	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%			1%	1%		1%	2%	1%	1%	1%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<--12.995-->	<--6.822-->	<-----44.581----->	<-----54.215----->	<-----60.383----->	<--3.449-->	<-----39.684----->	<--4.399-->																				
	99%		85%			100%				100%				100%				51%				99%					65%	
MEAN	3.99	3.32	4.21	4.11	3.87	5.34	4.59	3.82	3.32	3.16	4.62	4.14	5.39	3.25	3.87	4.39	5.10	3.59	4.19	4.24	3.52	3.95	3.86	5.44	4.65	4.04	3.74	
			B			HI	HI			J	J	JL				N	NO			U				TUVW	U			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B20. How many of these live performances were by Canadian artists?

Base: All respondents

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
TOTAL	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
None	792	213	580	389	403	59	179	309	233	293	142	279	50	264	158	104	121	118	614	97	307	157	81	60	72	609	141	
	40%	43%	39%	40%	39%	30%	40%	40%	42%	46%	35%	38%	27%	49%	38%	37%	28%	44%	37%	39%	41%	39%	40%	30%	36%	39%	38%	
						F	F	F	F	KLM		M		OPQ	Q	Q				X	X	X	X					
1 to 5	891	229	662	426	465	105	198	337	244	276	186	327	83	206	198	122	221	121	757	103	356	182	94	90	87	703	176	
	45%	46%	44%	44%	45%	52%	44%	43%	44%	44%	45%	45%	46%	38%	48%	44%	52%	45%	46%	41%	47%	46%	47%	45%	44%	45%	48%	
						GH								N	N		N											
6 to 10	169	30	139	76	93	16	32	82	40	32	50	61	26	39	33	24	47	19	145	28	47	33	13	26	20	134	25	
	8%	6%	9%	8%	9%	8%	7%	11%	7%	5%	12%	8%	14%	7%	8%	9%	11%	7%	9%	11%	6%	8%	6%	13%	10%	9%	7%	
											J	J	J							U				UW				
11 to 15	60	10	51	30	31	8	21	22	10	8	14	27	12	15	7	10	22	2	59	8	17	13	4	13	6	49	12	
	3%	2%	3%	3%	3%	4%	5%	3%	2%	1%	3%	4%	6%	3%	2%	4%	5%	1%	4%	3%	2%	3%	2%	7%	3%	3%	3%	
							I				J	J					O		R					UW				
16 or more	62	10	52	41	22	10	21	22	10	18	13	21	10	15	11	14	15	6	59	14	17	8	6	9	12	49	9	
	3%	2%	3%	4%	2%	5%	5%	3%	2%	3%	3%	3%	5%	3%	3%	5%	4%	2%	4%	6%	2%	2%	3%	5%	6%	3%	2%	
				E		I	I													UV				UV				
Don't know/refuse to answer	15	4	11	5	10	2	1	2	11	2	7	5	1	4	2	3	2	3	10	-	5	4	1	1	2	9	4	
	1%	1%	1%	1%	1%	1%	*%	*%	2%	*%	2%	1%	*%	1%	*%	1%	*%	1%	1%		1%	1%	*%	1%	1%	1%	1%	
									GH																			
CHI-SQUARE SIGNIFICANCE	<--11.279-->	<--8.014-->	<-----31.896----->	<-----56.844----->	<-----54.114----->	<--10.614-->	<-----44.203----->	<--2.197-->																				
	98%			91%				100%						100%					97%								30%	
MEAN	3.07	2.56	3.23	3.21	2.93	3.73	3.43	3.09	2.55	2.45	3.43	3.13	4.47	2.64	2.86	3.55	3.83	2.48	3.29	3.67	2.69	2.90	2.82	4.18	3.75	3.11	2.93	
			B			I	I	I			J	J	JKL			N	NO		R	UV				UVW	UVW			

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B21A. Did you purchase CDs or music DVDs at these shows?

