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STUDY TEAM

Project direction

Benoît Gauthier, project director, ***Circum Network Inc.***

Automated recruitment

Opinion Plus Inc.

Telephone data collection

Écho Sondage inc.

Open-ended coding

Claude-Anne Godbout-Gauthier, ***Circum Network Inc.***

Data processing and report writing

Benoît Gauthier, ***Circum Network Inc.***

SUMMARY

Circum Network Inc. was tasked by counsel to CSI, NRCC, and SOCAN with the design, the implementation and the reporting of a study to measure of the relative importance of various programming and non-programming features of satellite radio in consumers' decisions to subscribe to a satellite radio service and to maintain their subscription.

The study is based on telephone interviews with 1,000 subscribers to satellite radio services in Canada and on a sub-sample of 306 of these subscribers who completed an additional Web survey. The subscriber sample was developed using an automatic dialling-announcing device (ADAD) to place automated calls to a random sample of household telephone numbers.

The study's design included built-in quality controls. First, the wording of the questions as well as the question ordering did not allow for the identification of the programming feature most interesting to the organizations funding this research. Second, neither the interviewers nor the coder was informed of the interests of the clients for this research. Third, the order of blocks of questions was randomly modified, respondent by respondent, to avoid sequencing effects. Fourth, a variety of types of questions and of angles of questioning were used, including strictly open-ended questions, to elicit the true preferences of subscribers. Finally, responses to open-ended questions were recorded to computer-readable sound files and transcribed verbatim outside of the context of the interview.

The findings of the study underscore the importance of music in current subscribers' decisions to initially subscribe and to maintain their subscription.

- **General draw.** While the geographical coverage offered by satellite radio is the most often cited reason for why individuals subscribed in the first place, music comes in third position and contributes to the second most frequently cited reason (the variety of programming).
- **Most missed aspect.** If satellite radio was unavailable, subscribers would miss the variety of its programming (which includes music) foremost, followed by its music programming.
- **Programming draw.** Among types of programming content, music programming was cited by respondents as most critical in their decision to subscribe 3.7 times more often than the next most frequently cited type of programming (sports).
- **Programming retention.** Among types of programming content, music programming was cited by respondents as most critical in their decision to continue to subscribe 4.2 times more often than the next most frequently cited type of programming (equally: sports; talk and entertainment).
- **Importance.** Given eight possible reasons why they initially chose to subscribe, subscribers most frequently selected — as the most or second most important factor — the amount and type of music programming. The absence of commercials on music channels was the next most frequently selected reason. Music programming also stands 3.6 times more important than the second most important programming type (talk and entertainment).
- **Main station.** Asked which channel they listened to the most, respondents were 5.2 times more likely to indicate that it was a music channel than the next most often selected programming type (talk and entertainment).
- **Relative importance.** Fully 86% of subscribers indicated that they would not have subscribed to satellite radio in the absence of music programming. This is 2.5 times more than the effect of the absence of the next most important type of programming (talk and entertainment). Also, the data show that the unique effect of the absence of music programming is at a minimum 4.2 times larger than the unique effect of the absence of any other type of programming. Another measure of relative importance, asking respondents to distribute 100 points to each type of programming according to its importance in their decision to subscribe, concludes that music is 4.3 times more important than the next most important type of programming (talk and entertainment).

- **Usage.** Asked to distribute 100 points to each type of programming according to the amount of time family members spent listening to each type, respondents indicated that music was listened to most often, by a factor of 4.9 times over the next most listened to programming type (talk and entertainment).
- **Desirability.** Reducing the current level of music programming to "substantially fewer music channels and less variety of music than currently offered" produces a 5.6 point drop on a 10-point scale of desirability — the largest change observed among all comparisons made. The desirability of less music programming is even lower than that of a price increase of \$4 per month. The desirability analysis also indicates that the only programming content that subscribers would like more of is music.
- **Willingness to pay.** When respondents were asked about their willingness to pay in the absence of various programming and non-programming features, the results showed that the absence of music programming would have the largest impact of all — that of a monthly loss of \$12.20 per subscriber, or 81% of the current cost of the subscription (\$14.99). On this indicator, music programming is shown to be 2.9 times more significant than talk and entertainment programming.
- **Recording features.** Although the ability to record programming content is currently not a major reason for subscribing to satellite radio, recording capability is a desirable feature which would have some impact on subscription if it was absent from the offering. Also, the personalized recording of music was more desirable in the view of subscribers than the generic recording of programming content. Subscribers interested in recording features were willing to pay between \$65 and \$69 (in addition to the base cost of a non-recording receiver) for various recording features.

CURRICULUM VITAE

Benoît Gauthier

President, ***Circum Network Inc.***

Adm.A., CMC, CMRP

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

After his doctoral studies, Mr. Gauthier has successively occupied the positions of chief of research in a branch of Justice Canada, senior evaluator at the Canada Mortgage and Housing Corporation, senior program evaluation manager then director of program evaluation at Communications Canada and executive vice-president and chief of operations at Ekos Research Associates. Early in 1996, he founded ***Circum Network Inc.*** Since then, Mr. Gauthier has developed an interest in organizational management issues; this interest has allowed him to bridge measurement concerns and management concerns. He has acquired the Certified Management Consultant and the Certified Marketing Research Professional certifications. He is a member of the Ordre des administrateurs agréés du Québec.

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

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

STUDIES AND CERTIFICATIONS

Certified Marketing Research Professional, Professional Marketing Research Society (2004)

Certified Management Consultant, Canadian Association of Management Consultants (CMC, 1999; certified for the preparation of PSGGR conformity opinions in March 2001)

Masters (Public Administration), École nationale d'administration publique, Québec (1991)

Masters Diploma (Public Sector Management), École nationale d'administration publique, Québec (1987)

PhD, course work and comprehensive examinations (Political Science), Carleton University, Ontario (1984)

Masters (Political Science), Laval University, Québec (1979)

BA (Political Science), Laval University, Québec (1978)

ADDITIONAL TRAINING

Formation en saine gestion des entreprises et des organisations, Part B, Seminar from the Ordre des administrateurs agréés du Québec given by Deveaux Brault et Associés, December 2000

Formation en saine gestion des entreprises et des organisations, Part A, Seminar from the Ordre des administrateurs agréés du Québec given by Deveaux Brault et Associés, October 1999

Atelier de saine gestion I, Seminar from the Ordre des administrateurs agréés du Québec, March 1999

Service Quality and Customer Satisfaction Measurement, Seminar given by Chuck Chakrapani on behalf of the Professional Marketing Research Society, November 1996

PROFESSIONAL AFFILIATIONS

Certified Management Consultant (CMC); certified for the preparation of PSGGR conformity opinions

Member, Ordre des administrateurs agréés du Québec (Adm.A.)

Member and webmaster, Canadian Evaluation Society

2006 CES Award for Contribution to Evaluation in Canada

2003 CES-NCC Leadership Recognition Award

2002 CES Exemplary Service Award

Member, Société québécoise d'évaluation de programmes

Member, American Evaluation Association

Certified Marketing Research Professional (CMRP) and professional member, Marketing Research and Intelligence Association

Member, American Association for Public Opinion Research

CONFERENCES SINCE 2000

Do you Feel Part of the Family? Study on the Sense of Belonging to the Program Evaluation Profession, presentation to the 2006 Canadian Evaluation Society Conference, Charlottetown, June 2006, with Simon Roy.

Les visages alternatifs de la radiodiffusion : concurrence, complémentarité, presentation to the Rencontres professionnelles de l'industrie québécoise du disque, du spectacle et de la radio, April 20, 2006.

Survey of Evaluation Practice and Issues in Canada, presentation to the 2005 Canadian Evaluation Society and American Evaluation Association Conference, Toronto, October 26, 2005, with Shelley Borys, Natalie Kishchuk and Simon Roy.

A Strategic Analysis of the Situation of Program Evaluation in Canada, organization of a panel for the 2003 Canadian Evaluation Society Conference, Vancouver, June 2, 2003.

Satisfaction de la clientèle: mesure et utilisation, presentation to the Quebec City Chapter of the Professional Marketing Research Society, April 15, 2003.

La copie privée au Canada, 1998-2000, presentation to the Rencontres professionnelles de l'industrie québécoise du disque, du spectacle et de la radio, March 21, 2002.

Assessing Survey Research, A Principled Approach, presentation at the 2001 Canadian Evaluation Society conference, Banff, May 21, 2001.

Learning about survey research through a principled approach, half-day workshop offered at the 2001 Canadian Evaluation Society conference, Banff, May 20, 2001.

Assessing Survey Research, A Principled Approach, presentation at the 2001 conference of the American Association for Public Opinion Research, Montreal, May 19, 2001.

Assessing Survey Research, A Principled Approach, presentation at the 2001 *Riding the Communications Revolution* Professional Marketing Research Society conference, Ottawa, April 24, 2001.

Comment mesurer adéquatement le taux de satisfaction de sa clientèle?, half-day workshop at the conference entitled *Le service à la clientèle : virage-client dans le secteur public*, organized by the Institute for International Research, Quebec, January 24, 2001.

La mesure de la satisfaction de la clientèle, one-day workshop for the Société québécoise d'évaluation de programmes, Quebec, October 5, 2000.

Internet and Program Evaluation, The Non Existent Relationship, presentation for the National Capital chapter of the Canadian Evaluation Society, Ottawa, September 26, 2000.

L'évaluation de la satisfaction de la clientèle, méthodes et limites, half-day workshop at the 2000 Joint Annual Conference of the Canadian Evaluation Society and of the Société québécoise d'évaluation de programme, Montréal, May 14, 2000.

PAST PROFESSIONAL EXPERIENCE

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

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

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

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

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

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

Senior Evaluator and Methodologist, Canada Mortgage and Housing Corporation, Ottawa, 1983-1986

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

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

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

MAIN PUBLICATIONS

BOOKS

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

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

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

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

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

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

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

ARTICLES

"Evaluation practice in Canada: results of a national survey," *Canadian Journal of Program Evaluation*, vol. 21, no. 3, special issue 2006, pp. 1-42, with Shelley Borys, Natalie Kishchuk and Simon Roy

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

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

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

"The lay of the land: evaluation practice in Canada today," *Canadian Journal of Program Evaluation*, vol. 19, no. 1, spring 2004, pp. 143-178, with numerous other authors

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BOOK REVIEWS

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

Chapter 1

INTRODUCTION

Circum Network Inc. was tasked by counsel to CSI, NRCC, and SOCAN with the design, the implementation and the reporting of a survey on the relative importance of various satellite radio features for current satellite radio subscribers.

Objective of the study. The purpose of the study was to measure the relative importance of various programming and non-programming features of satellite radio in consumers' decisions to subscribe to a satellite radio service and to maintain their subscription.

In brief, the survey methodology we designed and implemented involved the following:

- the development of a custom questionnaire;
- the use of an automatic dialling-announcing device (ADAD) to locate and recruit subscribers to satellite radio services into the study;
- the completion of 1,000 telephone interviews with these recruits;
- the implementation of a Web-based questionnaire comprising questions that were too complex to answer over the telephone (participants in the telephone survey were asked to complete the on-line questionnaire);
- and

- the description of the results in a report.

Circum Network Inc. was responsible for the following:

- the creation of a survey questionnaire tailored to the situation, inspired by existing research and with contributions from Ajay Agrawal and Paul Audley;
- the implementation of the ADAD recruitment via its Opinion Plus subsidiary;
- the implementation of the telephone survey via its Écho Sondage subsidiary;
- the implementation of the on-line survey;
- the quality control of all of these operations;
- the construction of data sets;
- the delivery of data to Ajay Agrawal; and
- the treatment of the data in preparation for this final report.

The study methodology is presented in Chapter 2. Chapter 3 presents the study results. Appendix A contains the English and French versions of the questionnaire. Appendix B presents the detailed tables of results.

Chapter 2

METHODOLOGY

This research is based on a combination telephone/Web survey of subscribers to satellite radio. This chapter discusses the study methodology, and more specifically questionnaire design and pretest, sampling strategy, data collection operations, data weighting, data processing, data analysis, and quality controls.

2.1 **Questionnaire design and pretest**

The questionnaire was developed by **Circum Network Inc.** based on existing literature and input from Ajay Agrawal and Paul Audley. Nonetheless, the project director was personally responsible for the final wording of questions and for the order in which the questions were asked.

The questionnaire development was based on the study objective (see page 1). We were inspired by the work done in the United States by Yoram

Wind¹ in 2006; in his report, Wind proposed several ways of approaching the measurement of the relative importance of features of satellite radio. Additional lines of questioning were proposed by Ajay Agrawal, whose analysis (presented in a separate report) is based in part on data from this study, and by Paul Audley.

At the outset, the project director recommended the use of telephone contacts to collect the data in order to reach a large number of people from all areas of Canada. This choice had consequences on our questionnaire design. The questionnaire included too many questions to be administered entirely over the telephone while maintaining a reasonable interview duration. Also, some questions required the respondent to allocate 100 "points" into various categories — a task that is difficult to carry out without visual feedback. Therefore, the questionnaire was split into two sections. The simpler questions were packaged into a telephone interview while the more complex questions were regrouped into a Web-based instrument.

As a whole, the resulting questionnaire approached the task of assessing the relative importance of various programming and non-programming features of satellite radio from different angles, using various types of questions (e.g., open-ended, summations, scales, prioritization), so as to offer a more robust answer to the question than a single point of view would supply.

The telephone questionnaire was structured as follows:

- Opening questions asked how the respondent became a subscriber and whether he/she currently pays for the service. These questions were

¹ *Testimony of Yoram (Jerry) Wind*, prepared by Yoram Wind and filed by SoundExchange with the U.S. Copyright Royalty Board in the matter of the Adjustment of Rates and Terms for Preexisting Subscription Services and Satellite Digital Audio Radio Services.

used to contextualize some other questions¹ and to drive the skip patterns through the questionnaire.²

- Open-ended questions on the reasons for subscribing and maintaining the subscription followed. These questions were posed early on so as to avoid "contamination" from other, closed-ended questions, and they focussed on why respondents chose to subscribe, what types of programming were most critical in their subscription decision and what types were most important in their decision to continue to subscribe, and what they would miss most if the service was not available to them.
- Then came a series of questions about the respondent's willingness to pay for a subscription to the existing service as well as willingness to pay under various hypothetical scenarios where some types of programming would not be offered.
- Next came a series of questions on the price sensitivity of respondents and how price might affect whether they would switch to the competing service.
- A question on the nature of the programming of the station listened to most often by the respondent ended the substantive portion of the telephone questionnaire.
- Then came questions on the respondent's mother tongue and age.
- A final section informed respondents of the study's Web component and attempted to recruit them into it.

The Web questionnaire was organized as follows:

- It started with closed-ended questions on the main factors in the decision to subscribe.
- Questions followed on the relative importance to respondents of programming types and of non-programming features (such as the geographic coverage of the satellite radio signal and the ability to record programming content). Respondents were asked to allocate a total of

¹ For example, according to whether the respondent currently pays for the subscription, asking whether the respondent would "have subscribed" or would "still decide to subscribe" in the absence of various programming.

² For example, asking the following question only of those who currently pay for their subscription: "Reflecting on your experience with satellite radio, what types of satellite radio programs or channels are most critical to your decision to continue to subscribe?"

100 points among various types of programming according to each type's influence on their subscription decision, and similarly, a total of 100 points among various types of programming according to the amount of listening time to each type by the family. The importance of non-programming features was also analyzed in this fashion.

- Next came a series of questions about the substitution effects that may have taken place due to the subscription to satellite radio. Effects on five types of behaviour were tested: expenditures on pre-recorded music CDs, expenditures on paid music downloads, hours spent listening to regular broadcast radio, hours spent watching news programming on television, and hours spent watching sports programming on television. The last two were included to avoid sending the respondent a message that effects on music-related behaviour were of particular interest to the researchers.
- A series of questions on the value that respondents attach to various methods of recording programming and music followed. Respondents were asked to put a value to different possibilities of recording using their receiver.
- The questionnaire ended with a series of questions on the desirability for respondents of various types of programming content and non-programming features, at different levels.

The project director programmed the questionnaire in our computer-assisted telephone interviewing (CATI) system, which also supports Web surveying (see <<http://callweb.ca>> for details). The programming was extensively tested manually and mechanically.

The questionnaire was pretested with 25 respondents between April 11 and April 18, 2007, before the full-fledged implementation of the field work. Minor adjustments were made to the vocabulary used in the introduction of the questionnaire. One category was added to question 2, to capture the situation where the subscribers purchased a life-time subscription. Also, one question (Q10NEW) was inserted on May 5, 2007, after a preliminary analysis of the available data: it concerned the likelihood of renewal of the subscription at the current price. Cases completed during the pretest were retained in the study data set since changes to the questionnaire made following the pretest were minor. The questionnaire is reproduced in Appendix A.

2.2 *Sampling strategy*

The population for this survey consisted of all Canadian subscribers to the Sirius Canada and XM Canada satellite radio services. We did not have access to a list of this population. Therefore, the first step in the sampling strategy was to develop a sample of possible subscribers. This was done by programming an automatic dialling-announcing device (ADAD) to place automated calls to a random sample of household telephone numbers. The ADAD was a computer that dialled telephone numbers and acted on the basis of the call result: if it sensed a human answer to the call, it played an automated script. The automated script instructed respondents to press "1" if their household subscribed to one of the satellite radio services. Doing so placed the target telephone number in a list (the main sample) that was then dialled again the next day by a human interviewer to conduct the telephone interview.

Approximately 1.7 million household telephone numbers were dialled by the ADAD. Some were deemed unlisted; many led to a ring without answer or to an answering machine; others resulted in a simple hang-up. In the end, 4,201 telephone numbers were included in the main telephone survey sample. The fact that 4,201 telephone numbers is a small proportion of the original 1.7 million telephone numbers used in this recruitment should not be construed as a weakness of this study; it reflects the small proportion that satellite radio subscribers represent of the general population, the relative inefficiency of dialling telephone numbers irrespective of the regional distribution of the subscribers and the lower level of cooperation of individuals to automated recruitment compared to interviewer-based calls. Also, remember that the precision of a sample is not directly related to the proportion that the sample represents of the population but much more closely tied to the absolute size of the sample.

As is explained later, 1,000 telephone interviews were completed. Of these, 668 possessed an e-mail address and accepted to supply it for the purposes of our sending an invitation to the Web component of the

questionnaire. This constitutes the working sample for the Web survey. In the end, 306 of these individuals completed the questionnaire.

That a sub-sample of telephone survey respondents completed the Web questionnaire could raise sample representativeness concerns. Responses to the telephone component of the survey allowed us to compare the characteristics of respondents who completed the Web survey to those of respondents who did not. Out of some 50 such comparisons, only 5 reach statistical significance at a 0.05 level.¹ The fact that few comparisons report statistically significant differences and that the differences are mostly trivial means that the Web sample is an excellent cross-section of the entire telephone survey sample.

2.3 **Data collection operations**

The ADAD recruitment was initiated on April 9, 2007, and continued until May 29, 2007.

The field operations for the telephone survey were conducted by Écho Sondage inc., the telephone data collection subsidiary of **Circum Network Inc.**, under the supervision of the project director. The telephone interviews were conducted from April 11 to May 31, 2007. Field operations were carried out in accordance with quality standards and procedures that are described in a separate document.² This survey was registered with the

¹ Based on the table chi² statistic, the five characteristics were as follows:

- the type of channels most critical to the decision to subscribe to satellite radio (variable Q4REC, page B-4), where the only significant difference was the proportion indicating that "variety" was a key factor (11% for Web respondents vs. 6% among all respondents);
- the likelihood of having subscribed if there had been no music programming (Q8A, page B-8), where the statistically significant difference was in the "Don't know" category (0% vs. 1%);
- awareness of the existence of two competing services (Q13, page B-40), where those who completed the Web questionnaire are shown to be more knowledgeable (88% vs. 83%);
- mother tongue (Q18, page B-47), where Web respondents were less likely to be English-speaking (79% vs. 84%); and
- age (AGE, page B-48), where Web respondents in the 18-24 age group were under-represented (6% vs. 10%) and Web respondents in the 25-34 age group were over-represented (29% vs. 25%) (note that the average age was the same for Web respondents and Web non-respondents).

² See **Circum Network Inc.**, *Assessing Survey Research, a principled approach*, 2003. Available at <<http://circum.com/cgi/documents.cgi?lang=en&doc=T028>>.

Canadian Survey Research Council so that respondents could verify its legitimacy with an independent third party.

The telephone field campaign yielded an excellent response rate of 51%. The refusal rate was 21%. Whenever an initial refusal was recorded, Écho Sondage inc. made one additional attempt to reverse it in a follow-up call. When the data collection operations were completed, Écho Sondage inc. had attempted an average of 6.9 times to obtain a response from valid telephone numbers where the target respondent had not answered the questionnaire (excluding refusals to respond).

The data entered in the contact log were analyzed according to the method recommended by the Marketing Research and Intelligence Association. Note that the calculations of the response rate and of the refusal rate do not take into account the self-selection that took place during the ADAD recruitment phase. Since we have no precise information on the proportion of Canadian households that were subscribing to satellite radio during the recruitment phase, we cannot assess the level of refusal during that stage of the study.

TABLE 1
Sample Disposition Table

Disposition	#	#
Numbers used		4,201 (a)
Ineligible numbers:		
Not in service, duplicate, residential, fax	72	
Language problem, cognitive problem	126	
Not a subscriber, confusion with satellite television	2,054	
TOTAL INELIGIBLE	2,252 (b)	
Eligible numbers: (a - b)		1,949 (c)
Refusals	410 (d)	
Callbacks, no answer, answering machine	539	
Discarded after the fact	0	
TOTAL NOT COMPLETED AMONG ELIGIBLE	949	
Completed		1,000 (e)
Response rate (e / c)		51%
Refusal rate (d / c)		21%

With regard to the Web component of the study, the initiation of the field work was concurrent with the telephone survey; the Web questionnaire was available on April 11, 2007. It remained available until June 13, 2007. In total, 306 persons filled out the Web questionnaire, out of 668 who were invited to do so; this translates into a 46% response rate. Only 7 additional individuals started responding to that questionnaire without completing it. A response rate of 46% to the Web survey component is excellent. Moreover, as demonstrated in the previous section, respondents to the Web component did not differ meaningfully from other respondents to the telephone survey; therefore, responses from Web participants provide a reliable picture of the responses from all participants.

Web surveys are a relatively recent addition to the market researcher toolkit; experimentation with them started in the mid-nineties, but they have been used extensively for market research over the past five years or so. Web surveys are accepted in the market research industry as a reliable method of data collection. The main criticism that has been raised against

Web surveys has to do with the absence of a list from which to sample e-mail addresses (whereas telephone surveying can count on the existence of telephone directories or equivalents); this is not relevant in this study since the list of e-mail contacts was generated from the initial telephone survey.

2.4 Data weighting

We possess no information on the make-up of the population under study (Canadian subscribers to satellite radio); as far as we know, no such information exists. Therefore, it was not possible to compare our sample of respondents to the composition of the population of study. Thus, the survey data were analyzed unweighted.

The fact that a comparison of the sample to the population could not be carried out is not of concern because there were many more similarities than differences among regions, language groups, age groups and genders — that is, according to the breakdowns that would habitually be used to weight a sample. This observation comforts us that a weighting scheme, if it could have been devised, would not have modified the findings of the study to a significant extent.

2.5 Data processing

Survey data were managed using VoxCo's StatXP software. Because of the use of computerized questionnaires, minimal data processing was required (for example, response categories could not be incorrect and skip logic had to be respected). Responses to the numeric open-ended questions were examined and four responses to the Web questionnaire were deemed to exert an excessive influence on the distribution of the data (outliers) and were deleted from the data set; details on these deletions are found at Table 11, page 33.

The four open-ended questions (i.e., questions 3 to 6) were coded by a single person under the supervision of the project director. By design, approximately 50 cases were coded twice by the coder, who was unaware of this procedure; there was a very high level of coherence (in excess of 90%) between the two code sets of these cases. The coding scheme, which was common to the four questions, was created by the coder based on the verbatim answers and using instructions from the project director; it included more than 90 different categories. The project director later reduced the coding scheme to 13 categories — a more manageable number.

2.6 **Data analysis**

Data analysis was done using basic stubs-and-banners crosstabs developed in StatXP (see Appendix B). Tables in Appendix B provide vertical percentages and means as well as statistical significance tests:

- The table χ^2 and F test lines indicate whether the two variables involved in a table are mutually dependent: one asterisk indicates that there is a 95% probability of dependence; two asterisks, 99%; and three asterisks, 99.9%.
- The t test line identifies the columns where statistically significant differences are found between the mean for one column and the mean for the aggregate of the other columns within a sub-table: a single asterisk depicts a 95% confidence level, two asterisks correspond to a 99% probability and three asterisks to a 99.9% probability. Differences between means were tested using two-tailed t tests.
- Plus and minus signs are used within cells of the tables to indicate whether a certain percentage is smaller or larger than the aggregate of the percentages in all other columns of the sub-table. Minus signs indicate that the column has a smaller mean than the other columns, while plus signs indicate that the column mean is larger. Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions.

Based on recognized statistical formulas, the sampling accuracy for any simple random sample of 1,000 respondents is ± 3.1 percentage points in the worst, complete-sample case (for a proportion of 50%, at a confidence level of 95%, without design effect, and without correction for finite population). Sampling accuracy is less for sub-samples; Appendix B reports the sampling accuracy for proportions of 50% within each of the groupings presented in the banners.

As for the sample of 306 people who completed the Web component, the equivalent sampling accuracy is ± 5.6 percentage points.

These levels of sampling accuracy are typical of studies in social science and are commonly used to make management decisions on subjects such as purchases, investments, product strategies, marketing approaches, etc.

2.7 **Quality controls**

The design of the study included built-in quality controls.

First, the wording of the questions as well as the question ordering did not allow for the identification of the programming feature most interesting to the organizations funding this research, i.e., music programming. In fact, some questions were added to the questionnaire for the specific purpose of not offering clues to the respondents (e.g., questions 37 to 40 on the substitution effects associated with hours spent watching news programming on television and hours spent watching sports programming on television).

Second, neither the interviewers nor the coder was informed of the interests of the clients for this research. While the identity of the clients could not be kept secret according to the rules of good conduct of the Marketing Research and Intelligence Association, very limited information was made available in the scripted questions and answers used by interviewers (only acronyms of the client organizations were listed). That is all the information that respondents could get with regard to the study sponsors. If a respondent wanted more information, interviewers were

instructed to refer to the supervisor (who was to give no more information than the interviewer) and eventually to the study director; no call on this matter was received by the study director as part of this study.

Third, the order of blocks of questions was randomly modified, respondent by respondent, to avoid sequencing effects (where the fact that one question comes before another question systematically affects the answers to the latter one). The questionnaire, reproduced at Appendix A, contains instructions in this regard.

Fourth, a variety of types of questions and of angles of questioning were used, including strictly open-ended questions, to elicit the true preferences of subscribers. Such multiple lines of evidence, if their conclusions converge, offer a much stronger demonstration than isolated measurements.¹

Finally, responses to open-ended questions were not manually captured by interviewers as is typically the case in telephone surveys. Instead, the answers were recorded to computer-readable sound files and transcribed verbatim outside of the context of the interview. This way, interviewers could focus on adequately probing the respondents, and the quality of the transcripts was much higher than what can be achieved in real time by the interviewers.

¹ This is one of the tenets of good measurement. As the American Association for Public Opinion Research puts it: "One must first ensure that the questionnaire domains and elements established for the survey or poll fully and adequately cover the topics of interest. Ideally, multiple rather than single indicators or questions should be included for all key constructs." (*Standards and Best Practices*, <http://www.aapor.org/pdfs/best_pra.pdf> as of July 13, 2007)

Chapter 3

RESULTS

This chapter presents a description of the responses obtained in this survey. Detailed data are available in Appendix B.

3.1 *Respondent profile*

This section presents a profile of the telephone survey respondents. Because the results are based on a random sample, we infer that they are representative of the population of subscribers to satellite radio services. Differences between the profile of subscribers and the profile of the Canadian population are presented to illustrate the ways in which subscribers differ from the average Canadian; these differences in no way impeach the quality of our data as they are simply a reflection of the particularities of the population of subscribers.

Respondents to this survey resided principally west of Ontario (REGION, page B-50):¹ 38% were from the Prairie provinces and 15% from British

¹ The field described in the text is identified in brackets, along with the page in Appendix B where detailed results can be found.

Columbia (including the Territories) — totalling 53%. One-quarter (26%) of respondents were from Ontario and only 11% from Quebec. One respondent in ten (10%) resided in the Atlantic provinces. For reference, Statistics Canada estimates that, in 2006, the population of the Prairie provinces represented 17% of Canada's total population, while the populations of British Columbia (including the Territories), Ontario, Quebec and Atlantic Canada represented respectively, 13%, 38%, 24% and 7%.¹ These differences inform us of the variations in subscription rates by region of Canada.

Respondents were 41.5 years old, on average (AGE, page B-48). They were younger in the Prairie provinces (39 years old) and older in Ontario (44 years old). Male respondents were older than female respondents (42 and 40, respectively).

English-speaking individuals represented 84% of the telephone sample, whereas French-speaking individuals represented 13% and allophones accounted for 3% (Q18, page B-47). For reference, in the Statistics Canada 2001 Census, 59% of Canadians declared English as their mother tongue; 23%, French; and 18%, other languages.²

Respondents were twice as likely to be male as female (69% vs. 31%; GENDER, page B-49). The ratio was even higher among those aged 55 or more (79% vs. 21%) and among those who subscribed as a result of their own decision (71% vs. 29%).

Two-thirds (65%) of respondents indicated that they made the initial decision to subscribe to satellite radio, whereas one-third (34%) received the subscription as a gift or as a promotion (Q1, page B-1). At the time of the interview, 80% of respondents declared that they were paying for their subscription; 16% said they were not paying and 3% stated that they had purchased a life-time subscription (Q2, page B-2). Two-thirds (64%) of those who had received the subscription as a gift or as a promotion

¹ <<http://www12.statcan.ca/english/census06/data/popdwel/Table.cfm?T=101>> visited on July 14, 2007.

² <<http://www40.statcan.ca/101/cst01/demo11a.htm>> visited on June 28, 2007. The proportions cited are based on single-language answers only. The 2006 Census results were not available at the time of this writing.

indicated that they were paying something for the subscription at the time of the interview.

3.2 ***Unprompted reasons for subscribing***

Table 2 summarizes the responses to the four open-ended questions that initiated the substantive portion of the telephone questionnaire. It shows that the most frequently cited reason why individuals decided to become subscribers was the geographical coverage offered by satellite radio (36%). The second most often cited reason was the variety of programming (20%), followed by music programming (15%, accounting for music described both with and without reference to its commercial-free nature). Of course, music programming contributes to the variety of programming, such that these second and third categories are not independent of one another.

After experiencing satellite radio, subscribers' view of the features most important to them change. If satellite radio was unavailable, subscribers indicated that they would miss music programming foremost (27%), then they would miss the variety of programming (26%) and then the availability of the signal across Canada (18%).

Questioned about the types of programming content most critical to their decision to subscribe, respondents cited music programming 66% of the time, followed by sports programming (18%) and talk and entertainment programming (17%). The draw of music programming was, therefore, 3.7 times that of the next type of programming (66% / 18%). The results were very similar when respondents were asked which types of programming were most critical in their decision to continue subscribing to satellite radio: music programming was cited 67% of the time, followed equally by sports programming (16%) and talk and entertainment programming (16%). The draw of music programming in this case was, therefore, 4.2 times more than that of the next type of programming (67% / 16%).

TABLE 2
Unprompted reasons for subscribing

	General questions		Program/channel-specific questions ¹	
	Why did you decide to subscribe? Q3	What would you miss if satellite radio was not available? Q6	Which channels were most critical in your decision to subscribe? Q4	Which channels were most critical in your decision to continue? Q5
	Geographical coverage, sound quality	36%	18%	2%
Other	26%	16%	6%	1%
Variety of programming	20%	26%	6%	4%
Poor quality of commercial radio	14%	1%	0%	0%
Music programming (no mention of commercial-free)	13%	23%	65%	66%
Other programming-related	8%	8%	5%	4%
Commercial-free (no mention of music)	6%	13%	1%	0%
Talk/Entertainment programming	5%	5%	17%	16%
Sports programming	5%	4%	18%	16%
News programming	2%	2%	7%	7%
Commercial-free music	1%	4%	1%	0%
Comedy programming	0%	3%	13%	15%
Everything	0%	7%	3%	2%
All music-related (with or without commercial-free)	15% ²	27%	66%	67% ²
Don't Know / No response	6%	8%	9%	19%
# of respondents ³	654 ⁴	1,000	654 ⁴	801 ⁵
details at page	B-3	B-6	B-4	B-5

¹ Although the questions referred to "programs and channels," respondents were not bound to citing programs and channels; some elected to give such answers as "Not a particular channel, it's more the variety of channels that I can listen to" or "It wasn't a channel particularly, it was the fact that you can get it all across Canada."

² Differs from the sum of "Music programming (no mention of commercial-free)" and "Commercial-free music" because of rounding.

³ Multiple responses allowed; total percentages may exceed 100%.

⁴ Respondents who had decided to subscribe as opposed to having received the subscription as a gift or as a promotion.

⁵ Respondents who were paying for their subscription at the time of the interview.

The results of these open-ended questions can be compared to the results from several closed-ended questions presented in subsequent questions. Whether more or less weight should be given to answers to open-ended

questions or to closed-ended questions is debatable. Open-ended questions elicit top-of-mind answers whereas closed-ended questions can open the respondent's mind to relevant alternative answers.¹

3.3 *Prompted reasons for subscribing*

As part of the Web component of this survey, respondents were asked to select, from a list, the most important and the second most important factors at play in their decision to subscribe to satellite radio.

Music programming was the selection made most often, both as the most important factor and as the second most important factor (see Table 3): roughly one in three respondents made these selections. Accounting for both selections concurrently, one finds that 61% of respondents selected music programming as one of the two most important factors in their decision to subscribe. The absence of commercials on music channels came in second place (44%), and the geographic coverage of the signal, third (38%).

Talk and entertainment programming was the second most important programming type in this decision, garnering 17% of selections. On this indicator, music programming stands 3.6 times as important as the second most important programming type (61% / 17%).

