

NEWS RELEASE



FOR IMMEDIATE RELEASE

Bundled Programming Preferred to 'Pick and Pay'

One third subscribe to Netflix, one quarter download TV, one fifth will cut cable

TORONTO September 4th, 2014 In a random sampling of public opinion taken by the Forum Poll™ among 1202 cable subscribers across Canada, one half prefer the current model of cable TV pricing, where channels are sold in 'bundles' (48%), while one third prefer a model similar to the CRTC's proposed 'Pick and Pay' system (33%). When it is explained that 'Pick and Pay' may mean the disappearance of some smaller Canadian channels, the proportion preferring bundled programming stays at half (47%) and the proportion approving 'Pick and Pay' decreases to one quarter (27%). Preference for 'Pick and Pay' (including Canadian channel losses) is common to older subscribers (34%), the wealthier (\$80K to \$100K - 33%), the best educated (post grad - 30%), Conservative Party supporters (33%), in the prairies (38%) and BC (31%), among Telus customers (35%), those who watch fewer than 5 channels regularly (31%) and those who pay between \$150 and \$200 a month in cable fees (38%).

Just one fifth approve of 'Pick and Pay' concept

Two thirds disapprove of 'Pick and Pay' when it is described to them (63%), and just one fifth approve (21%). One seventh have no opinion (16%). Approval of the 'Pick and Pay' model is common to the oldest (26%), the least wealthy (27%), the least educated (26%), mothers of kids (25%), in the prairies (32%) and BC (27%), among those who watch fewer than 5 channels regularly (29%) and those paying \$150 to \$200 a month for cable (37%).

Would watch 1 less channel with 'Pick and Pay'

On average, cable customers watch about 11 channels on a regular basis. Under a 'Pick and Pay' system, they would subscribe to, on average, about 10 channels, for a potential downsizing of, on average, 1 channel.

Would pay \$9 for specialty channels on 'Pick and Pay'

On average, cable subscribers would pay \$9 for each specialty channel (HBO and The Movie Network are presented as examples), which is less than the amount presented for basic channels (\$10 per basic channel per month).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 4th, 2014

HIGHLIGHTS:

- One half prefer the current model of cable TV pricing, where channels are sold in 'bundles' (48%), while one third prefer a model similar to the CRTC's proposed 'Pick and Pay' system (33%).
- Two thirds disapprove of 'Pick and Pay' when it is described to them (63%), and just one fifth approve (21%).
- On average, cable customers watch about 11 channels on a regular basis. Under a 'Pick and Pay' system, they would subscribe to, on average, about 10 channels, for a potential downsizing of, on average, 1 channel.
- On average, cable subscribers would pay \$9 for each specialty channel (HBO and The Movie Network are presented as examples), which is less than the amount presented for basic channels (\$10 per basic channel per month).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 4th, 2014

HIGHLIGHTS:

- One third of cable TV subscribers also subscribe to Netflix (34%) and one quarter download TV programming from iTunes or other sources (27%).
- Two thirds of cable subscribers watch mostly cable TV (66%) while one tenth mostly watch internet TV content (10%). One fifth do both regularly (18%).
- One seventh say they will cancel their cable subscriptions in the next year (15%).

One third subscribe to Netflix; one quarter download TV

One third of cable TV subscribers also subscribe to Netflix (34%) and one quarter download TV programming from iTunes or other sources (27%). Subscribing to Netflix is common to the youngest (less than 45 - 48%), the wealthiest (\$100K to \$250K - 47%), mothers of kids (46%), in the Atlantic provinces (56%), the prairies (54%), Alberta (40%) and BC (42%), customers of Bell (40%) and Telus (49%), those with premium packages (38%), those who regularly watch 20 channels or more (40%) and those who spend between \$150 and \$200 on cable (53%). Downloading from iTunes and other sources is common to the youngest (46%), males (32%), the wealthiest (\$100K to \$250K - 33%), in the Atlantic provinces (41%), the prairies (40%), among those who watch less than 5 channels (40%) and those who pay \$150 to \$200 in fees (43%).

Two thirds watch only cable TV

Two thirds of cable subscribers watch mostly cable TV (66%) while one tenth mostly watch internet TV content (10%). One fifth do both regularly (18%). Online TV viewing is most common to the youngest (18%), males (13%), the wealthiest (\$100K to \$250K - 16%), those with children (17%), in Atlantic Canada (17%) and the prairies (18%), those with basic cable (15%), who watch fewer than 5 channels (24%) and who pay less than \$50 a month for cable.