Base: Has attended a live music performance in the past year (B19)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1341	312	1029	641	700	163	317	507	345	377	301	501	138	317	281	191	340	176	1139	165	486	276	134	156	142	1060	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1359	486	873	662	697	237	340	491	282	417	304	496	123	335	297	196	310	176	1139	165	486	276	134	156	142	1060	245
Yes	385	95	290	179	206	47	82	159	96	98	81	163	41	86	76	60	105	51	322	44	150	79	31	46	39	289	83
	29%	31%	28%	28%	30%	29%	26%	31%	28%	26%	27%	33%	30%	27%	27%	31%	31%	29%	28%	27%	31%	29%	23%	29%	27%	27%	34%
No	955	216	739	462	493	116	234	347	249	279	221	338	97	231	206	131	235	125	817	121	336	197	103	110	103	771	162
	71%	69%	72%	72%	70%	71%	74%	69%	72%	74%	73%	67%	70%	73%	73%	69%	69%	71%	72%	73%	69%	71%	77%	71%	73%	73%	66%
CHI-SQUARE SIGNIFICANCE	<---.629-->		<---.42-->		<-----3.091----->				<-----5.294----->				<-----2.368----->				<---.037-->		<-----3.63----->						<--4.271-->		
	57%		48%		62%				85%				50%				15%		40%						96%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B21B. Did you purchase other concert-related merchandise at these shows?

Base: Has attended a live music performance in the past year (B19)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1340	312	1028	640	699	163	316	507	345	376	301	501	138	316	281	191	340	175	1138	164	486	276	134	155	142	1058	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	1359	486	873	662	697	237	340	491	282	417	304	496	123	335	297	196	310	176	1139	165	486	276	134	156	142	1060	245
Yes	256	50	206	118	138	59	88	82	26	74	63	104	11	62	54	41	64	43	218	30	85	58	35	36	26	212	47
	19%	16%	20%	18%	20%	36%	28%	16%	7%	20%	21%	21%	8%	19%	19%	21%	19%	25%	19%	18%	17%	21%	26%	23%	18%	20%	19%
						HI	HI	I		M	M	M											U				
No	1084	262	822	523	561	104	228	425	319	302	238	397	127	255	227	151	276	132	920	134	401	218	99	119	116	846	198
	81%	84%	80%	82%	80%	64%	72%	84%	93%	80%	79%	79%	92%	81%	81%	79%	81%	75%	81%	82%	83%	79%	74%	77%	82%	80%	81%
								FG	FGH				JKL								W						
DON'T KNOW/REFUSE/Refuse	1	-	1	1	0	-	1	-	-	1	0	-	-	0	1	-	-	1	1	1	-	-	-	1	-	2	-
	*%		*%	*%	*%		*%			*%	*%			*%	*%			1%	*%	1%				1%		*%	
CHI-SQUARE SIGNIFICANCE	<--2.612-->		<---.424-->		<-----80.584----->				<-----12.947----->				<-----474----->				<--2.792-->		<-----6.806----->						<---.091-->		
	89%		48%		100%				100%				8%				91%		76%						24%		

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B22A. On average, how much did you spend per show on CDs or music DVDs?

Base: Has purchased CDs or music DVDs at one of the live performances (B21a)

	QUE/ROC		GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION					URB/RUR					
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	385	95	290	178	206	47	82	159	96	98	80	163	41	85	76	60	105	51	321	44	149	79	31	46	39	288	83	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	389	150	239	186	203	65	84	157	82	113	85	150	40	94	80	61	95	51	322	44	150	79	31	46	39	289	83	
Less than \$20	152	38	113	83	69	17	32	66	38	42	26	67	17	29	30	21	46	14	121	14	57	32	7	16	14	103	33	
	39%	41%	39%	47%	33%	35%	39%	41%	39%	42%	32%	41%	42%	34%	40%	35%	44%	27%	38%	32%	38%	41%	23%	35%	36%	36%	40%	
				E																								
\$20 to \$40	194	47	147	75	119	26	40	83	45	48	46	79	19	43	40	34	48	27	172	29	79	36	19	24	22	156	45	
	50%	50%	51%	42%	58%	55%	49%	52%	47%	49%	57%	48%	48%	51%	53%	57%	46%	53%	54%	66%	53%	46%	61%	52%	56%	54%	54%	
				D																V								
More than \$40	39	9	30	20	19	4	10	10	13	9	9	17	4	13	5	4	11	10	28	1	13	11	5	6	3	29	5	
	10%	9%	10%	11%	9%	9%	12%	7%	14%	9%	11%	11%	10%	15%	7%	7%	11%	20%	9%	2%	9%	14%	16%	13%	8%	10%	6%	
				T																	T	T	T	T				
DON'T KNOW/REFUSE/Refuse	0	0	-	0	-	-	0	-	-	-	0	-	-	0	-	-	-	-	1	-	1	-	-	-	-	1	-	
	*%	1%		*%			1%				1%			1%					*%		1%					*%		
CHI-SQUARE SIGNIFICANCE	<---.138-->		<--9.204-->		<-----4.677----->				<-----2.656----->				<-----5.835----->			<--6.38-->		<-----10.889----->					<--1.431-->					
	7%		99%		41%				15%				56%			96%		63%					51%					
MEAN	25.16	24.67	25.32	24.09	26.09	25.71	25.92	23.74	26.25	24.17	26.90	25.00	24.51	27.76	24.13	25.08	24.45	30.39	25.08	24.32	24.97	26.08	30.32	26.96	25.13	25.87	23.86	
	S																											

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

B22B. On average, how much did you spend per show on other concert-related merchandise?