¹ "Open-ended and closed-ended questions may elicit very different responses. Most responses are less likely to be volunteered in answering an open-ended question than to be endorsed in answering a closed-ended question. The response alternatives in a closed-ended question may remind respondents of options that they would not otherwise consider or which simply do not come to mind as easily. [...] Open-ended questions are more appropriate when the survey is attempting to gauge what comes first to a respondent's mind, but closed-ended questions are suitable for assessing choices between well-identified options or obtaining ratings on a clear set of alternatives." (Shari Seidman Diamond, "Reference Guide on Survey Research" in *Reference Manual on Scientific Evidence*, second edition, Federal Judicial Center, 2000, p. 253)

TABLE 3
Prompted reasons for subscribing

	Most important factor in the decision to subscribe Q26	Second most important factor in the decision to subscribe Q27	Joint distribution of the previous two columns
The amount and type of music programming	30%	32%	61%
The absence of commercials on music channels	23%	21%	44%
The geographic coverage of the radio signal	21%	17%	38%
The monthly price of the subscription	10%	13%	24%
The amount and type of talk and entertainment programming	10%	7%	17%
The amount and type of sports programming	3%	6%	9%
The amount and type of news programming	2%	2%	4%
Don't know	1%	1%	2%
The ability to record the programming	0%	1%	1%
# of respondents	306	303	306 ¹
details at page	B-51	B-52	B-53

¹ Multiple responses allowed; total percentage exceeds 100%.

3.4 Main station listened to

Asked which channel they listened to the most, 78% indicated that it was a music channel, whereas 15% mentioned that it was a talk and entertainment channel, 4% a sports channel and 3% a news channel (Q17, page B-46). On this indicator, music programming was mentioned 5.2 times as often as the second most frequently selected type of programming (78% / 15%). This question was asked of the telephone sample.

3.5 **Relative importance of programming types**

Table 4 reports on one set of indicators of the relative importance of the different programming types, focussing on music, talk and entertainment, sports and news; results for another set of indicators are presented below. Respondents to the telephone questionnaire were asked whether they would have subscribed to satellite radio if each type of programming had been absent from the offering. The same question was asked concerning the absence of combinations of types of programming (e.g., in the absence of music *and* talk and entertainment). The four questions about the absence of single programming types were posed to the whole sample; a random selection of three of the ten possible combinations of types was asked of each respondent, in order to avoid overburdening participants.

The results indicate that, in the absence of music programming, 86% of subscribers would not have subscribed to satellite radio. The programming type producing the second most substantial effect was talk and entertainment: 34% would not have subscribed in its absence. This means that the effect of the absence of music programming was 2.5 times larger than that of the absence of talk and entertainment (86% / 34%).

By calculating the difference between the percentage of loss for different scenarios, it is possible to isolate the *additional* impact of the absence of each programming type given the absence of other programming types. For example, Table 4 indicates that the absence of news programming would translate into a loss of 24% of subscribers and that the loss would be 35% in the absence of news *and* sports; therefore, the absence of sports programming produced an additional loss of 11 points on top of the 24% loss attributed to the absence of news programming. The key observation here is that in relation to news, sports, and talk and entertainment programming, 11 points is the *largest* additional loss found in Table 4, whereas the *smallest* additional loss associated with the absence of music programming is 46 points (the absence of news and sports produced a loss of 35% versus the loss associated with the absence of news, sports and music which was 81%); this smallest 46-point effect

for music programming is 4.2 times larger than the largest 11-point effect documented for other programming types.

TABLE 4
Effect of the absence of programming types on the likelihood of subscribing

In the absence of...	% who would NOT have subscribed	# of respondents ¹	Details at page
...music and talk programming	89%	302	B-14
...music, sports and talk programming (i.e., news only)	89%	301	B-20
...music and sports programming	89%	281	B-13
...music, news and talk programming (i.e., sports only)	88%	296	B-19
...music programming	86%	922	B-8
...music and news programming	84%	333	B-12
...music, news and sports programming (i.e., T&E only)	81%	297	B-18
...sports and talk programming	37%	308	B-17
...news and sports programming	35%	309	B-15
...news and talk programming	35%	291	B-16
...talk and entertainment (T&E) programming	34%	922	B-11
...news, sports and talk programming (i.e., music only)	34%	282	B-21
...sports programming	28%	922	B-10
...news programming	24%	922	B-9

¹ A subset of 7 out of 14 items was presented to each respondent; this explains why the number of respondents varies from item to item. All single items were presented to all respondents who pay or expect to pay for their subscription (i.e., in the absence of music programming, news programming, sports programming, talk and entertainment programming). Three out of 10 of the combination items were randomly selected for each respondent.

Note: The source is question 8 of the telephone survey.

Another observation from Table 4 is that all combinations involving the absence of music produce subscription losses of 81% or more, whereas the next most significant effect is that of the joint absence of sports and talk and entertainment, with a loss of 37%.

To generate a second set of indicators of the relative importance of programming types, Web respondents were asked to distribute 100 "points" among a list of types of programming in a way that reflected the importance of each type in the respondent's decision to subscribe to satellite radio. The results are summarized in Table 5. On this indicator,

music programming received almost 58 points out of 100 points of importance in the decision to subscribe. This is 4.3 times more than the second most important programming type, talk and entertainment, which received approximately 13 points.

TABLE 5
Relative importance of different programming types

	Relative importance in the decision to subscribe ¹		Relative amount of time spent listening by family members ¹	
	Q28	Details at page	Q30	Details at page
Music	57.8	B-56	61.6	B-67
Talk and entertainment	13.3	B-59	12.7	B-70
Comedy	10.0	B-54	10.2	B-65
Sports	9.5	B-58	7.9	B-69
News	6.8	B-57	5.5	B-68
Kids	2.7	B-55	2.1	B-66
# of respondents	306		306	

¹ Out of 100 points.

Note: Entries are averages across respondents.

Table 5 also reports the results of another question that requested respondents to allocate 100 points to programming types in a way that reflected the amount of time family members spent listening to each type. Here again, music programming came out on top: it received almost 62 points of importance, which is 4.9 times more than the second type of programming, talk and entertainment (close to 13 points).

3.6 Relative importance of non-programming features

Web respondents were also asked to distribute 100 points among a list of non-programming features of satellite radio in a way that reflected the

importance of each type in the respondent's decision to subscribe to satellite radio. The results are summarized in Table 6.

According to these responses, the absence of commercials on music channels was as important as the geographic coverage of the satellite radio signal in the decision to subscribe. Both of these features received about 34 points each. The ability to record programming content received a score of approximately 5 points.

TABLE 6
Relative importance of different non-programming features

	Relative importance in the decision to subscribe (out of 100 points)	Details at page
Absence of commercials on music channels	34.6	B-60
Geographic coverage of the signal	34.4	B-62
Monthly price of the subscription	24.2	B-63
Ability to record the programming content	4.6	B-61
Other non-programming feature	2.2	B-64

Note: The source is question 29 of the Web survey. Entries are averages. The number of respondents is 306 for each line of the table.

3.7 *Desirability of programming and non-programming features*

In a long battery of questions soliciting responses on a scale from 0 to 10, Web respondents were asked to gauge how desirable various levels of various features were to them. Table 7 provides average scores of desirability for each scenario. The changes in desirability associated with more or less of various programming content or non-programming features are most informative. The desirability of the current situation is highlighted for each feature — except for the type of recording which is not standard for all subscribers.

The data in Table 7 again identify geographical coverage of the signal as a key feature of the satellite radio service. The loss of the universal geographical coverage (the alternative was described as the typical geographical coverage of FM radio) translates into a 5.1 point drop in desirability, or almost half the length of the 0-to-10 scale.

TABLE 7
Desirability of programming and non-programming features

Entries are the mean desirability on a scale from 0 (extremely undesirable) to 10 (extremely desirable)	The absence of...	Substantially fewer and less variety	Same number and same variety	Substantially more and more variety	Details at pages
Music channels	0.5	0.9	6.5	8.2	B-90 to B-93
News channels	3.8	4.1	5.3	4.5	B-94 to B-97
Sports channels	4.3	4.5	5.4	4.2	B-98 to B-101
Talk and entertainment channels	3.7	3.9	5.6	4.6	B-102 to B-105
<i>The next 4 items did not use the scale above; each had its own categories, described in the footnotes.</i>					
Commercials on music channels ¹	9.1	4.3	2.5	1.1	B-106 to B-109
Recording ²	3.6	5.3	5.7	6.7	B-110 to B-113
Geographical coverage ³		4.3	9.4		B-114 to B-115
Price ⁴	9.2	6.5	4.5	2.5	1.2 B-116 to B-120

¹ Commercials levels were (1) none; (2) 2 minutes per hour; (3) 5 minutes per hour; and (4) 12 minutes per hour.

² Recording levels were (1) no ability to record the programming; (2) ability to go back in a broadcast you are listening to and replay the previous 30 minutes; (3) ability to record a program so you can listen to it later; and (4) ability to extract songs from programs you have recorded to create your own music library from which you can play songs at any time.

³ Coverage levels were (2) typical geographical coverage of FM radio and (3) ability to get the radio signal anywhere in Canada.

⁴ Price levels were (1) \$10.99; (2) \$12.99; (3) \$14.99; (4) \$16.99; and (5) \$18.99.

Note: The source is question 45 of the Web questionnaire. The number of respondents is 306 for each cell of the table.

Equally sensitive is the desirability of music programming. Reducing the current level of music programming to "substantially fewer music channels and less variety of music than currently offered" produces a 5.6 point drop in desirability — the largest change observed throughout Table 7. The same reduction in music programming also yields the lowest desirability score of all scenarios tested (a score of 0.9), with the exception of the absence of music programming (a score of 0.5). The desirability of less

music programming is even lower than that of a price increase of \$4 per month (1.2 on the desirability scale).

In comparison, the drops in desirability associated with reductions in other programming types was 1.2 for news programming, 0.9 for sports programming and 1.7 for talk and entertainment. The drop associated with a reduction in music programming (5.6) is 3.3 times larger than the drop associated with a reduction in talk and entertainment programming (1.7).

Table 7 also reports the levels of desirability of increasing the number of channels for each programming type and increasing the variety of that programming. Interestingly, of the four programming types tested, only in the case of music programming does that increase in channels and variety appear more desirable than the current situation. In the cases of news, sports, and talk and entertainment, the options of more such channels was rated as less desirable than the status quo (as was fewer channels). Otherwise stated, the only content that subscribers would like more of is music (compared to news, sports, and talk and entertainment).

The ability to record content or the ability to backtrack into currently listened to content were identified as more desirable than the absence of these possibilities, but the most desirable recording feature was the ability for a subscriber to create their own music library. Also, the personalized recording of music was more desirable in the view of subscribers than the generic recording of programming content.

3.8 *Willingness to pay for satellite radio service*

The telephone questionnaire contained a variety of indicators related to subscribers' willingness to pay for satellite radio service. They are reviewed in this section.

Among those who were not paying for the service at the time of the interview, 56% indicated that they expected to subscribe at the current price once the free subscription period was over (Q7, page B-7), 28% did

not know whether they would and 16% stated that they would not pay the current monthly price.

As part of the telephone interview, respondents were asked how they would react to the absence of various programming and non-programming features of satellite radio: would they be willing to pay more, less or the same amount, or would they cancel their subscription? Table 8 summarizes these results.¹

TABLE 8
Effects of the absence of programming and non-programming features on the willingness to pay

In the absence of...	% who would pay less	% who would pay the same amount	% who would cancel	Amount of the loss ¹	Details at page
...music programming	13%	11%	75%	\$12.20	B-23
...the ability to get the radio signal anywhere in Canada	12%	22%	61%	\$10.20	B-33
...talk and entertainment programming	27%	50%	19%	\$4.23	B-29
...sports programming	26%	57%	15%	\$3.45	B-27
...news programming	21%	64%	13%	\$2.92	B-25
...the ability to record programming content	9%	64%	7%	\$1.81	B-31

¹ The amount of the loss is expressed as a monthly dollar value relative to the subscription price. The loss was assumed to be \$0 where the respondent indicated that they would pay the same amount in the absence of the feature, and \$14.99 where the respondent indicated that they would cancel the subscription; otherwise, the gain or loss was as stated by the respondent. Note: The source is question 9 of the telephone survey. The number of respondents is 892 for each line.

The best synthesis of the answers is found in the (theoretical) amount of the loss in monthly subscription revenues, since it includes (1) zero loss values where respondents indicated that the absence of the feature would not affect their willingness to pay for the subscription, (2) the total loss of the subscription dollar value where respondents indicated they would

¹ The source question of Table 8 (question 9) read "Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you cancel your subscription in the absence of..." followed by different programming types and features. When the respondent indicated that they would be willing to pay more or less, they were asked to indicate how much more or less per month that would be.

cancel and (3) the value they provided if they chose to indicate that they would want to pay (more or less) in the absence of the feature.

Based on these answers and specifically on the basis of the amount of the loss, the absence of music programming would have had the largest impact — that of a monthly loss of \$12.20 per subscriber or 81% of the current cost of the subscription (\$14.99). The absence of full geographical coverage of the signal came second with a \$10.20 loss, or 68% of the monthly subscription fee. The next most important programming type is talk and entertainment, the absence of which is associated with a \$4.23 loss, or 28% of the subscription fee. On this indicator, music programming is shown to be 2.9 times more significant than talk and entertainment programming ($\$12.20 / \4.23).

The telephone questionnaire included a series of questions to assess the price sensitivity of subscribers. Table 9 presents a summary of findings. Note that a question was inserted about mid-way through the field work to identify current subscribers who would not renew at the current price (Q1ONEW, page B-34). Since only 4% of respondents indicated that they would not renew under the same terms, this information was disregarded.

TABLE 9
Likelihood of renewing the subscription assuming price increases

	Part A. Original questions		
	%	n	Page
Would not renew with an increase of \$1	27% ¹	836	B-35
Would renew with an increase of \$1	73%	836	B-35
Among those who would renew at \$1, would renew with an increase of \$2	60%	608	B-36
Among those who would renew at \$2, would renew with an increase of \$3	65%	363	B-37
Part B. % of the whole sample²			
Would not renew with an increase of \$1	27% ¹		
Would renew with an increase of \$1	73%		
Would renew with an increase of \$2	43%		
Would renew with an increase of \$3	28%		
Part C. Maximum price point³ (proportion of all respondents who reached their maximum price point at each level)			
Would not renew with an increase of \$1	27% ¹		
Would renew with an increase of \$1 but not \$2	29%		
Would renew with an increase of \$2 but not \$3	15%		
Would renew with an increase of \$3	28%		

¹ Includes those who answered "No" and "Don't know."
² Includes 836 respondents; details at page B-38.
³ Includes 836 respondents; details at page B-39.
 Note: The source is questions 10, 11 and 12 of the telephone survey.

One-quarter (27%) of respondents would not renew if they had to incur a price increase of \$1 per month (see Table 9). Some 73% would accept such an increase, but of them, only 60% would accept a price increase of \$2 (hence, $60\% \times 73\% = 43\%$ of the whole sample¹), and of this latter group, 65% would renew with a monthly price increase of \$3 (hence, $65\% \times 60\% \times 73\% = 28\%$ of the whole sample). Part C of Table 9 indicates that 29% would accept an increase of \$1 and no more, 15% would accept an increase of \$2 and no more and 28% would accept an

¹ Actually, $60\% \times 73\%$ is 43.8% or 44%. However, the calculations in Table 9 are done on precise figures, not rounded figures of 60% and 73% as done here.

increase of \$3 (and maybe more). Coding these levels of willingness as \$0, \$1, \$2 and \$3 indicates that respondents collectively would accept an average increase of \$1.44 (RENEWONLY, page B-39).

Eight in ten (83%) respondents were aware that there are two competing suppliers of satellite radio service in Canada (Q13, page B-40). These respondents were asked whether they would have preferred the competing service if it had been cheaper than the supplier they chose; the questions made no reference to the programming and non-programming features of the two competitors. Table 10 provides top-line results.

Part C of Table 10 shows that one-third (31%) would have switched to the competing service if the price differential had been \$1 per month. An additional one in ten (8%) respondents would have switched to the competing service if the difference had been \$2 and another 8% would have switched if it had been \$3. Half of respondents (53%) would have remained with their supplier if the difference had been \$3 per month.

TABLE 10
Likelihood of adopting the competing service
assuming price differentials

	Part A. Original questions		
	%	n	Page
Would switch with a differential of \$1	31% ¹	736	B-41
Among those who would not switch at \$1, would switch at a differential of \$2	12%	508 ²	B-42
Among those who would not switch at \$2, would switch at a differential of \$3	13%	446 ³	B-43
Among those who would not switch at \$2, would not switch with a differential of \$3	87%	446 ³	B-43
Part B. % of the whole sample²			
Would switch with a differential of \$1	31% ¹		
Would switch with a differential of \$1 or \$2	39%		
Would switch with a differential of \$1 or \$2 or \$3	47%		
Would not switch with a differential of \$3	53%		
Part C. Maximum switch point³ (proportion of all respondents who reached their switch point at each level)			
Would switch with a differential of \$1	31% ¹		
Would not switch at \$1 but would switch with a differential of \$2	8%		
Would not switch at \$2 but would switch with a differential of \$3	8%		
Would not switch with a differential of \$3	53%		

¹ Includes those who answered "Other service" and "Don't know."
² Includes 736 respondents; details at page B-44.
³ Includes 736 respondents; details at page B-45.
 Note: The source is questions 14, 15 and 16 of the telephone survey.

3.9 **Substitution effects**

Other researchers using the data from this study were interested in the substitution effects that subscription to satellite radio may engender. A series of questions was inserted into the Web questionnaire to gather data on this issue. Three areas of interest were identified by the researchers:

expenditures on pre-recorded music CDs, expenditures on paid music downloads, and hours spent listening to regular broadcast radio. To avoid tipping the respondent as to the interests of the study sponsors, two more themes were added to dilute music-related items: hours spent watching news programming on television and hours spent watching sports programming on television. For each of the five themes, two questions were asked: the first requested a measurement of the typical behaviour since subscribing to satellite radio and the second requested an estimate of what that typical behaviour would have been if the respondent had not subscribed to satellite radio. Table 11 provides an overview of results.

According to these data, subscribing to satellite radio was associated with a 37% reduction in pre-recorded music CD purchases (down \$7.60 from \$20.80), a 65% reduction in purchases of music downloads (down \$2.11 from \$3.27), a 57% reduction in hours spent listening to conventional radio (down 2.4 hours from 4.2 hours), a 13% reduction in hours spent watching news on television (down 0.2 hours from 1.5 hours), and a 10% reduction in hours watching sports on television (down 0.4 hours from 4.2 hours).

TABLE 11
Effects of the subscription on other behaviours

	Since subscribing			If you had not subscribed to satellite radio...			Difference associated with the subscription		
	Mean	n	Page	Mean	n	Page	Mean ¹	n	Page
\$ spent on pre-recorded music CDs in a typical month	\$12.40	286	B-71	\$20.80 ²	245	B-72	-\$7.60	241	B-121
\$ spent on music downloads in a typical month	\$0.96	297	B-73	\$3.27	273	B-74	-\$2.11	268	B-122
Hours spent listening to broadcast radio in a typical day	1.9	289	B-75	4.2	280	B-76	-2.4	274	B-123
Hours spent watching news on television in a typical day	1.4 ³	276	B-77	1.5 ³	276	B-78	-0.2	266	B-124
Hours spent watching sports on television in a typical week	3.8	287	B-79	4.2	280	B-80	-0.4	278	B-125

¹ All these differences are statistically different from zero at least at the 95% confidence level. The average of the differences is different from the difference between averages (e.g., $-\$7.60 \neq \$12.40 - \$20.80$) because the former is based on the subset of respondents who provided an answer to both questions (i.e., excluding respondents who responded "Don't know" to one of the questions).

² A single outlier value of \$6000 was deleted from the data set.

³ Three outlier values of more than 15 hours were deleted from the data set.

Note: The source is questions 31 to 40 of the Web survey.

3.10 Willingness to pay for recording features

Previous sections have concluded that the ability to record programming content is currently a minor reason for subscribing to satellite radio (sections 3.3 and 3.6) but that it is a desirable feature (and more desirable if it allows recording of songs to a music library) that would have some impact on subscription if it was absent from the offering (sections 3.7 and 3.8)

The issue of willingness to pay for recording capabilities on satellite radio receivers was addressed directly with Web respondents. They were asked to express interest or lack of interest in three types of recording features. Table 12 provides a bird's eye view of the results.

The level of interest identified for each option, as expressed by willingness to pay, was varied: 11% were interested in rewinding the current program, 19% were interested in making simple recordings and 36% were interested in building a music library. Interestingly, though, the amount they were willing to pay was the same for all three options and hovered between \$65 and \$70 (in addition to the base cost of \$100 for a non-recording receiver, as set out in the question). Therefore, more advanced recording features increase the number of customers drawn to the recording product but not the amount such customers are willing to pay for the sophistication of the features.

TABLE 12
Willingness to pay for recording features

Would you be willing to pay more for a receiver in order to be able...	% willing to pay more	Details at page	n	Mean value for those willing to pay more	Details at page	n
...to go back in a broadcast you are listening to and replay the previous 30 minutes	11%	B-81	306	\$65	B-84	23
...to record a program so you can listen to it later	19%	B-82	306	\$69	B-86	45
...to extract songs from programs you have recorded to create your own music library from which you can play songs at any time	36%	B-83	306	\$67	B-88	87

Note: The source is questions 41, 42, 43 and 44 of the Web questionnaire.

APPENDIX A ***Questionnaire***

SATELLITE RADIO FEATURES STUDY
IVR, Telephone and Web Questionnaires

Interactive voice response recruitment script

(The following script is read by a computer obtaining a response to random digit dialling.)

Hello my name is Julia and I am calling you on behalf of Circum, a national research firm. To continue in English please press "1" now, pour continuer en français composez le "2" maintenant.

This will only take 20 seconds. Please listen to the full question before answering.

I would like to know if anyone in your household currently subscribes to either the Sirius or the XM satellite radio service, which requires a special receiver. If yes please press 1. If no, please press 2. To repeat the question press "0".

Thank you. If you answered yes, a colleague of mine will be calling you within a day or so to conduct a short survey. Thanks again.

(LIVE)

Hello. My name is _____ from Echo Sondage. Recently, someone in your household was kind enough to indicate to one of my colleagues that one of your family members currently subscribes to either the Sirius or the XM satellite radio service, which requires a special receiver. Could I speak to that person please?

[ENSURE THAT THE RESPONDENT IS AGED 18+.]

[RE-INTRODUCE YOURSELF IF NECESSARY]

We are conducting a survey of subscribers to the Sirius or the XM satellite radio service. We are not attempting to sell anything; we are only interested in your opinions. This survey lasts about 10 minutes. May I begin?

Question	Answer
Who is this survey done for?	The survey is commissioned by CMRRA, SODRAC, NRCC and SOCAN. (PROVIDE NO OTHER INFORMATION — REFER TO THE SUPERVISOR AND THEN TO THE STUDY DIRECTOR IF THIS IS A REFUSAL/COOPERATION ISSUE)
How will my answers be kept confidential?	No individual answers will be reported, only percentages and averages. Also, your name or phone number will not be associated with your answers.
Why would I answer this survey?	The results of this study will be used to make decisions on various aspects of satellite radio. Since only a limited number of people will be involved in the study, your participation is extremely important.
What is this survey about?	The study is generally about the features of satellite radio you appreciate the most.
How can I ensure the legitimacy of this survey?	You can call the Canadian Survey Research Council at (800)554-9996 to confirm that Echo Sondage is a legitimate professional survey research company and that this survey was registered with them. Otherwise, you can call the research director, Benoît Gauthier, at (819)770-2423.

Context

Q1 Did you initially make the decision to subscribe to satellite radio or did you receive the subscription as a gift or as a promotion?

DECIDED TO SUBSCRIBE	1
RECEIVED THE SUBSCRIPTION AS A GIFT OR AS A PROMOTION	2
DON'T KNOW / NO RESPONSE	9

Q2 Do you currently pay something for the satellite radio subscription?

YES	1
No	2
NO, PURCHASED A LIFE-TIME MEMBERSHIP	3
DON'T KNOW / NO RESPONSE	9

Reasons for subscribing

[IF "DECIDED" AT Q1]

Q3 Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 1) _____	1
DON'T KNOW / NO RESPONSE	9

Any other reason?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 2) _____	1
DON'T KNOW / NO RESPONSE	9

[IF "DECIDED" AT Q1]

Q4 What types of satellite radio programs or channels were most critical to your decision to subscribe to satellite radio?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 1) _____ 1
DON'T KNOW / NO RESPONSE 9

Any others?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 2) _____ 1
DON'T KNOW / NO RESPONSE 9

[IF YES TO Q2]

Q5 Reflecting on your experience with satellite radio, what types of satellite radio programs or channels are most critical to your decision to continue to subscribe?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 1) _____ 1
DON'T KNOW / NO RESPONSE 9

Any others?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 2) _____ 1
DON'T KNOW / NO RESPONSE 9

Q6 Reflecting on your experience with satellite radio, if satellite radio was not available to you, what if anything would you miss about it?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 1) _____ 1
DON'T KNOW / NO RESPONSE 9

Anything else?

(RECORD COMPLETE ANSWERS VERBATIM)

(ANSWER 2) _____ 1
DON'T KNOW / NO RESPONSE 9

Willingness to pay

[IF NO TO Q2]

Q7 Do you expect that you will subscribe to satellite radio at the price of \$14.99 a month once your free subscription period is over?

YES, I WILL / LIKELY	1
NO, I WON'T / UNLIKELY	2
DON'T KNOW / NO RESPONSE	9

[IF YES/LIFETIME TO Q2 OR YES TO Q7]

Q8 As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you [SELECT ACCORDING TO Q2: have subscribed | still decide to subscribe] to satellite radio... [RANDOMIZE]

	Yes	No	Don't know
in the absence of music programming	1	2	9
in the absence of news programming	1	2	9
in the absence of sports programming	1	2	9
in the absence of talk and entertainment programming	1	2	9
(ran- in the absence of music and news programming	1	2	9
domly in the absence of music and sports programming	1	2	9
select in the absence of music and talk programming	1	2	9
3 out in the absence of news and sports programming	1	2	9
of the in the absence of news and talk programming	1	2	9
com- in the absence of sports and talk programming	1	2	9
posite in the absence of music, news and sports programming, that is with only talk	1	2	9
items) and entertainment	1	2	9
in the absence of music, news and talk programming, that is with only sports	1	2	9
in the absence of music, sports and talk programming, that is with only news	1	2	9
in the absence of news, sports and talk programming, that is with only music	1	2	9

[IF YES TO Q2 OR YES TO Q7]

Q9 **Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you [SELECT ACCORDING TO Q2: cancel your subscription | not subscribe at all]... [RANDOMIZE]**

	More	Less	Same amount	Would cancel	Don't know	How much [more less] per month?
in the absence of music programming	1	2	2	2	9	_____
in the absence of news programming	1	2	2	2	9	_____
in the absence of sports programming	1	2	2	2	9	_____
in the absence of talk and entertainment programming . . .	1	2	2	2	9	_____
in the absence of the ability to record programming content . .	1	2	2	2	9	_____
in the absence of the ability to get the radio signal anywhere in Canada	1	2	2	2	9	_____

[IF YES TO Q2]

Q10NEW. **Do you plan to renew your subscription at the price you currently pay?**

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

[IF YES TO Q10NEW OR YES TO Q7]

Q10 **Would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service if it [SELECT ACCORDING TO Q2: had been | was]\$1 more per month?**

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

[IF YES]

Q11 **Would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service if it [SELECT ACCORDING TO Q2: had been | was] \$2 more per month?**

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

[IF YES]

Q12 **Would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service if it [SELECT ACCORDING TO Q2: had been | was] \$3 more per month?**

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

[IF YES TO Q2 OR YES TO Q7]

Q13 **Are you aware that there are two competing satellite radio services in Canada?**

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

[IF YES TO Q13 AND (YES TO Q2 OR YES TO Q7)]

Q14 **If the other satellite radio service [SELECT ACCORDING TO Q2: had been | was] \$1 less expensive per month than your current service, would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service or would you [SELECT ACCORDING TO Q2: have preferred | prefer] the other service?**

EXISTING SERVICE 1
OTHER SERVICE 2
DON'T KNOW / NO RESPONSE 9

[IF EXISTING]

Q15 **If the other satellite radio service [SELECT ACCORDING TO Q2: had been | was] \$2 less expensive per month, would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service or would you [SELECT ACCORDING TO Q2: have preferred | prefer] the other service?**

EXISTING SERVICE	1
OTHER SERVICE	2
DON'T KNOW / NO RESPONSE	9

[IF EXISTING]

Q16 **If the other satellite radio service [SELECT ACCORDING TO Q2: had been | was] \$3 less expensive per month, would you [SELECT ACCORDING TO Q2: have subscribed | still intend to subscribe] to your existing satellite radio service or would you [SELECT ACCORDING TO Q2: have preferred | prefer] the other service?**

EXISTING SERVICE	1
OTHER SERVICE	2
DON'T KNOW / NO RESPONSE	9

Main station

Q17 **Now, think of the satellite radio channel you listen to the most. Is this primarily a...** [READ; RANDOMIZE]

MUSIC CHANNEL	1
NEWS CHANNEL	2
SPORTS CHANNEL	3
TALK AND ENTERTAINMENT CHANNEL	4
DON'T KNOW / NO RESPONSE	9

Socio-demographics

Q18 Which language did you first learn and still understand?

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

Q19 In what year were you born?

YEAR _____ (1900-1989)	1
DON'T KNOW / NO RESPONSE	9

Web add-on

Q20 Thank you very much for your help. There are a few other questions about satellite radio which must be answered on the Internet. People who will complete that questionnaire run the chance of winning a grand prize of \$1000. The regulations for the draw will be sent with the email invitation. Could I send you an e-mail to invite you to this survey?

YES 1
No (WHATEVER THE REASON) 2

[IF YES]

Q21 What is the e-mail address where I should send this message?

(READ BACK TO ENSURE THAT IT WAS TYPED CORRECTLY)

[THE SYSTEM AUTOMATICALLY SENDS AN INVITATION TO THE INTERNET SURVEY.]

ADDRESS: _____ 1
No RESPONSE 9

[IF ADDRESS PROVIDED]

Q22 In case I mistyped your address and we need to call you to confirm it, would you give me your first name?

FIRST NAME: _____ 1
No RESPONSE 9

[IF FIRST NAME PROVIDED]

Q23 Is this the best number at which to reach you?

YES 1
No (WHICH NUMBER SHOULD I USE INSTEAD, INCLUDING THE AREA CODE?) 2

[AUTOMATIC VALIDATION OF THE E-MAIL ADDRESS]

THANK AND TERMINATE

Q24 (DO NOT ASK) Gender

FEMALE	1
MALE	2

Q25 Province coded from the sampling frame

Web survey

Thank you for agreeing to answer a few additional questions regarding satellite radio. Please try to answer all of the questions in a single sitting. If you have to leave the questionnaire for one reason or another, please use the link sent to you by e-mail to get back into your questionnaire, right where you left it. Participants who complete the questionnaire will be eligible for a \$1000 grand prize.

Declared importance

Q26 In your view, which one of the following factors was or would be most important in your decision to subscribe to satellite radio? [RANDOMIZE]

THE AMOUNT AND TYPE OF MUSIC PROGRAMMING	1
THE AMOUNT AND TYPE OF SPORTS PROGRAMMING	2
THE AMOUNT AND TYPE OF NEWS PROGRAMMING	3
THE AMOUNT AND TYPE OF TALK AND ENTERTAINMENT PROGRAMMING	4
THE ABSENCE OF COMMERCIALS ON MUSIC CHANNELS	5
THE MONTHLY PRICE OF THE SUBSCRIPTION	6
THE GEOGRAPHIC COVERAGE OF THE RADIO SIGNAL	7
THE ABILITY TO RECORD THE PROGRAMMING	8
DON'T KNOW	9

Q27 Which one was or would be the second most important factor in your decision to subscribe to satellite radio? [RANDOMIZE AND ELIMINATE ACCORDING TO THE PREVIOUS QUESTION]

THE AMOUNT AND TYPE OF MUSIC PROGRAMMING	1
THE AMOUNT AND TYPE OF SPORTS PROGRAMMING	2
THE AMOUNT AND TYPE OF NEWS PROGRAMMING	3
THE AMOUNT AND TYPE OF TALK AND ENTERTAINMENT PROGRAMMING	4
THE ABSENCE OF COMMERCIALS ON MUSIC CHANNELS	5
THE MONTHLY PRICE OF THE SUBSCRIPTION	6
THE GEOGRAPHIC COVERAGE OF THE RADIO SIGNAL	7
THE ABILITY TO RECORD THE PROGRAMMING	8
DON'T KNOW	9

Breakdowns of importance

Q28 Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100. [RANDOMIZE]

	Importance, out of 100 points
comedy	_____
kids	_____
music	_____
news	_____
sports	_____
talk and entertainment	_____
	MUST TOTAL 100

Q29 Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the features which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100. [RANDOMIZE]

	Importance, out of 100 points
the absence of commercials on music channels	_____
the ability to record the programming content	_____
geographic coverage of the satellite radio signal	_____
the monthly price of the subscription	_____
other non-programming feature (specify _____)	_____
	MUST TOTAL 100

Q30 **Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.**
[RANDOMIZE]

	Percentage of time spent listening, out of 100 points
comedy	_____
kids	_____
music	_____
news	_____
sports	_____
talk and entertainment	_____
	MUST TOTAL 100

Substitution effects

[THE FOLLOWING 5 PAIRS OF QUESTIONS ARE ASKED IN RANDOM ORDER.]

Q31 **Since subscribing to satellite radio, how much have you spent on pre-recorded music CDs in a typical month?**

NOTHING, \$0 1
\$ _____ 2
DON'T KNOW 9

[IF NOT DON'T KNOW]

Q32 **If you had not subscribed to satellite radio, how much do you think you would have spent on pre-recorded music CDs in a recent typical month?**

NOTHING, \$0 1
\$ _____ 2
DON'T KNOW 9

Q33 **Since subscribing to satellite radio, how much have you spent on paid music downloads in a typical month?**

NOTHING, \$0 1
\$ _____ 2
DON'T KNOW 9

[IF NOT DON'T KNOW]

Q34 **If you had not subscribed to satellite radio, how much do you think you would have spent on paid music downloads in a recent typical month?**

NOTHING, \$0 1
\$ _____ 2
DON'T KNOW 9

Q35 **Since subscribing to satellite radio, how many hours have you spent listening to regular broadcast radio in a typical day?**

NONE, 0 HOUR	1
_____ HOURS	2
DON'T KNOW	9

[IF NOT DON'T KNOW]

Q36 **If you had not subscribed to satellite radio, how many hours do you think you would have spent listening to regular broadcast radio in a recent typical day?**

NONE, 0 HOUR	1
_____ HOURS	2
DON'T KNOW	9

Q37 **Since subscribing to satellite radio, how many hours do you think you have spent watching news programming on television in a typical day?**

NONE, 0 HOUR	1
_____ HOURS	2
DON'T KNOW	9

[IF NOT DON'T KNOW]

Q38 **If you had not subscribed to satellite radio, how many hours would you have spent watching news programming on television in a recent typical day?**

NONE, 0 HOUR	1
_____ HOURS	2
DON'T KNOW	9

Q39 **Since subscribing to satellite radio, how many hours have you spent watching sports programming on television in a typical week?**

NONE, 0 HOUR	1
_____ HOURS	2
DON'T KNOW	9

[IF NOT DON'T KNOW]

Q40 **If you had not subscribed to satellite radio, how many hours would you have spent watching sports programming on television in a recent typical week?**

- NONE, 0 HOUR 1
- _____ HOURS 2
- DON'T KNOW 9

Value of recording

Q41 **Let's assume for a moment that your satellite radio receiver cannot record the content from the satellite channels you receive. Would you be willing to pay more for a receiver in order to be able...**

	Yes, I'd be willing to pay some more	No, I wouldn't pay more	Don't know
to go back in a broadcast you are listening to and replay the previous 30 minutes	1	2	9
to record a program so you can listen to it later . .	1	2	9
to extract songs from programs you have recorded to create your own music library from which you can play songs at any time	1	2	9

[IF YES TO THE FIRST OPTION]

Q42 **Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to go back in a broadcast you are listening to and replay the previous 30 minutes?**

\$ _____ 1
 DON'T KNOW 9

[IF YES TO THE SECOND OPTION]

Q43 **Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to record a program so you can listen to it later?**

\$ _____ 1
 DON'T KNOW 9

[IF YES TO THE THIRD OPTION]

Q44 **Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to extract songs from programs you have recorded to create your own music library from which you can play songs at any time?**

\$ _____ 1
 DON'T KNOW 9

Feature desirability

Q45 **Now I would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:**
[PRESENT BLOCKS OF 4 IN RANDOM ORDER BUT MAINTAIN THE ORDER WITHIN THE BLOCKS.]

