

PENETRATION OF PAY TV
- % of all Households With a Cable Converter -
(Source: Environics' Media Study)

Households with cable converters	100%
<u>Cable Converter Households With Pay TV</u>	
Total Canada	22%
Atlantic Provinces	24
Quebec	19
Montreal	12
Rest of Quebec	27
Ontario	22
Toronto	22
Rest of Ontario	23
Manitoba/Saskatchewan	23
Alberta	31
British Columbia	21
Vancouver	19

8.5 Video Cassette Recorders

Video cassette recorders are in 42 per cent of all television households. Ownership is skewed toward the Baby Boom generation. Fifty-three per cent of all 25 to 49 year olds own or hold a long term lease on a VCR. Video cassette recorders are most often found in affluent households (66%) but are no more likely to be owned by university graduates than by people with only high school education.

Regionally, Alberta, has the highest penetration level of VCR's (49%) and British Columbia the lowest (32%).