Base: Has purchased other concert-related merchandise at one of the live performances (B21b)

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	250	47	203	115	135	56	88	81	24	70	62	102	11	60	52	41	64	42	213	30	81	57	35	36	24	206	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	270	85	185	139	131	92	85	71	21	96	65	94	13	67	57	45	60	43	218	30	85	58	35	36	26	212	47
Less than \$20	87	23	63	38	49	23	29	25	10	28	21	31	6	25	21	11	18	17	73	10	39	18	9	7	10	73	15
	35%	50%	31%	33%	36%	40%	33%	31%	40%	40%	34%	31%	54%	41%	40%	27%	28%	40%	34%	33%	48%	32%	26%	19%	42%	35%	33%
			C																		VWX						
\$20 to \$40	110	17	94	48	63	28	32	37	12	27	24	52	4	24	21	17	34	18	93	12	30	32	17	17	7	92	20
	44%	35%	46%	42%	47%	50%	37%	46%	50%	39%	38%	51%	33%	41%	41%	41%	53%	43%	44%	40%	37%	56%	49%	47%	29%	45%	43%
																					UY						
More than \$40	52	7	46	29	23	5	26	19	2	15	17	19	1	11	10	13	13	7	47	8	12	7	9	12	7	41	11
	21%	15%	22%	26%	17%	10%	30%	23%	9%	21%	28%	19%	13%	18%	19%	32%	20%	17%	22%	27%	15%	12%	26%	33%	29%	20%	24%
							FI	F																	UV		
DON'T KNOW/REFUSE/Refuse	6	3	3	3	3	3	0	1	2	4	0	2	-	2	2	-	-	1	5	-	4	1	-	-	2	6	1
	2%	6%	2%	3%	2%	6%	1%	1%	8%	6%	1%	2%		3%	3%			2%	2%		5%	2%			8%	3%	2%
CHI-SQUARE SIGNIFICANCE	<--5.986-->		<--2.645-->		<-----11.09----->				<-----6.547----->				<-----7.183----->			<--.871-->		<-----19.936----->						<--.391-->			
	95%		73%		91%				64%*				70%			35%		97%						18%			
MEAN	29.35	24.40	30.49	31.08	27.88	24.76	32.18	30.82	24.76	28.22	31.52	29.46	22.94	26.97	27.69	34.31	30.29	26.90	29.77	31.33	24.81	27.37	32.57	36.11	30.42	28.88	30.65
							F															U	UV				

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C1. Please stop me at the age category to which you belong.