		Extremely undesirable										Extremely desirable												
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
Music	No music channels	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially fewer music channels and less variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	The same number of music channels and the same variety of music as currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially more music channels and more variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
News	No news channels	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially fewer news channels and less variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	The same number of news channels and the same variety of news as currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially more news channels and more variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
Sports	No sports channels	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially fewer sports channels and less variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	The same number of sports channels and same variety of sports as currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially more sports channels and more variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D
Talk	No talk and entertainment channels (as opposed to news, sports and music channels)	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	D

		<div style="display: flex; justify-content: space-between; width: 100%;"> Extremely undesirable Extremely desirable </div>											
		0	1	2	3	4	5	6	7	8	9	10	D
	Substantially fewer talk and entertainment channels and less variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	D
	The same number of talk and entertainment channels and same variety of talk and entertainment as currently offered	0	1	2	3	4	5	6	7	8	9	10	D
	Substantially more talk and entertainment channels and more variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	D
Com- mer- cials	No commercials on music channels	0	1	2	3	4	5	6	7	8	9	10	D
	2 minutes of commercials per hour on music channels	0	1	2	3	4	5	6	7	8	9	10	D
	5 minutes of commercials per hour on music channels	0	1	2	3	4	5	6	7	8	9	10	D
	12 minutes of commercials per hour on music channels	0	1	2	3	4	5	6	7	8	9	10	D
Record- ing	No ability to record the programming	0	1	2	3	4	5	6	7	8	9	10	D
	Ability to go back in a broadcast you are listening to and replay the previous 30 minutes	0	1	2	3	4	5	6	7	8	9	10	D
	Ability to record a program so you can listen to it later	0	1	2	3	4	5	6	7	8	9	10	D
	Ability to extract songs from programs you have recorded to create your own music library from which you can play songs at any time	0	1	2	3	4	5	6	7	8	9	10	D
Cover- age	Typical geographical coverage of FM radio	0	1	2	3	4	5	6	7	8	9	10	D
	Ability to get the radio signal anywhere in Canada	0	1	2	3	4	5	6	7	8	9	10	D
Price	Monthly price of \$10.99	0	1	2	3	4	5	6	7	8	9	10	D
	Monthly price of \$12.99	0	1	2	3	4	5	6	7	8	9	10	D
	Monthly price of \$14.99	0	1	2	3	4	5	6	7	8	9	10	D
	Monthly price of \$16.99	0	1	2	3	4	5	6	7	8	9	10	D
	Monthly price of \$18.99	0	1	2	3	4	5	6	7	8	9	10	D

THANK YOU FOR YOUR PARTICIPATION.

ÉTUDE SUR LES CARACTÉRISTIQUES DE LA RADIO SATELLITE **Questionnaires pour RVI, téléphone et Web**

Scénario de recrutement par réponse vocale interactive

(Le scénario ci-dessous est lu par ordinateur au moment d'obtenir une réponse, après composition aléatoire.)

Bonjour. Je m'appelle Julie et je vous téléphone pour le compte de Circum, une entreprise de recherche nationale. Pour poursuivre en anglais, appuyez sur le « 1 »; pour continuer en français appuyez sur le « 2 ».

Ceci ne prendra que 20 secondes de votre temps. Écoutez bien la question jusqu'à la fin avant de répondre.

J'aimerais savoir si quelqu'un de votre ménage est présentement abonné au service de radio satellite Sirius ou XM, ce qui exige un récepteur spécial. Si oui, veuillez appuyer sur le « 1 ». Si non, appuyez sur le « 2 ». Pour faire répéter cette question, appuyez sur le « 0 ».

Merci. Si vous avez répondu oui, un de mes collègues vous téléphonera d'ici un ou deux jours pour faire une brève entrevue avec vous. Merci encore.

(EN PERSONNE)

Bonjour. Je suis _____ d'Echo Sondage. Dernièrement, quelqu'un de votre ménage a eu la gentillesse de répondre à un de mes collègues qu'un membre de votre famille est abonné au service de radio satellite Sirius ou XM, ce qui exige un récepteur spécial. Pourrais-je parler à cette personne s'il-vous-plaît?

[S'ASSURER QUE LE RÉPONDANT EST ÂGÉ DE 18 ANS ET+.]

[AU BESOIN, PRÉSENTEZ-VOUS DE NOUVEAU]

Nous faisons un sondage auprès des abonnés des services de radio satellite Sirius ou XM. Nous n'avons rien à vous vendre; nous voulons seulement connaître votre opinion. Notre sondage prend environ 10 minutes. Puis-je commencer?

Question	Réponse
Qui commandite cette étude?	Cette étude est commanditée par CMRRA, SODRAC, SCGDV et SOCAN. (NE DONNER AUCUN AUTRE RENSEIGNEMENT — RÉFÉRER À VOTRE SUPERVISEUR PUIS AU DIRECTEUR DE L'ÉTUDE SI C'EST UNE QUESTION DE REFUS OU DE COLLABORATION)
Comment mes réponses vont-elles demeurer confidentielles?	Aucun réponse individuelle ne sera divulguée; on ne transmettra que des pourcentages et des moyennes. En outre, votre nom ou votre numéro de téléphone ne seront jamais associés à vos réponses.
Pourquoi devrais-je répondre à ce sondage?	Les résultats de l'étude vont contribuer à la prise de décisions sur divers aspects de la radio satellite. Comme nous ne nous adressons qu'à un petit nombre de personnes, votre participation est extrêmement importante.
Quel est le sujet de l'étude?	L'étude porte de façon générale sur les caractéristiques de la radio satellite qui vous plaisent le plus.
Comment puis-je m'assurer que cette étude est légitime?	Vous pouvez vous adresser à l'Association de la recherche et de l'intelligence marketing, au (800) 554-9996, pour vous faire confirmer que Echo Sondage est bien une entreprise professionnelle de recherche par sondage et que la présente étude est enregistrée auprès de cette association. Autrement, vous pouvez rejoindre le directeur de la recherche, Benoît Gauthier, au (819) 770-2423.

Le contexte

Q1 **Avez-vous pris initialement la décision de vous abonner à la radio satellite ou avez-vous reçu l'abonnement en cadeau ou à titre de promotion?**

DÉCIDÉ DE M'ABONNER	1
REÇU L'ABONNEMENT EN CADEAU OU À TITRE DE PROMOTION	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

Q2 **Payez-vous présentement quelque chose pour votre abonnement à la radio satellite?**

OUI	1
NON	2
NON, A ACHETÉ L'ABONNEMENT À VIE	3
JE NE SAIS PAS / PAS DE RÉPONSE	9

Raisons de l'abonnement

[SI C'EST « DÉCIDÉ » À Q1]

Q3 **En réfléchissant au moment où vous avez décidé pour la première fois de vous abonner à la radio satellite, pourquoi avez-vous pris cette décision?**

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 1) _____	1
JE NE SAIS PAS / PAS DE RÉPONSE	9

Y a-t-il une autre raison?

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 2) _____	1
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST « DÉCIDÉ » À Q1]

Q4 **Quels genres d'émissions ou de stations de radio satellite ont été les plus cruciaux dans votre décision de vous abonner à la radio satellite?**

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 1) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

Y en a-t-il d'autres?

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 2) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

[SI C'EST OUI À Q2]

Q5 **En réfléchissant à votre expérience touchant la radio satellite, quels genres d'émissions ou de stations de radio satellite sont les plus cruciaux dans votre décision de poursuivre votre abonnement?**

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 1) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

Y en a-t-il d'autres?

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 2) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q6 **En réfléchissant à votre expérience touchant la radio satellite, qu'est-ce qui vous manquerait le plus, le cas échéant, si vous n'aviez pas accès à la radio satellite?**

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 1) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

Y a-t-il autre chose?

(NOTER LA RÉPONSE AU COMPLET, MOT À MOT)

(RÉPONSE 2) _____ 1
JE NE SAIS PAS / PAS DE RÉPONSE 9

Acceptation de payer

[SI C'EST NON À Q2]

Q7 Envisagez-vous de vous abonner à la radio satellite au coût de 14,99 \$ par mois lorsque votre abonnement gratuit aura pris fin?

OUI, JE VAIS LE FAIRE /PROBABLEMENT	1
NON, JE NE LE FERAI PAS /C'EST IMPROBABLE	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI/À VIE À Q2 OU OUI À Q7]

Q8 Comme vous le savez peut-être, le coût mensuel d'un abonnement régulier à la radio satellite est de 14,99 \$. En supposant que toutes les autres caractéristiques du service concernant aussi bien la programmation qu'autrement soient les mêmes, est-ce que vous [SÉLECTIONNER SELON Q2: vous seriez abonné | décideriez toujours de vous abonner] à la radio satellite... [RANDOMISER]

	Oui	Non	Je ne sais pas
en l'absence d'émissions de musique	1	2	9
en l'absence d'émissions d'actualités	1	2	9
en l'absence d'émissions de sport	1	2	9
en l'absence d'émissions de radio parlée et de divertissement	1	2	9
(sélec- en l'absence d'émissions de musique et d'actualités	1	2	9
tionner au ha- en l'absence d'émissions de musique et de sport	1	2	9
sard en l'absence d'émissions de musique et de radio parlée	1	2	9
3 des arti- en l'absence d'émissions d'actualités et de sport	1	2	9
cles en l'absence d'émissions d'actualités et de radio parlée	1	2	9
com- en l'absence d'émissions de sport et de radio parlée	1	2	9
posés) en l'absence d'émissions de musique, d'actualités et de sport, c'est-à-dire uniquement avec des émissions de radio parlée et de divertissement	1	2	9
en l'absence d'émissions de musique, d'actualités et de radio parlée, c'est-à- dire uniquement avec des émissions de sport	1	2	9
en l'absence d'émissions de musique, de sport et de radio parlée, c'est-à-dire uniquement avec des émissions d'actualités	1	2	9

	Oui	Non	Je ne sais pas
en l'absence d'émissions d'actualités, de sport et de radio parlée, c'est-à-dire uniquement avec des émissions de musique	1	2	9

[SI C'EST OUI À Q2 OU OUI À Q7]

Q9 En supposant que toutes les autres caractéristiques du service concernant aussi bien la programmation qu'autrement soient les mêmes, est-ce que vous seriez d'accord pour payer plus cher, moins cher ou le même montant pour la radio satellite ou est-ce que vous [SÉLECTIONNER SELON Q2 : annuleriez votre abonnement | ne vous abonneriez pas du tout]... [RANDOMISER]

	Plus	Moins	Même montant	J'annulerais	Je ne sais pas	Combien [de plus de moins] par mois?
en l'absence d'émissions de musique	1	2	2	2	9	_____
en l'absence d'émissions d'actualités	1	2	2	2	9	_____
en l'absence d'émissions de sport	1	2	2	2	9	_____
en l'absence d'émissions de radio parlée et de divertissement	1	2	2	2	9	_____
en l'absence de la possibilité d'enregistrer des émissions . . .	1	2	2	2	9	_____
en l'absence de la possibilité de capter le signal radio n'importe où au Canada	1	2	2	2	9	_____

[SI C'EST OUI À Q2]

Q10NEW. Avez-vous l'intention de renouveler votre abonnement s'il est au même prix que vous payez maintenant?

OUI	1
NON	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI À Q10NEW OU OUI À Q7]

Q10 **Est-ce que vous [SÉLECTIONNER SELON Q2: vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel s'il [SÉLECTIONNER SELON Q2 : avait coûté | coûtait] 1 \$ de plus par mois?**

OUI	1
NON	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI]

Q11 **Est-ce que vous [SÉLECTIONNER SELON Q2 : vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel s'il [SÉLECTIONNER SELON Q2 : avait coûté | coûtait] 2 \$ de plus par mois?**

OUI	1
NON	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI]

Q12 **Est-ce que vous [SÉLECTIONNER SELON Q2 : vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel s'il [SÉLECTIONNER SELON Q2 : avait coûté | coûtait] 3 \$ de plus par mois?**

OUI	1
NON	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI À Q2 OU OUI À Q7]

Q13 **Saviez-vous qu'il existe au Canada deux services de radio satellite qui se font concurrence?**

OUI	1
NON	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST OUI À Q13 ET (OUI À Q2 OU OUI À Q7)]

Q14 **Si l'autre service de radio satellite [SÉLECTIONNER SELON Q2 : avait coûté | coûtait] 1 \$ de moins par mois que votre service actuel, est-ce que vous [SÉLECTIONNER SELON Q2 : vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel ou est-ce que vous [SÉLECTIONNER SELON Q2 : auriez préféré | préféreriez] l'autre service?**

SERVICE ACTUEL	1
AUTRE SERVICE	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST SERVICE ACTUEL]

Q15 **Si l'autre service de radio satellite [SÉLECTIONNER SELON Q2: avait coûté | coûtait] 2 \$ de moins par mois, est-ce que vous [SÉLECTIONNER SELON Q2 : vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel ou est-ce que vous [SÉLECTIONNER SELON Q2 : auriez préféré | préféreriez] l'autre service?**

SERVICE ACTUEL	1
AUTRE SERVICE	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

[SI C'EST SERVICE ACTUEL]

Q16 **Si l'autre service de radio satellite [SÉLECTIONNER SELON Q2: avait coûté | coûtait] 3 \$ de moins par mois, est-ce que vous [SÉLECTIONNER SELON Q2 : vous seriez abonné | auriez toujours l'intention de vous abonner] à votre service de radio satellite actuel ou est-ce que vous [SÉLECTIONNER SELON Q2 : auriez préféré | préféreriez] l'autre service?**

SERVICE ACTUEL	1
AUTRE SERVICE	2
JE NE SAIS PAS / PAS DE RÉPONSE	9

Station principale

Q17 **En ce qui concerne maintenant la station de radio satellite que vous écoutez le plus, est-ce qu'elle est surtout une...** [LIRE; RANDOMISER]

STATION DE MUSIQUE	1
STATION D'ACTUALITÉS	2
STATION DE SPORT	3
STATION DE RADIO PARLÉE ET DE DIVERTISSEMENT	4
JE NE SAIS PAS / PAS DE RÉPONSE	9

Données sociodémographiques

Q18 **Quelles est la langue que vous avez apprise en premier lieu dans votre enfance et que vous comprenez toujours?**

FRANÇAIS	1
ANGLAIS	2
FRANÇAIS ET ANGLAIS	3
AUTRE	4
JE NE SAIS PAS / PAS DE RÉPONSE	9

Q19 **Quelle est votre année de naissance?**

ANNÉE _____ (1900-1989)	1
JE NE SAIS PAS / PAS DE RÉPONSE	9

Ajout pour le Web

Q20 Merci beaucoup de votre collaboration. Il y a quelques autres questions sur la radio satellite auxquelles il faut répondre sur Internet. Les gens qui auront rempli ce questionnaire auront la chance de remporter un gros lot de 1000 \$. Les règlements du tirage au sort seront envoyés en même temps que le courriel d'invitation. Pourrais-je vous envoyer un courriel afin de vous inviter à participer à ce sondage?

OUI 1
NON (QUELLE QUE SOIT LA RAISON) 2

[SI C'EST OUI]

Q21 Quelle est l'adresse courriel à laquelle je devrais envoyer ce message?
(RELIRE POUR VOUS ASSURER QUE VOUS N'AVEZ PAS FAIT D'ERREUR DE TRANSCRIPTION)
[LE SYSTÈME ENVOIE AUTOMATIQUÉMENT UNE INVITATION AU SONDAGE SUR INTERNET.]

ADRESSE : _____ 1
PAS DE RÉPONSE 9

[SI L'ADRESSE A ÉTÉ FOURNIE]

Q22 Au cas où j'aurais fait une erreur de transcription et que nous aurions besoin de vous téléphoner pour une confirmation, me donneriez-vous votre prénom?

PRÉNOM : _____ 1
PAS DE RÉPONSE 9

[SI LE PRÉNOM A ÉTÉ FOURNI]

Q23 Est-ce le meilleur numéro où vous rejoindre?

OUI 1
NON (QUEL NUMÉRO DEVRAS-JE PLUTÔT UTILISER, Y COMPRIS L'INDICATIF RÉGIONAL?) 2

[VALIDATION AUTOMATIQUE DE L'ADRESSE COURRIEL]

REMERCIER ET TERMINER

Q24 (NE PAS DEMANDER) Sexe

FEMME	1
HOMME	2

Q25 Province codée à partir du cadre échantillonnal

Sondage électronique

Merci d'avoir accepté de répondre à quelques autres questions au sujet de la radio satellite. Essayez de répondre à toutes les questions au cours d'une seule séance. Si vous devez quitter le questionnaire pour une raison ou une autre, veuillez vous servir du lien qui vous a été envoyé par courriel afin de retrouver le questionnaire à l'endroit où vous étiez en le quittant. Les participants qui auront rempli le questionnaire seront admissibles au tirage au sort d'un gros lot de 1000 \$.

Importance déclarée

Q26 Selon vous, lequel des facteurs suivants a été ou serait le plus important dans votre décision de vous abonner à la radio satellite? [RANDOMISER]

LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE MUSIQUE	1
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE SPORT	2
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS D'ACTUALITÉS	3
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE RADIO PARLÉE ET DE DIVERTISSEMENT	4
L' ABSENCE DE PUBLICITÉ DANS LES STATIONS DE MUSIQUE	5
LE COÛT MENSUEL DE L'ABONNEMENT	6
LA COUVERTURE GÉOGRAPHIQUE DU SIGNAL RADIO	7
LA POSSIBILITÉ D'ENREGISTRER DES ÉMISSIONS	8
JE NE SAIS PAS	9

Q27 Lequel a été ou serait le second facteur en ordre d'importance dans votre décision de vous abonner à la radio satellite? [RANDOMISER ET SUPPRIMER EN FONCTION DE LA QUESTION PRÉCÉDENTE]

LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE MUSIQUE	1
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE SPORT	2
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS D'ACTUALITÉS	3
LA QUANTITÉ ET LE GENRE D'ÉMISSIONS DE RADIO PARLÉE ET DE DIVERTISSEMENT	4
L' ABSENCE DE PUBLICITÉ DANS LES STATIONS DE MUSIQUE	5
LE COÛT MENSUEL DE L'ABONNEMENT	6
LA COUVERTURE GÉOGRAPHIQUE DU SIGNAL RADIO	7
LA POSSIBILITÉ D'ENREGISTRER DES ÉMISSIONS	8
JE NE SAIS PAS	9

Ventilation de l'importance

Q28 **Veillez répartir un total de 100 points entre les divers genres d'émissions ci-dessous de manière à refléter l'importance de chaque genre dans votre décision de vous abonner à la radio satellite. Accordez plus de points aux genres d'émissions que vous trouvez plus importants et moins de points aux genres que vous trouvez moins importants. Faites en sorte que le total soit de 100.** [RANDOMISER]

	Importance, sur 100 points
comédie	_____
émissions pour enfants	_____
musique	_____
actualités	_____
sport	_____
radio parlée et divertissement	_____
	TOTAL DE 100

Q29 **Veillez maintenant répartir un total de 100 points entre les différentes caractéristiques ne concernant pas les émissions de manière à refléter l'importance de chacune dans votre décision de vous abonner à la radio satellite. Accordez plus de points aux caractéristiques que vous trouvez plus importantes et moins de points à celles que vous trouvez moins importantes. Faites en sorte que le total soit de 100.** [RANDOMISER]

	Importance, sur 100 points
L'absence de publicité dans les stations de musique	_____
La possibilité d'enregistrer des émissions	_____
La couverture géographique du signal de radio satellite	_____
Le coût mensuel de l'abonnement	_____
D'autres caractéristiques ne concernant pas les émissions (préciser _____)	_____
	TOTAL DE 100

Q30 **Veillez répartir un total de 100 points entre les divers genres d'émissions ci-dessous de manière à refléter le temps d'écoute que votre famille consacre à chacun. Accordez plus de points aux genres d'émissions que votre famille écoute le plus et moins de points aux genres que votre famille écoute le moins. Faites en sorte que le total soit de 100. [RANDOMISER]**

	Pourcentage du temps d'écoute, sur 100 points
comédie	_____
émissions pour enfants	_____
musique	_____
actualités	_____
sport	_____
radio parlée et divertissement	_____
	TOTAL DE 100

Effets de substitution

[LES 5 PAIRES DE QUESTIONS CI-DESSOUS SONT POSÉES DANS UN ORDRE ALÉATOIRE.]

Q31 **Depuis que vous êtes abonné(e) à la radio satellite, combien avez-vous dépensé pour des CD de musique préenregistrée au cours d'un mois normal?**

RIEN, 0 \$	1
_____ \$	2
JE NE SAIS PAS	9

[SI CE N'EST PAS JE NE SAIS PAS]

Q32 **Si vous ne vous étiez pas abonné(e) à la radio satellite, combien auriez-vous dépensé, croyez-vous, pour des CD de musique préenregistrée au cours d'un mois normal récent?**

RIEN, 0 \$	1
_____ \$	2
JE NE SAIS PAS	9

Q33 **Depuis que vous êtes abonné(e) à la radio satellite, combien avez-vous dépensé pour des téléchargements de musique payés au cours d'un mois normal?**

RIEN, 0 \$	1
_____ \$	2
JE NE SAIS PAS	9

[SI CE N'EST PAS JE NE SAIS PAS]

Q34 **Si vous ne vous étiez pas abonné(e) à la radio satellite, combien auriez-vous dépensé, croyez-vous, pour des téléchargements de musique payés au cours d'un mois normal récent?**

RIEN, 0 \$	1
_____ \$	2
JE NE SAIS PAS	9

Q35 **Depuis que vous êtes abonné(e) à la radio satellite, combien d'heures avez-vous passées à écouter des émissions de radio régulière au cours d'une journée normale?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

[SI CE N'EST PAS JE NE SAIS PAS]

Q36 **Si vous ne vous étiez pas abonné(e) à la radio satellite, combien d'heures auriez-vous passées, croyez-vous, à écouter des émissions de radio régulière au cours d'une journée normale récente?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

Q37 **Depuis que vous êtes abonné(e) à la radio satellite, combien d'heures avez-vous passées, croyez-vous, à regarder des émissions d'actualités à la télévision au cours d'une journée normale?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

[SI CE N'EST PAS JE NE SAIS PAS]

Q38 **Si vous ne vous étiez pas abonné(e) à la radio satellite, combien d'heures auriez-vous passées à regarder des émissions d'actualités à la télévision au cours d'une journée normale récente?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

Q39 **Depuis que vous êtes abonné(e) à la radio satellite, combien d'heures avez-vous passées à regarder des émissions de sport à la télévision au cours d'une semaine normale?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

[SI CE N'EST PAS JE NE SAIS PAS]

Q40 **Si vous ne vous étiez pas abonné(e) à la radio satellite, combien d'heures auriez-vous passées à regarder des émissions de sport à la télévision au cours d'une semaine normale récente?**

AUCUNE, 0 HEURE	1
_____ HEURES	2
JE NE SAIS PAS	9

Valeur de l'enregistrement

Q41 **Supposons un instant que votre récepteur de radio satellite ne pourrait pas enregistrer le contenu des stations satellites que vous captez. Seriez-vous prêt à payer plus cher pour un récepteur qui vous permettrait de...**

	Oui, je serais prêt à payer un peu plus	Non, je ne paierais pas plus cher	Je ne sais pas
revenir en arrière dans une émission que vous écoutez afin de réentendre les 30 dernières minutes	1	2	9
enregistrer une émission afin de l'écouter plus tard	1	2	9
extraire des chansons d'une émission que vous avez enregistrée afin de créer votre propre répertoire musical dont vous pourrez faire jouer des pièces n'importe quand	1	2	9

[SI C'EST OUI À LA PREMIÈRE OPTION]

Q42 **En supposant qu'un récepteur de radio satellite de base sans capacité d'enregistrement coûte 100 \$, combien seriez-vous prêt à payer de plus pour pouvoir revenir en arrière dans une émission que vous écoutez afin de réentendre les 30 dernières minutes?**

_____ \$ 1
 JE NE SAIS PAS 9

[SI C'EST OUI À LA DEUXIÈME OPTION]

Q43 **En supposant qu'un récepteur de radio satellite de base sans capacité d'enregistrement coûte 100 \$, combien seriez-vous prêt à payer de plus pour pouvoir enregistrer une émission afin de l'écouter plus tard?**

_____ \$ 1
 JE NE SAIS PAS 9

[SI C'EST OUI À LA TROISIÈME OPTION]

Q44 **En supposant qu'un récepteur de radio satellite de base sans capacité d'enregistrement coûte 100 \$, combien seriez-vous prêt à payer de plus pour pouvoir extraire des chansons d'une émission que vous avez enregistrée afin de créer votre propre répertoire musical dont vous pourrez faire jouer des pièces n'importe quand?**

_____ \$ 1
JE NE SAIS PAS 9

Caractère souhaitable de certaines possibilités

Q45 **J'aimerais maintenant savoir dans quelle mesure vous trouveriez souhaitable chacune des possibilités suivantes. Supposons dans chaque cas que toutes les autres caractéristiques du service de radio satellite demeurent inchangées. Veuillez attribuer à chacune une note de 0 à 10 où 0 signifie que vous trouvez cette possibilité extrêmement peu souhaitable et 10, que vous la trouvez extrêmement souhaitable. Vous pouvez répondre par n'importe quel chiffre entre 0 et 10. Donc, dans quelle mesure chaque possibilité suivante serait-elle souhaitable : [PRÉSENTER LES BLOCS DE 4 EN ORDRE ALÉATOIRE MAIS CONSERVER L'ORDRE À L'INTÉRIEUR DES BLOCS.]**

		Extrêmement peu souhaitable										Extrêmement souhaitable												
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	
Musique	Pas de station de musique	0	1	2	3	4	5	6	7	8	9	10												D
	Beaucoup moins de stations de musique et de variété musicale que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10												D
	Le même nombre de stations de musique et la même variété musicale que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10												D
	Beaucoup plus de stations de musique et de variété musicale que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10												D
Infor- mation	Pas de station d'actualités	0	1	2	3	4	5	6	7	8	9	10												D
	Beaucoup moins de stations d'actualités et de variété dans les actualités que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10												D
	Le même nombre de stations d'actualités et la même variété dans les actualités que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10												D

		Extrêmement peu souhaitable					Extrêmement souhaitable						
		0	1	2	3	4	5	6	7	8	9	10	D
Sport	Beaucoup plus de stations d'actualités et de variété dans les actualités que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
	Pas de station de sport	0	1	2	3	4	5	6	7	8	9	10	D
	Beaucoup moins de stations de sport et de variété dans les sports que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
	Le même nombre de stations de sport et la même variété dans les sports que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
Radio parlée	Beaucoup plus de stations de sport et de variété dans les sports que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
	Pas de station de radio parlée et de divertissement (par opposition à des stations d'actualités, de sport et de musique)	0	1	2	3	4	5	6	7	8	9	10	D
	Beaucoup moins de stations de radio parlée et de divertissement et moins de variété dans la radio parlée et le divertissement que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
	Le même nombre de stations de radio parlée et de divertissement et la même variété dans la radio parlée et le divertissement que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
Publicité	Beaucoup plus de stations de radio parlée et de divertissement et plus de variété dans la radio parlée et le divertissement que ce qui est actuellement offert	0	1	2	3	4	5	6	7	8	9	10	D
	Pas de publicité dans les stations de musique	0	1	2	3	4	5	6	7	8	9	10	D
	2 minutes de publicité à l'heure dans les stations de musique	0	1	2	3	4	5	6	7	8	9	10	D
	5 minutes de publicité à l'heure dans les stations de musique	0	1	2	3	4	5	6	7	8	9	10	D

		Extrêmement peu souhaitable					Extrêmement souhaitable						
		0	1	2	3	4	5	6	7	8	9	10	D
Enregis- trement	12 minutes de publicité à l'heure dans les stations de musique	0	1	2	3	4	5	6	7	8	9	10	D
	Pas de possibilité d'enregistrer les émissions	0	1	2	3	4	5	6	7	8	9	10	D
	Possibilité de revenir en arrière dans une émission que vous écoutez afin de réentendre les 30 dernières minutes	0	1	2	3	4	5	6	7	8	9	10	D
	Possibilité d'enregistrer une émission afin de l'écouter plus tard	0	1	2	3	4	5	6	7	8	9	10	D
Couver- ture	Possibilité d'extraire des chansons d'une émission que vous avez enregistrée afin de créer votre propre répertoire musical dont vous pourrez faire jouer des pièces n'importe quand	0	1	2	3	4	5	6	7	8	9	10	D
	Couverture géographique normale d'une station de radio FM	0	1	2	3	4	5	6	7	8	9	10	D
	Possibilité de capter le signal radio n'importe où au Canada	0	1	2	3	4	5	6	7	8	9	10	D
Prix	Coût mensuel de 10,99 \$	0	1	2	3	4	5	6	7	8	9	10	D
	Coût mensuel de 12,99 \$	0	1	2	3	4	5	6	7	8	9	10	D
	Coût mensuel de 14,99 \$	0	1	2	3	4	5	6	7	8	9	10	D
	Coût mensuel de 16,99 \$	0	1	2	3	4	5	6	7	8	9	10	D
	Coût mensuel de 18,99 \$	0	1	2	3	4	5	6	7	8	9	10	D

MERCI DE VOTRE PARTICIPATION.

APPENDIX B

Detailed tables

Did you initially make the decision to subscribe to satellite radio or did you receive the subscription as a gift or as a promotion?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q1																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
Decided to subscribe	65%	66%	65%	66%	64%	66%	100% +++	0% ---	73% +++	35% ---	65%	69%	66%	65%	65%	66%	66%	60% -	68% +	66%	65%
Received the subscription as a gift or as a promotion	34%	33%	35%	34%	36%	34%	0% ---	100% +++	27% ---	64% +++	35%	31%	34%	34%	35%	34%	34%	39% +	32% -	34%	35%
Don't Know / No response	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1% +	0% -	0%	0%
table chi ² :		-					***		(***)		-						(**)			-	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Do you currently pay something for the satellite radio subscription?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q2																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
Yes	80%	82%	80%	79%	76%	86%	89% +++	64% ---	100% +++	0% ---	81%	81%	79%	79%	82%	82%	79%	76% -	82% +	81%	80%
No	16%	16%	16%	16%	22%	13%	7% ---	33% +++	0% ---	84% +++	16%	15%	17%	19%	14%	13%	18%	20% +	14% -	16%	16%
No, purchased a life-time membership	3%	2%	4%	4%	2%	1%	3%	3%	0% ---	16% +++	3%	3%	4%	2%	4%	4%	3%	2%	3%	3%	3%
Don't Know / No response	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2% +	1%	1%	0%	0%	1%
table chi ² :		-					(***)		***		-		-					(-)		-	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3REC																					
survey responses:	654	101	250	168	72	63	654	0	581	68	544	93	67	161	157	131	128	188	466	202	452
Geographical coverage, sound quality	36%	41%	41%	27%	38%	30%	36%	0%	36%	32%	35%	40%	21%	34%	37%	47%	35%	32%	37%	37%	36%
Other	26%	29%	23%	32%	21%	24%	26%	0%	26%	29%	26%	27%	40%	28%	24%	22%	24%	31%	24%	23%	27%
Variety	20%	29%	22%	16%	14%	19%	20%	0%	20%	25%	21%	15%	16%	25%	18%	21%	16%	22%	19%	22%	19%
Music programming (no mention of commercial-free)	13%	17%	10%	11%	21%	22%	13%	0%	14%	10%	12%	20%	21%	12%	16%	7%	15%	14%	13%	13%	14%
Poor quality of commercial radio	14%	12%	19%	12%	8%	11%	14%	0%	15%	10%	15%	9%	15%	15%	15%	12%	13%	13%	15%	15%	14%
Other programming-related	8%	3%	6%	10%	15%	10%	8%	0%	8%	9%	7%	12%	9%	8%	5%	12%	6%	6%	8%	6%	8%
Commercial free (no mention of music)	6%	3%	5%	11%	10%	3%	6%	0%	6%	12%	7%	5%	9%	4%	6%	8%	8%	5%	7%	5%	7%
Talk/Entertainment programming	5%	2%	1%	8%	21%	5%	5%	0%	6%	3%	4%	15%	1%	4%	10%	5%	5%	2%	7%	7%	5%
Sports programming	5%	6%	4%	7%	1%	6%	5%	0%	4%	6%	5%	3%	1%	7%	6%	2%	5%	3%	5%	4%	5%
News programming	2%	2%	2%	1%	4%	0%	2%	0%	2%	1%	2%	2%	0%	2%	2%	2%	2%	1%	2%	2%	2%
Commercial-free music	1%	2%	0%	2%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	3%	1%	1%	1%	1%	1%
Comedy programming	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%
Everything	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
All music-related (with or without commercial-free)	15%	19%	10%	13%	21%	22%	15%	0%	15%	10%	14%	20%	21%	13%	16%	10%	16%	15%	14%	14%	15%
Don't Know No response	6%	3%	7%	7%	3%	8%	6%	0%	6%	6%	6%	3%	10%	6%	4%	3%	9%	7%	6%	6%	6%
table chi ² :		(***)					-		-		(***)		(*)					-		-	
confidence interval at 50%	3.83	9.75	6.20	7.56	11.55	12.35	3.83	*	4.07	11.88	4.20	10.16	11.97	7.72	7.82	8.56	8.66	7.15	4.54	6.90	4.61

What types of satellite radio programs or channels were most critical to your decision to subscribe to satellite radio?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q4REC																					
survey responses:	654	101	250	168	72	63	654	0	581	68	544	93	67	161	157	131	128	188	466	202	452
Geographical coverage, sound quality	2%	0%	3% ++	0%	1%	2%	2%	0%	1%	3%	2%	1%	1%	3%	2%	1%	0%	2%	1%	0%	2% +
Other	6%	8%	6%	4%	4%	3%	6%	0%	5%	7%	6%	2%	6%	9% +	3%	6%	4%	4%	6%	7%	5%
Variety	6%	7%	4%	5%	6%	8%	6%	0%	6%	4%	5%	5%	6%	6%	4%	7%	5%	5%	6%	11% +++	3% ---
Music programming (no mention of commercial-free)	65%	63%	63%	67%	67%	71%	65%	0%	66%	57%	64%	73%	64%	58% -	66%	71%	69%	66%	65%	63%	66%
Poor quality of commercial radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other programming-related	5%	4%	5%	4%	10%	5%	5%	0%	5%	4%	5%	9%	3%	6%	5%	5%	7%	6%	5%	5%	5%
Commercial free (no mention of music)	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2% +	0% -
Talk/Entertainment programming	17%	12%	17%	15%	26% +	16%	17%	0%	17%	18%	17%	18%	15%	21%	20%	14%	10% -	13%	18%	19%	15%
Sports programming	18%	22%	18%	20%	4% --	21%	18%	0%	18%	19%	20% ++	9% --	13%	19%	20%	19%	16%	12% --	21% ++	18%	18%
News programming	7%	9%	6%	11%	7%	3%	7%	0%	7%	7%	8%	5%	0% -	2% --	8%	11% +	12% +	6%	8%	6%	8%
Commercial-free music	1%	2%	1%	0%	0%	2%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%
Comedy programming	13%	15%	15%	15%	3% --	5% -	13%	0%	13%	13%	14% +	4% -	18%	12%	11%	15%	9%	12%	13%	13%	12%
Everything	3%	5%	4%	1%	3%	5%	3%	0%	3%	6%	3%	4%	3%	4%	3%	4%	2%	4%	3%	4%	3%
All music-related (with or without commercial-free)	66%	65%	64%	67%	67%	73%	66%	0%	67%	57%	65%	73%	66%	60% -	67%	71%	69%	66%	66%	63%	67%
Don't Know No response	9%	11%	9%	10%	7%	11%	9%	0%	9% -	16% +	10%	4%	13%	10%	7%	5%	13%	13% +	8% -	8%	10%
table chi ² :		-					-		-		(*)		-					-		(**)	
confidence interval at 50%	3.83	9.75	6.20	7.56	11.55	12.35	3.83	*	4.07	11.88	4.20	10.16	11.97	7.72	7.82	8.56	8.66	7.15	4.54	6.90	4.61

Reflecting on your experience with satellite radio, what types of satellite radio programs or channels are most critical to your decision to continue to subscribe?