One seventh plan to cut the cable

One seventh say they will cancel their cable subscriptions in the next year (15%) and this is common to Gen Y (35 to 44 - 19%), males (18%), the least wealthy (25%), the least educated (18%), those with children (23%), in Ontario (21%), among Cogeco and Bell customers (20% each), those with basic cable (19%), who watch fewer than 5 channels (29%) and who pay \$150 to \$200 in cable fees (17%). The primary reason given for cancelling cable is a need to downsize (29%), followed by those who don't watch much TV or those who get most of their TV content from the internet (15% each).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

One quarter with Bell, majority have premium package, drama, comedy series watched most often, average amount paid \$85

Among the three quarters of Canadians who subscribe to cable TV (73%), one quarter are with Bell (25%), and this is followed by Rogers (21%), Shaw (18%), Videotron (12%) and Telus (10%). More than half have a premium cable package (57%), and the plurality say they watch drama and comedy series most often (29%), followed by documentaries and educational programming (14%), 24 hour news (13%) and sports and movies (11% each). On average, cable subscribers pay \$85 for their subscriptions, and this is higher in Atlantic Canada (\$97, on average) and Alberta (\$98, on average) and among Shaw customers (\$97, on average).

"While it does not appear that doomsday predictions of mass cable cutting are accurate, nevertheless, a significant minority are getting their TV programming from sources other than cable, and this is bound to grow. The fact the current bundled model is preferred to the 'Pick and Pay' model is probably due to familiarity and inertia, more than anything else. It is instructive that those with the most interest in 'Pick and Pay' are those currently paying the most but watching the fewest channels," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 4th, 2014

HIGHLIGHTS:

- Among the three quarters of Canadians who subscribe to cable TV (73%), one quarter are with Bell (25%), and this is followed by Rogers (21%), Shaw (18%), Videotron (12%) and Telus (10%).
- "While it does not appear that doomsday predictions of mass cable cutting are accurate, nevertheless, a significant minority are getting their TV programming from sources other than cable, and this is bound to grow. The fact the current bundled model is preferred to the 'Pick and Pay' model is probably due to familiarity and inertia, more than anything else. It is instructive that those with the most interest in 'Pick and Pay' are those currently paying the most but watching the fewest channels," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1202 randomly selected Canadians 18 years of age and older. The poll was conducted on September 2-3rd, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

TORONTO

September 4th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
September 4th, 2014

Cable TV Plan Preference: Bundle vs. Pick and Pay

'Which plan do you prefer? The one I just described to you, or the current situation, where cable TV channels are sold in bundles?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
The plan just described	33	35	32	26	34	36	36	29
Bundled programming	48	43	58	51	45	43	45	50
Neither	14	17	8	18	15	13	15	14
Don't know	5	6	1	6	6	8	5	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
The plan just described	33	37	30	35	26	34	35	46
Bundled programming	48	35	50	47	47	50	52	51
Neither	14	20	12	15	23	10	10	3
Don't know	5	8	8	3	3	6	2	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
The plan just described	33	37	29	33	32
Bundled programming	48	40	51	48	53
Neither	14	18	15	13	12
Don't know	5	6	6	5	4

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
The plan just described	33	33	28	37	38	26	31	34	26
Bundled programming	48	52	52	43	49	58	43	47	49
Neither	14	14	10	17	11	9	22	15	12
Don't know	5	1	11	3	2	7	3	3	13

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
September 4th, 2014

“Pick and Pay” vs. Regular TV Cable Package Preference

‘Which plan would you prefer if “Pick and Pay” meant some smaller Canadian channels would disappear? The one I just described to you, or the current situation, where cable TV channels are sold in bundles?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
The plan just described	27	24	27	25	34	30	29	25
Bundled programming	47	47	53	47	41	45	50	45
Neither	18	22	17	19	16	16	16	20
Don't know	8	7	3	10	9	9	5	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
The plan just described	27	17	22	36	28	33	27	19
Bundled programming	47	46	48	37	52	45	54	46
Neither	18	22	24	18	8	18	15	35
Don't know	8	15	6	9	11	4	3	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
The plan just described	27	23	25	29	30
Bundled programming	47	42	52	47	44
Neither	18	26	14	16	20
Don't know	8	8	9	7	5

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
The plan just described	27	18	26	25	38	29	31	27	26
Bundled programming	47	55	52	45	43	43	45	46	49
Neither	18	21	16	21	12	16	17	19	17
Don't know	8	6	6	8	7	12	7	8	7