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME			VIS. MIN.		REGION						URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1981	486	1495	961	1020	201	452	777	552	627	410	726	181	542	414	277	425	268	1642	246	739	399	200	199	198	1543	365	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
15 to 20	201	46	155	103	98	201	-	-	-	157	34	8	-	38	31	24	42	66	204	27	89	64	38	35	33	225	49	
	10%	9%	10%	11%	10%	100%				25% KL	8% L	1%		7%	8%	9%	10%	25% S	12%	11%	12%	16%	19% TU	18% T	17%	15%	13%	
21 to 24	126	32	95	63	63	-	126	-	-	33	53	37	4	51	27	13	23	28	111	11	53	33	16	21	10	119	19	
	6%	7%	6%	7%	6%		28%			5% M	13% JLM	5%	2%	9%	7%	5%	5%	10%	7%	4%	7%	8% T	16% TY	11%	5%	8%	5%	
25 to 34	326	75	250	160	165	-	326	-	-	50	76	159	37	87	88	58	61	46	280	39	140	66	29	33	25	268	51	
	16%	16%	17%	17%	16%		72%			8% J	19% J	22% J	20% J	16%	21% Q	21%	14%	17%	17%	16%	19%	17%	15%	17%	13%	17%	14%	
35 to 44	416	102	314	205	211	-	-	416	-	78	69	218	49	82	96	57	123	36	316	57	144	64	27	34	32	277	67	
	21%	21%	21%	21%	21%			54%		12%	17%	30% JK	27% JK	15%	23% N	21% NP	29%	13%	19% R	23% VW	19% W	16%	14%	17%	16%	18%	18%	
45 to 54	361	91	270	178	182	-	-	361	-	112	79	126	43	78	65	59	109	38	355	56	152	78	43	34	43	311	79	
	18%	19%	18%	19%	18%			46%		18%	19%	17%	24%	14%	16%	21% N	26% NO	14%	22% R	23% R	21%	20%	22%	17%	22%	20%	22%	
55 to 64	234	62	172	115	119	-	-	-	234	77	41	81	33	68	48	40	44	24	219	29	101	53	24	19	24	191	54	
	12%	13%	12%	12%	12%				42%	12%	10%	11%	18% K	12%	12%	14%	10%	9%	13% R	12%	14%	13%	12%	10%	12%	12%	15%	
Over 64	318	79	239	136	182	-	-	-	318	120	57	98	16	139	58	25	22	30	157	27	60	41	23	23	31	152	46	
	16%	16%	16%	14%	18%				58%	19% LM	14%	13%	9%	26% OPQ	14% Q	9%	5%	11%	10%	11%	8%	10%	12%	12%	16% U	10%	13%	
REFUSE	21	11	10	12	9	-	-	-	-	3	2	1	-	2	1	-	3	3	6	4	11	1	2	1	2	18	3	
	1%	2% C	1%	1%	1%					*% *	*% *	*% *		*% *	*% *		1%	1%	*% V	2%	1% V	*% *	1% *	1% *	1% *	1% *	1%	
CHI-SQUARE SIGNIFICANCE	<--1.246-->	<--5.251-->	<-----5943----->	<-----370.766----->	<-----139.109----->	<--43.105-->	<-----45.468----->	<--8.719-->																				
	3%		49%			100%			100%					100%					100%			97%					81%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C2. Please stop me at the highest level of schooling you have attained.