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire		
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No	
Q5REC																						
survey responses:	801	125	305	203	85	83	581	219	801	0	674	109	80	194	197	162	154	240	561	249	552	
Geographical coverage, sound quality	1%	1%	0%	1%	1%	2%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Other	1%	1%	1%	2%	2%	0%	2%	1%	1%	0%	1%	1%	1%	2%	1%	2%	0%	0%	2%	1%	2%	
Variety	4%	7%	4%	3%	1%	7%	3%	6%	4%	0%	4%	5%	6%	5%	3%	5%	3%	5%	4%	7%	3%	
Music programming (no mention of commercial-free)	66%	66%	67%	67%	60%	66%	62%	78%	66%	0%	67%	59%	71%	63%	66%	67%	68%	65%	67%	67%	66%	
Poor quality of commercial radio	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other programming-related	4%	2%	5%	4%	6%	5%	4%	5%	4%	0%	4%	7%	3%	4%	5%	6%	4%	6%	4%	4%	5%	
Commercial free (no mention of music)	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	
Talk/Entertainment programming	16%	9%	18%	18%	16%	13%	16%	15%	16%	0%	17%	11%	19%	19%	14%	16%	12%	12%	17%	18%	15%	
Sports programming	16%	18%	16%	19%	5%	16%	16%	15%	16%	0%	18%	6%	9%	19%	18%	16%	14%	8%	19%	19%	14%	
News programming	7%	9%	7%	6%	7%	2%	6%	7%	7%	0%	7%	6%	0%	3%	10%	7%	10%	7%	6%	6%	7%	
Commercial-free music	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	
Comedy programming	15%	14%	18%	16%	2%	16%	15%	16%	15%	0%	16%	3%	13%	19%	14%	17%	11%	15%	15%	15%	15%	
Everything	2%	2%	1%	3%	1%	4%	2%	3%	2%	0%	2%	3%	3%	2%	2%	3%	1%	2%	2%	1%	2%	
All music-related (with or without commercial-free)	67%	66%	68%	68%	60%	66%	62%	78%	67%	0%	67%	59%	71%	64%	66%	67%	68%	65%	67%	68%	66%	
Don't Know No response	19%	22%	19%	15%	25%	20%	22%	13%	19%	0%	18%	28%	11%	21%	17%	18%	24%	24%	17%	18%	20%	
table chi ² :		(-)					(**)	(**)	-		(**)	(**)	-					(**)	(**)	-		
confidence interval at 50%	3.46	8.77	5.61	6.88	10.63	10.76	4.07	6.62	3.46	*	3.77	9.39	10.96	7.04	6.98	7.70	7.90	6.33	4.14	6.21	4.17	

Reflecting on your experience with satellite radio, if satellite radio was not available to you, what if anything would you miss about it?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q6REC																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
Geographical coverage, sound quality	18%	17%	20%	18%	15%	17%	19%	17%	19%	15%	19%	19%	16%	16%	19%	22%	19%	17%	19%	20%	18%
Other	16%	22% +	13%	16%	19%	11%	14% -	19% +	15%	19%	15%	18%	13%	16%	13%	18%	17%	16%	15%	11% --	18% ++
Variety	26%	24%	30% +	22%	17% -	32%	24%	29%	25%	29%	27% ++	15% --	38% ++	33% +++	23%	18% --	20%	28%	24%	27%	25%
Music programming (no mention of commercial-free)	23%	19%	22%	20%	29%	36% ++	23%	23%	24%	21%	22% --	32% ++	17%	23%	23%	23%	29% +	25%	22%	23%	24%
Poor quality of commercial radio	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Other programming-related	8%	8%	10%	7%	7%	8%	7%	10%	8%	8%	8%	10%	5%	7%	8%	13% +	8%	8%	8%	8%	8%
Commercial free (no mention of music)	13%	7% -	10%	21% +++	10%	10%	12%	14%	12%	13%	13%	12%	15%	12%	15%	12%	10%	11%	13%	14%	12%
Talk/Entertainment programming	5%	1% --	4%	7%	10% +	5%	6%	4%	5%	4%	5%	4%	3%	6%	6%	5%	4%	4%	6%	5%	5%
Sports programming	4%	4%	4%	6%	3%	3%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	5%	1% --	6% ++	4%	5%
News programming	2%	1%	2%	2%	4%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	3%	4% +	1%	3%	3%	2%
Commercial-free music	4%	3%	5%	5%	4%	2%	4%	5%	4%	5%	5%	3%	5%	6%	4%	4%	3%	3%	5%	7% +	3% -
Comedy programming	3%	4%	3%	4%	2%	1%	3%	4%	3%	5%	3%	1%	2%	3%	3%	2%	6% +	2%	4%	2%	4%
Everything	7%	10%	8%	5%	5%	6%	8%	5%	7%	7%	7%	5%	6%	5%	9%	9%	5%	5%	8%	9%	6%
All music-related (with or without commercial-free)	27%	22%	27%	25%	32%	39% ++	27%	28%	28%	24%	26%	34%	22%	28%	27%	26%	32%	28%	27%	28%	27%
Don't Know No response	8%	7%	9%	8%	12%	7%	8%	9%	7% --	14% ++	8%	10%	10%	9%	5%	6%	12% +	9%	8%	9%	8%
table chi ² :		(***)					-		(-)		-		(-)					(*)		-	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Do you expect that you will subscribe to satellite radio at the price of \$14.99 a month once your free subscription period is over?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q7																					
survey responses:	163	24	62	40	25	12	47	115	0	163	135	20	17	47	33	26	35	64	99	49	114
Yes, I will / likely	56%	58%	53%	60%	44%	75%	66%	51%	0%	56%	58%	45%	53%	51%	61%	65%	54%	50%	60%	69%	50%
No, I won't / unlikely	16%	8%	16%	10%	28%	25%	11%	18%	0%	16%	15%	30%	6%	15%	18%	12%	23%	16%	16%	8%	19%
Don't Know / No response	28%	33%	31%	30%	28%	0%	23%	30%	0%	28%	27%	25%	41%	34%	21%	23%	23%	34%	24%	22%	31%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	7.68	20.00	12.45	15.49	19.60	28.29	14.29	9.14	* 7.68		8.43	21.91	23.77	14.29	17.06	19.22	16.56	12.25	9.85	14.00	9.18

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8A ...in the absence of music programming																					
survey responses:	922	142	352	237	98	93	633	287	801	121	777	122	93	223	226	186	178	279	643	291	631
Yes	13%	11%	12%	16%	15%	6%	13%	12%	13%	11%	13%	10%	15%	10%	15%	15%	11%	8%	15%	15%	12%
				+														--	++		
No	86%	88%	88%	82%	82%	92%	86%	87%	86%	88%	86%	89%	84%	88%	84%	85%	87%	91%	84%	85%	87%
				-														++	--		
Don't Know / No response	1%	1%	0%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	2%
				-	+															-	+
table chi ² :		(*)					-	-	-	-	-	-	-	-	-	-	-	(**)	(*)	-	+
confidence interval at 50%	3.23	8.22	5.22	6.37	9.90	10.16	3.90	5.78	3.46	8.91	3.52	8.87	10.16	6.56	6.52	7.19	7.35	5.87	3.86	5.74	3.90

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8B ...in the absence of news programming																					
survey responses:	922	142	352	237	98	93	633	287	801	121	777	122	93	223	226	186	178	279	643	291	631
Yes	75%	78%	74%	70%	72%	83%	75%	74%	74%	78%	74%	77%	83%	78%	74%	74%	68%	76%	74%	78%	73%
No	24%	22%	25%	28%	26%	16%	24%	26%	25%	20%	25%	21%	17%	21%	25%	25%	30%	23%	25%	21%	26%
Don't Know / No response	1%	0%	1%	1%	2%	1%	1%	0%	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	1%	0%	1%
table chi ² :		-					-		(-)		-		-					-		-	
confidence interval at 50%	3.23	8.22	5.22	6.37	9.90	10.16	3.90	5.78	3.46	8.91	3.52	8.87	10.16	6.56	6.52	7.19	7.35	5.87	3.86	5.74	3.90

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8C ...in the absence of sports programming																					
survey responses:	922	142	352	237	98	93	633	287	801	121	777	122	93	223	226	186	178	279	643	291	631
Yes	70%	73%	69%	68%	69%	80%	69%	73%	70%	73%	69%	77%	65%	74%	69%	69%	74%	76%	68%	75%	68%
No	28%	25%	30%	30%	29%	18%	29%	25%	28%	24%	29%	21%	35%	25%	29%	29%	24%	23%	30%	24%	30%
Don't Know / No response	2%	1%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%	0%	2%	1%	2%	2%	1%	2%	1%	2%
table chi ² :		-					-		-		-		-					(-)		-	
confidence interval at 50%	3.23	8.22	5.22	6.37	9.90	10.16	3.90	5.78	3.46	8.91	3.52	8.87	10.16	6.56	6.52	7.19	7.35	5.87	3.86	5.74	3.90

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8D ...in the absence of talk and entertainment programming																					
survey responses:	922	142	352	237	98	93	633	287	801	121	777	122	93	223	226	186	178	279	643	291	631
Yes	64%	72% +	64%	57% -	62%	72%	63%	67%	64%	67%	62% -	74% +	71%	60%	64%	60%	72% +	68%	63%	68%	63%
No	34%	25% -	35%	40% +	37%	23% -	35%	32%	34%	30%	36% +	25% -	28%	38%	34%	39%	24% --	29%	36%	31%	35%
Don't Know / No response	2%	3%	1% -	3%	1%	5% +	2%	2%	2%	3%	2%	2%	1%	2%	2%	1%	4%	3%	2%	1%	3%
table chi ² :		(**)					-		-		(*)		(*)					-		-	
confidence interval at 50%	3.23	8.22	5.22	6.37	9.90	10.16	3.90	5.78	3.46	8.91	3.52	8.87	10.16	6.56	6.52	7.19	7.35	5.87	3.86	5.74	3.90

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8E ...in the absence of music and news programming																					
survey responses:	333	52	113	102	46	20	201	130	268	64	272	49	35	81	70	67	75	96	237	90	243
Yes	15%	17%	16%	14%	11%	15%	16%	12%	15%	14%	16%	10%	11%	10%	19%	16%	16%	11%	16%	20%	13%
No	84%	83%	84%	82%	87%	85%	82%	87%	84%	81%	83%	88%	89%	89%	80%	84%	80%	86%	83%	80%	85%
Don't Know / No response	2%	0%	0%	4%	2%	0%	1%	2%	1%	5%	1%	2%	0%	1%	1%	0%	4%	2%	1%	0%	2%
table chi ² :		-			+		-		-	+	-		-				+	-		-	
confidence interval at 50%	5.37	13.59	9.22	9.70	14.45	21.91	6.91	8.60	5.99	12.25	5.94	14.00	16.56	10.89	11.71	11.97	11.32	10.00	6.37	10.33	6.29

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
		Q8F ...in the absence of music and sports programming																			
survey responses:	281	46	105	77	27	26	201	80	231	47	244	34	30	68	66	61	53	88	193	87	194
Yes	10%	13%	9%	12%	19%	0%	12%	6%	10%	13%	10%	15%	13%	12%	14%	8%	6%	15%	8%	5%	13%
No	89%	85%	90%	88%	81%	100%	87%	94%	89%	87%	89%	85%	83%	87%	86%	92%	94%	84%	91%	95%	86%
Don't Know / No response	1%	2%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	3%	1%	0%	0%	0%	1%	1%	0%	1%
table chi ² :		-					-		-		-		-					-		(-)	
confidence interval at 50%	5.85	14.45	9.56	11.17	18.86	19.22	6.91	10.96	6.45	14.29	6.27	16.81	17.89	11.88	12.06	12.55	13.46	10.45	7.05	10.51	7.04

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8G ...in the absence of music and talk programming																					
survey responses:	302	41	120	75	29	37	198	103	241	58	258	36	30	77	65	69	57	98	204	81	221
Yes	10%	7%	14%	5%	17%	5%	10%	11%	10%	10%	10%	11%	13%	10%	14%	10%	5%	10%	10%	9%	11%
No	89%	93%	85%	92%	83%	95%	89%	87%	89%	86%	88%	89%	83%	90%	86%	88%	93%	90%	88%	91%	88%
Don't Know / No response	1%	0%	1%	3%	0%	0%	1%	2%	0%	3%	1%	0%	3%	0%	0%	1%	2%	0%	1%	0%	1%
table chi ² :		-					-		-	+	-		-					-		-	
confidence interval at 50%	5.64	15.30	8.95	11.32	18.20	16.11	6.96	9.66	6.31	12.87	6.10	16.33	17.89	11.17	12.16	11.80	12.98	9.90	6.86	10.89	6.59

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8H ...in the absence of news and sports programming																					
survey responses:	309	48	121	67	42	31	197	112	248	60	251	49	34	79	71	59	57	90	219	95	214
Yes	61%	60%	60%	57%	71%	65%	60%	64%	60%	67%	60%	69%	59%	68%	58%	68%	49%	73%	57%	62%	61%
No	35%	33%	37%	40%	26%	29%	37%	31%	37%	28%	36%	29%	35%	27%	42%	29%	46%	24%	39%	34%	36%
Don't Know / No response	4%	6%	2%	3%	2%	6%	3%	4%	3%	5%	4%	2%	6%	5%	0%	3%	5%	2%	4%	4%	3%
table chi ² :		-					-		-		-		-					(*)		-	
confidence interval at 50%	5.57	14.14	8.91	11.97	15.12	17.60	6.98	9.26	6.22	12.65	6.19	14.00	16.81	11.03	11.63	12.76	12.98	10.33	6.62	10.05	6.70

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
		Q8I ...in the absence of news and talk programming																			
survey responses:	291	45	105	77	32	32	193	98	237	53	248	39	27	81	75	59	42	93	198	93	198
Yes	65%	64%	71%	62%	50%	66%	64%	67%	62%	77%	66%	62%	67%	69%	67%	64%	55%	65%	65%	60%	67%
No	35%	36%	29%	36%	50%	34%	36%	33%	37%	23%	33%	38%	33%	31%	33%	36%	43%	35%	34%	40%	32%
Don't Know / No response	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	1%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.74	14.61	9.56	11.17	17.32	17.32	7.05	9.90	6.37	13.46	6.22	15.69	18.86	10.89	11.32	12.76	15.12	10.16	6.96	10.16	6.96

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8J ...in the absence of sports and talk programming																					
survey responses:	308	52	122	67	31	36	198	110	239	68	258	42	25	77	84	54	65	105	203	93	215
Yes	62%	73%	65%	54%	52%	58%	60%	65%	59%	71%	62%	62%	56%	65%	56%	61%	66%	71%	57%	68%	59%
No	37%	27%	34%	46%	45%	39%	39%	35%	40%	29%	38%	36%	44%	34%	42%	39%	34%	27%	43%	31%	40%
Don't Know / No response	1%	0%	1%	0%	3%	3%	2%	0%	1%	0%	1%	2%	0%	1%	2%	0%	0%	2%	0%	1%	1%
table chi ² :		-					-		-		-		-					(*)		-	
confidence interval at 50%	5.58	13.59	8.87	11.97	17.60	16.33	6.96	9.34	6.34	11.88	6.10	15.12	19.60	11.17	10.69	13.34	12.16	9.56	6.88	10.16	6.68

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8K ...in the absence of music, news and sports programming, that is with only talk and entertainment																					
survey responses:	297	46	120	76	36	19	209	87	237	57	247	37	32	67	81	57	50	92	205	97	200
Yes	17%	4%	21%	21%	14%	11%	16%	20%	18%	14%	18%	8%	9%	19%	25%	14%	12%	17%	17%	12%	19%
No	81%	96%	78%	75%	86%	89%	82%	80%	81%	84%	80%	92%	91%	81%	74%	84%	84%	82%	81%	88%	79%
Don't Know / No response	2%	0%	2%	4%	0%	0%	2%	0%	2%	2%	2%	0%	0%	0%	1%	2%	4%	1%	2%	0%	3%
table chi ² :		-					-		-		-		-					-		(-)	
confidence interval at 50%	5.69	14.45	8.95	11.24	16.33	22.48	6.78	10.51	6.37	12.98	6.24	16.11	17.32	11.97	10.89	12.98	13.86	10.22	6.84	9.95	6.93

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8L ...in the absence of music, news and talk programming, that is with only sports																					
survey responses:	296	41	121	71	28	35	188	108	237	57	251	35	34	57	72	56	72	102	194	96	200
Yes	11%	10%	17%	7%	4%	6%	11%	11%	11%	12%	11%	6%	24%	16%	13%	5%	6%	12%	11%	10%	12%
			++										+								
No	88%	90%	83%	90%	96%	94%	88%	88%	89%	84%	88%	94%	76%	84%	88%	95%	92%	87%	89%	90%	88%
			-										-								
Don't Know / No response	1%	0%	0%	3%	0%	0%	1%	1%	0%	4%	1%	0%	0%	0%	0%	0%	3%	1%	1%	0%	1%
				+					--	++							+				
table chi ² :		(-)					-		(*)		-		(*)					-		-	
confidence interval at 50%	5.70	15.30	8.91	11.63	18.52	16.56	7.15	9.43	6.37	12.98	6.19	16.56	16.81	12.98	11.55	13.10	11.55	9.70	7.04	10.00	6.93

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8M ...in the absence of music, sports and talk programming, that is with only news																					
survey responses:	301	42	114	79	40	26	195	105	234	65	240	47	32	75	71	57	61	88	213	109	192
Yes	10%	7%	12%	11%	13%	0%	11%	9%	10%	12%	9%	13%	13%	7%	17%	11%	7%	14%	9%	8%	11%
No	89%	93%	88%	87%	85%	96%	88%	90%	89%	86%	90%	85%	88%	92%	82%	89%	92%	85%	90%	92%	87%
Don't Know / No response	1%	0%	0%	1%	3%	4%	1%	2%	1%	2%	1%	2%	0%	1%	-	0%	2%	1%	1%	0%	2%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.65	15.12	9.18	11.03	15.49	19.22	7.02	9.56	6.41	12.16	6.33	14.29	17.32	11.32	11.63	12.98	12.55	10.45	6.71	9.39	7.07

As you may know, the regular subscription price per month for satellite radio is \$14.99. Assuming that all other programming and non-programming features of the service remained the same, would you have subscribed to satellite radio...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q8N ...in the absence of news, sports and talk programming, that is with only music																					
survey responses:	282	46	108	77	25	26	182	99	231	50	242	34	24	76	65	55	53	90	192	77	205
Yes	63%	63%	62%	61%	52%	81%	64%	61%	64%	58%	61%	68%	67%	51%	62%	73%	70%	69%	60%	65%	62%
No	34%	35%	35%	35%	48%	12%	35%	32%	35%	32%	35%	32%	33%	42%	34%	27%	28%	29%	36%	34%	34%
Don't Know / No response	3%	2%	3%	4%	0%	8%	1%	7%	2%	10%	4%	0%	0%	7%	5%	0%	2%	2%	4%	1%	4%
table chi ² :		-					--	++	--	++											
confidence interval at 50%	5.84	14.45	9.43	11.17	19.60	19.22	7.26	9.85	6.45	13.86	6.30	16.81	20.00	11.24	12.16	13.21	13.46	10.33	7.07	11.17	6.84

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9A																					
...in the absence of music programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
									--	++											
Less, How much per month?	13%	14%	12%	12%	16%	15%	16%	6%	13%	12%	13%	14%	25%	17%	14%	8%	7%	7%	15%	12%	13%
							+++	---					+++			-	--	--	++		
Same amount	11%	10%	10%	12%	11%	8%	10%	13%	10%	13%	11%	9%	7%	9%	11%	11%	13%	11%	10%	10%	11%
Would cancel	75%	74%	78%	72%	72%	76%	73%	79%	75%	74%	74%	75%	67%	73%	73%	80%	76%	79%	73%	77%	74%
							-	+								+	+	-			
Don't know	2%	2%	1%	4%	1%	1%	2%	1%	2%	0%	2%	1%	1%	0%	2%	1%	4%	2%	2%	1%	2%
				-	+												++				
table chi ² :		-					(**)		(*)				(**)				(*)				
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed... (This field results from a calculation based on a question on effect and the value of the effect.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9A2 ...in the absence of music programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less	13%	14%	12%	12%	16%	15%	16%	6%	13%	12%	13%	14%	25%	17%	14%	8%	7%	7%	15%	12%	13%
Same amount (assumed \$0 difference)	11%	10%	10%	12%	11%	8%	10%	13%	10%	13%	11%	9%	7%	9%	11%	11%	13%	11%	10%	10%	11%
Would cancel (assumed -\$14.99 difference)	75%	74%	78%	72%	72%	76%	73%	79%	75%	74%	74%	75%	67%	73%	73%	80%	76%	79%	73%	77%	74%
Don't know	2%	2%	1%	4%	1%	1%	2%	1%	2%	0%	2%	1%	1%	0%	2%	1%	4%	2%	2%	1%	2%
table chi ² :		-	-	+			(**)		(*)		-		(**)					(*)		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	877	136	336	219	95	91	601	274	786	91	738	117	88	217	213	178	166	267	610	281	596
mean:	-12.2	-12.1	-12.4	-11.8	-12.0	-12.4	-12.0	-12.4	-12.2	-11.7	-12.1	-12.4	-11.7	-12.0	-12.0	-12.6	-12.3	-12.5	-12.0	-12.4	-12.1
standard deviation:	5.39	5.44	5.21	5.80	5.33	5.06	5.40	5.40	5.34	5.82	5.46	5.02	5.33	5.44	5.50	5.17	5.51	5.32	5.42	5.25	5.46
standard error:	0.182	0.466	0.284	0.392	0.546	0.531	0.220	0.326	0.191	0.610	0.201	0.464	0.568	0.369	0.377	0.387	0.427	0.326	0.220	0.313	0.224
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9B																					
...in the absence of news programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less, How much per month?	21%	27%	21%	20%	18%	21%	21%	22%	22%	15%	21%	19%	19%	25%	22%	23%	14%	21%	21%	22%	21%
Same amount	64%	59%	65%	62%	67%	68%	64%	63%	63%	74%	64%	64%	71%	66%	62%	59%	67%	63%	64%	66%	63%
Would cancel	13%	11%	13%	14%	15%	8%	13%	12%	13%	11%	12%	14%	10%	9%	13%	16%	14%	13%	13%	12%	13%
Don't know	2%	3%	1%	4%	1%	3%	2%	3%	2%	0%	2%	2%	0%	0%	3%	2%	5%	4%	2%	0%	3%
table chi ² :		-					-		-		-		(*)	-			++	-		(-)	++
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

**Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...
 (This field results from a calculation based on a question on effect and the value of the effect.)**

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9B2																					
...in the absence of news programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less	21%	27%	21%	20%	18%	21%	21%	22%	22%	15%	21%	19%	19%	25%	22%	23%	14%	21%	21%	22%	21%
Same amount (assumed \$0 difference)	64%	59%	65%	62%	67%	68%	64%	63%	63%	74%	64%	64%	71%	66%	62%	59%	67%	63%	64%	66%	63%
Would cancel (assumed -\$14.99 difference)	13%	11%	13%	14%	15%	8%	13%	12%	13%	11%	12%	14%	10%	9%	13%	16%	14%	13%	13%	12%	13%
Don't know	2%	3%	1%	4%	1%	3%	2%	3%	2%	0%	2%	2%	0%	0%	3%	2%	5%	4%	2%	0%	3%
table chi ² :		-					-		-		-		(*)					-		(-)	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	872	135	334	219	95	89	600	270	781	91	734	116	89	218	211	175	164	262	610	282	590
mean:	-2.92	-2.60	-2.93	-3.23	-3.13	-2.37	-2.95	-2.82	-3.00	-2.26	-2.88	-3.01	-2.72	-2.38	-2.92	-3.49	-2.86	-2.88	-2.94	-2.89	-2.93
standard deviation:	5.23	4.83	5.25	5.55	5.54	4.60	5.29	5.06	5.27	4.82	5.18	5.45	5.09	4.57	5.27	5.57	5.46	5.22	5.24	5.18	5.26
standard error:	0.177	0.415	0.287	0.375	0.568	0.488	0.216	0.308	0.189	0.506	0.191	0.506	0.540	0.309	0.363	0.421	0.426	0.322	0.212	0.309	0.216
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fisher's F test:		-					-		-		-		-					-		-	

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9C ..in the absence of sports programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	1%	1%	1%
Less, How much per month?	26%	28%	28%	28%	18%	26%	25%	29%	26%	29%	27%	24%	35%	33%	27%	23%	17%	22%	29%	27%	26%
Same amount	57%	55%	52%	56%	74%	60%	57%	55%	56%	60%	54%	70%	55%	50%	54%	56%	69%	61%	54%	58%	56%
Would cancel	15%	16%	19%	13%	7%	10%	16%	12%	15%	9%	16%	5%	9%	17%	15%	18%	10%	13%	15%	13%	15%
Don't know	2%	1%	1%	3%	1%	3%	1%	3%	2%	1%	2%	1%	1%	0%	2%	2%	2%	3%	1%	1%	2%
table chi ² :		(-)					-		-		(**)		(**)					(*)		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed... (This field results from a calculation based on a question on effect and the value of the effect.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9C2 ..in the absence of sports programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	1%	1%	1%
Less	26%	28%	28%	28%	18%	26%	25%	29%	26%	29%	27%	24%	35%	33%	27%	23%	17%	22%	29%	27%	26%
Same amount (assumed \$0 difference)	57%	55%	52%	56%	74%	60%	57%	55%	56%	60%	54%	70%	55%	50%	54%	56%	69%	61%	54%	58%	56%
Would cancel (assumed -\$14.99 difference)	15%	16%	19%	13%	7%	10%	16%	12%	15%	9%	16%	5%	9%	17%	15%	18%	10%	13%	15%	13%	15%
Don't know	2%	1%	1%	3%	1%	3%	1%	3%	2%	1%	2%	1%	1%	0%	2%	2%	2%	3%	1%	1%	2%
table chi ² :		(-)					-		-		(**)		(**)					(*)		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	877	138	334	221	95	89	604	271	787	90	738	117	88	217	212	176	169	264	613	281	596
mean:	-3.45	-3.34	-4.07	-3.41	-1.93	-3.03	-3.53	-3.26	-3.55	-2.60	-3.73	-1.85	-3.21	-4.19	-3.38	-4.00	-2.07	-2.84	-3.72	-3.22	-3.56
standard deviation:	5.54	5.94	5.87	5.31	4.29	5.03	5.54	5.49	5.60	4.90	5.71	3.99	4.85	5.67	5.52	5.85	5.08	5.23	5.64	5.29	5.65
standard error:	0.187	0.506	0.321	0.357	0.440	0.533	0.226	0.334	0.200	0.516	0.210	0.369	0.518	0.385	0.379	0.441	0.391	0.322	0.228	0.315	0.231
Student's t test:		-	*	-	***	-	-	-	-	-	***	***	-	*	-	-	***	*	*	-	-
Fisher's F test:		*					-	-	-	-	***		**				*		-	-	

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9D ...in the absence of talk and entertainment programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	2%	0%	0%	0%	2%	0%	1%	0%	1%
Less, How much per month?	27%	29%	30%	26%	22%	27%	28%	25%	28%	23%	28%	25%	36%	28%	29%	32%	17%	25%	29%	29%	27%
Same amount	50%	54%	50%	46%	50%	55%	48%	55%	49%	57%	50%	53%	47%	50%	46%	44%	65%	56%	48%	53%	49%
Would cancel	19%	13%	18%	24%	25%	15%	20%	17%	20%	16%	19%	20%	13%	22%	20%	22%	14%	16%	21%	17%	20%
Don't know	2%	4%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	4%	2%	3%	3%	2%	1%	3%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed... (This field results from a calculation based on a question on effect and the value of the effect.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9D2 ...in the absence of talk and entertainment programming																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	2%	0%	0%	0%	2%	0%	1%	0%	1%
Less	27%	29%	30%	26%	22%	27%	28%	25%	28%	23%	28%	25%	36%	28%	29%	32%	17%	25%	29%	29%	27%
Same amount (assumed \$0 difference)	50%	54%	50%	46%	50%	55%	48%	55%	49%	57%	50%	53%	47%	50%	46%	44%	65% +++	56% +	48% -	53%	49%
Would cancel (assumed -\$14.99 difference)	19%	13%	18%	24%	25%	15%	20%	17%	20%	16%	19%	20%	13%	22%	20%	22%	14%	16%	21%	17%	20%
Don't know	2%	4%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	4%	2%	3%	3%	2%	1%	3%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	871	134	332	220	95	90	597	272	782	89	732	117	88	215	209	176	168	265	606	280	591
mean:	-4.23	-3.14	-4.33	-4.76	-4.48	-3.91	-4.44	-3.71	-4.29	-3.72	-4.27	-3.96	-3.34	-4.74	-4.48	-4.96	-2.78	-3.67	-4.47	-3.87	-4.40
standard deviation:	6.11	5.70	5.98	6.30	6.90	5.75	6.12	6.07	6.15	5.79	6.06	6.47	6.28	6.15	6.04	6.06	5.78	5.65	6.29	5.88	6.22
standard error:	0.207	0.492	0.328	0.425	0.708	0.606	0.250	0.368	0.220	0.614	0.224	0.598	0.670	0.419	0.418	0.457	0.446	0.347	0.256	0.352	0.256
Student's t test:		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	***	-	-	-	-
Fisher's F test:		-					-		-		-		**					-		-	

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9E																					
...in the absence of the ability to record programming content																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	2% +	0%	0%	1%	1%	1%	0%	0%	1%
Less, How much per month?	9%	9%	10%	10%	4%	4%	9%	8%	9%	5%	9%	6%	18% ++	10%	8%	7%	5%	8%	9%	8%	9%
Same amount	64%	68%	66%	59%	67%	62%	65%	62%	64%	63%	64%	68%	56%	69%	62%	62%	68%	68%	62%	62%	65%
Would cancel	7%	6%	8%	7%	3%	11%	7%	6%	7%	8%	8% +	3% -	6%	6%	8%	10%	5%	6%	8%	6%	8%
Don't know	19%	18%	15%	22%	26%	23%	17%	23%	19%	24%	18%	24%	18%	15%	22%	20%	21%	17%	20%	24%	17%
table chi ² :		-	-	-	-	-	-	+	-	-	(-)	-	(*)	-	-	-	-	-	-	-	-
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed... (This field results from a calculation based on a question on effect and the value of the effect.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9E2 ...in the absence of the ability to record programming content																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	2% +	0%	0%	1%	1%	1%	0%	0%	1%
Less	9%	9%	10%	10%	4%	4%	9%	8%	9%	5%	9%	6%	18% ++	10%	8%	7%	5%	8%	9%	8%	9%
Same amount (assumed \$0 difference)	64%	68%	66%	59%	67%	62%	65%	62%	64%	63%	64%	68%	56%	69%	62%	62%	68%	68%	62%	62%	65%
Would cancel (assumed -\$14.99 difference)	7%	6%	8%	7%	3%	11%	7%	6%	7%	8%	8% +	3% -	6%	6%	8%	10%	5%	6%	8%	6%	8%
Don't know	19%	18%	15%	22%	26%	23%	17%	23%	19%	24%	18%	24%	18%	15%	22%	20%	21%	17%	20%	24%	17%
table chi ² :		-	-				-	+	-		(-)		(*)					-		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	719	114	286	177	71	71	505	213	650	69	614	90	73	185	170	143	136	225	494	216	503
mean:	-1.81	-1.41	-1.93	-2.08	-0.86	-2.27	-1.77	-1.83	-1.80	-1.90	-2.00	-0.73	-2.33	-1.48	-1.76	-2.40	-1.23	-1.55	-1.93	-1.65	-1.88
standard deviation:	4.59	3.98	4.78	4.77	3.25	5.26	4.59	4.51	4.57	4.78	4.80	2.94	4.73	3.99	4.92	5.12	3.98	4.23	4.74	4.30	4.71
standard error:	0.171	0.373	0.283	0.359	0.386	0.624	0.204	0.309	0.179	0.575	0.194	0.310	0.553	0.293	0.377	0.428	0.341	0.282	0.213	0.292	0.210
Student's t test:		-	-	-	*	-	-	-	-	-	***	***	-	-	-	-	-	-	-	-	-
Fisher's F test:		-					-		-		*		-					-		-	