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Cable TV Plan with Individual Paid Channels: Approval

‘Would you approve or disapprove of a cable TV plan where you paid \$30 a month to receive a signal, then paid \$10 a month for each channel you wished to subscribe to, no matter how few or how many?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Approve	21	21	18	18	24	26	20	22
Disapprove	63	71	64	64	58	53	65	61
Don't know	16	8	18	18	17	21	15	17

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Approve	21	27	24	21	18	17	23	39
Disapprove	63	63	59	68	68	58	65	55
Don't know	16	10	17	11	14	25	12	6

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Approve	21	26	21	20	16
Disapprove	63	57	66	64	68
Don't know	16	17	14	16	17

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
Approve	21	20	18	19	32	21	27	21	20
Disapprove	63	77	65	63	58	60	58	64	61
Don't know	16	3	18	17	10	20	15	15	20

TORONTO

September 4th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Cable TV Plan with Individual Paid Channels: Number of Channels

‘Under a plan like this, about how many channels would you subscribe to?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Less than 5	32	35	37	32	29	25	31	33
5 to 9	27	20	33	26	29	31	27	27
10 to 19	25	24	19	26	25	31	28	22
20 or more	16	21	10	16	17	13	14	18
Mean	10	11	9	11	11	11	10	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Less than 5	32	34	31	38	29	26	35	25
5 to 9	27	9	32	30	36	32	29	9
10 to 19	25	32	24	20	27	22	18	39
20 or more	16	25	13	12	8	20	18	28

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Less than 5	32	20	39	30	43
5 to 9	27	21	32	28	24
10 to 19	25	35	18	25	22
20 or more	16	24	11	17	10

TORONTO

September 4th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Cable TV Plan with Individual Paid Channels: Premium Channels Maximum Price

‘Under this plan, premium channels would cost more. What is the most you would pay per month for premium channels like HBO and The Movie Network?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
\$10 or less	75	76	84	75	70	69	77	74
\$11 to \$15	11	13	9	9	12	11	10	12
\$16 to \$20	4	2	5	6	5	5	5	4
\$21 to \$25	2	4	0	1	2	1	3	1
Don't know	6	2	2	6	10	12	4	7
Mean	9	9	8	9	9	9	9	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
\$10 or less	75	69	70	72	83	81	82	62
\$11 to \$15	11	15	11	14	11	12	9	11
\$16 to \$20	4	7	6	7	3	1	5	3
\$21 to \$25	2	1	1	0	0	1	2	0
Don't know	6	8	8	6	3	3	1	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
\$10 or less	75	61	78	80	80
\$11 to \$15	11	15	8	11	8
\$16 to \$20	4	8	3	2	5
\$21 to \$25	2	7	0	1	1
Don't know	6	5	8	5	5

TORONTO
September 4th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

Netflix Subscribers

'Do you subscribe to Netflix?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Yes	34	48	48	30	22	14	34	35
No	66	52	52	70	78	86	66	65

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Yes	34	23	25	33	33	38	47	45
No	66	77	75	67	67	62	53	55

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Yes	34	23	32	41	37
No	66	77	68	59	63

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1202	366	283	232	43	57	116
Yes	34	38	35	38	34	7	12
No	66	62	65	62	66	93	88

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
Yes	34	56	16	34	54	40	42	40	11
No	66	44	84	66	46	60	58	60	89

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

Download TV Shows from the Internet

‘Do you download TV shows from the internet or iTunes?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Yes	27	46	33	19	15	10	32	23
No	73	54	67	81	85	90	68	77

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Yes	27	12	12	26	32	31	33	50
No	73	88	88	74	68	69	67	50

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Yes	27	25	19	32	31
No	73	75	81	68	69

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1202	366	283	232	43	57	116
Yes	27	20	30	25	35	28	13
No	73	80	70	75	65	72	87

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
Yes	27	41	31	24	40	15	24	28	25
No	73	59	69	76	60	85	76	72	75

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

TV Viewing Behaviour

'Which of the following best describes your TV viewing behaviour?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Mostly watch cable or satellite TV	66	42	62	75	83	83	64	68
Mostly download or stream TV from the internet	10	18	15	6	5	3	13	8
Watch both cable TV and internet TV content	18	29	22	15	8	8	17	19
Watch neither	6	10	1	4	5	7	6	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Mostly watch cable or satellite TV	66	67	69	69	63	63	64	43
Mostly download or stream TV from the internet	10	10	7	8	15	8	16	15
Watch both cable TV and internet TV content	18	17	17	22	17	23	19	13
Watch neither	6	6	7	1	5	5	1	29