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1950	485	1464	940	1010	199	448	773	524	630	412	727	181	526	413	276	427	266	1634	239	737	395	196	196	195	1528	359
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Some high school	254	61	193	118	136	126	7	39	80	254	-	-	-	103	38	24	22	73	204	29	94	64	41	36	30	231	53
	13%	13%	13%	13%	13%	63% GHI	1%	5%	15%	40%				20%	9%	9%	5%	27%	12%	12%	13%	16%	21%	18%	15%	15%	15%
														OPQ	Q			S					TU				
Completed high school	376	106	270	190	186	31	77	152	117	376	-	-	-	129	93	40	53	61	314	56	158	79	41	24	32	300	80
	19%	22%	18%	20%	18%	16%	17%	20%	22%	60%				25%	23%	15%	12%	23%	19%	23%	21%	20%	21%	12%	16%	20%	22%
														PQ	PQ					X	X	X	X				
Some college, technical school	258	46	211	119	138	21	79	99	56	-	258	-	-	63	66	37	43	45	203	37	75	47	27	34	35	187	56
	13%	10%	14%	13%	14%	11%	18%	13%	11%	63%				12%	16%	13%	10%	17%	12%	15%	10%	12%	14%	17%	18%	12%	16%
															Q					U				U	U		
Completed college, technical school	379	108	271	182	198	8	89	200	83	-	-	379	-	110	92	64	74	34	320	41	161	68	26	35	33	287	65
	19%	22%	19%	19%	20%	4%	20%	26%	16%			52%		21%	22%	23%	17%	13%	20%	17%	22%	17%	13%	18%	17%	19%	18%
							F	FGI	F										R		W						
Some university	154	35	119	66	88	13	50	49	42	-	154	-	-	42	30	26	38	17	134	16	54	33	16	20	14	114	34
	8%	7%	8%	7%	9%	7%	11%	6%	8%		37%			8%	7%	9%	9%	6%	8%	7%	7%	8%	8%	10%	7%	7%	9%
							H																				
Graduated university	347	97	251	168	179	-	107	144	97	-	-	347	-	51	73	55	131	25	309	42	145	66	31	27	28	282	45
	18%	20%	17%	18%	18%		24%	19%	18%			48%		10%	18%	20%	31%	9%	19%	18%	20%	17%	16%	14%	14%	18%	13%
														N	N	NOP			R		X					A2	
Earned a graduate degree	181	31	149	96	85	-	40	91	49	-	-	-	181	29	19	32	66	11	150	18	50	38	14	20	23	127	26
	9%	6%	10%	10%	8%		9%	12%	9%			100%		5%	5%	11%	15%	4%	9%	8%	7%	10%	7%	10%	12%	8%	7%
																			R					U			
REFUSE	52	12	41	33	20	2	4	3	28	-	-	-	-	18	3	0	1	5	14	11	13	5	6	4	5	33	9
	3%	2%	3%	3%	2%	1%	1%	1%	5%					3%	1%	1%	1%	2%	1%	5%	2%	1%	3%	2%	3%	2%	3%
														OPQ							UV						
CHI-SQUARE SIGNIFICANCE	<-18.928->	<-4.836-->	<-613.46-->	<-5848.605-->	<-177.827-->	<-65.519->	<-54.98-->	<-11.447->																			
	100%	44%	100%	100%	100%									100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	92%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C3A. How many people who live in your household are 20 years of age or older?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1975	488	1487	961	1014	200	447	777	544	628	411	723	179	540	415	277	428	271	1642	246	740	397	198	198	197	1539	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Zero	71	20	51	37	34	2	3	20	47	38	5	21	3	40	8	6	1	11	45	7	26	12	5	2	6	52	4
	4%	4%	3%	4%	3%	1%	1%	3%	9%	6%	1%	3%	2%	7%	2%	2%	*	4%	3%	3%	4%	3%	3%	1%	3%	3%	1%
								G	FGH	KLM				OPQ	Q	Q					X					A2	
1	505	135	370	253	252	21	106	210	165	150	100	185	54	220	107	57	43	64	407	55	195	93	47	51	42	369	92
	26%	28%	25%	26%	25%	10%	24%	27%	30%	24%	24%	26%	30%	41%	26%	21%	10%	24%	25%	22%	26%	23%	24%	26%	21%	24%	25%
						F	F	F						OPQ	Q	Q											
2	1038	264	774	492	546	113	245	406	270	336	207	399	87	219	215	167	278	132	897	136	406	187	112	105	116	815	211
	53%	54%	52%	51%	54%	56%	55%	52%	50%	53%	50%	55%	49%	41%	52%	60%	65%	49%	55%	55%	55%	47%	57%	53%	59%	53%	58%
														N	N	NO				V	V		V	V	V		
3	253	45	208	122	130	42	63	100	47	72	64	86	29	42	60	32	77	43	207	39	74	75	24	25	22	207	43
	13%	9%	14%	13%	13%	21%	14%	13%	9%	12%	16%	12%	16%	8%	14%	12%	18%	16%	13%	16%	10%	19%	12%	13%	11%	13%	12%
			B			GHI	I	I						N	N		NP			U		UNWXY					