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9F ...in the absence of the ability to get the radio signal anywhere in Canada																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More, How much per month?	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	3% +	0%	1%	0%	2%	1%	1%	1%	1%
Less, How much per month?	12%	11%	13%	11%	10%	16%	12%	12%	13%	10%	12%	14%	25% +++	14%	12%	11%	6% --	9%	14%	11%	13%
Same amount	22%	23%	20%	20%	29%	24%	21%	23%	21%	25%	21%	27%	20%	21%	23%	20%	27%	24%	21%	25%	21%
Would cancel	61%	58%	62%	63%	58%	57%	61%	59%	61%	60%	61%	57%	49% -	61%	60%	66%	59%	60%	61%	60%	61%
Don't know	4%	6%	5%	4%	2%	2%	4%	5%	4%	3%	5%	3%	2%	4%	4%	4%	6%	5%	4%	4%	5%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

Assuming that all other programming and non-programming features of the service remained the same, would you be willing to pay more, less or the same amount for satellite radio or would you have subscribed... (This field results from a calculation based on a question on effect and the value of the effect.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q9F2 ...in the absence of the ability to get the radio signal anywhere in Canada																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
More	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	3% +	0%	1%	0%	2%	1%	1%	1%	1%
Less	12%	11%	13%	11%	10%	16%	12%	12%	13%	10%	12%	14%	25% +++	14%	12%	11%	6% --	9%	14%	11%	13%
Same amount (assumed \$0 difference)	22%	23%	20%	20%	29%	24%	21%	23%	21%	25%	21%	27%	20%	21%	23%	20%	27%	24%	21%	25%	21%
Would cancel (assumed -\$14.99 difference)	61%	58%	62%	63%	58%	57%	61%	59%	61%	60%	61%	57%	49% -	61%	60%	66%	59%	60%	61%	60%	61%
Don't know	4%	6%	5%	4%	2%	2%	4%	5%	4%	3%	5%	3%	2%	4%	4%	4%	6%	5%	4%	4%	5%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97
# values for the mean:	853	131	321	217	94	90	587	264	765	88	716	115	87	209	208	172	162	258	595	273	580
mean:	-10.2	-9.7	-10.6	-10.5	-9.4	-9.4	-10.2	-10.0	-10.2	-10.0	-10.3	-9.4	-9.2	-10.5	-9.9	-10.9	-9.5	-10.2	-10.2	-9.9	-10.3
standard deviation:	6.72	7.34	6.39	6.56	7.07	6.92	6.65	6.90	6.72	6.81	6.69	6.89	6.55	6.45	6.84	6.30	7.47	6.71	6.73	6.83	6.67
standard error:	0.230	0.641	0.357	0.445	0.729	0.729	0.274	0.425	0.243	0.726	0.250	0.643	0.703	0.446	0.474	0.480	0.587	0.418	0.276	0.413	0.277
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fisher's F test:		-					-		-		-		-					-		-	

Do you plan to renew your subscription at the price you currently pay?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q10NEW																					
survey responses:	464	79	176	112	53	44	328	136	464	0	387	64	51	108	118	90	86	142	322	139	325
Yes	88%	95% +	88%	83%	87%	91%	89%	85%	88%	0%	88%	89%	90%	90%	89%	84%	87%	87%	88%	90%	87%
No	4%	3%	3%	4%	9% +	2%	3%	5%	4%	0%	3%	5%	6%	3%	3%	6%	2%	6%	3%	3%	4%
Don't Know / No response	8%	3% -	10%	13%	4%	7%	7%	10%	8%	0%	9%	6%	4%	7%	8%	10%	10%	6%	9%	7%	9%
table chi ² :		(-)					-		-		-		-					-		-	
confidence interval at 50%	4.55	11.03	7.39	9.26	13.46	14.77	5.41	8.40	4.55	*	4.98	12.25	13.72	9.43	9.02	10.33	10.57	8.22	5.46	8.31	5.44

Would you have subscribed to your existing satellite radio service if it had been \$1 more per month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q10																					
survey responses:	836	135	316	208	89	88	577	257	745	91	706	111	84	207	204	165	162	254	582	269	567
Yes	73%	70%	73%	72%	81%	70%	76% ++	66% --	72%	76%	72%	77%	81%	71%	74%	70%	73%	76%	71%	75%	72%
No	18%	20%	17%	20%	13%	20%	16% --	23% ++	18%	18%	19%	14%	14%	22%	16%	22%	14%	16%	19%	16%	19%
Don't Know / No response	9%	10%	10%	8%	6%	9%	8%	11%	9%	7%	9%	9%	5%	7%	10%	8%	13% +	8%	9%	9%	9%
table chi ² :		-					*		-		-		-					-		-	
confidence interval at 50%	3.39	8.43	5.51	6.79	10.39	10.45	4.08	6.11	3.59	10.27	3.69	9.30	10.69	6.81	6.86	7.63	7.70	6.15	4.06	5.98	4.12

Would you have subscribed to your existing satellite radio service if it had been \$2 more per month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q11																					
survey responses:	608	95	230	149	72	62	437	170	539	69	505	86	68	148	151	116	118	192	416	202	406
Yes	60%	60%	63%	55%	63%	53%	62%	55%	60%	58%	60%	58%	74% +	64%	58%	54%	57%	61%	59%	59%	60%
No	31%	25%	28%	36%	35%	35%	29%	35%	31%	35%	31%	35%	24%	28%	36%	31%	31%	29%	32%	33%	30%
Don't Know / No response	9%	15% +	9%	9%	3% -	11%	9%	10%	9%	7%	10%	7%	3%	8%	6%	15% +	13%	10%	9%	8%	10%
table chi ² :		-					-		-		-		*					-		-	
confidence interval at 50%	3.97	10.05	6.46	8.03	11.55	12.45	4.69	7.52	4.22	11.80	4.36	10.57	11.88	8.06	7.97	9.10	9.02	7.07	4.80	6.90	4.86

Would you have subscribed to your existing satellite radio service if it had been \$3 more per month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q12																					
survey responses:	363	57	146	82	45	33	270	93	323	40	301	50	50	94	88	63	67	117	246	119	244
Yes	65%	68%	66%	65%	64%	61%	65%	67%	65%	65%	65%	66%	54%	65%	59%	70%	78% +	69%	63%	61%	67%
No	29%	23%	29%	33%	24%	36%	29%	28%	30%	23%	30%	24%	42% +	31%	32%	25%	16% -	23%	32%	32%	27%
Don't Know / No response	6%	9%	5%	2%	11%	3%	6%	5%	5%	13%	5%	10%	4%	4%	9%	5%	6%	8%	5%	7%	5%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.14	12.98	8.11	10.82	14.61	17.06	5.96	10.16	5.45	15.49	5.65	13.86	13.86	10.11	10.45	12.35	11.97	9.06	6.25	8.98	6.27

Composite of Q10NEW to Q12; multiple responses possible. The respondent would...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
RENEW																					
survey responses:	836	135	316	208	89	88	577	257	745	91	706	111	84	207	204	165	162	254	582	269	567
Renew at +\$3	28%	29%	30%	25%	33%	23%	30%	24%	28%	29%	28%	30%	32%	29%	25%	27%	32%	32%	27%	27%	29%
Renew at +\$2	43%	42%	46%	39%	51%	38%	47% ++	36% --	43%	44%	43%	45%	60% ++	45%	43%	38%	41%	46%	42%	44%	43%
Renew at +\$1	73%	70%	73%	72%	81%	70%	76% ++	66% --	72%	76%	72%	77%	81%	71%	74%	70%	73%	76%	71%	75%	72%
Not renew at +\$1	27%	30%	27%	28%	19%	30%	24% --	34% ++	28%	24%	28%	23%	19%	29%	26%	30%	27%	24%	29%	25%	28%
table chi ² :		-					**		-		-		-					-		-	
confidence interval at 50%	3.39	8.43	5.51	6.79	10.39	10.45	4.08	6.11	3.59	10.27	3.69	9.30	10.69	6.81	6.86	7.63	7.70	6.15	4.06	5.98	4.12

Composite of Q10NEW to Q12; the single answer is the maximum price point. The respondent would...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
RENEWONLY																					
survey responses:	836	135	316	208	89	88	577	257	745	91	706	111	84	207	204	165	162	254	582	269	567
Renew at +\$3 (coded as \$3 for the mean)	28%	29%	30%	25%	33%	23%	30%	24%	28%	29%	28%	30%	32%	29%	25%	27%	32%	32%	27%	27%	29%
Renew at +\$2 and no more (coded as \$2 for the mean)	15%	13%	16%	14%	18%	15%	16%	12%	15%	15%	15%	15%	27%	16%	18%	12%	9%	14%	15%	17%	14%
Renew at +\$1 and no more (coded as \$1 for the mean)	29%	28%	27%	32%	30%	33%	29%	30%	29%	32%	29%	32%	21%	26%	31%	32%	31%	30%	29%	31%	29%
Not renew at +\$1	27%	30%	27%	28%	19%	30%	24%	34%	28%	24%	28%	23%	19%	29%	26%	30%	27%	24%	29%	25%	28%
table chi ² :		-					*	++	-		-		*					-		-	
confidence interval at 50%	3.39	8.43	5.51	6.79	10.39	10.45	4.08	6.11	3.59	10.27	3.69	9.30	10.69	6.81	6.86	7.63	7.70	6.15	4.06	5.98	4.12
# values for the mean:	836	135	316	208	89	88	577	257	745	91	706	111	84	207	204	165	162	254	582	269	567
mean:	1.44	1.41	1.49	1.37	1.64	1.31	1.53	1.26	1.44	1.48	1.42	1.52	1.73	1.46	1.43	1.35	1.46	1.54	1.41	1.46	1.44
standard deviation:	1.17	1.19	1.19	1.15	1.13	1.13	1.16	1.17	1.17	1.15	1.17	1.14	1.11	1.19	1.13	1.17	1.20	1.17	1.16	1.14	1.18
standard error:	0.040	0.103	0.067	0.080	0.120	0.120	0.048	0.073	0.043	0.120	0.044	0.108	0.121	0.083	0.079	0.091	0.094	0.074	0.048	0.069	0.050
Student's t test:		-	-	-	-	-	**	**	-	-	-	-	*	-	-	-	-	-	-	-	-
Fisher's F test:		-					**		-		-		-					-		-	

Are you aware that there are two competing satellite radio services in Canada?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q13																					
survey responses:	892	139	338	227	96	92	612	278	801	91	752	118	89	218	217	179	173	272	620	283	609
Yes	83%	77%	86%	85%	80%	74%	84%	80%	83%	77%	84%	79%	91%	88%	79%	83%	76%	71%	88%	88%	80%
No	16%	21%	13%	12%	20%	25%	15%	18%	16%	21%	15%	21%	9%	11%	20%	16%	21%	28%	11%	11%	19%
Don't Know / No response	1%	2%	1%	2%	0%	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	3%	1%	1%	1%	1%
table chi ² :		(*)					-	-	(-)		(*)					(***)		(**)			
confidence interval at 50%	3.28	8.31	5.33	6.50	10.00	10.22	3.96	5.88	3.46	10.27	3.57	9.02	10.39	6.64	6.65	7.32	7.45	5.94	3.94	5.83	3.97

If the other satellite radio service had been \$1 less expensive per month than your current service, would you have subscribed to your existing satellite radio service or would you have preferred the other service?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q14																					
survey responses:	736	107	290	194	77	68	512	223	666	70	630	93	81	192	171	149	132	192	544	249	487
Existing service	69%	68%	69%	72%	64%	69%	71%	66%	68%	74%	70%	65%	73%	72%	69%	65%	68%	71%	68%	73%	67%
Other service	16%	16%	16%	19%	13%	16%	16%	18%	17%	11%	17%	14%	16%	15%	13%	19%	19%	10%	19%	14%	17%
Don't Know / No response	15%	16%	15%	9%	23%	15%	14%	16%	15%	14%	14%	22%	11%	13%	18%	15%	13%	19%	13%	12%	16%
table chi ² :		-		-	+		-		-		-		-					**		-	
confidence interval at 50%	3.61	9.47	5.75	7.04	11.17	11.88	4.33	6.56	3.80	11.71	3.90	10.16	10.89	7.07	7.49	8.03	8.53	7.07	4.20	6.21	4.44

If the other satellite radio service had been \$2 less expensive per month than your current service, would you have subscribed to your existing satellite radio service or would you have preferred the other service?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q15																					
survey responses:	508	73	199	140	49	47	361	147	456	52	438	60	59	138	118	97	90	137	371	182	326
Existing service	88%	90%	86%	86%	94%	89%	88%	88%	89%	81%	87%	88%	88%	91%	86%	85%	89%	86%	88%	88%	87%
Other service	7%	7%	9%	7%	4%	6%	7%	9%	7%	10%	8%	7%	10%	4%	8%	11%	6%	7%	7%	8%	7%
Don't Know / No response	5%	3%	6%	6%	2%	4%	6%	3%	4%	10%	5%	5%	2%	5%	6%	4%	6%	7%	4%	4%	6%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	4.35	11.47	6.95	8.28	14.00	14.29	5.16	8.08	4.59	13.59	4.68	12.65	12.76	8.34	9.02	9.95	10.33	8.37	5.09	7.26	5.43

If the other satellite radio service had been \$3 less expensive per month than your current service, would you have subscribed to your existing satellite radio service or would you have preferred the other service?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q16																					
survey responses:	446	66	171	121	46	42	317	129	404	42	383	53	52	125	102	82	80	118	328	161	285
Existing service	87%	92%	86%	85%	96%	79%	87%	88%	88%	81%	87%	89%	81%	88%	92%	89%	83%	88%	87%	84%	88%
Other service	9%	8%	9%	10%	2%	17%	9%	9%	8%	17%	10%	6%	17% +	10%	6%	7%	10%	9%	9%	10%	9%
Don't Know / No response	4%	0%	5%	5%	2%	5%	4%	3%	4%	2%	3%	6%	2%	2%	2%	4%	8% +	3%	4%	6%	3%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	4.64	12.06	7.49	8.91	14.45	15.12	5.50	8.63	4.88	15.12	5.01	13.46	13.59	8.77	9.70	10.82	10.96	9.02	5.41	7.72	5.80

Composite of Q14 to Q16; multiple responses possible. The respondent would switch to the competition if the price was...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
SWITCH																					
survey responses:	736	107	290	194	77	68	512	223	666	70	630	93	81	192	171	149	132	192	544	249	487
would not switch at \$3 less	53%	57%	51%	53%	57%	49%	54%	51%	53%	49%	53%	51%	52%	57%	55%	49%	50%	54%	52%	55%	52%
would switch at \$1 or \$2 or \$3 less	47%	43%	49%	47%	43%	51%	46%	49%	47%	51%	47%	49%	48%	43%	45%	51%	50%	46%	48%	45%	48%
would switch at \$1 or \$2 less	39%	38%	41%	38%	40%	38%	38%	42%	39%	40%	39%	43%	36%	35%	40%	45%	39%	39%	40%	35%	41%
would switch at \$1 less	31%	32%	31%	28%	36%	31%	29%	34%	32%	26%	30%	35%	27%	28%	31%	35%	32%	29%	32%	27%	33%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	3.61	9.47	5.75	7.04	11.17	11.88	4.33	6.56	3.80	11.71	3.90	10.16	10.89	7.07	7.49	8.03	8.53	7.07	4.20	6.21	4.44

Composite of Q14 to Q16; maximum break point; single answer. The respondent would switch to the competition if the price was...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
SWITCHONLY																					
survey responses:	736	107	290	194	77	68	512	223	666	70	630	93	81	192	171	149	132	192	544	249	487
would not switch at \$3 less	53%	57%	51%	53%	57%	49%	54%	51%	53%	49%	53%	51%	52%	57%	55%	49%	50%	54%	52%	55%	52%
would switch at \$3 less	8%	5%	8%	9%	3%	13%	8%	7%	8%	11%	8%	6%	12%	8%	5%	6%	11%	7%	8%	10%	7%
would switch at \$2 less	8%	7%	10%	10%	4%	7%	9%	8%	8%	14%	9%	8%	9%	7%	9%	10%	8%	10%	8%	8%	8%
would switch at \$1 less	31%	32%	31%	28%	36%	31%	29%	34%	32%	26%	30%	35%	27%	28%	31%	35%	32%	29%	32%	27%	33%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	3.61	9.47	5.75	7.04	11.17	11.88	4.33	6.56	3.80	11.71	3.90	10.16	10.89	7.07	7.49	8.03	8.53	7.07	4.20	6.21	4.44

Now, think of the satellite radio channel you listen to the most. Is this primarily a...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q17																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
Music channel	78%	84% +	78%	74%	74%	82%	76% -	82% +	77%	81%	77%	80%	89% ++	74%	75%	77%	82%	87% +++	74% ---	77%	78%
Talk and entertainment channel	15%	9% -	14%	18%	20%	10%	16%	12%	15%	13%	15%	13%	11%	17%	17%	14%	11%	9% --	17% ++	14%	15%
Sports channel	4%	5%	6%	4%	1%	4%	5%	3%	5%	3%	5%	1%	0% -	6%	5%	6%	3%	2% -	5% +	5%	4%
News channel	3%	1%	2%	4%	4%	3%	3%	2%	3%	2%	2%	4%	0%	2%	3%	3%	5%	2%	3%	4%	2%
Don't Know / No response	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%
table chi ² :		-					-		-		-		-					(***)		-	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Which language did you first learn and still understand?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q18																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
French	13%	2%	1%	10%	77%	16%	14%	12%	14%	12%	0%	100%	11%	12%	16%	13%	15%	15%	13%	16%	12%
		---	---		+++						---	+++									
English	84%	93%	96%	88%	20%	84%	83%	85%	84%	83%	100%	0%	86%	85%	82%	84%	82%	82%	84%	79%	86%
		+++	+++		---						+++	---								-	+
Both French and English	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Other	3%	4%	3%	2%	3%	0%	2%	3%	2%	4%	0%	0%	2%	2%	2%	3%	3%	3%	2%	4%	2%
																				+	-
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		(***)					-		-		***		-					-		(*)	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Age (based on Q19)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
AGE																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
18-24	10%	11%	13%	7%	10%	7%	10%	10%	10%	11%	10%	8%	100%	0%	0%	0%	0%	8%	11%	6%	12%
			+										+++	---	---	---	---			--	++
25-34	25%	20%	29%	20%	24%	27%	25%	24%	24%	27%	25%	22%	0%	100%	0%	0%	0%	29%	23%	29%	23%
			+										---	+++	---	---	---	+	-	+	-
35-44	24%	24%	25%	21%	29%	24%	24%	24%	25%	22%	24%	28%	0%	0%	100%	0%	0%	25%	23%	23%	24%
													---	---	+++	---	---				
45-54	20%	23%	19%	23%	15%	18%	20%	19%	20%	17%	20%	19%	0%	0%	0%	100%	0%	21%	19%	22%	19%
													---	---	---	+++	---				
55+	20%	21%	13%	26%	21%	24%	20%	19%	19%	21%	19%	22%	0%	0%	0%	0%	100%	13%	22%	19%	20%
			---	++									---	---	---	---	+++	---	+++		
Missing	2%	1%	2%	4%	1%	0%	2%	3%	2%	3%	2%	1%	0%	0%	0%	0%	0%	3%	2%	1%	2%
				+																	
table chi ² :		(**)					-	-	-	-	-	-	***					**		*	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72
# values for the mean:	980	152	374	247	111	96	644	334	787	188	820	133	101	246	240	198	195	305	675	302	678
mean:	41.5	42.2	39.1	44.4	41.7	42.0	41.5	41.5	41.5	41.6	41.4	42.2	21.4	29.8	39.3	49.3	61.7	39.9	42.3	41.6	41.5
standard deviation:	13.6	13.7	13.0	14.1	13.6	13.4	13.6	13.5	13.5	14.4	13.6	13.5	2.0	2.7	3.0	2.9	6.4	11.8	14.3	12.7	14.0
standard error:	0.43	1.11	0.67	0.90	1.29	1.37	0.54	0.74	0.48	1.05	0.48	1.17	0.20	0.17	0.19	0.21	0.46	0.68	0.55	0.73	0.54
Student's t test:		-	***	***	-	-	-	-	-	-	-	-	***	***	***	***	***	**	**	-	-
Fisher's F test:		***					-	-	-	-	-	-	***					*		-	

Gender																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
GENDER																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
Female	31%	35%	34%	28%	27%	29%	29%	36%	30%	37%	31%	34%	26%	37%	33%	34%	21%	100%	0%	31%	31%
Male	69%	65%	66%	72%	73%	71%	71%	64%	70%	63%	69%	66%	74%	63%	67%	66%	79%	0%	100%	69%	69%
table chi ² :		-					*	-	-		-		**					***	***		-
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

Region																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
REGION																					
survey responses:	1000	153	383	256	112	96	654	344	801	193	837	134	101	246	240	198	195	314	686	306	694
BC and territories	15%	100% +++	0% ---	0% ---	0% ---	0% ---	15%	15%	16%	14%	17% +++	2% ---	17%	13%	15%	18%	16%	17%	15%	14%	16%
Prairies	38%	0% ---	100% +++	0% ---	0% ---	0% ---	38%	39%	38%	39%	44% +++	3% ---	48% +	45% +	40%	36%	26% ---	42%	37%	36%	39%
Ontario	26%	0% ---	0% ---	100% +++	0% ---	0% ---	26%	25%	25%	26%	27%	19%	18%	21%	22%	29%	34% ++	23%	27%	23%	27%
Quebec	11%	0% ---	0% ---	0% ---	100% +++	0% ---	11%	12%	11%	14%	3% ---	64% +++	11%	11%	13%	9%	12%	10%	12%	14%	10%
Atlantic Canada	10%	0% ---	0% ---	0% ---	0% ---	100% +++	10%	10%	10%	7%	10%	11%	7%	11%	10%	9%	12%	9%	10%	13% +	8% -
table chi²:		***					-		-		***		*					-		*	
confidence interval at 50%	3.10	7.92	5.01	6.12	9.26	10.00	3.83	5.28	3.46	7.05	3.39	8.47	9.75	6.25	6.33	6.96	7.02	5.53	3.74	5.60	3.72

In your view, which one of the following factors was or would be most important in your decision to subscribe to satellite radio?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q26																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
The amount and type of music programming	30%	27%	27%	27%	33%	43%	27%	36%	28%	39%	29%	35%	37%	31%	31%	29%	26%	41%	25%	30%	0%
The absence of commercials on music channels	23%	14%	19%	34%	29%	18%	23%	22%	22%	25%	21%	35%	42%	22%	23%	21%	21%	25%	22%	23%	0%
The geographic coverage of the radio signal	21%	45%	22%	11%	14%	15%	25%	12%	22%	18%	21%	12%	5%	14%	18%	33%	28%	16%	23%	21%	0%
The monthly price of the subscription	10%	9%	15%	6%	7%	13%	8%	16%	10%	14%	12%	2%	11%	15%	8%	5%	14%	13%	10%	10%	0%
The amount and type of talk and entertainment programming	10%	0%	11%	16%	12%	5%	11%	8%	11%	4%	10%	10%	0%	13%	14%	9%	5%	1%	14%	10%	0%
The amount and type of sports programming	3%	2%	5%	3%	0%	5%	3%	3%	4%	0%	4%	2%	0%	6%	1%	3%	3%	3%	3%	3%	0%
The amount and type of news programming	2%	2%	1%	1%	5%	0%	1%	2%	2%	0%	1%	4%	5%	1%	1%	0%	3%	1%	2%	2%	0%
Don't know	1%	0%	1%	1%	0%	3%	0%	2%	1%	2%	1%	0%	0%	0%	3%	0%	0%	1%	1%	1%	0%
The ability to record the programming	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		(*)					(-)		-		(-)		-					(**)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*

Which one was or would be the second most important factor in your decision to subscribe to satellite radio?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q27																					
survey responses:	303	44	109	69	42	39	201	101	247	56	240	49	19	88	69	66	58	95	208	303	0
The amount and type of music programming	32%	50% ++	33%	30%	24%	18%	32%	30%	30%	38%	33% +	16%	32%	30%	28%	32%	41%	33%	31%	32%	0%
The absence of commercials on music channels	21%	20%	18%	23%	19%	28%	20%	24%	21%	20%	23%	18%	11%	25%	20%	18%	22%	19%	22%	21%	0%
The geographic coverage of the radio signal	17%	11%	17%	20%	17%	18%	17%	17%	18%	13%	16%	24%	32%	11%	19%	18%	16%	16%	17%	17%	0%
The monthly price of the subscription	13%	7%	13%	4% -	21%	28% ++	13%	13%	12%	18%	12%	22%	11%	16%	13%	14%	9%	18%	11%	13%	0%
The amount and type of talk and entertainment programming	7%	9%	10%	4%	7%	0%	6%	8%	7%	7%	7%	6%	5%	10%	9%	6%	2%	8%	6%	7%	0%
The amount and type of sports programming	6%	2%	6%	10%	5%	5%	7%	4%	7%	2%	5%	8%	5%	8%	6%	8%	3%	4%	7%	6%	0%
The amount and type of news programming	2%	0%	1%	4%	5%	0%	1%	3%	2%	4%	1%	4%	0%	0%	1%	3%	5%	1%	2%	2%	0%
The ability to record the programming	1%	0%	1%	1%	2%	3%	1%	1%	2%	0%	2%	0%	5%	0%	3%	2%	0%	1%	1%	1%	0%
Don't know	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.63	14.77	9.39	11.80	15.12	15.69	6.91	9.75	6.24	13.10	6.33	14.00	22.48	10.45	11.80	12.06	12.87	10.05	6.79	5.63	*

In your view, which one of the following factors was or would be most important + the second most important in your decision to subscribe to satellite radio?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q2627																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
The amount and type of music programming	61%	77% +	60%	57%	57%	60%	59%	65%	58% -	75% +	62%	51%	68%	60%	58%	61%	67%	73% ++	56% --	61%	0%
The absence of commercials on music channels	44%	34%	37%	57% +	48%	45%	43%	46%	44%	44%	43%	53%	53%	47%	42%	39%	43%	44%	44%	44%	0%
The geographic coverage of the radio signal	38%	57% ++	38%	31%	31%	33%	42% +	28% -	39%	30%	37%	37%	37%	25% --	37%	52% ++	43%	31%	40%	38%	0%
The monthly price of the subscription	24%	16%	27%	10% --	29%	40% ++	21%	28%	22%	32%	24%	24%	21%	31%	21%	18%	22%	30%	20%	24%	0%
The amount and type of talk and entertainment programming	17%	9%	21%	20%	19%	5% -	17%	16%	18%	11%	17%	16%	5%	23%	23%	15%	7% -	9% -	20% +	17%	0%
The amount and type of sports programming	9%	5%	11%	13%	5%	10%	11%	7%	11% +	2% -	9%	10%	5%	14%	7%	11%	7%	7%	10%	9%	0%
The amount and type of news programming	4%	2%	2%	6%	10% +	0%	3%	5%	4%	4%	2% -	8% +	5%	1%	3%	3%	9% +	2%	4%	4%	0%
Don't know	2%	0%	2%	3%	0%	3%	1%	3%	2%	2%	2%	0%	0%	0%	4% +	0%	2%	1%	2%	2%	0%
The ability to record the programming	1%	0%	1%	1%	2%	3%	1%	1%	2%	0%	2%	0%	5%	0%	3%	2%	0%	1%	1%	1%	0%
table chi ² :		(*)					-		-		-		-					(-)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28A comedy																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	24%	18%	19%	29%	36%	23%	23%	24%	25%	18%	21%	37%	11%	19%	23%	23%	38%	27%	22%	24%	0%
0-33	71%	73%	75%	66%	64%	75%	70%	74%	69%	81%	72%	63%	89%	75%	75%	67%	60%	70%	71%	71%	0%
34-66	5%	9%	6%	6%	0%	3%	7%	2%	6%	2%	6%	0%	0%	6%	3%	11%	2%	3%	6%	5%	0%
67-100	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		(*)		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	10.0	12.0	12.1	8.9	2.8	11.1	10.7	8.7	9.7	11.0	11.2	3.3	8.8	11.0	9.5	12.7	5.7	7.7	11.0	10.0	*
standard deviation:	11.7	12.7	12.0	11.4	5.9	11.8	12.2	10.4	11.9	10.7	12.1	6.5	8.9	11.9	11.0	13.5	8.4	9.7	12.3	11.7	*
standard error:	0.67	1.91	1.15	1.36	0.92	1.86	0.86	1.02	0.75	1.42	0.77	0.93	2.03	1.27	1.31	1.66	1.10	0.99	0.85	0.67	*
Student's t test:		-	*	-	***	-	-	-	-	-	***	***	-	-	-	*	***	*	*	*	*
Fisher's F test:		***					-		-		***		*					*		-	

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28B kids																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	48%	55%	47%	49%	40%	50%	50%	43%	49%	46%	49%	43%	32%	32%	42%	67%	64%	44%	50%	48%	0%
0-33	51%	45%	50%	51%	60%	48%	49%	55%	50%	53%	49%	57%	68%	65%	56%	33%	36%	55%	49%	51%	0%
34-66	1%	0%	3%	0%	0%	3%	1%	2%	1%	2%	2%	0%	0%	3%	1%	0%	0%	1%	1%	1%	0%
67-100	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		-		(***)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	2.67	1.45	3.93	1.91	1.57	3.05	2.23	3.56	2.36	4.04	2.85	1.45	0.32	4.61	3.73	1.09	1.10	4.27	1.94	2.67	*
standard deviation:	7.1	2.9	9.4	4.5	4.0	8.7	6.4	8.2	6.6	8.9	7.5	4.3	1.2	10.3	7.7	2.8	2.9	8.0	6.5	7.1	*
standard error:	0.40	0.44	0.89	0.54	0.62	1.38	0.45	0.81	0.42	1.18	0.48	0.62	0.27	1.10	0.92	0.35	0.38	0.81	0.45	0.40	*
Student's t test:		*	*	-	-	-	-	-	-	-	-	-	***	*	-	**	**	*	*	*	*
Fisher's F test:		-					-		-		-		**					**		-	

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28C music																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	4%	5%	5%	3%	2%	3%	4%	2%	4%	0%	4%	4%	0%	2%	6%	6%	2%	3%	4%	4%	0%
0-33	20%	5% --	25%	26%	19%	15%	21%	19%	22%	12%	21%	18%	16%	25%	23%	21%	12%	9% --	25% ++	20%	0%
34-66	33%	48% +	38%	27%	21%	28%	34%	33%	31%	42%	35% ++	16% --	16%	34%	34%	38%	28%	31%	34%	33%	0%
67-100	43%	43%	32% --	44%	57% +	55%	41%	46%	42%	46%	40% --	61% ++	68%	39%	38%	35%	59% ++	56% ++	37% --	43%	0%
table chi ² :		(*)					-		(-)		(*)		-					(**)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	57.8	60.7	50.8	57.5	65.8	65.8	56.4	60.1	56.4	63.7	56.1	66.7	69.5	54.6	54.0	54.4	67.6	66.2	53.9	57.8	*
standard deviation:	28.6	25.5	27.0	29.4	31.1	28.0	29.3	26.8	29.4	23.7	27.5	33.1	28.6	27.4	28.9	29.7	27.0	26.2	28.8	28.6	*
standard error:	1.63	3.85	2.57	3.52	4.80	4.43	2.06	2.64	1.86	3.14	1.77	4.73	6.57	2.92	3.43	3.65	3.55	2.68	1.99	1.63	*
Student's t test:		-	**	-	-	-	-	-	*	*	*	*	-	-	-	-	**	***	***	*	*
Fisher's F test:		**					-		-		*		**					***		-	

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28D news																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	36%	27%	41%	36%	29%	40%	38%	31%	36%	37%	38%	29%	32%	31%	38%	41%	38%	39%	35%	36%	0%
0-33	61%	70%	56%	61%	67%	58%	58%	67%	61%	61%	59%	67%	68%	68%	59%	56%	55%	60%	61%	61%	0%
34-66	2%	2%	1%	1%	5%	3%	2%	1%	2%	2%	1%	4%	0%	0%	0%	3%	7% ++	0%	3%	2%	0%
67-100	1%	0%	2%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	3%	0%	0%	1%	1%	1%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	6.79	8.91	5.98	5.94	9.17	5.68	7.06	6.33	7.22	4.93	6.06	9.08	4.05	4.66	7.41	6.82	9.66	5.32	7.46	6.79	*
standard deviation:	11.7	11.9	11.9	11.4	13.4	8.7	12.2	10.5	12.3	8.1	11.2	13.2	7.7	8.9	13.7	11.4	13.4	9.6	12.4	11.7	*
standard error:	0.67	1.79	1.13	1.36	2.07	1.37	0.86	1.03	0.78	1.07	0.72	1.89	1.77	0.95	1.62	1.41	1.76	0.98	0.86	0.67	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28E sports																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	31%	34%	29%	30%	29%	40%	33%	28%	29%	42%	30%	33%	26%	24%	30%	35%	43%	39%	28%	31%	0%
0-33	62%	57%	62%	66%	71%	53%	61%	65%	63%	56%	62%	63%	68%	67%	68%	58%	50%	55%	65%	62%	0%
34-66	5%	7%	8%	1%	0%	8%	4%	7%	6%	2%	6%	2%	5%	8%	1%	6%	5%	6%	5%	5%	0%
67-100	1%	2%	1%	3%	0%	0%	2%	0%	2%	0%	1%	2%	0%	1%	1%	2%	2%	0%	2%	1%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	9.5	9.9	11.1	10.6	4.9	7.7	9.8	9.0	10.5	5.2	10.4	6.1	8.7	10.4	7.4	11.8	8.9	6.1	11.1	9.5	*
standard deviation:	15.5	17.0	16.6	16.6	7.9	14.2	16.5	13.5	16.4	9.8	16.0	13.7	12.8	16.8	13.4	15.6	16.9	13.0	16.3	15.5	*
standard error:	0.89	2.56	1.58	1.99	1.22	2.25	1.16	1.33	1.04	1.30	1.03	1.95	2.93	1.79	1.59	1.93	2.21	1.33	1.13	0.89	*
Student's t test:		-	-	-	**	-	-	-	**	**	-	-	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		*		-		-					**		-	

