

PENETRATION OF VIDEO CASSETTE RECORDERS
- % of Canadian Households With Television -
(Source: Environics' Media Study)

Total Canada	42%
Atlantic provinces	42
Quebec	43
Montreal	41
Rest of Quebec	45
Ontario	43
Toronto	40
Rest of Ontario	45
Manitoba/Saskatchewan	42
Alberta	49
British Columbia	32
Vancouver	40

Medium television viewers are more likely than heavy viewers to own a VCR (47 versus 38%). This is probably the result of a number of factors: the lower income levels of heavy viewers overall and a desire among less frequent television viewers to maximize their viewing time by pre-recording favourite programs which may then be replayed at a more convenient time.