4	86	18	67	41	44	17	24	32	13	25	24	29	6	13	23	9	24	16	66	6	31	25	8	9	8	74	11
	4%	4%	5%	4%	4%	9%	5%	4%	2%	4%	6%	4%	3%	2%	5%	3%	6%	6%	4%	2%	4%	6%	4%	5%	4%	5%	3%
						HI	I							N	N		N					T					
5	14	3	11	9	4	4	5	4	1	6	5	3	-	2	3	4	3	3	12	2	5	4	1	2	3	15	1
	1%	1%	1%	1%	*	2%	1%	1%	*	1%	1%	*		*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*
						I																					
6	3	2	2	3	-	1	2	-	1	-	2	2	-	3	-	1	-	-	4	-	2	-	-	2	-	3	1
	*%	*%	*%	*%		*%	*%		*%		*%	*%		1%		*%			*%		*%			1%		*%	*%
7	4	-	4	2	2	-	-	4	-	1	2	-	1	1	-	-	1	2	1	-	-	1	1	1	-	3	-
	*%		*%	*%	*%			1%		*%	1%		*%	*%			*%	1%	*%			*%	1%	1%		*%	
8	2	-	2	1	1	-	-	1	1	-	1	-	-	-	-	-	1	-	2	1	-	-	-	1	-	1	1
	*%		*%	*%	*%			*%	*%		*%						*%		*%	*%				1%		*%	*%
9 or More	0	0	-	0	-	0	-	-	-	0	-	-	-	-	-	-	0	-	1	-	1	-	-	-	-	-	1
	*%	*%		*%		*%				*%							*%		*%		*%						*%
Not certain/refusal	27	10	17	12	15	1	5	-	7	3	1	3	1	4	-	-	-	-	6	4	10	3	4	2	3	22	3
	1%	2%	1%	1%	2%	*%	1%		1%	*%	*%	*%	1%	1%					*%	2%	1%	1%	2%	1%	2%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--13.297-->		<--8.094-->		<-----136.838----->					<-----50.171----->				<-----205.716----->				<--15.222-->		<-----58.698----->						<--17.422-->	
	85%*		48%*		100%*					100%*				100%*				91%*		92%*						96%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C3B. How many people who live in your household are 15 to 19 years?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1974	488	1486	960	1015	200	448	775	544	629	409	722	181	543	415	275	428	271	1642	246	740	396	200	198	196	1541	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Zero	1593	396	1197	765	827	27	401	630	528	429	332	633	165	479	333	221	333	175	1299	192	585	302	142	146	148	1179	284
	81%	81%	81%	80%	82%	14%	89%	81%	97%	68%	81%	88%	92%	88%	80%	80%	78%	65%	79%	78%	79%	76%	71%	74%	76%	77%	78%
							FH	F	FGH		J	JK	JK	OPQ					R		W						
1	265	66	199	131	134	112	41	101	11	133	59	61	11	47	51	44	66	62	243	45	110	59	38	29	42	256	54
	13%	14%	13%	14%	13%	56%	9%	13%	2%	21%	14%	8%	6%	9%	12%	16%	15%	23%	15%	18%	15%	15%	19%	15%	21%	17%	15%
						GHI	I	I		KLM	LM					N	N	S							U		
2	97	23	73	51	46	52	5	36	4	56	15	22	3	14	24	10	24	30	84	8	40	29	15	19	6	92	20
	5%	5%	5%	5%	5%	26%	1%	5%	1%	9%	4%	3%	2%	3%	6%	4%	6%	11%	5%	3%	5%	7%	8%	10%	3%	6%	6%
						GHI	GI			KLM					N		N	S				TY	Y	TY			
3	14	1	13	8	6	6	0	6	1	7	0	6	1	2	4	-	2	3	11	1	2	4	5	3	-	11	2
	1%	*%	1%	1%	1%	3%	*%	1%	*%	1%	*%	1%	*%	*%	1%		1%	1%	1%	*%	*%	1%	3%	2%		1%	1%
						GI				K												U					
4	2	-	2	1	1	2	-	-	-	-	2	-	-	-	-	-	2	-	2	-	-	1	-	1	-	1	1
	*%		*%	*%	*%	1%				*%							*%		*%			*%		1%		*%	*%
7	0	0	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-	-	1	-	1	-	-	-	-	1	-
	*%	*%		*%			*%				*%				*%				*%			*%					*%
9 or More	4	1	3	4	-	0	1	3	-	4	-	-	-	1	3	-	0	1	2	-	2	1	-	-	-	1	2
	*%	*%	*%	*%		*%	*%	*%		1%				*%	1%		*%	*%	*%		*%	*%				*%	1%
Not certain/refusal	28	9	18	13	15	1	4	2	8	1	3	4	-	1	-	2	-	-	6	4	10	4	2	2	4	20	5
	1%	2%	1%	1%	1%	*%	1%	*%	2%	*%	1%	1%		*%		1%			*%	2%	1%	1%	1%	1%	2%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--4.205-->		<--5.582-->		<-----717.654----->					<-----117.144----->				<-----37.766----->				<--31.749-->		<-----44.169----->						<--6.76-->	
	35%*		53%*		100%*					100%*				100%*				100%*		95%*						66%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C3C. How many people who live in your household are 12 to 14 years?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR		
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	1974	487	1487	960	1014	199	448	775	545	629	409	722	181	544	415	275	428	271	1643	246	739	396	200	198	197	1540	364	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Zero	1765	433	1332	868	897	142	428	659	531	538	360	662	172	512	376	242	369	223	1466	219	652	356	171	173	172	1356	323	