Please distribute a total of 100 points among the following different types of programming so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q28F																					
talk and entertainment																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	29%	43% +	25%	24%	21%	43% +	28%	31%	27%	37%	29%	27%	32%	18% --	24%	38%	41% +	30%	29%	29%	0%
0-33	58%	52%	59%	60%	62%	53%	58%	57%	59%	54%	57%	61%	63%	67% +	56%	52%	52%	63%	56%	58%	0%
34-66	10%	5%	13%	10%	12%	5%	10%	10%	11%	5%	10%	8%	5%	13%	13%	8%	5%	5%	12%	10%	0%
67-100	3%	0%	4%	6%	5%	0%	4%	2%	3%	4%	3%	4%	0%	2%	7% +	3%	2%	2%	4%	3%	0%
table chi ² :		-					-		-		-		(-)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	13.3	7.1	16.0	15.2	15.8	6.7	13.8	12.3	13.8	11.0	13.5	13.3	8.7	14.8	17.9	13.2	7.0	10.4	14.6	13.3	*
standard deviation:	19.5	12.6	20.1	22.7	22.1	10.3	20.5	17.4	19.8	17.7	19.6	20.4	14.7	18.3	25.2	18.6	13.5	16.3	20.6	19.5	*
standard error:	1.11	1.90	1.92	2.71	3.41	1.63	1.44	1.72	1.26	2.35	1.26	2.91	3.37	1.95	2.99	2.29	1.77	1.66	1.42	1.11	*
Student's t test:		**	-	-	-	***	-	-	-	-	-	-	-	-	-	-	***	-	-	*	*
Fisher's F test:		*					-		-		-		*					-		-	

Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q29A the absence of commercials on music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	8%	9%	10%	6%	5%	13%	9%	8%	9%	7%	9%	6%	5%	7%	11%	9%	7%	7%	9%	8%	0%
0-33	49%	59%	52%	37%	57%	45%	50%	48%	46%	63%	49%	49%	42%	51%	54%	47%	47%	58%	45%	49%	0%
34-66	28%	25%	26%	33%	21%	35%	27%	30%	32%	11%	28%	33%	37%	26%	25%	32%	28%	19%	32%	28%	0%
67-100	14%	7%	12%	24%	17%	8%	14%	15%	13%	19%	14%	12%	16%	16%	10%	12%	19%	16%	13%	14%	0%
table chi ² :		-		++			-		(**)		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	34.6	27.0	31.7	43.9	38.1	30.9	34.0	35.9	34.6	34.3	34.3	35.2	37.9	35.7	29.5	34.6	38.6	33.4	35.1	34.6	*
standard deviation:	26.5	25.9	24.3	28.8	27.5	23.4	26.0	27.4	25.6	30.1	26.7	25.5	25.7	26.2	25.0	26.0	29.3	27.7	25.9	26.5	*
standard error:	1.51	3.91	2.32	3.44	4.25	3.69	1.83	2.70	1.62	3.99	1.71	3.64	5.90	2.79	2.97	3.20	3.84	2.83	1.79	1.51	*
Student's t test:		*	-	**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		**					-		-		-		-					-		-	

Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q29B the ability to record the programming content																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	44%	48%	45%	43%	31%	50%	44%	43%	44%	42%	46%	33%	21%	31%	41%	59%	57%	43%	44%	44%	0%
0-33	54%	52%	52%	56%	64%	48%	54%	54%	54%	54%	52%	63%	74%	67%	54%	41%	43%	57%	52%	54%	0%
34-66	2%	0%	2%	1%	5%	3%	1%	3%	2%	4%	2%	4%	5%	1%	6%	0%	0%	0%	3%	2%	0%
67-100	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	4.61	2.61	4.71	4.46	6.57	4.75	4.47	4.94	4.51	5.07	4.62	5.84	8.16	5.75	7.25	1.88	1.66	3.67	5.04	4.61	*
standard deviation:	9.6	5.5	10.7	8.9	10.4	10.0	9.8	9.1	9.5	10.0	9.7	10.1	12.2	10.7	12.6	4.1	4.5	5.9	10.8	9.6	*
standard error:	0.55	0.83	1.02	1.06	1.61	1.58	0.69	0.90	0.60	1.33	0.62	1.44	2.79	1.14	1.49	0.50	0.59	0.61	0.75	0.55	*
Student's t test:		*	-	-	-	-	-	-	-	-	-	-	-	-	*	***	***	-	-	*	*
Fisher's F test:		-					-		-		-		***					-		-	

Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q29C geographic coverage of the satellite radio signal																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	12%	7%	7%	17%	10%	23%	12%	11%	12%	12%	12%	10%	0%	14%	10%	14%	14%	13%	11%	12%	0%
0-33	44%	18%	43%	53%	57%	48%	41%	51%	42%	53%	42%	57%	63%	48%	49%	32%	36%	45%	44%	44%	0%
34-66	30%	36%	36%	21%	29%	20%	31%	27%	31%	23%	30%	29%	37%	27%	27%	35%	31%	27%	31%	30%	0%
67-100	14%	39%	14%	9%	5%	10%	16%	11%	15%	12%	16%	4%	0%	11%	14%	20%	19%	16%	14%	14%	0%
table chi ² :		+++					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	34.4	51.4	37.0	26.8	29.9	26.6	35.9	31.1	35.3	30.6	35.2	29.2	25.0	29.9	34.7	39.4	39.6	33.1	35.0	34.4	*
standard deviation:	26.7	27.3	25.6	24.6	22.5	28.1	26.2	27.3	26.0	29.7	27.0	22.3	17.2	25.5	26.2	28.1	29.1	26.7	26.8	26.7	*
standard error:	1.53	4.12	2.44	2.94	3.47	4.44	1.84	2.69	1.65	3.94	1.73	3.19	3.94	2.71	3.11	3.46	3.83	2.73	1.85	1.53	*
Student's t test:		***	-	**	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	*
Fisher's F test:		***					-		-		-		-					-		-	

Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q29D the monthly price of the subscription																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	18%	18%	18%	20%	14%	15%	19%	15%	18%	14%	19%	12%	11%	13%	18%	21%	24%	14%	20%	18%	0%
0-33	51%	57%	50%	54%	55%	38%	54%	44%	52%	46%	50%	53%	58%	50%	56%	50%	47%	50%	51%	51%	0%
34-66	26%	25%	25%	21%	26%	40%	21%	37%	25%	32%	26%	31%	32%	31%	20%	26%	28%	29%	25%	26%	0%
67-100	5%	0%	6%	4%	5%	8%	5%	5%	4%	9%	5%	4%	0%	7%	6%	3%	2%	7%	4%	5%	0%
table chi ² :		-					*		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	24.2	18.2	24.4	21.5	25.3	34.3	22.5	27.7	23.6	27.2	24.1	26.7	24.2	27.5	23.9	22.3	19.8	26.8	23.1	24.2	*
standard deviation:	22.8	19.3	23.9	21.2	21.5	24.9	22.2	23.8	22.3	24.8	22.7	22.5	19.7	23.8	22.2	22.5	21.4	24.5	21.9	22.8	*
standard error:	1.30	2.90	2.28	2.53	3.32	3.94	1.56	2.35	1.41	3.29	1.46	3.22	4.53	2.54	2.64	2.76	2.81	2.50	1.51	1.30	*
Student's t test:		*	-	-	-	**	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		*					-		-		-		-					-		-	

Now, please distribute a total of 100 points among the following different types of non-programming features so as to reflect the importance of each type in your decision to subscribe to satellite radio. Give more points to the types of programming which are more important to you and fewer to those which are less important. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q29E other non-programming feature																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	68%	70%	73%	61%	64%	68%	68%	68%	67%	70%	69%	57%	42%	60%	69%	74%	81%	63%	70%	68%	0%
0-33	30%	30%	25%	36%	36%	30%	29%	32%	31%	26%	30%	39%	53%	39%	27%	24%	19%	33%	29%	30%	0%
34-66	1%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	2%	0%	1%	0%
67-100	1%	0%	1%	3%	0%	3%	2%	0%	1%	2%	1%	4%	5%	0%	3%	2%	0%	2%	1%	1%	0%
table chi ² :		-					-		-		-		(-)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	2.18	0.73	2.27	3.43	0.12	3.50	3.10	0.40	2.04	2.81	1.88	3.06	4.74	1.19	4.59	1.83	0.43	3.08	1.77	2.18	*
standard deviation:	11.4	4.5	12.2	15.2	0.8	12.5	13.8	2.4	11.1	12.6	10.4	14.5	16.5	7.2	16.4	12.5	2.7	13.2	10.4	11.4	*
standard error:	0.65	0.68	1.16	1.82	0.12	1.98	0.97	0.24	0.70	1.67	0.67	2.07	3.77	0.77	1.94	1.54	0.35	1.35	0.72	0.65	*
Student's t test:		-	-	-	**	-	**	**	-	-	-	-	-	-	-	-	*	-	-	*	*
Fisher's F test:		-					*		-		-		-					-		-	

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire		
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No	
Q30A comedy																						
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0	
Left blank, assumed 0	27%	27%	22%	33%	36%	23%	27%	26%	29%	18%	25%	39%	5%	25%	23%	27%	43% ++	30%	26%	27%	0%	
0-33	67%	68%	68%	63%	64%	70%	66%	68%	65%	75%	67%	61%	89%	68%	72%	62%	57%	66%	67%	67%	0%	
34-66	5%	5%	8% +	3%	0%	5%	6%	3%	6%	2%	6%	0%	5%	5%	6%	9%	0%	2%	6%	5%	0%	
67-100	1%	0%	2%	1%	0%	3%	0%	3%	0% --	5% ++	2%	0%	0%	2%	0%	2%	0%	2%	1%	1%	0%	
table chi²:		-					-		(**)		(-)		(-)				-		-			
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*	
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0	
mean:	10.2	10.0	12.3	10.1	3.3	12.4	10.1	10.5	9.6	12.9	11.7	3.1	10.9	10.9	9.2	13.7	5.2	7.8	11.4	10.2	*	
standard deviation:	14.5	13.8	15.2	14.5	6.7	17.1	13.7	15.9	13.3	18.5	15.4	6.6	10.4	15.5	12.4	17.2	7.7	13.2	14.9	14.5	*	
standard error:	0.83	2.08	1.45	1.73	1.03	2.70	0.97	1.56	0.84	2.45	0.99	0.94	2.38	1.65	1.47	2.12	1.01	1.35	1.03	0.83	*	
Student's t test:		-	-	-	***	-	-	-	-	-	***	***	-	-	-	*	***	*	*	*	*	
Fisher's F test:		*					-		-		***		*					*		-		

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q30B kids																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	52%	61%	53%	50%	43%	55%	54%	48%	55%	42%	53%	43%	26%	41%	46%	65%	71%	44%	56%	52%	0%
0-33	46%	39%	45%	49%	57%	43%	44%	50%	44%	56%	45%	55%	74%	56%	51%	35%	29%	54%	42%	46%	0%
34-66	2%	0%	3%	1%	0%	3%	1%	2%	2%	2%	2%	2%	0%	3%	3%	0%	0%	2%	1%	2%	0%
67-100	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	2.07	1.32	2.94	2.10	0.71	1.90	1.78	2.66	1.88	2.91	2.26	1.33	0.26	3.50	3.39	0.61	0.60	3.39	1.47	2.07	*
standard deviation:	6.50	3.06	8.33	6.28	2.09	6.85	6.06	7.29	6.47	6.60	6.75	5.93	1.15	8.64	8.65	1.80	2.11	7.89	5.67	6.50	*
standard error:	0.37	0.46	0.79	0.75	0.32	1.08	0.43	0.72	0.41	0.87	0.43	0.85	0.26	0.92	1.03	0.22	0.28	0.80	0.39	0.37	*
Student's t test:		-	-	-	**	-	-	-	-	-	-	-	***	*	-	***	***	*	*	*	*
Fisher's F test:		-					-		-		-		**					*		-	

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q30C music																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	3%	2%	4%	3%	0%	3%	3%	2%	2%	4%	3%	2%	0%	1%	4%	3%	3%	3%	2%	3%	0%
0-33	19%	9%	20%	27%	24%	10%	19%	19%	21%	12%	20%	20%	5%	23%	23%	21%	12%	8%	24%	19%	0%
34-66	26%	32%	34%	19%	17%	23%	27%	25%	24%	33%	30%	8%	37%	27%	28%	24%	21%	25%	27%	26%	0%
67-100	52%	57%	43%	51%	60%	65%	51%	53%	52%	51%	48%	69%	58%	49%	45%	52%	64%	64%	47%	52%	0%
table chi ² :		-	-	-	-	-	-	-	-	-	(*)	-	-	-	-	-	-	(**)	-	-	-
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	61.6	66.7	55.2	59.5	67.6	70.7	60.7	62.8	60.9	64.4	59.4	70.3	68.4	59.2	56.2	60.7	70.4	70.1	57.7	61.6	*
standard deviation:	29.9	27.5	28.7	31.3	31.1	28.9	30.6	28.6	30.2	28.5	29.5	32.2	25.6	29.9	31.5	29.4	28.8	27.1	30.4	29.9	*
standard error:	1.71	4.14	2.74	3.74	4.80	4.57	2.15	2.82	1.92	3.78	1.89	4.60	5.87	3.19	3.73	3.62	3.78	2.76	2.10	1.71	*
Student's t test:		-	**	-	-	*	-	-	-	-	*	*	-	-	-	-	*	***	***	*	*
Fisher's F test:		*					-	-	-	-	*		-	-	-	-		***		-	

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q30D news																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	39%	30%	50%	34%	26%	38%	41%	33%	40%	33%	41%	29%	26%	38%	39%	42%	38%	40%	38%	39%	0%
0-33	58%	68%	48%	64%	60%	63%	55%	64%	57%	65%	58%	59%	68%	61%	55%	55%	59%	58%	58%	58%	0%
34-66	2%	2%	0%	0%	14%	0%	2%	2%	2%	2%	0%	12%	5%	0%	3%	3%	3%	1%	3%	2%	0%
67-100	1%	0%	2%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	3%	0%	0%	1%	1%	1%	0%
table chi ² :		(***)					-		-		(***)		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	5.5	6.5	4.1	5.7	10.2	3.3	5.4	5.8	5.7	4.6	4.7	9.2	4.8	3.8	6.3	5.7	7.4	4.8	5.9	5.5	*
standard deviation:	11.4	10.2	10.8	12.3	14.6	6.3	11.2	11.7	12.0	8.1	10.7	13.9	9.6	10.5	13.8	10.1	11.3	11.0	11.5	11.4	*
standard error:	0.65	1.53	1.03	1.47	2.25	1.00	0.79	1.15	0.76	1.07	0.69	1.99	2.21	1.12	1.64	1.24	1.49	1.12	0.80	0.65	*
Student's t test:		-	-	-	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	*	*
Fisher's F test:		*					-		-		*		-					-		-	

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q30E sports																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	35%	41%	31%	39%	24%	48%	36%	33%	35%	37%	35%	31%	21%	30%	35%	35%	48%	39%	34%	35%	0%
0-33	59%	48%	64%	59%	74%	45%	58%	62%	59%	61%	59%	65%	74%	64%	61%	62%	43%	57%	60%	59%	0%
34-66	4%	9%	3%	1%	2%	8%	4%	4%	4%	2%	4%	4%	5%	5%	3%	2%	7%	3%	4%	4%	0%
67-100	2%	2%	3%	1%	0%	0%	2%	1%	2%	0%	2%	0%	0%	2%	1%	2%	2%	1%	2%	2%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	7.87	9.41	9.89	6.57	4.79	6.15	8.15	7.41	8.76	3.98	8.65	4.71	9.21	7.65	6.00	9.36	8.83	4.94	9.21	7.87	*
standard deviation:	14.6	18.0	16.2	12.7	8.2	13.9	15.4	13.2	15.7	7.9	15.5	10.1	13.2	16.3	11.6	13.7	17.1	12.1	15.5	14.6	*
standard error:	0.84	2.72	1.55	1.52	1.26	2.20	1.08	1.30	0.99	1.04	0.99	1.45	3.02	1.74	1.38	1.68	2.25	1.23	1.07	0.84	*
Student's t test:		-	-	-	*	-	-	-	**	**	*	*	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		*		-		-					*		-	

Please distribute a total of 100 points among the following different types of satellite radio programming so as to reflect the amount of time spent listening to each by your family. Give more points to the types of programming to which your family listens the most and fewer to those to which your family listens the less. Please make sure that the total adds to 100.

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q30F talk and entertainment																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Left blank, assumed 0	34%	48% +	28%	31%	29%	45%	34%	34%	34%	35%	34%	29%	26%	26%	24% -	41%	53% +++	29%	36%	34%	0%
0-33	55%	50%	56%	54%	60%	50%	53%	57%	54%	56%	54%	63%	74%	57%	56%	56%	40% -	66% ++	50% --	55%	0%
34-66	6%	0%	9%	6%	7%	5%	6%	6%	7%	4%	6%	6%	0%	11% +	10%	0% -	3%	3%	8%	6%	0%
67-100	5%	2%	6%	9%	5%	0%	6%	3%	5%	5%	6%	2%	0%	6%	10% +	3%	3%	2%	7%	5%	0%
table chi ² :		-					-		-		-		(**)				*			-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
mean:	12.7	6.2	15.6	16.0	13.3	5.6	13.8	10.8	13.1	11.2	13.3	11.4	6.4	15.0	19.0	9.9	7.6	9.1	14.4	12.7	*
standard deviation:	21.3	14.2	22.9	25.6	20.2	10.5	22.6	18.4	21.1	22.0	22.3	17.4	8.9	21.8	27.8	16.5	17.2	16.5	23.0	21.3	*
standard error:	1.22	2.15	2.19	3.06	3.12	1.66	1.59	1.82	1.34	2.92	1.43	2.48	2.05	2.32	3.30	2.03	2.26	1.68	1.58	1.22	*
Student's t test:		**	-	-	-	***	-	-	-	-	-	-	**	-	*	-	*	*	*	*	*
Fisher's F test:		*					-		-		-		*				*		-		

Since subscribing to satellite radio, how much have you spent on pre-recorded music CDs in a typical month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q31																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Nothing, \$0	65%	73%	64%	70%	60%	55%	66%	61%	65%	61%	64%	63%	58%	61%	56%	68%	78% +	59%	67%	65%	0%
\$1 - \$25	17%	14%	16%	17%	21%	15%	15%	19%	16%	18%	16%	20%	21%	20%	14%	18%	10%	22%	14%	17%	0%
\$26 - \$50	8%	7%	11%	0% --	7%	15%	7%	10%	6%	14%	8%	4%	5%	8%	15% ++	6%	2%	9%	7%	8%	0%
\$51+	4%	2%	3%	6%	10%	3%	4%	4%	5%	2%	4%	8%	11%	7%	3%	5%	0%	2%	5%	4%	0%
Don't know	7%	5%	6%	7%	2%	13%	7%	6%	7%	5%	7%	4%	5%	3%	11%	3%	10%	7%	6%	7%	0%
table chi ² :		-					-		-		-		(-)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	286	42	103	65	41	35	188	97	232	54	225	47	18	85	63	64	52	89	197	286	0
mean:	12.4	8.2	12.1	11.0	19.7	12.7	12.5	12.5	12.5	12.0	11.9	16.8	16.9	17.1	13.0	12.5	3.1	12.7	12.3	12.4	*
standard deviation:	30.1	19.0	27.0	35.9	41.0	22.3	33.0	24.0	31.7	22.6	28.8	38.8	32.9	40.0	22.4	31.7	9.1	30.7	30.0	30.1	*
standard error:	1.78	2.93	2.66	4.45	6.41	3.77	2.40	2.44	2.08	3.07	1.92	5.67	7.76	4.34	2.82	3.97	1.27	3.25	2.13	1.78	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	***	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

If you had not subscribed to satellite radio, how much do you think you would have spent on pre-recorded music CDs in a recent typical month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q32																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Nothing, \$0	44%	48%	40%	56%	38%	35%	44%	44%	45%	40%	43%	41%	42%	40%	38%	47%	52%	40%	46%	44%	0%
\$1 - \$25	17%	14%	17%	16%	24%	15%	17%	17%	15%	25%	16%	22%	37%	27%	8%	17%	7%	27%	12%	17%	0%
\$26 - \$50	11%	7%	14%	9%	7%	15%	9%	14%	10%	14%	12%	6%	5%	9%	15%	9%	10%	10%	11%	11%	0%
\$51+	9%	11%	8%	4%	10%	15%	10%	6%	10%	4%	9%	12%	16%	9%	10%	9%	5%	9%	9%	9%	0%
Don't know	20%	20%	21%	16%	21%	20%	20%	19%	20%	18%	20%	18%	0%	15%	28%	18%	26%	14%	22%	20%	0%
table chi ² :		-					-		-		-		(*)					*		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	245	35	87	59	33	31	162	82	198	47	194	39	19	75	51	53	43	82	163	245	0
mean:	20.8	19.6	22.8	11.0	24.4	31.5	22.7	17.3	21.5	17.9	20.0	29.1	23.2	21.8	26.1	20.4	13.3	21.7	20.4	20.8	*
standard deviation:	37.1	31.5	35.9	20.4	44.0	56.5	41.8	25.7	39.3	26.0	31.4	60.5	31.2	34.9	47.7	39.6	25.8	39.8	35.8	37.1	*
standard error:	2.4	5.3	3.9	2.7	7.7	10.1	3.3	2.8	2.8	3.8	2.3	9.7	7.2	4.0	6.7	5.4	3.9	4.4	2.8	2.4	*
Student's t test:		-	-	**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Since subscribing to satellite radio, how much have you spent on paid music downloads in a typical month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q33																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Nothing, \$0	92%	91%	94%	90%	88%	95%	91%	93%	91%	95%	93%	88%	100%	90%	86%	92%	98% ⁺	91%	92%	92%	0%
\$1 - \$25	5%	7%	5%	6%	7%	0%	5%	5%	6%	2%	5%	6%	0%	7%	7%	6%	0%	4%	5%	5%	0%
\$26 - \$50	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$51+	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	2%	1%	4%	5%	5%	3%	2%	3%	4%	2%	6%	0%	2%	7% ⁺	2%	2%	5%	2%	3%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	297	43	109	67	40	38	195	101	242	55	238	46	19	86	66	65	57	91	206	297	0
mean:	0.96	1.51	1.39	0.67	0.55	0.00	1.14	0.60	1.07	0.45	1.10	0.48	0.00	1.93	0.92	0.88	0.00	0.66	1.09	0.96	*
standard deviation:	6.6	5.6	9.9	3.0	2.2	0.0	7.8	3.3	7.1	3.4	7.3	2.1	0.0	11.2	3.8	4.1	0.0	3.5	7.6	6.6	*
standard error:	0.38	0.86	0.95	0.37	0.35	0.00	0.56	0.33	0.46	0.45	0.47	0.31	0.00	1.21	0.47	0.51	0.00	0.37	0.53	0.38	*
Student's t test:		-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

If you had not subscribed to satellite radio, how much do you think you would have spent on paid music downloads in a recent typical month?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q34																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Nothing, \$0	80%	75%	85%	77%	79%	80%	80%	82%	78%	93%	81%	73%	89%	75%	76%	79%	91%	76%	82%	80%	0%
\$1 - \$25	6%	2%	8%	7%	10%	0%	5%	8%	--	++	6%	8%	5%	8%	8%	6%	2%	4%	7%	6%	0%
\$26 - \$50	1%	0%	0%	1%	2%	3%	1%	1%	1%	0%	1%	2%	0%	2%	0%	2%	0%	1%	1%	1%	0%
\$51+	2%	5%	2%	0%	0%	3%	2%	0%	2%	0%	2%	0%	0%	2%	3%	0%	2%	4%	0%	2%	0%
Don't know	11%	18%	5%	14%	10%	15%	11%	10%	12%	4%	10%	16%	5%	13%	13%	14%	5%	15%	9%	11%	0%
table chi ² :		-					-		-		-		-					(-)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	273	36	105	60	38	34	179	93	218	55	218	41	18	77	62	57	55	82	191	273	0
mean:	3.27	5.83	3.97	1.92	1.58	2.65	4.23	1.44	4.03	0.24	3.82	1.46	0.56	5.99	3.61	1.35	2.18	5.34	2.38	3.27	*
standard deviation:	17.0	23.2	22.0	7.5	6.0	11.4	20.5	6.3	19.0	1.4	18.8	5.8	2.4	26.2	15.0	5.6	13.7	20.5	15.3	17.0	*
standard error:	1.03	3.87	2.15	0.97	0.98	1.95	1.53	0.65	1.28	0.19	1.28	0.91	0.56	2.98	1.91	0.74	1.85	2.26	1.10	1.03	*
Student's t test:		-	-	-	-	-	-	-	**	**	-	-	*	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Since subscribing to satellite radio, how many hours have you spent listening to regular broadcast radio in a typical day?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q35																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	34%	30%	31%	41%	26%	40%	38%	25%	35%	30%	37%	16%	37%	38%	38%	33%	22%	32%	34%	34%	0%
1-5	53%	52%	60%	43%	57%	50%	49%	62%	52%	60%	51%	63%	53%	49%	49%	59%	59%	51%	54%	53%	0%
6-10	7%	16%	5%	3%	10%	3%	6%	6%	7%	4%	7%	8%	0%	9%	6%	2%	12%	8%	6%	7%	0%
11+	1%	0%	0%	4%	0%	0%	1%	1%	1%	0%	1%	2%	0%	0%	0%	2%	2%	1%	1%	1%	0%
Don't know	6%	2%	4%	9%	7%	8%	5%	6%	5%	7%	5%	10%	11%	5%	7%	5%	5%	7%	5%	6%	0%
table chi ² :		(*)					-		-		(-)		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	289	43	106	64	39	37	191	97	236	53	232	44	17	84	66	63	55	89	200	289	0
mean:	1.85	2.16	1.51	2.23	2.23	1.38	1.72	2.04	1.94	1.45	1.72	2.73	1.35	1.62	1.45	1.60	2.56	2.10	1.74	1.85	*
standard deviation:	3.11	2.55	1.87	5.19	2.67	1.93	2.59	3.90	3.32	1.90	3.10	3.41	1.66	2.11	2.06	2.62	3.10	4.17	2.50	3.11	*
standard error:	0.183	0.389	0.181	0.649	0.428	0.318	0.188	0.396	0.216	0.261	0.203	0.514	0.402	0.230	0.254	0.330	0.417	0.442	0.177	0.183	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-

If you had not subscribed to satellite radio, how many hours do you think you would have spent listening to regular broadcast radio in a recent typical day?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q36																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	11%	11%	12%	7%	14%	13%	13%	8%	11%	12%	12%	12%	37%	11%	13%	6%	7%	13%	10%	11%	0%
1-5	57%	45%	60%	66%	50%	53%	54%	63%	55%	63%	56%	53%	42%	59%	52%	56%	66%	59%	56%	57%	0%
6-10	18%	32% ++	15%	13%	19%	15%	21% +	12% -	19%	12%	19%	14%	21%	24%	13%	18%	14%	13%	20%	18%	0%
11+	6%	11%	6%	6%	2%	3%	5%	6%	6%	4%	6%	2%	0%	2%	10% +	8%	3%	5%	6%	6%	0%
Don't know	8%	0% -	6%	9%	14%	18% +	7%	12%	8%	9%	7% -	18% +	0%	3% -	13%	12%	10%	10%	8%	8%	0%
table chi ² :		(-)					-		-		(-)		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	280	44	103	64	36	33	188	91	228	52	226	40	19	85	62	58	52	86	194	280	0
mean:	4.24	5.23	3.90	4.61	3.69	3.85	4.23	4.18	4.44	3.37	4.34	3.58	3.16	3.99	4.37	4.88	3.29	4.34	4.20	4.24	*
standard deviation:	4.49	4.32	3.74	5.95	3.50	4.59	4.09	5.22	4.52	4.31	4.63	3.69	3.47	3.06	4.98	4.58	2.91	5.42	4.03	4.49	*
standard error:	0.269	0.651	0.368	0.744	0.583	0.799	0.298	0.547	0.299	0.598	0.308	0.583	0.796	0.332	0.632	0.602	0.403	0.584	0.290	0.269	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Since subscribing to satellite radio, how many hours do you think you have spent watching news programming on television in a typical day?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q37																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	22%	20%	20%	23%	12%	35% +	19%	25%	22%	18%	23% +	10% -	26%	25%	25%	23%	9% --	28%	19%	22%	0%
1-5	66%	77%	65%	67%	71%	50% -	68%	63%	64%	75%	66%	69%	53%	59%	62%	70%	84% ++	57% -	70% +	66%	0%
6-10	2%	2%	1%	1%	2%	3%	1%	2%	2%	2%	1%	4%	0%	2%	1%	2%	0%	2%	1%	2%	0%
11+	2%	0%	0%	1%	5%	5%	1%	3%	2%	2%	1%	2%	0%	2%	3%	0%	2%	2%	1%	2%	0%
Don't know	9%	0% -	14% +	7%	10%	8%	10%	7%	10%	4%	8%	14%	21%	11%	8%	6%	5%	10%	8%	9%	0%
table chi ² :		(-)					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	276	44	95	64	38	35	181	94	221	55	220	42	15	77	64	62	54	85	191	276	0
mean:	1.40	1.57	1.11	1.14	2.63	1.11	1.39	1.44	1.35	1.60	1.16	2.38	0.93	1.44	1.41	1.26	1.44	1.33	1.43	1.40	*
standard deviation:	1.88	1.52	1.22	1.39	3.43	1.76	1.71	2.19	1.73	2.40	1.31	2.90	0.80	2.34	2.28	1.27	0.90	2.24	1.71	1.88	*
standard error:	0.113	0.229	0.126	0.174	0.556	0.298	0.127	0.226	0.117	0.324	0.088	0.447	0.206	0.266	0.285	0.161	0.123	0.243	0.124	0.113	*
Student's t test:		-	*	-	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	*	*
Fisher's F test:		***					-		-		***		-					-			

If you had not subscribed to satellite radio, how many hours would you have spent watching news programming on television in a recent typical day?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q38																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	21%	18%	24%	17%	14%	30%	19%	23%	22%	16%	23%	12%	37%	25%	23%	21%	7% --	26%	19%	21%	0%
1-5	67%	73%	68%	70%	67%	55%	71%	61%	66%	72%	68%	67%	53%	60%	66%	67%	86% +++	59% -	71% +	67%	0%
6-10	2%	5%	1%	1%	2%	0%	1%	2%	2%	2%	2%	2%	0%	3% +	0%	2%	0%	2%	1%	2%	0%
11+	1%	0%	0%	1%	2%	5% +	0%	3%	1%	2%	1%	2%	0%	2%	3%	0%	0%	2%	1%	1%	0%
Don't know	9%	5%	7%	10%	14%	10%	8%	11%	9%	9%	7%	16% +	11%	9%	8%	11%	7%	10%	8%	9%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	276	42	102	62	36	34	185	90	224	52	225	40	17	79	63	59	54	84	192	276	0
mean:	1.47	1.74	1.21	1.53	2.22	1.00	1.43	1.57	1.43	1.63	1.35	1.80	0.82	1.57	1.24	1.42	1.67	1.29	1.55	1.47	*
standard deviation:	1.74	1.73	1.34	1.64	2.88	1.02	1.41	2.28	1.52	2.47	1.49	1.80	0.81	2.43	1.17	1.44	1.08	1.62	1.78	1.74	*
standard error:	0.104	0.266	0.132	0.208	0.480	0.174	0.103	0.240	0.102	0.343	0.099	0.285	0.196	0.273	0.148	0.188	0.147	0.176	0.129	0.104	*
Student's t test:		-	*	-	-	*	-	-	-	-	-	-	**	-	-	-	-	-	-	*	*
Fisher's F test:		*					-		-		-		-					-		-	

Since subscribing to satellite radio, how many hours have you spent watching sports programming on television in a typical week?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q39																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	42%	43%	39%	41%	52%	43%	42%	43%	40%	54%	40%	55%	37%	48%	49%	39%	34%	59%	35%	42%	0%
1-5	27%	30%	27%	31%	17%	25%	27%	26%	29%	18%	28%	18%	32%	23%	25%	30%	28%	24%	28%	27%	0%
6-10	17%	18%	19%	16%	10%	20%	16%	19%	18%	14%	19%	10%	5%	17%	17%	15%	24%	6%	22%	17%	0%
11+	8%	7%	9%	7%	7%	5%	8%	6%	8%	5%	9%	4%	16%	6%	4%	6%	10%	4%	9%	8%	0%
Don't know	6%	2%	5%	4%	14%	8%	6%	6%	6%	9%	5%	12%	11%	7%	4%	9%	3%	6%	6%	6%	0%
table chi ² :		-					-		-		(*)		-					***		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	287	43	104	67	36	37	189	97	235	52	231	43	17	82	68	60	56	90	197	287	0
mean:	3.77	3.79	4.27	3.85	2.61	3.30	3.85	3.64	3.95	2.94	4.17	2.00	5.12	3.52	2.78	3.40	4.46	2.14	4.51	3.77	*
standard deviation:	5.92	5.82	6.17	6.72	5.26	4.29	5.84	6.13	5.76	6.60	6.25	4.06	7.65	6.08	4.70	4.82	5.53	5.77	5.86	5.92	*
standard error:	0.35	0.89	0.60	0.82	0.88	0.71	0.42	0.62	0.38	0.92	0.41	0.62	1.85	0.67	0.57	0.62	0.74	0.61	0.42	0.35	*
Student's t test:		-	-	-	-	-	-	-	-	-	**	**	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		-		*		-					**		-	

If you had not subscribed to satellite radio, how many hours would you have spent watching sports programming on television in a recent typical week?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q40																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
None, 0	42%	45%	40%	41%	48%	40%	43%	41%	40%	51%	40%	51%	42%	48%	48%	36%	36%	57% +++	35% ---	42%	0%
1-5	24%	23%	25%	27%	21%	23%	23%	26%	25%	19%	24%	22%	32%	24%	20%	27%	22%	20%	26%	24%	0%
6-10	17%	18%	19%	17%	10%	18%	16%	19%	17%	16%	18%	10%	5%	14%	18%	17%	26%	6% ---	22% +++	17%	0%
11+	8%	9%	10%	6%	2%	13%	9%	7%	9%	5%	10%	2%	11%	8%	6%	9%	7%	7%	9%	8%	0%
Don't know	8%	5%	6%	9%	19% ++	8%	9%	7%	8%	9%	7%	14%	11%	7%	8%	11%	9%	9%	8%	8%	0%
table chi ² :		-					-		-		(-)		-					**		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	280	42	103	64	34	37	183	96	228	52	225	42	17	82	65	59	53	87	193	280	0
mean:	4.15	4.74	4.69	3.94	2.35	4.03	4.33	3.86	4.39	3.10	4.62	2.12	3.82	4.06	3.26	4.44	4.32	2.57	4.87	4.15	*
standard deviation:	7.07	8.48	7.62	6.77	5.58	5.21	7.43	6.35	7.17	6.54	7.47	5.00	6.72	7.98	5.57	6.65	6.24	6.16	7.34	7.07	*
standard error:	0.42	1.31	0.75	0.85	0.96	0.86	0.55	0.65	0.47	0.91	0.50	0.77	1.63	0.88	0.69	0.87	0.86	0.66	0.53	0.42	*
Student's t test:		-	-	-	-	-	-	-	-	-	**	**	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		-		*		-					*		-	