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Mostly watch cable or satellite TV	66	56	74	65	69
Mostly download or stream TV from the internet	10	7	8	14	11
Watch both cable TV and internet TV content	18	20	14	20	16
Watch neither	6	17	4	2	3

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

Cable Subscription Cancellation

'Do you plan to cancel your cable subscription in the next year?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Yes	15	16	19	12	17	8	18	11
No	72	69	72	70	71	79	68	75
Don't know	14	15	10	18	12	12	13	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Yes	15	25	12	11	12	15	20	39
No	72	56	70	78	78	78	64	47
Don't know	14	18	18	11	11	7	17	14

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Yes	15	18	14	13	16
No	72	71	70	75	67
Don't know	14	10	17	12	17

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1202	366	283	232	43	57	116
Yes	15	13	13	13	9	18	23
No	72	72	76	77	62	66	60
Don't know	14	15	12	11	29	15	17

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
Yes	15	8	10	21	12	6	16	16	9
No	72	75	82	62	65	84	72	69	82
Don't know	14	17	9	16	24	9	12	15	9

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

Cable Subscription Cancellation: Reason

‘What is the one main reason you plan to cancel your cable TV subscription?’

[Plans to cancel cable in the next year]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	151	14	24	25	52	36	95	56
Don't watch much TV	15	15	13	8	20	25	15	16
Get most shows and movies from the internet or iTunes	15	11	27	20	6	4	15	14
Watch most shows and movies on Netflix	7	9	10	0	12	0	9	4
Need to downsize	29	21	26	41	28	41	27	32
Some other reason	28	28	24	31	33	28	33	20
Don't know	6	17	0	0	1	3	0	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	151	18	23	16	19	20	33	6
Don't watch much TV	15	4	28	21	9	46	3	8
Get most shows and movies from the internet or iTunes	15	5	31	10	5	0	30	20
Watch most shows and movies on Netflix	7	1	0	3	0	13	21	0
Need to downsize	29	37	26	56	58	17	14	5
Some other reason	28	54	15	10	28	24	32	6
Don't know	6	0	0	0	0	0	0	62

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Cable TV Supplier

'Which company is your cable TV supplier?'
[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Rogers	21	17	17	26	19	25	18	23
Bell	25	36	28	19	20	16	29	21
Shaw	18	9	18	20	22	25	18	17
Cogeco	7	3	6	11	11	9	6	9
Vidéotron	12	9	17	14	13	10	13	11
Telus	10	14	9	8	7	7	9	10
EastLink	1	0	1	1	3	3	1	2
Some other provider	6	12	4	2	5	6	6	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Rogers	21	26	19	23	16	13	22	47
Bell	25	35	22	26	26	27	24	22
Shaw	18	9	18	12	24	13	18	10
Cogeco	7	9	10	9	7	8	6	0
Vidéotron	12	11	12	11	10	19	13	14
Telus	10	5	13	7	10	17	6	3
EastLink	1	0	1	2	1	1	3	4
Some other provider	6	4	6	9	6	2	9	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Rogers	21	19	17	23	23
Bell	25	31	27	20	25
Shaw	18	19	22	13	19
Cogeco	7	8	5	9	8
Vidéotron	12	10	11	14	14
Telus	10	7	11	11	6
EastLink	1	1	1	1	2
Some other provider	6	4	6	9	2

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 4th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Premium / Basic Cable Package

'Do you currently subscribe to basic cable or to a premium package?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1202	85	137	211	327	442	573	629
Basic cable/satellite	35	44	29	31	32	37	37	33
Premium package	57	50	66	62	60	52	60	55
Don't know	7	6	5	7	8	11	3	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1202	111	204	179	159	126	185	24
Basic cable/satellite	35	43	43	39	34	28	24	44
Premium package	57	47	42	58	57	65	73	56
Don't know	7	10	15	3	9	7	3	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1202	248	359	397	198
Basic cable/satellite	35	49	33	30	33
Premium package	57	44	60	61	62
Don't know	7	7	8	8	5

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1202	54	348	386	72	112	230	887	315
Basic cable/satellite	35	33	33	41	33	25	33	37	28
Premium package	57	61	58	54	64	59	61	56	64
Don't know	7	5	9	5	3	16	6	7	7

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

September 4th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

September 4th, 2014

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com