	89%	89%	90%	90%	88%	71%	96%	85%	97%	86%	88%	92%	95%	94%	91%	88%	86%	82%	89%	89%	88%	90%	86%	87%	87%	88%	89%	
							FH	F	FH			J	JK	PQ					R									
1	176	45	130	70	105	51	15	97	12	75	44	50	6	27	30	31	50	40	151	23	72	34	26	22	21	156	35	
	9%	9%	9%	7%	10%	25%	3%	13%	2%	12%	11%	7%	3%	5%	7%	11%	12%	15%	9%	9%	10%	9%	13%	11%	11%	10%	10%	
				D	GHI			GI		LM	M					N	N	S										
2	27	9	18	17	10	7	5	12	2	12	4	7	3	5	4	2	9	6	24	3	15	5	2	3	3	25	5	
	1%	2%	1%	2%	1%	4%	1%	2%	*%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	
						I																						
3	4	-	4	3	1	-	-	4	-	1	-	3	-	-	3	-	-	1	1	-	-	-	1	-	1	2	-	
	*%		*%	*%	*%			*%		*%		*%			1%			*%	*%				1%		1%	*%		
5	3	-	3	3	-	-	-	3	-	3	-	-	-	-	3	-	-	1	1	1	-	1	-	-	-	1	1	
	*%		*%	*%				*%		*%					1%			*%	*%	*%		*%				*%	*%	
Not certain/refusal	28	10	18	12	15	1	4	1	7	1	3	4	-	0	-	2	-	-	5	4	11	4	2	2	3	21	4	
	1%	2%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%		*%		1%			*%	2%	1%	1%	1%	1%	2%	1%	1%	
CHI-SQUARE SIGNIFICANCE	<--3.679-->	<--11.31-->	<-----153.465----->	<-----29.46----->	<-----38.067----->	<--13.571-->	<-----17.729----->	<--1.916-->																				
	55%*		98%*					100%*							100%*				99%*								25%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C3D. How many people who live in your household are 11 years or younger?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1977	489	1489	961	1016	200	448	775	546	630	409	723	181	544	415	275	428	271	1644	247	741	396	201	198	197	1543	365
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Zero	1547	384	1163	770	777	157	298	552	534	512	321	537	145	458	315	207	317	213	1279	195	572	319	156	154	148	1205	283
	78%	79%	78%	80%	76%	78%	66%	71%	98%	81%	78%	74%	80%	84%	76%	75%	74%	79%	78%	79%	77%	81%	78%	78%	75%	78%	78%
						GH			FGH		L			OPQ													
1	231	54	177	100	131	34	67	119	10	78	45	87	20	53	48	31	62	35	192	31	89	49	22	21	25	193	36
	12%	11%	12%	10%	13%	17%	15%	15%	2%	12%	11%	12%	11%	10%	11%	11%	15%	13%	12%	13%	12%	12%	11%	11%	13%	13%	10%
						I	I	I																			
2	153	39	114	70	83	8	62	81	-	28	33	76	15	27	39	29	39	16	134	16	61	21	17	18	19	110	36
	8%	8%	8%	7%	8%	4%	14%	11%		4%	8%	11%	8%	5%	9%	11%	9%	6%	8%	6%	8%	5%	8%	9%	10%	7%	10%
						F	F	F			J	J			N	N	N										
3	34	8	26	13	21	1	19	14	-	10	5	18	1	5	8	8	7	2	33	4	13	4	5	4	5	23	10
	2%	2%	2%	1%	2%	*%	4%	2%		2%	1%	2%	*%	1%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	3%	1%	3%
						FH	F	F			M									R							
4	10	1	9	7	3	-	2	7	1	3	4	3	-	1	5	-	3	4	4	1	2	3	1	1	-	8	-
	1%	*%	1%	1%	*%		*%	1%	*%	1%	1%	*%		*%	1%		1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	1%
5	2	2	-	1	1	1	0	1	-	-	1	1	-	-	0	-	1	1	1	-	3	-	-	-	-	3	-
	*%	*%		*%	*%	*%	*%	*%			*%	*%			*%		*%	*%	*%		*%						*%
6	1	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-
	*%	*%		*%				*%				*%					*%		*%		*%						*%
Not certain/refusal	25	9	16	12	13	1	3	1	6	-	3	3	-	-	-	2	-	-	4	3	9	4	1	2	3	18	3
	1%	2%	1%	1%	1%	*%	1%	*%	1%		1%	*%				1%			*%	1%	1%	1%	*%	1%	2%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--8.277-->		<--8.254-->		<-----213.941----->					<-----27.969----->				<-----33.449----->				<--14.612-->		<-----18.438----->						<--10.118-->	
	78%*		78%*		100%*					94%*				99%*				98%*		5%*						88%*	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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C4. Do you consider yourself a member of a visible minority by virtue of your race or colour?