Let's assume for a moment that your satellite radio receiver cannot record the content from the satellite channels you receive. Would you be willing to pay more for a receiver in order to be able...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q41A ...to go back in a broadcast you are listening to and replay the previous 30 minutes																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Yes, I'd be willing to pay some more	11%	11%	11%	7%	19%	8%	10%	12%	11%	9%	10%	16%	32%	8%	11%	12%	7%	5%	13%	11%	0%
No, I wouldn't pay more	81%	80%	83%	81%	76%	80%	80%	82%	80%	82%	81%	78%	53%	86%	76%	80%	86%	84%	79%	81%	0%
Don't know	8%	9%	6%	11%	5%	13%	9%	7%	8%	9%	9%	6%	16%	6%	13%	8%	7%	10%	8%	8%	0%
table chi ² :		-					-		-		-		(-)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*

Let's assume for a moment that your satellite radio receiver cannot record the content from the satellite channels you receive. Would you be willing to pay more for a receiver in order to be able...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
		Q41B ...to record a program so you can listen to it later																			
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Yes, I'd be willing to pay some more	19%	9%	20%	20%	24%	20%	21%	15%	20%	16%	19%	20%	32%	23%	21%	18%	9%	14%	21%	19%	0%
No, I wouldn't pay more	70%	77%	72%	69%	69%	58%	66%	77%	69%	70%	70%	65%	42%	66%	65%	71%	86%	70%	70%	70%	0%
Don't know	11%	14%	8%	11%	7%	23%	13%	9%	11%	14%	12%	14%	26%	11%	14%	11%	5%	17%	9%	11%	0%
table chi ² :		-					-		-		-		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*

Let's assume for a moment that your satellite radio receiver cannot record the content from the satellite channels you receive. Would you be willing to pay more for a receiver in order to be able...																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q41C ...to extract songs from programs you have recorded to create your own music library from which you can play songs at any time																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Yes, I'd be willing to pay some more	36%	23% -	46% ++	31%	43%	25%	35%	40%	35%	40%	36%	39%	63%	45% +	35%	36%	16% ---	43%	33%	36%	0%
No, I wouldn't pay more	51%	66% +	42% -	57%	50%	50%	50%	52%	51%	53%	51%	45%	21%	41% -	49%	52%	76% +++	42% -	55% +	51%	0%
Don't know	13%	11%	12%	11%	7%	25% +	15%	8%	14%	7%	13%	16%	16%	14%	15%	12%	9%	16%	11%	13%	0%
table chi ² :		*					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*

Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to go back in a broadcast you are listening to and replay the previous 30 minutes?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q42																					
survey responses:	32	5	12	5	7	3	20	12	27	5	24	7	6	7	8	8	3	5	27	32	0
\$1 - \$25	31%	0%	42%	40%	29%	33%	35%	25%	30%	40%	33%	29%	50%	43%	13%	13%	67%	60%	26%	31%	0%
\$26 - \$50	19%	20%	17%	40%	14%	0%	20%	17%	22%	0%	21%	14%	17%	14%	38%	13%	0%	0%	22%	19%	0%
\$51+	22%	20%	25%	0%	29%	33%	20%	25%	19%	40%	13%	43%	33%	14%	38%	13%	0%	20%	22%	22%	0%
Don't know	28%	60%	17%	20%	29%	33%	25%	33%	30%	20%	33%	14%	0%	29%	13%	63%	33%	20%	30%	28%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	17.32	43.83	28.29	43.83	37.04	56.58	21.91	28.29	18.86	43.83	20.00	37.04	40.01	37.04	34.65	34.65	56.58	43.83	18.86	17.32	*
# values for the mean:	23	2	10	4	5	2	15	8	19	4	16	6	6	5	7	3	2	4	19	23	0
mean:	65	85	65	33	78	78	59	76	57	101	45	87	54	35	96	92	25	74	63	65	*
standard deviation:	65	49	78	12	76	74	57	80	51	114	40	71	50	27	83	95	0	118	53	65	*
standard error:	13.5	35.0	24.7	6.0	33.9	52.5	14.7	28.4	11.7	56.8	10.0	29.0	20.5	12.1	31.5	54.6	0.0	58.9	12.1	13.5	*
Student's t test:		-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	**	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to go back in a broadcast you are listening to and replay the previous 30 minutes? (NOTE: the mean value excludes zeros.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q42B																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
(\$0, from Q41A)	90%	89%	89%	93%	83%	93%	90%	88%	89%	91%	90%	86%	68%	92%	89%	88%	95%	95% +	87% -	90%	0%
\$1 - \$25	3%	0%	5%	3%	5%	3%	3%	3%	3%	4%	3%	4%	16%	3%	1%	2%	3%	3%	3%	3%	0%
\$26 - \$50	2%	2%	2%	3%	2%	0%	2%	2%	2%	0%	2%	2%	5%	1%	4%	2%	0%	0%	3%	2%	0%
\$51+	2%	2%	3%	0%	5%	3%	2%	3%	2%	4%	1% -	6% +	11%	1%	4%	2%	0%	1%	3%	2%	0%
Don't know	3%	7%	2%	1%	5%	3%	2%	4%	3%	2%	3%	2%	0%	2%	1%	8% +	2%	1%	4%	3%	0%
table chi ² :		-					-		-		-		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	23	2	10	4	5	2	15	8	19	4	16	6	6	5	7	3	2	4	19	23	0
mean:	65	85	65	33	78	78	59	76	57	101	45	87	54	35	96	92	25	74	63	65	*
standard deviation:	65	49	78	12	76	74	57	80	51	114	40	71	50	27	83	95	0	118	53	65	*
standard error:	13.5	35.0	24.7	6.0	33.9	52.5	14.7	28.4	11.7	56.8	10.0	29.0	20.5	12.1	31.5	54.6	0.0	58.9	12.1	13.5	*
Student's t test:		-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	**	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to record a program so you can listen to it later?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q43																					
survey responses:	58	4	22	14	10	8	43	15	49	9	46	10	6	20	15	12	5	13	45	58	0
\$1 - \$25	26%	0%	36%	21%	20%	25%	26%	27%	27%	22%	28%	20%	50%	25%	13%	17%	60%	38%	22%	26%	0%
\$26 - \$50	24%	25%	27%	21%	20%	25%	30%	7%	24%	22%	24%	20%	17%	35%	27%	17%	0%	15%	27%	24%	0%
\$51+	28%	50%	23%	29%	30%	25%	23%	40%	27%	33%	26%	30%	33%	25%	33%	25%	20%	31%	27%	28%	0%
Don't know	22%	25%	14%	29%	30%	25%	21%	27%	22%	22%	22%	30%	0%	15%	27%	42%	20%	15%	24%	22%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	12.87	49.00	20.89	26.19	30.99	34.65	14.94	25.30	14.00	32.67	14.45	30.99	40.01	21.91	25.30	28.29	43.83	27.18	14.61	12.87	*
# values for the mean:	45	3	19	10	7	6	34	11	38	7	36	7	6	17	11	7	4	11	34	45	0
mean:	69	112	58	77	74	63	65	80	68	73	66	78	54	60	83	93	46	64	70	69	*
standard deviation:	55.4	53.9	50.1	58.6	66.1	60.3	54.8	58.5	55.3	60.3	53.8	69.0	48.7	50.9	56.0	71.8	53.0	62.4	53.9	55.4	*
standard error:	8.3	31.1	11.5	18.5	25.0	24.6	9.4	17.6	9.0	22.8	9.0	26.1	19.9	12.4	16.9	27.1	26.5	18.8	9.2	8.3	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to record a program so you can listen to it later? (NOTE: the mean value excludes zeros.)																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q43B																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
(\$0, from Q41B)	70%	77%	72%	69%	69%	58%	66%	77%	69%	70%	70%	65%	42%	66%	65%	71%	86% ++	70%	70%	70%	0%
\$1 - \$25	5%	0%	7%	4%	5%	5%	5%	4%	5%	4%	5%	4%	16%	6%	3%	3%	5%	5%	5%	5%	0%
\$26 - \$50	5%	2%	5%	4%	5%	5%	6% +	1% -	5%	4%	5%	4%	5%	8%	6%	3%	0%	2%	6%	5%	0%
\$51+	5%	5%	5%	6%	7%	5%	5%	6%	5%	5%	5%	6%	11%	6%	7%	5%	2%	4%	6%	5%	0%
Don't know	16%	16%	11%	17%	14%	28% +	17%	13%	15%	18%	16%	20%	26%	15%	20%	18%	7% -	19%	14%	16%	0%
table chi ² :		-					-		-		-		(-)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	45	3	19	10	7	6	34	11	38	7	36	7	6	17	11	7	4	11	34	45	0
mean:	69	112	58	77	74	63	65	80	68	73	66	78	54	60	83	93	46	64	70	69	*
standard deviation:	55.4	53.9	50.1	58.6	66.1	60.3	54.8	58.5	55.3	60.3	53.8	69.0	48.7	50.9	56.0	71.8	53.0	62.4	53.9	55.4	*
standard error:	8.3	31.1	11.5	18.5	25.0	24.6	9.4	17.6	9.0	22.8	9.0	26.1	19.9	12.4	16.9	27.1	26.5	18.8	9.2	8.3	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to extract songs from programs you have recorded to create your own music library from which you can play songs at any time?																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes
Q44																					
survey responses:	110	10	50	22	18	10	70	40	87	23	86	19	12	39	25	24	9	41	69	110	0
\$1 - \$25	32%	30%	38%	27%	28%	20%	31%	33%	31%	35%	33%	32%	33%	28%	24%	33%	56%	41%	26%	32%	0%
\$26 - \$50	22%	20%	18%	23%	28%	30%	27%	13%	24%	13%	21%	26%	33%	31%	16%	13%	11%	17%	25%	22%	0%
\$51+	25%	40%	24%	32%	17%	20%	24%	28%	25%	26%	28%	16%	25%	23%	40%	17%	22%	22%	28%	25%	0%
Don't know	21%	10%	20%	18%	28%	30%	17%	28%	20%	26%	19%	26%	8%	18%	20%	38%	11%	20%	22%	21%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	9.34	30.99	13.86	20.89	23.10	30.99	11.71	15.49	10.51	20.43	10.57	22.48	28.29	15.69	19.60	20.00	32.67	15.30	11.80	9.34	*
# values for the mean:	87	9	40	18	13	7	58	29	70	17	70	14	11	32	20	15	8	33	54	87	0
mean:	67.4	94.4	57.9	74.4	64.6	74.3	65.6	71.0	67.4	67.4	68.7	64.3	55.9	62.3	93.3	67.0	46.9	64.4	69.3	67.4	*
standard deviation:	67.7	87.1	63.6	60.9	76.5	71.7	70.5	62.7	70.1	58.4	67.0	78.1	43.1	63.8	78.1	83.8	42.6	75.8	62.9	67.7	*
standard error:	7.3	29.0	10.1	14.4	21.2	27.1	9.3	11.6	8.4	14.2	8.0	20.9	13.0	11.3	17.5	21.6	15.1	13.2	8.6	7.3	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

**Assuming a base satellite radio receiver with no recording capacity cost \$100, how much more would you be willing to pay for a receiver that allowed you to extract songs from programs you have recorded to create your own music library from which you can play songs at any time?
(NOTE: the mean value excludes zeros.)**

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q44B																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
(\$0, from Q41C)	51%	66% +	43% -	57%	50%	50%	50%	53%	51%	53%	52%	45%	21%	42% -	49%	52%	76% +++	42% -	56% +	51%	0%
\$1 - \$25	11%	7%	17% +	9%	12%	5%	11%	13%	11%	14%	12%	12%	21%	13%	8%	12%	9%	18% +	9% -	11%	0%
\$26 - \$50	8%	5%	8%	7%	12%	8%	9%	5%	8%	5%	7%	10%	21%	14% +	6%	5%	2%	7%	8%	8%	0%
\$51+	9%	9%	11%	10%	7%	5%	8%	11%	9%	11%	10%	6%	16%	10%	14%	6%	3%	9%	9%	9%	0%
Don't know	20%	14%	21%	17%	19%	33% +	21%	18%	21%	18%	19%	27%	21%	22%	23%	26%	10% -	24%	19%	20%	0%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	87	9	40	18	13	7	58	29	70	17	70	14	11	32	20	15	8	33	54	87	0
mean:	67.4	94.4	57.9	74.4	64.6	74.3	65.6	71.0	67.4	67.4	68.7	64.3	55.9	62.3	93.3	67.0	46.9	64.4	69.3	67.4	*
standard deviation:	67.7	87.1	63.6	60.9	76.5	71.7	70.5	62.7	70.1	58.4	67.0	78.1	43.1	63.8	78.1	83.8	42.6	75.8	62.9	67.7	*
standard error:	7.3	29.0	10.1	14.4	21.2	27.1	9.3	11.6	8.4	14.2	8.0	20.9	13.0	11.3	17.5	21.6	15.1	13.2	8.6	7.3	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45A1 No music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	93%	98%	91%	93%	98%	90%	95%	89%	94%	91%	93%	98%	95%	91%	92%	94%	97%	93%	93%	93%	0%
Neutral (4-6)	3%	0%	5%	4%	0%	0%	2%	4%	2%	5%	3%	0%	0%	5%	4%	3%	0%	3%	3%	3%	0%
Desirable (7-10)	3%	2%	4%	3%	2%	5%	2%	6%	3%	4%	3%	2%	5%	3%	3%	3%	3%	4%	3%	3%	0%
Don't know	1%	0%	0%	0%	0%	5% +++	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%
table chi ² :		(-)					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	304	44	110	70	42	38	201	102	247	57	241	49	19	87	70	66	58	96	208	304	0
mean:	0.510	0.364	0.655	0.514	0.310	0.474	0.348	0.833	0.486	0.614	0.539	0.265	0.684	0.506	0.557	0.530	0.414	0.563	0.486	0.510	*
standard deviation:	1.76	1.22	2.02	1.69	1.32	2.05	1.39	2.30	1.69	2.03	1.82	1.22	2.36	1.84	1.92	1.56	1.53	2.03	1.63	1.76	*
standard error:	0.101	0.184	0.193	0.202	0.203	0.333	0.098	0.228	0.108	0.269	0.117	0.174	0.541	0.197	0.229	0.192	0.201	0.207	0.113	0.101	*
Student's t test:		-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45A2 Substantially fewer music channels and less variety of music than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	90%	95%	87%	89%	95%	88%	91%	87%	90%	91%	89%	94%	84%	93%	87%	88%	91%	95%	88%	90%	0%
Neutral (4-6)	5%	2%	8%	7%	0%	0%	5%	4%	5%	5%	6%	0%	11%	2%	6%	9%	2%	2%	6%	5%	0%
Desirable (7-10)	4%	2%	4%	3%	5%	8%	2%	8%	4%	4%	4%	6%	5%	3%	3%	3%	7%	3%	4%	4%	0%
Don't know	1%	0%	1%	1%	0%	5%	1%	1%	2%	0%	2%	0%	0%	1%	4%	0%	0%	0%	2%	1%	0%
table chi ² :		-					(-)		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	302	44	109	69	42	38	199	102	245	57	239	49	19	87	68	66	58	96	206	302	0
mean:	0.92	0.52	1.29	0.71	0.71	0.92	0.71	1.32	0.91	0.95	0.95	0.82	1.11	0.77	1.12	0.88	0.97	0.70	1.02	0.92	*
standard deviation:	2.00	1.36	2.21	1.72	2.00	2.33	1.64	2.53	2.00	2.02	1.96	2.30	2.49	1.83	2.06	1.97	2.12	1.77	2.09	2.00	*
standard error:	0.115	0.204	0.212	0.208	0.309	0.378	0.116	0.250	0.128	0.268	0.127	0.328	0.572	0.197	0.249	0.243	0.278	0.180	0.146	0.115	*
Student's t test:		-	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					*		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45A3 The same number of music channels and the same variety of music as currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	12%	5%	12%	17%	14%	13%	11%	15%	13%	9%	12%	16%	11%	11%	13%	14%	14%	9%	14%	12%	0%
Neutral (4-6)	33%	36%	37%	33%	21%	28%	37% +	24% -	33%	32%	36% +	20% -	32%	38%	35%	24%	34%	35%	31%	33%	0%
Desirable (7-10)	54%	59%	49%	50%	64%	55%	51%	59%	52%	60%	51%	63%	58%	50%	49%	62%	50%	55%	53%	54%	0%
Don't know	1%	0%	2%	0%	0%	5% +	1%	2%	2%	0%	2%	0%	0%	1%	3%	0%	2%	0%	2%	1%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	302	44	108	70	42	38	200	101	245	57	239	49	19	87	69	66	57	96	206	302	0
mean:	6.53	6.98	6.29	6.30	6.93	6.71	6.46	6.69	6.46	6.86	6.44	6.90	6.79	6.31	6.33	6.86	6.49	6.73	6.44	6.53	*
standard deviation:	2.85	2.29	2.69	3.26	2.87	3.07	2.91	2.74	2.95	2.38	2.82	3.04	2.66	2.65	2.99	3.04	2.87	2.60	2.96	2.85	*
standard error:	0.164	0.345	0.258	0.390	0.442	0.497	0.206	0.273	0.188	0.315	0.182	0.435	0.610	0.284	0.360	0.374	0.381	0.266	0.206	0.164	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45A4																					
Substantially more music channels and more variety of music than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	7%	7%	5%	6%	5%	18%	7%	7%	8%	4%	8%	2%	11%	2%	3%	9%	12%	4%	8%	7%	0%
Neutral (4-6)	13%	11%	15%	19%	7%	5%	11%	16%	13%	12%	13%	6%	11%	9%	17%	14%	14%	8%	15%	13%	0%
Desirable (7-10)	79%	82%	79%	74%	88%	73%	80%	76%	78%	84%	77%	92%	79%	88%	77%	77%	71%	88%	75%	79%	0%
Don't know	2%	0%	2%	1%	0%	5%	1%	2%	2%	0%	2%	0%	0%	1%	3%	0%	3%	0%	2%	2%	0%
table chi ² :		-					-		-		-		-					(-)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	301	44	108	69	42	38	199	101	244	57	238	49	19	87	69	66	56	96	205	301	0
mean:	8.24	8.27	8.37	8.10	8.57	7.71	8.33	8.05	8.16	8.56	8.09	9.00	8.05	8.91	8.28	8.09	7.57	8.82	7.97	8.24	*
standard deviation:	2.72	2.73	2.49	2.66	2.42	3.68	2.71	2.76	2.80	2.32	2.88	1.83	3.17	2.08	2.30	3.03	3.14	2.21	2.89	2.72	*
standard error:	0.157	0.412	0.239	0.320	0.374	0.596	0.192	0.274	0.180	0.308	0.187	0.261	0.727	0.223	0.277	0.373	0.419	0.226	0.202	0.157	*
Student's t test:		-	-	-	-	-	-	-	-	-	**	**	-	**	-	-	-	**	**	*	*
Fisher's F test:		-					-		-		*		-					*		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45B1																					
No news channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	45%	52%	42%	46%	55%	33%	47%	41%	47%	37%	44%	53%	37%	44%	41%	50%	47%	35%	49%	45%	0%
Neutral (4-6)	31%	30%	37%	30%	24%	25%	32%	30%	32%	26%	32%	22%	42%	32%	37%	24%	26%	30%	31%	31%	0%
Desirable (7-10)	19%	14%	18%	23%	14%	28%	16%	25%	17%	30%	19%	22%	16%	20%	18%	17%	24%	27%	16%	19%	0%
Don't know	5%	5%	3%	1%	7%	15%	5%	4%	4%	7%	5%	2%	5%	3%	4%	9%	3%	7%	4%	5%	0%
table chi ² :		(-)					-		-		-		-					(*)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	291	42	107	69	39	34	191	99	238	53	230	48	18	85	68	60	56	89	202	291	0
mean:	3.82	3.31	4.06	3.83	3.03	4.62	3.64	4.21	3.63	4.66	3.92	3.48	4.28	3.84	3.88	3.55	3.91	4.57	3.49	3.82	*
standard deviation:	3.26	3.02	3.04	3.42	3.22	3.78	3.14	3.45	3.23	3.25	3.22	3.56	2.93	3.17	3.15	3.49	3.49	3.32	3.18	3.26	*
standard error:	0.191	0.465	0.294	0.412	0.515	0.649	0.227	0.347	0.210	0.447	0.212	0.514	0.690	0.344	0.382	0.450	0.467	0.352	0.224	0.191	*
Student's t test:		-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	**	**	*	*
Fisher's F test:		-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	**	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45B2																					
Substantially fewer news channels and less variety of news than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	40%	55% +	38%	39%	48%	23% -	45% +	31% -	42%	32%	40%	43%	21%	42%	37%	44%	43%	31% -	44% +	40%	0%
Neutral (4-6)	37%	36%	37%	34%	33%	45%	35%	41%	38%	33%	37%	37%	42%	40%	39%	32%	34%	41%	35%	37%	0%
Desirable (7-10)	19%	5% --	23%	24%	14%	18%	15% -	25% +	16% --	32% ++	19%	18%	26%	14%	20%	18%	21%	22%	17%	19%	0%
Don't know	5%	5%	2%	3%	5%	15% +++	5%	3%	5%	4%	5%	2%	11%	5%	4%	6%	2%	6%	4%	5%	0%
table chi ² :		(**)					(*)		(*)		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	292	42	108	68	40	34	191	100	237	55	231	48	17	84	68	62	57	90	202	292	0
mean:	4.12	3.40	4.35	4.28	3.35	4.82	3.73	4.84	3.87	5.16	4.18	3.85	5.35	3.87	4.32	3.84	4.02	4.73	3.84	4.12	*
standard deviation:	2.90	2.25	2.91	3.02	3.13	2.83	2.78	3.00	2.83	2.99	2.84	3.15	2.91	2.77	2.71	3.10	3.01	2.78	2.91	2.90	*
standard error:	0.170	0.348	0.280	0.366	0.496	0.486	0.201	0.300	0.184	0.403	0.187	0.454	0.707	0.302	0.328	0.393	0.399	0.293	0.205	0.170	*
Student's t test:		*	-	-	-	-	**	**	**	**	-	-	-	-	-	-	-	*	*	*	*
Fisher's F test:		-					**		**		-		-					*		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45B3 The same number of news channels and the same variety of news as currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	19%	20%	17%	17%	24%	23%	18%	22%	17%	28%	19%	20%	21%	22%	15%	20%	21%	20%	19%	19%	0%
Neutral (4-6)	49%	43%	61%	41%	52%	35%	48%	52%	51%	44%	49%	53%	47%	59%	48%	42%	48%	46%	51%	49%	0%
Desirable (7-10)	27%	34%	20%	39%	19%	28%	30%	21%	28%	23%	28%	24%	26%	16%	31%	33%	28%	30%	26%	27%	0%
Don't know	4%	2%	2%	3%	5%	15%	4%	4%	4%	5%	5%	2%	5%	3%	6%	5%	3%	4%	4%	4%	0%
table chi ² :		(**)					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	293	43	108	68	40	34	193	99	239	54	232	48	18	85	67	63	56	92	201	293	0
mean:	5.31	5.67	5.09	5.81	4.82	5.12	5.53	4.88	5.44	4.74	5.35	5.29	5.11	4.78	5.63	5.63	5.20	5.45	5.25	5.31	*
standard deviation:	2.60	2.51	2.16	2.97	2.62	3.11	2.54	2.70	2.49	3.04	2.57	2.71	2.59	2.45	2.19	3.01	2.67	2.64	2.59	2.60	*
standard error:	0.152	0.383	0.208	0.360	0.414	0.534	0.183	0.271	0.161	0.413	0.169	0.392	0.610	0.265	0.267	0.380	0.357	0.275	0.183	0.152	*
Student's t test:		-	-	-	-	-	*	*	-	-	-	-	-	*	-	-	-	-	-	*	*
Fisher's F test:		-	-	-	-	-	*		-	-	-	-	-	-	-	-	-	-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45B4																					
Substantially more news channels and more variety of news than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	38%	41%	38%	46%	21%	40%	35%	45%	35%	51%	39%	31%	42%	42%	24%	38%	50%	41%	37%	38%	0%
Neutral (4-6)	32%	20%	37%	30%	43%	23%	31%	34%	34%	25%	32%	35%	37%	32%	42%	23%	29%	29%	33%	32%	0%
Desirable (7-10)	25%	30%	24%	23%	31%	23%	29%	17%	27%	19%	25%	33%	16%	23%	28%	32%	19%	24%	26%	25%	0%
Don't know	5%	9%	1%	1%	5%	15%	5%	4%	4%	5%	5%	2%	5%	3%	6%	8%	2%	6%	4%	5%	0%
table chi ² :		(**)					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	292	40	109	69	40	34	192	99	238	54	232	48	18	85	67	61	57	90	202	292	0
mean:	4.45	4.82	4.35	3.97	5.32	4.24	4.77	3.87	4.63	3.61	4.41	4.98	4.11	4.01	5.04	4.90	3.88	4.28	4.52	4.45	*
standard deviation:	3.24	3.23	3.17	3.25	3.28	3.36	3.26	3.13	3.17	3.45	3.21	3.37	3.08	3.24	2.83	3.57	3.28	3.07	3.32	3.24	*
standard error:	0.190	0.510	0.304	0.392	0.519	0.576	0.235	0.315	0.205	0.469	0.211	0.486	0.727	0.352	0.346	0.457	0.434	0.324	0.234	0.190	*
Student's t test:		-	-	-	-	-	*	*	*	*	-	-	-	-	*	-	-	-	-	*	*
Fisher's F test:		-					*		*		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45C1																					
No sports channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	42%	36%	44%	44%	50%	33%	45%	37%	45%	30%	42%	49%	47%	39%	44%	47%	40%	29%	48%	42%	0%
Neutral (4-6)	24%	23%	32%	20%	17%	15%	26%	18%	25%	16%	24%	14%	26%	23%	25%	17%	28%	23%	24%	24%	0%
Desirable (7-10)	29%	30%	24%	30%	29%	43%	25%	38%	26%	44%	29%	31%	11%	33%	27%	33%	28%	41%	24%	29%	0%
Don't know	5%	11%	1%	6%	5%	10%	4%	7%	4%	11%	5%	6%	16%	6%	4%	3%	5%	7%	4%	5%	0%
table chi ² :		(-)					*		(**)		-		-					**		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	290	39	109	66	40	36	194	96	239	51	232	46	16	83	68	64	55	89	201	290	0
mean:	4.34	4.54	4.18	4.26	3.75	5.39	4.05	4.92	4.11	5.39	4.40	4.00	2.88	4.77	4.21	4.22	4.36	5.39	3.87	4.34	*
standard deviation:	3.74	3.46	3.55	3.97	3.61	4.25	3.68	3.79	3.66	3.95	3.76	3.85	3.20	3.83	3.57	4.11	3.49	3.79	3.63	3.74	*
standard error:	0.219	0.553	0.340	0.488	0.571	0.709	0.265	0.387	0.237	0.553	0.247	0.568	0.800	0.420	0.433	0.514	0.470	0.402	0.256	0.219	*
Student's t test:		-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		*		-		-					**		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45C2 Substantially fewer sports channels and less variety of sports than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	39%	27%	42%	39%	50%	30%	44% +	29% -	41%	30%	37%	45%	47%	34%	37%	44%	40%	25% ---	45% +++	39%	0%
Neutral (4-6)	27%	32%	32%	24%	19%	23%	27%	28%	28%	23%	28%	20%	26%	32%	31%	18%	24%	32%	25%	27%	0%
Desirable (7-10)	29%	30%	25%	33%	26%	35%	25% -	37% +	27%	37%	29%	29%	16%	27%	28%	35%	29%	36% +	25% -	29%	0%
Don't know	6%	11%	2% -	4%	5%	13% +	5%	6%	4%	11%	5%	6%	11%	7%	4%	3%	7%	6%	5%	6%	0%
table chi ² :		-					-		(-)		-		-					*		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	289	39	108	67	40	35	192	97	238	51	231	46	17	82	68	64	54	90	199	289	0
mean:	4.52	5.00	4.32	4.60	3.72	5.34	4.11	5.32	4.33	5.39	4.60	4.15	3.59	4.71	4.59	4.44	4.50	5.43	4.11	4.52	*
standard deviation:	3.51	3.20	3.33	3.80	3.55	3.69	3.49	3.42	3.45	3.69	3.51	3.71	3.08	3.56	3.26	3.84	3.53	3.49	3.45	3.51	*
standard error:	0.206	0.513	0.320	0.465	0.562	0.624	0.252	0.348	0.224	0.516	0.231	0.547	0.748	0.394	0.395	0.480	0.480	0.368	0.244	0.206	*
Student's t test:		-	-	-	-	-	**	**	-	-	-	-	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					**		*		-		-					**		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45C3 The same number of sports channels and same variety of sports as currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	22%	25%	17%	21%	31%	23%	22%	22%	20%	30%	20%	31%	11%	17%	21%	27%	29%	20%	23%	22%	0%
Neutral (4-6)	37%	36%	43%	30%	45%	25%	39%	34%	38%	32%	36%	41%	32%	48% +	39%	27%	29%	43%	34%	37%	0%
Desirable (7-10)	35%	27%	37%	43%	19%	43%	34%	38%	37%	28%	39%	22% +	47%	28%	35%	42%	33%	31%	37%	35%	0%
Don't know	6%	11%	3%	6%	5%	10%	5%	6%	5%	11%	5%	6%	11%	7%	4%	3%	9%	6%	6%	6%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	288	39	107	66	40	36	191	97	237	51	231	46	17	82	68	64	53	90	198	288	0
mean:	5.36	5.13	5.69	5.58	4.32	5.36	5.28	5.52	5.45	4.92	5.55	4.43	6.18	5.45	5.34	5.27	4.92	5.47	5.31	5.36	*
standard deviation:	2.99	2.75	2.68	3.25	2.94	3.49	2.99	2.99	2.92	3.26	2.94	3.10	2.53	2.69	3.10	3.44	2.83	2.94	3.01	2.99	*
standard error:	0.176	0.440	0.259	0.401	0.465	0.582	0.216	0.303	0.190	0.457	0.193	0.458	0.614	0.297	0.376	0.430	0.389	0.310	0.214	0.176	*
Student's t test:		-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		*		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45C4 Substantially more sports channels and more variety of sports than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	42%	41%	38%	41%	52%	45%	40%	48%	41%	49%	38%	61%	37%	39%	42%	45%	45%	52%	38%	42%	0%
Neutral (4-6)	24%	23%	26%	26%	21%	20%	24%	24%	27%	14%	26%	16%	26%	22%	25%	23%	28%	23%	25%	24%	0%
Desirable (7-10)	28%	25%	33%	27%	21%	28%	32%	21%	29%	26%	30%	18%	32%	32%	27%	29%	22%	19%	32%	28%	0%
Don't know	6%	11%	3%	6%	5%	8%	4%	7%	4%	11%	5%	4%	5%	8%	6%	3%	5%	6%	5%	6%	0%
table chi ² :		-					-		(-)		(*)		-					*		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	289	39	107	66	40	37	193	96	238	51	230	47	18	81	67	64	55	90	199	289	0
mean:	4.24	4.10	4.66	4.36	3.45	3.76	4.52	3.66	4.33	3.80	4.50	2.98	4.67	4.67	4.01	4.08	3.93	3.40	4.61	4.24	*
standard deviation:	3.70	3.57	3.66	3.83	3.53	3.93	3.77	3.53	3.67	3.88	3.67	3.55	3.12	3.87	3.45	4.00	3.62	3.44	3.76	3.70	*
standard error:	0.218	0.572	0.354	0.471	0.558	0.647	0.271	0.360	0.238	0.543	0.242	0.517	0.737	0.430	0.422	0.500	0.488	0.363	0.267	0.218	*
Student's t test:		-	-	-	-	-	-	-	-	-	**	**	-	-	-	-	-	**	**	*	*
Fisher's F test:		-					-		-		**		-					**		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire		
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No	
Q45D1																						
No talk and entertainment channels (as opposed to news, sports and music channels)																						
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0	
Undesirable (0-3)	48%	43%	52%	56%	55%	20%	49%	45%	50%	37%	50%	41%	37%	51%	49%	55%	34%	46%	49%	48%	0%	
Neutral (4-6)	29%	34%	30%	24%	21%	35%	29%	28%	28%	32%	29%	24%	37%	30%	30%	26%	28%	24%	31%	29%	0%	
Desirable (7-10)	19%	18%	15%	16%	19%	35%	18%	21%	16%	30%	17%	29%	21%	16%	18%	15%	29%	24%	17%	19%	0%	
Don't know	5%	5%	3%	4%	5%	10%	4%	6%	5%	2%	4%	6%	5%	3%	3%	5%	9%	6%	4%	5%	0%	
table chi ² :		(-)					-		(-)		-		-					-		-		
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*	
# values for the mean:	292	42	107	67	40	36	194	97	236	56	234	46	18	85	69	63	53	90	202	292	0	
mean:	3.70	3.67	3.46	3.22	3.30	5.75	3.61	3.91	3.47	4.64	3.57	4.24	4.50	3.53	3.49	3.25	4.64	3.99	3.56	3.70	*	
standard deviation:	3.23	2.83	2.99	3.28	3.60	3.25	3.22	3.27	3.17	3.33	3.14	3.78	3.33	3.07	3.12	3.35	3.35	3.21	3.24	3.23	*	
standard error:	0.189	0.437	0.289	0.401	0.569	0.541	0.231	0.332	0.207	0.445	0.205	0.558	0.785	0.333	0.376	0.421	0.460	0.338	0.228	0.189	*	
Student's t test:		-	-	-	-	***	-	-	*	*	-	-	-	-	-	-	-	*	-	-	*	*
Fisher's F test:		**					-		*				-					-			-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45D2 Substantially fewer talk and entertainment channels and less variety of talk and entertainment than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	44%	45%	45%	49%	55%	20%	46%	42%	45%	39%	45%	39%	21%	45%	48%	48%	38%	38%	47%	44%	0%
Neutral (4-6)	34%	36%	36%	30%	29%	38%	35%	33%	35%	32%	34%	35%	53%	39%	31%	29%	31%	33%	34%	34%	0%
Desirable (7-10)	17%	16%	15%	16%	12%	30%	15%	19%	15%	25%	17%	18%	16%	13%	17%	18%	24%	23%	14%	17%	0%
Don't know	5%	2%	3%	6%	5%	13%	4%	6%	5%	5%	4%	8%	11%	3%	4%	5%	7%	6%	4%	5%	0%
table chi ² :		(-)					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	291	43	107	66	40	35	193	97	237	54	234	45	17	85	68	63	54	90	201	291	0
mean:	3.88	3.77	3.73	3.74	3.17	5.57	3.67	4.26	3.72	4.61	3.85	4.11	4.71	3.60	3.82	3.79	4.41	4.41	3.65	3.88	*
standard deviation:	2.99	2.84	2.81	3.05	3.12	2.98	2.92	3.07	2.88	3.33	2.93	3.35	2.37	2.81	2.89	3.31	3.13	3.01	2.95	2.99	*
standard error:	0.175	0.432	0.271	0.376	0.493	0.504	0.210	0.312	0.187	0.454	0.191	0.500	0.574	0.305	0.351	0.417	0.426	0.318	0.208	0.175	*
Student's t test:		-	-	-	-	***	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*
Fisher's F test:		**					-		*		-		-					*		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45D3 The same number of talk and entertainment channels and same variety of talk and entertainment as currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	17%	14%	17%	16%	21%	15%	17%	17%	16%	19%	16%	18%	16%	17%	15%	21%	14%	14%	18%	17%	0%
Neutral (4-6)	48%	55%	51%	39%	43%	53%	47%	50%	47%	49%	50%	41%	42%	49%	52%	35%	57%	48%	48%	48%	0%
Desirable (7-10)	31%	27%	30%	41%	31%	23%	33%	29%	32%	28%	30%	37%	37%	31%	28%	39%	24%	33%	30%	31%	0%
Don't know	4%	5%	2%	4%	5%	10%	4%	5%	4%	4%	4%	4%	5%	3%	4%	5%	5%	5%	4%	4%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	293	42	108	67	40	36	194	98	238	55	233	47	18	85	68	63	55	91	202	293	0
mean:	5.63	5.45	5.56	6.24	5.53	5.08	5.65	5.61	5.69	5.40	5.67	5.66	6.00	5.51	5.71	5.67	5.44	6.01	5.47	5.63	*
standard deviation:	2.63	2.58	2.35	2.91	3.00	2.48	2.77	2.35	2.64	2.60	2.55	2.96	2.72	2.50	2.54	3.02	2.48	2.34	2.74	2.63	*
standard error:	0.154	0.398	0.226	0.355	0.475	0.413	0.199	0.237	0.171	0.351	0.167	0.432	0.642	0.271	0.308	0.380	0.334	0.245	0.193	0.154	*
Student's t test:		-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Fisher's F test:		-					-		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45D4 Substantially more talk and entertainment channels and more variety of talk and entertainment than currently offered																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	38%	43%	34%	43%	38%	38%	38%	39%	38%	40%	37%	43%	32%	35%	27%	39%	57%	39%	38%	38%	0%
Neutral (4-6)	28%	27%	28%	21%	29%	40%	27%	31%	27%	33%	28%	29%	53%	30%	37%	18%	19%	33%	26%	28%	0%
Desirable (7-10)	29%	27%	35%	30%	29%	13%	31%	24%	31%	21%	30%	24%	11%	31%	32%	38%	17%	23%	31%	29%	0%
Don't know	5%	2%	4%	6%	5%	10%	4%	6%	5%	5%	5%	4%	5%	5%	4%	5%	7%	5%	5%	5%	0%
table chi ² :		-					-		-		-		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	291	43	106	66	40	36	193	97	237	54	232	47	18	84	68	63	54	91	200	291	0
mean:	4.59	4.16	5.18	4.55	4.55	3.53	4.73	4.37	4.70	4.13	4.69	4.13	4.17	4.79	5.21	5.00	3.22	4.40	4.68	4.59	*
standard deviation:	3.37	3.27	3.24	3.53	3.55	3.17	3.42	3.24	3.38	3.29	3.31	3.60	2.92	3.38	2.93	3.72	3.23	3.19	3.45	3.37	*
standard error:	0.197	0.498	0.315	0.434	0.562	0.528	0.246	0.329	0.220	0.447	0.217	0.526	0.687	0.369	0.356	0.469	0.439	0.334	0.244	0.197	*
Student's t test:		-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	***	-	-	*	*
Fisher's F test:		-					-		-		-		*					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45E1																					
No commercials on music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	4%	0%	3%	7%	7%	3%	3%	5%	5%	0%	3%	8%	5%	2%	1%	8%	5%	2%	5%	4%	0%
Neutral (4-6)	5%	5%	5%	4%	7%	8%	6%	4%	5%	7%	5%	6%	5%	5%	7%	5%	5%	5%	5%	5%	0%
Desirable (7-10)	91%	95%	93%	89%	86%	88%	90%	91%	90%	93%	91%	86%	89%	93%	90%	88%	90%	93%	90%	91%	0%
Don't know	0%	0%	0%	0%	0%	3% ++	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		-		-				-		-		-
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	305	44	110	70	42	39	201	103	248	57	242	49	19	88	70	66	58	96	209	305	0
mean:	9.06	9.32	9.18	8.90	8.57	9.26	9.12	8.94	9.02	9.26	9.16	8.55	9.05	9.32	9.04	8.83	8.91	9.18	9.01	9.06	*
standard deviation:	2.05	1.33	1.62	2.58	2.65	1.98	1.96	2.22	2.16	1.49	1.89	2.78	1.81	1.59	1.56	2.65	2.52	1.80	2.16	2.05	*
standard error:	0.117	0.200	0.155	0.309	0.409	0.318	0.139	0.219	0.137	0.198	0.122	0.397	0.415	0.170	0.187	0.326	0.330	0.184	0.149	0.117	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* *
Fisher's F test:		-					-		-		-		-				-		-		-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45E2 2 minutes of commercials per hour on music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	42%	55%	31%	44%	48%	48%	44%	38%	43%	37%	42%	47%	16%	44%	32%	52%	47%	41%	42%	42%	0%
Neutral (4-6)	22%	18%	26%	21%	17%	23%	25%	17%	22%	23%	23%	18%	26%	20%	24%	20%	26%	14%	26%	22%	0%
Desirable (7-10)	34%	23%	43%	34%	33%	25%	29%	44%	33%	39%	34%	35%	53%	35%	42%	26%	26%	45%	30%	34%	0%
Don't know	2%	5%	0%	0%	2%	5%	1%	2%	2%	2%	2%	0%	5%	0%	1%	3%	2%	1%	2%	2%	0%
table chi ² :		(-)					(-)		-		-		-					(*)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	301	42	110	70	41	38	199	101	245	56	239	49	18	88	70	64	57	95	206	301	0
mean:	4.29	3.17	5.08	4.10	3.95	3.95	4.01	4.81	4.21	4.64	4.25	4.24	5.94	4.19	5.07	3.64	3.70	4.78	4.06	4.29	*
standard deviation:	3.37	3.05	3.33	3.38	3.61	3.16	3.31	3.43	3.37	3.34	3.36	3.44	3.17	3.51	3.29	3.09	3.29	3.41	3.33	3.37	*
standard error:	0.194	0.471	0.317	0.403	0.563	0.513	0.235	0.341	0.216	0.446	0.217	0.492	0.747	0.374	0.393	0.387	0.436	0.350	0.232	0.194	*
Student's t test:		*	**	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	*
Fisher's F test:		*					*		-	-	-	-	*					-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45E3 5 minutes of commercials per hour on music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	65%	80% +	57% -	70%	64%	65%	68%	60%	66%	61%	67%	63%	53%	69%	58%	65%	74%	58%	69%	65%	0%
Neutral (4-6)	24%	16%	30%	21%	24%	20%	23%	25%	22%	30%	23%	24%	26%	19%	28%	27%	22%	28%	22%	24%	0%
Desirable (7-10)	9%	2%	13%	9%	10%	10%	8%	13%	10%	7%	9%	12%	16%	11%	13%	5%	3%	13%	8%	9%	0%
Don't know	1%	2%	0%	0%	2%	5% +	1%	2%	1%	2%	1%	0%	5%	0%	1%	3%	0%	1%	1%	1%	0%
table chi ² :		-					-		-		-		-					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	302	43	110	70	41	38	200	101	246	56	240	49	18	88	70	64	58	95	207	302	0
mean:	2.54	1.70	3.08	2.21	2.66	2.39	2.32	2.97	2.46	2.89	2.40	2.86	3.33	2.38	3.20	2.22	2.03	2.94	2.36	2.54	*
standard deviation:	2.66	2.10	2.67	2.56	3.01	2.75	2.57	2.79	2.69	2.48	2.58	2.92	2.87	2.69	2.83	2.34	2.43	2.68	2.63	2.66	*
standard error:	0.153	0.320	0.254	0.306	0.471	0.446	0.182	0.278	0.172	0.332	0.167	0.418	0.676	0.287	0.338	0.292	0.320	0.275	0.183	0.153	*
Student's t test:		**	**	-	-	-	*	*	-	-	-	-	-	-	*	-	-	-	-	*	*
Fisher's F test:		*					*		-	-	-	-	-	-				-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45E4 12 minutes of commercials per hour on music channels																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	84%	89%	77%	87%	95%	83%	87%	79%	85%	82%	84%	94%	79%	83%	80%	86%	91%	82%	85%	84%	0%
Neutral (4-6)	10%	5%	19%	9%	0%	8%	8%	15%	10%	12%	11%	4%	16%	13%	13%	8%	5%	14%	9%	10%	0%
Desirable (7-10)	4%	5%	4%	4%	2%	5%	3%	5%	4%	4%	5%	2%	0%	5%	6%	3%	3%	3%	4%	4%	0%
Don't know	1%	2%	0%	0%	2%	5%	1%	2%	1%	2%	1%	0%	5%	0%	1%	3%	0%	1%	1%	1%	0%
table chi ² :		(*)					-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	302	43	110	70	41	38	200	101	246	56	240	49	18	88	70	64	58	95	207	302	0
mean:	1.11	0.84	1.55	0.91	0.73	0.89	0.90	1.53	1.08	1.23	1.13	0.80	1.06	1.19	1.50	0.83	0.76	1.26	1.04	1.11	*
standard deviation:	2.12	2.16	2.22	2.16	1.40	2.22	1.89	2.47	2.13	2.09	2.20	1.55	1.66	2.20	2.28	1.86	2.10	2.12	2.11	2.12	*
standard error:	0.122	0.329	0.211	0.258	0.218	0.359	0.134	0.246	0.135	0.279	0.142	0.222	0.392	0.234	0.273	0.232	0.275	0.218	0.147	0.122	*
Student's t test:		-	**	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					*		-	-	-	-	-	-	-	-	-	-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45F1																					
No ability to record the programming																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	44%	41%	46%	44%	43%	40%	44%	43%	43%	47%	42%	55%	84%	51%	42%	39%	28%	46%	43%	44%	0%
Neutral (4-6)	36%	43%	36%	33%	45%	25%	37%	35%	38%	30%	36%	35%	0%	34%	37%	33%	52%	40%	35%	36%	0%
Desirable (7-10)	11%	2%	9%	17%	7%	23%	10%	14%	11%	14%	13%	8%	11%	10%	13%	14%	10%	7%	13%	11%	0%
Don't know	8%	14%	8%	6%	5%	13%	8%	9%	8%	9%	9%	2%	5%	5%	8%	14%	10%	7%	9%	8%	0%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	280	38	101	66	40	35	185	94	228	52	221	48	18	84	65	57	52	89	191	280	0
mean:	3.58	3.26	3.47	3.71	3.38	4.23	3.52	3.73	3.57	3.63	3.68	3.13	1.94	3.18	3.63	3.95	4.31	3.44	3.64	3.58	*
standard deviation:	2.86	2.48	2.60	3.29	2.63	3.34	2.83	2.90	2.83	3.00	2.92	2.76	2.73	2.97	2.61	3.03	2.62	2.62	2.96	2.86	*
standard error:	0.171	0.402	0.259	0.405	0.416	0.564	0.208	0.300	0.188	0.416	0.196	0.398	0.644	0.325	0.323	0.402	0.364	0.278	0.215	0.171	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	*
Fisher's F test:		-					-		-		-		*					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45F2 Ability to go back in a broadcast you are listening to and replay the previous 30 minutes																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	21%	18%	18%	21%	21%	28%	20%	22%	21%	18%	20%	22%	11%	17%	17%	26%	26%	11%	25%	21%	0%
Neutral (4-6)	43%	48%	49%	39%	50%	20%	42%	46%	42%	46%	44%	41%	37%	50%	41%	38%	43%	54%	38%	43%	0%
Desirable (7-10)	30%	20%	27%	36%	26%	43%	33%	24%	30%	32%	30%	35%	47%	31%	35%	29%	19%	29%	30%	30%	0%
Don't know	7%	14%	5%	4%	2%	10%	5%	8%	7%	5%	6%	2%	5%	2%	7%	8%	12%	5%	7%	7%	0%
table chi ² :		(-)					-		-		-		-					*		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	286	38	104	67	41	36	191	95	232	54	228	48	18	86	66	61	51	91	195	286	0
mean:	5.31	5.08	5.21	5.54	5.20	5.58	5.49	4.96	5.27	5.52	5.32	5.50	7.17	5.49	5.59	5.00	4.51	5.58	5.19	5.31	*
standard deviation:	2.86	2.49	2.59	3.22	2.82	3.41	2.89	2.78	2.88	2.81	2.80	3.09	2.55	2.78	2.71	3.01	2.81	2.48	3.03	2.86	*
standard error:	0.169	0.403	0.254	0.393	0.441	0.568	0.209	0.285	0.189	0.383	0.185	0.447	0.601	0.299	0.334	0.386	0.393	0.260	0.217	0.169	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	**	-	-	-	*	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	**	-	-	-	-	-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45F3 Ability to record a program so you can listen to it later																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	20%	16%	19%	21%	24%	23%	19%	23%	20%	19%	20%	22%	0%	17%	15%	29%	28%	15%	23%	20%	0%
Neutral (4-6)	35%	43%	41%	31%	33%	20%	33%	41%	36%	33%	37%	27%	16%	40%	37%	27%	40%	42%	32%	35%	0%
Desirable (7-10)	37%	27%	34%	43%	38%	48%	42%	28%	37%	39%	36%	49%	79%	41%	41%	32%	22%	38%	37%	37%	0%
Don't know	7%	14%	6%	4%	5%	10%	6%	8%	7%	9%	7%	2%	5%	2%	7%	12%	10%	6%	8%	7%	0%
table chi ² :		-					-		-		-		(**)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	284	38	103	67	40	36	189	95	232	52	225	48	18	86	66	58	52	90	194	284	0
mean:	5.68	5.50	5.58	5.90	5.50	5.94	5.95	5.15	5.64	5.85	5.66	6.04	8.11	5.99	6.18	5.07	4.52	5.92	5.57	5.68	*
standard deviation:	3.12	2.79	2.98	3.33	3.06	3.59	3.15	3.00	3.14	3.04	3.10	3.13	1.68	3.15	2.82	3.34	2.96	2.81	3.25	3.12	*
standard error:	0.185	0.452	0.293	0.407	0.484	0.599	0.229	0.308	0.206	0.422	0.206	0.452	0.395	0.340	0.347	0.439	0.411	0.296	0.234	0.185	*
Student's t test:		-	-	-	-	-	*	*	-	-	-	-	***	-	-	-	**	-	-	*	*
Fisher's F test:		-					*		-		-		***					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45F4 Ability to extract songs from programs you have recorded to create your own music library from which you can play songs at any time																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	18%	9%	16%	20%	21%	28%	17%	20%	18%	18%	19%	16%	0%	17%	13%	24%	26%	11%	21%	18%	0%
Neutral (4-6)	22%	27%	23%	21%	26%	13%	21%	25%	23%	18%	23%	20%	11%	16%	18%	21%	38%	22%	22%	22%	0%
Desirable (7-10)	52%	48%	55%	54%	48%	50%	55%	47%	51%	56%	51%	61%	84%	64%	62%	44%	24%	59%	49%	52%	0%
Don't know	8%	16%	6%	4%	5%	10%	7%	8%	7%	9%	7%	2%	5%	3%	7%	11%	12%	7%	8%	8%	0%
table chi ² :		-					-		-		-		(***)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	283	37	103	67	40	36	188	95	231	52	225	48	18	85	66	59	51	89	194	283	0
mean:	6.56	7.14	6.64	6.49	6.35	6.08	6.73	6.22	6.48	6.90	6.52	7.10	8.83	7.09	7.36	5.92	4.76	7.31	6.21	6.56	*
standard deviation:	3.41	2.81	3.23	3.69	3.38	4.02	3.43	3.36	3.40	3.48	3.46	3.01	1.82	3.40	3.03	3.62	3.17	3.09	3.50	3.41	*
standard error:	0.203	0.462	0.318	0.451	0.534	0.671	0.250	0.345	0.224	0.483	0.230	0.435	0.430	0.368	0.373	0.471	0.443	0.327	0.252	0.203	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	***	-	*	-	***	**	**	*	*
Fisher's F test:		-					-		-		-		***					*		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45G1 Typical geographical coverage of FM radio																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	47%	55%	54%	39%	50%	30%	54%	32%	48%	42%	48%	43%	37%	52%	46%	52%	40%	41%	50%	47%	0%
Neutral (4-6)	19%	14%	19%	19%	19%	23%	17%	22%	17%	25%	19%	16%	21%	18%	25%	15%	14%	22%	17%	19%	0%
Desirable (7-10)	31%	27%	25%	39%	26%	45%	26%	41%	31%	32%	30%	37%	37%	27%	23%	33%	40%	33%	30%	31%	0%
Don't know	4%	5%	3%	4%	5%	3%	3%	5%	4%	2%	4%	4%	5%	2%	6%	0%	7%	4%	3%	4%	0%
table chi ² :		-					(**)		-	-		-					-				
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	295	42	107	67	40	39	196	98	239	56	234	47	18	86	67	66	54	92	203	295	0
mean:	4.26	3.64	3.72	4.85	3.83	5.82	3.72	5.37	4.18	4.61	4.16	4.70	5.00	3.79	3.99	4.20	4.94	4.66	4.07	4.26	*
standard deviation:	3.82	3.88	3.64	3.87	3.64	3.97	3.77	3.70	3.90	3.46	3.76	4.13	3.94	3.75	3.56	3.92	4.10	3.80	3.83	3.82	*
standard error:	0.223	0.599	0.352	0.473	0.575	0.635	0.269	0.374	0.253	0.463	0.246	0.603	0.929	0.405	0.435	0.483	0.558	0.396	0.269	0.223	*
Student's t test:		-	-	-	-	*	***	***	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		*					***		-	-	-	-	-	-	-	-	-	-	-	-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45G2																					
Ability to get the radio signal anywhere in Canada																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	2%	2%	0%	4%	2%	3%	1%	4%	2%	0%	2%	0%	0%	1%	4%	3%	0%	1%	2%	2%	0%
Neutral (4-6)	3%	0%	4%	3%	5%	5%	4%	2%	4%	0%	2%	6%	0%	2%	6%	3%	3%	3%	3%	3%	0%
Desirable (7-10)	94%	98%	96%	93%	90%	93%	95%	94%	93%	100%	95%	94%	95%	97%	90%	94%	97%	96%	94%	94%	0%
Don't know	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%
table chi ² :		-					-		-		-		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	305	44	110	70	41	40	201	103	248	57	242	49	18	88	71	66	58	96	209	305	0
mean:	9.43	9.59	9.63	9.17	9.12	9.45	9.52	9.23	9.39	9.60	9.44	9.49	9.61	9.64	9.13	9.33	9.52	9.53	9.38	9.43	*
standard deviation:	1.52	1.23	1.07	1.90	1.95	1.62	1.36	1.79	1.63	0.88	1.57	1.28	0.61	1.15	1.93	1.94	1.06	1.40	1.58	1.52	*
standard error:	0.087	0.185	0.102	0.227	0.305	0.256	0.096	0.177	0.104	0.117	0.101	0.182	0.143	0.122	0.229	0.239	0.140	0.143	0.109	0.087	*
Student's t test:		-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45H1																					
Monthly price of \$10.99																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	3%	2%	3%	3%	2%	3%	3%	2%	2%	4%	3%	0%	5%	1%	1%	3%	5%	1%	3%	3%	0%
Neutral (4-6)	6%	7%	5%	9%	5%	5%	6%	6%	5%	12%	6%	4%	0%	1%	10%	2%	16%	4%	7%	6%	0%
Desirable (7-10)	89%	84%	92%	87%	88%	88%	90%	87%	91%	79%	87%	96%	89%	94%	85%	95%	78%	93%	87%	89%	0%
Don't know	3%	7%	0%	1%	5%	5%	1%	5%	2%	5%	3%	0%	5%	3%	4%	0%	2%	2%	3%	3%	0%
table chi ² :		-	-	-	-	-	-	-	(-)	-	-	-	(*)	-	-	-	-	-	-	-	-
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	298	41	110	69	40	38	200	98	244	54	235	49	18	85	68	66	57	94	204	298	0
mean:	9.17	9.00	9.25	9.07	9.18	9.29	9.15	9.21	9.30	8.59	9.10	9.53	9.06	9.59	8.99	9.39	8.56	9.37	9.07	9.17	*
standard deviation:	2.01	2.07	1.88	2.23	2.02	1.97	2.11	1.81	1.86	2.54	2.13	1.26	2.41	1.34	1.97	1.87	2.68	1.56	2.19	2.01	*
standard error:	0.117	0.324	0.179	0.269	0.320	0.320	0.149	0.182	0.119	0.345	0.139	0.180	0.569	0.145	0.239	0.230	0.355	0.161	0.153	0.117	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	**	-	-	*	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45H2																					
Monthly price of \$12.99																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	20%	16%	17%	24%	17%	25%	18%	22%	18%	26%	18%	22%	11%	10%	17%	26%	31%	16%	21%	20%	0%
Neutral (4-6)	17%	30%	18%	11%	19%	10%	19%	15%	17%	18%	17%	20%	11%	19%	27%	14%	10%	17%	18%	17%	0%
Desirable (7-10)	60%	48%	65%	63%	60%	58%	61%	58%	63%	49%	61%	57%	74%	67%	52%	61%	55%	66%	58%	60%	0%
Don't know	3%	7%	0%	1%	5%	8%	1%	5%	2%	7%	4%	0%	5%	3%	4%	0%	3%	2%	3%	3%	0%
table chi ² :		(-)					-		(-)		-		(*)					-		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	297	41	110	69	40	37	199	98	244	53	234	49	18	85	68	66	56	94	203	297	0
mean:	6.46	6.24	6.67	6.25	6.68	6.22	6.54	6.29	6.61	5.74	6.58	6.16	7.56	7.08	6.32	6.11	5.88	6.91	6.25	6.46	*
standard deviation:	3.29	3.19	3.11	3.50	3.24	3.71	3.29	3.31	3.27	3.35	3.20	3.60	2.97	2.87	3.21	3.53	3.64	3.15	3.34	3.29	*
standard error:	0.191	0.499	0.297	0.421	0.512	0.609	0.233	0.334	0.209	0.460	0.209	0.514	0.701	0.311	0.389	0.435	0.487	0.325	0.235	0.191	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	*
Fisher's F test:		-					-		-		-		-					-		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire		
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No	
Q45H3																						
Monthly price of \$14.99																						
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0	
Undesirable (0-3)	35%	43%	31%	34%	36%	40%	36%	35%	33%	44%	34%	41%	32%	24%	34%	38%	50%	31%	37%	35%	0%	
Neutral (4-6)	34%	34%	38%	39%	26%	23%	34%	34%	35%	28%	37%	22%	26%	42%	37%	32%	24%	27%	37%	34%	0%	
Desirable (7-10)	28%	16%	31%	26%	33%	30%	29%	26%	29%	21%	26%	37%	37%	31%	25%	30%	22%	40%	22%	28%	0%	
Don't know	3%	7%	0%	1%	5%	8%	1%	5%	2%	7%	4%	0%	5%	3%	4%	0%	3%	2%	3%	3%	0%	
table chi ² :		-	-				-		(-)		(-)		-					(*)		-		
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*	
# values for the mean:	297	41	110	69	40	37	199	98	244	53	234	49	18	85	68	66	56	94	203	297	0	
mean:	4.47	3.54	4.79	4.43	4.68	4.41	4.52	4.37	4.63	3.75	4.48	4.47	5.06	5.00	4.44	4.45	3.75	4.97	4.24	4.47	*	
standard deviation:	3.08	3.01	2.88	3.20	3.12	3.41	3.08	3.08	3.08	3.02	3.02	3.31	3.08	2.94	2.90	3.12	3.36	3.17	3.02	3.08	*	
standard error:	0.179	0.470	0.274	0.385	0.493	0.561	0.219	0.312	0.197	0.415	0.197	0.473	0.725	0.318	0.352	0.384	0.449	0.327	0.212	0.179	*	
Student's t test:		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45H4																					
Monthly price of \$16.99																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	68%	80%	65%	64%	69%	65%	67%	69%	66%	75%	67%	69%	53%	60%	62%	76%	79%	57%	72%	68%	0%
Neutral (4-6)	17%	11%	18%	19%	19%	18%	17%	17%	18%	12%	18%	18%	26%	20%	21%	15%	9%	23%	15%	17%	0%
Desirable (7-10)	13%	5%	16%	16%	10%	10%	14%	11%	14%	7%	13%	12%	16%	16%	14%	9%	10%	19%	10%	13%	0%
Don't know	2%	5%	0%	1%	2%	8%	1%	3%	2%	5%	3%	0%	5%	3%	3%	0%	2%	1%	3%	2%	0%
table chi ² :		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(*)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	299	42	110	69	41	37	199	100	245	54	236	49	18	85	69	66	57	95	204	299	0
mean:	2.49	1.55	2.75	2.74	2.41	2.41	2.45	2.57	2.57	2.13	2.53	2.29	3.00	2.82	2.81	2.09	2.00	3.11	2.20	2.49	*
standard deviation:	2.66	1.93	2.74	2.83	2.70	2.63	2.66	2.66	2.70	2.46	2.65	2.68	2.70	2.80	2.78	2.34	2.62	2.79	2.55	2.66	*
standard error:	0.154	0.297	0.261	0.341	0.422	0.432	0.189	0.266	0.172	0.334	0.172	0.384	0.637	0.303	0.334	0.288	0.347	0.286	0.178	0.154	*
Student's t test:		**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**	**	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**		-	

Now we would like to know how desirable you find each of the following possibilities. Please assume that in each case all other features of the satellite radio service remain the same. Please use a number from 0 (zero) meaning extremely undesirable for you, to 10 meaning extremely desirable for you. You can use any number from 0 to 10 to indicate your answer. So, how desirable would the following be:

	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q45H5																					
Monthly price of \$18.99																					
survey responses:	306	44	110	70	42	40	202	103	249	57	243	49	19	88	71	66	58	96	210	306	0
Undesirable (0-3)	82%	91%	82%	80%	79%	80%	82%	83%	82%	81%	82%	80%	68%	78%	76%	91%	88%	75%	85%	82%	0%
Neutral (4-6)	13%	5%	15%	16%	17%	8%	14%	11%	13%	12%	12%	20%	26%	17%	14%	8%	7%	21%	9%	13%	0%
Desirable (7-10)	3%	0%	4%	3%	0%	5%	2%	3%	3%	2%	3%	0%	0%	1%	7%	2%	2%	3%	2%	3%	0%
Don't know	3%	5%	0%	1%	5%	8%	1%	4%	2%	5%	3%	0%	5%	3%	3%	0%	3%	1%	3%	3%	0%
table chi ² :		-	-				-		-		-		-					(*)		-	
confidence interval at 50%	5.60	14.77	9.34	11.71	15.12	15.49	6.90	9.66	6.21	12.98	6.29	14.00	22.48	10.45	11.63	12.06	12.87	10.00	6.76	5.60	*
# values for the mean:	298	42	110	69	40	37	199	99	244	54	235	49	18	85	69	66	56	95	203	298	0
mean:	1.21	0.55	1.37	1.39	1.08	1.30	1.23	1.18	1.24	1.09	1.21	1.27	1.94	1.42	1.61	0.73	0.82	1.68	0.99	1.21	*
standard deviation:	2.23	1.43	2.41	2.35	1.90	2.48	2.23	2.25	2.26	2.13	2.21	2.18	2.24	2.24	2.71	1.78	1.98	2.46	2.09	2.23	*
standard error:	0.129	0.221	0.230	0.282	0.300	0.408	0.158	0.226	0.145	0.290	0.144	0.311	0.527	0.243	0.326	0.219	0.265	0.252	0.146	0.129	*
Student's t test:		**	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*	*	*
Fisher's F test:		-					-		-		-		*					*		-	

Difference associated with the subscription:																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3132 amount spent on pre-recorded music CDs in a typical month																					
survey responses:	241	35	85	58	33	30	159	81	195	46	190	39	18	74	50	52	43	80	161	241	0
Difference	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%
confidence interval at 50%	6.31	16.56	10.63	12.87	17.06	17.89	7.77	10.89	7.02	14.45	7.11	15.69	23.10	11.39	13.86	13.59	14.94	10.96	7.72	6.31	*
# values for the mean:	241	35	85	58	33	30	159	81	195	46	190	39	18	74	50	52	43	80	161	241	0
mean:	-7.6	-14.0	-8.5	0.7	-2.3	-19.4	-9.4	-4.2	-8.2	-5.0	-7.7	-10.1	-6.4	-4.2	-12.3	-6.9	-9.6	-8.6	-7.1	-7.6	*
standard deviation:	32.5	30.4	26.0	36.5	15.0	49.9	38.4	15.7	35.0	19.1	31.3	41.9	20.8	37.9	39.7	27.4	23.8	43.6	25.5	32.5	*
standard error:	2.10	5.14	2.82	4.79	2.60	9.10	3.04	1.75	2.51	2.81	2.27	6.70	4.91	4.41	5.62	3.81	3.63	4.88	2.01	2.10	*
Student's t test:		-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		*					-		-		-		-					-		-	

Difference associated with the subscription:																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3334 amount spent on music downloads in a typical month																					
survey responses:	268	35	105	58	37	33	176	91	215	53	215	40	18	77	58	57	54	79	189	268	0
Difference	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%
confidence interval at 50%	5.99	16.56	9.56	12.87	16.11	17.06	7.39	10.27	6.68	13.46	6.68	15.49	23.10	11.17	12.87	12.98	13.34	11.03	7.13	5.99	*
# values for the mean:	268	35	105	58	37	33	176	91	215	53	215	40	18	77	58	57	54	79	189	268	0
mean:	-2.11	-2.43	-2.52	-1.55	-0.95	-2.73	-2.81	-0.77	-2.70	0.28	-2.47	-0.88	-0.56	-4.09	-1.38	-0.70	-2.22	-3.73	-1.43	-2.11	*
standard deviation:	12.2	17.2	14.3	7.4	5.8	11.5	14.3	6.7	13.5	2.1	13.4	5.5	2.4	17.3	8.9	5.7	13.8	18.0	8.7	12.2	*
standard error:	0.75	2.90	1.39	0.98	0.95	2.01	1.08	0.70	0.92	0.28	0.92	0.88	0.56	1.98	1.17	0.76	1.88	2.02	0.64	0.75	*
Student's t test:		-	-	-	-	-	-	-	**	**	-	-	-	-	-	-	-	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Difference associated with the subscription:																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3536 hours spent listening to broadcast radio in a typical day																					
survey responses:	274	43	102	61	35	33	185	88	225	49	222	39	17	84	60	58	51	83	191	274	0
Difference	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%
confidence interval at 50%	5.92	14.94	9.70	12.55	16.56	17.06	7.20	10.45	6.53	14.00	6.58	15.69	23.77	10.69	12.65	12.87	13.72	10.76	7.09	5.92	*
# values for the mean:	274	43	102	61	35	33	185	88	225	49	222	39	17	84	60	58	51	83	191	274	0
mean:	-2.42	-3.19	-2.45	-2.49	-1.34	-2.36	-2.54	-2.17	-2.52	-2.00	-2.67	-0.67	-1.88	-2.39	-3.02	-3.31	-0.63	-2.24	-2.50	-2.42	*
standard deviation:	4.40	4.31	3.93	5.11	4.01	4.90	4.51	4.21	4.34	4.69	4.51	2.90	3.43	3.23	5.31	4.52	3.62	4.46	4.39	4.40	*
standard error:	0.266	0.657	0.390	0.654	0.679	0.854	0.331	0.449	0.290	0.670	0.303	0.464	0.831	0.352	0.685	0.593	0.506	0.490	0.317	0.266	*
Student's t test:		-	-	-	-	-	-	-	-	-	***	***	-	-	-	-	***	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	**		**					-	-	-	-

Difference associated with the subscription:																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic Canada	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3738																					
hours spent watching news on television in a typical day																					
survey responses:	266	42	94	62	35	33	176	89	215	51	216	39	14	76	61	59	52	81	185	266	0
Difference	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%
confidence interval at 50%	6.01	15.12	10.11	12.45	16.56	17.06	7.39	10.39	6.68	13.72	6.67	15.69	26.19	11.24	12.55	12.76	13.59	10.89	7.20	6.01	*
# values for the mean:	266	42	94	62	35	33	176	89	215	51	216	39	14	76	61	59	52	81	185	266	0
mean:	-0.180	-0.262	-0.138	-0.355	0.057	-0.121	-0.193	-0.157	-0.209	-0.059	-0.222	0.051	0.000	-0.118	-0.213	-0.203	-0.269	-0.210	-0.168	-0.180	*
standard deviation:	0.79	0.94	0.68	0.94	0.73	0.60	0.89	0.58	0.83	0.61	0.82	0.69	0.00	0.73	0.88	0.91	0.79	1.02	0.67	0.79	*
standard error:	0.049	0.145	0.070	0.120	0.123	0.104	0.067	0.062	0.057	0.086	0.056	0.110	0.000	0.084	0.112	0.118	0.110	0.113	0.050	0.049	*
Student's t test:		-	-	-	*	-	-	-	-	-	*	*	***	-	-	-	-	-	-	*	*
Fisher's F test:		-					-	-	-	-	*		-					-		-	

Difference associated with the subscription:																					
	Total	Region					Process to obtain the subscription		Currently making payments		Mother tongue		Age					Gender		Completed the Web questionnaire	
		BC and terr.	Prairies	Ontario	Quebec	Atlantic	Own decision	Gift or promotion	Yes	No	English	French	18-24	25-34	35-44	45-54	55+	Female	Male	Yes	No
Q3940																					
hours spent watching sports on television in a typical day																					
survey responses:	278	42	102	64	33	37	182	95	228	50	224	41	16	82	65	58	53	87	191	278	0
Difference	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%
confidence interval at 50%	5.88	15.12	9.70	12.25	17.06	16.11	7.26	10.05	6.49	13.86	6.55	15.30	24.50	10.82	12.16	12.87	13.46	10.51	7.09	5.88	*
# values for the mean:	278	42	102	64	33	37	182	95	228	50	224	41	16	82	65	58	53	87	191	278	0
mean:	-0.40	-0.86	-0.40	-0.06	-0.12	-0.73	-0.53	-0.17	-0.46	-0.12	-0.48	-0.02	0.13	-0.54	-0.45	-1.00	0.32	-0.36	-0.42	-0.40	*
standard deviation:	2.64	3.69	2.60	1.69	2.61	2.74	3.04	1.62	2.87	1.02	2.73	2.41	0.62	2.93	1.93	3.26	2.52	1.68	2.98	2.64	*
standard error:	0.158	0.569	0.258	0.211	0.454	0.450	0.226	0.166	0.190	0.145	0.183	0.377	0.155	0.324	0.239	0.428	0.346	0.181	0.216	0.158	*
Student's t test:		-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	*
Fisher's F test:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-