Base: All respondents

	QUE/ROC		GENDER		AGE					EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1912	476	1435	934	978	188	440	753	523	597	403	711	179	520	410	267	422	271	1648	236	725	382	194	191	191	1495	352
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Yes	290	39	252	161	129	49	70	87	81	127	63	81	13	116	43	32	46	271	-	34	63	76	32	42	24	221	39
	15%	8%	18%	17%	13%	26%	16%	12%	16%	21%	16%	11%	7%	22%	10%	12%	11%	100%		14%	9%	20%	22%	16%	22%	13%	15%
			B	E		GHI				LM	M			OPQ						U		UY	U	TUY			
No	1622	438	1184	773	849	139	370	666	441	470	340	630	166	404	367	236	375	-	1648	202	662	306	162	149	167	1274	313
	85%	92%	82%	83%	87%	74%	84%	88%	84%	79%	84%	89%	93%	78%	90%	88%	89%		100%	86%	91%	80%	84%	78%	87%	85%	89%
		C		D		F	F	F				J	JK		N	N	N			X	TVWX				VX		
Don't know/refuse	90	21	69	39	51	13	12	24	29	34	9	16	2	25	6	10	6	-	-	14	25	18	8	9	9	66	16
	5%	4%	5%	4%	5%	7%	3%	3%	6%	6%	2%	2%	1%	5%	1%	4%	1%			6%	3%	5%	4%	5%	5%	4%	5%
						GH				KLM				OQ													
CHI-SQUARE SIGNIFICANCE	<--24.573-->		<--6.006-->		<-----25.413----->					<-----34.124----->				<-----36.427----->				<--1919-->		<-----39.187----->						<--3.23-->	
	100%		99%		100%					100%				100%				100%		100%						93%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C5. Are you an Aboriginal person?

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION						URB/RUR	
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)
WEIGHTED 'N'	1980	488	1492	960	1020	199	447	777	549	629	410	726	181	543	415	277	428	270	1648	247	740	397	201	198	198	1546	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368
Yes	74	9	65	39	35	16	23	25	10	35	15	18	3	26	13	9	14	38	42	12	14	16	17	18	4	52	27
	4%	2%	4%	4%	3%	8%	5%	3%	2%	6%	4%	2%	2%	5%	3%	3%	3%	14%	3%	5%	2%	4%	8%	9%	2%	3%	7%
			B			HI		I		LM								S		U		UVY	UVY			Z	
No	1906	479	1427	921	985	183	424	751	540	594	395	708	177	517	402	268	414	232	1606	235	726	381	184	180	194	1494	337
	96%	98%	96%	96%	97%	92%	95%	97%	98%	94%	96%	98%	98%	95%	97%	97%	97%	86%	97%	95%	98%	96%	92%	91%	98%	97%	93%
		C						F	FG			J	J						R		TWX	WX		WX	A2		
Don't know/refuse	22	9	12	12	9	2	5	-	3	1	2	1	-	1	-	-	-	1	-	3	10	3	1	2	2	15	4
	1%	2%	1%	1%	1%	1%	1%		1%	1%	1%	1%		1%				1%		1%	1%	1%	1%	1%	1%	1%	1%
CHI-SQUARE SIGNIFICANCE	<--6.632-->			<---.595-->		<-----18.369-->				<-----10.942-->				<-----2.241-->				<---77.1-->		<-----34.06-->						<---12.213-->	
	99%			56%		100%				99%				48%				100%		100%						100%	

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

CANADIAN FILM AND MUSIC OPINION SURVEY 2005

C7. Gender.

Base: All respondents

	QUE/ROC			GENDER		AGE				EDUCATION				INCOME				VIS. MIN.		REGION					URB/RUR			
	TOTAL	QUE	ROC	MALE	FML	15-20	21-34	35-54	55+	HS OR LESS	SOME CL/UN	COMPL CL/UN	COMPL GRAD	<40K	40K-60K	60K-80K	80K+	YES	NO	ATL.	QUE.	ONT.	MB/SK	ALB.	BC	URB	RUR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A2)	
WEIGHTED 'N'	2002	497	1505	973	1029	201	452	777	552	630	412	727	181	544	415	277	428	271	1648	250	750	400	202	200	200	1561	368	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED 'N'	2002	750	1252	987	1015	286	476	764	455	684	408	703	163	563	435	275	393	271	1648	250	750	400	202	200	200	1561	368	
Male	973	242	730	973	-	103	224	383	251	308	186	350	96	248	221	134	249	146	804	121	392	192	101	83	98	772	172	
	49%	49%	49%	100%		51%	49%	49%	45%	49%	45%	48%	53%	45%	53%	48%	58%	54%	49%	48%	52%	48%	50%	42%	49%	49%	47%	
Female	1029	255	774	-	1029	98	228	393	301	322	226	377	85	297	194	143	179	125	844	129	358	208	101	117	102	789	196	
	51%	51%	51%		100%	49%	51%	51%	55%	51%	55%	52%	47%	55%	47%	52%	42%	46%	51%	52%	48%	52%	50%	59%	51%	51%	53%	
CHI-SQUARE SIGNIFICANCE	<---.002-->	<---.002-->	<---.002-->	<---.002-->	<---.002-->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->	<-----2.991----->
	4%	4%	4%	100%		61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%

Comparison Groups: BC/DE/FGHI/JKLM/NOPQ/RS/TUVWXY/ZA2
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.