



## Topics Guide–Spring 2016 Questionnaire

### **Television**

Traditional TV  
TV Reception Type  
Service Providers  
Hours of Viewing  
TV Stations  
Over-the-Top (OTT) Services  
Tuned Out  
Off-Air  
Cord-Cutting and Shaving  
Online TV  
Marathon Viewing

### **Radio**

Traditional Radio  
Hours of Listening  
Online Radio  
Online Radio by Device

### **Internet**

Internet Connection Type  
Service Providers  
TV Set Connected to the Internet  
Online Activities  
Content Contributors/Creators  
Internet Access by Device

Online Video and TV Services  
Streaming Audio and Radio  
Podcasts  
YouTube  
Music Streaming Services  
Social Networking  
Social Networking by Device  
Multitasking  
Online Engagement with Live TV (Second Screen)  
Other Online Activities  
Hours of Use  
Frequency of Use

### **Home Phone/Cell Phone Services**

Service Providers  
Landline owners  
Cell Phones  
Ownership of Regular Cells and Smartphones  
Brand of Smartphone – iPhone, Blackberry, Android  
Service Providers  
Activities on a Cell  
Cell Phone Only Households

### **Tablets**

Ownership and Brand  
Activities on a Tablet

### **News**

Paper and Online Newspaper Subscription  
Online News Sources  
Frequency of Use  
By Device

### **Devices & Services**

Computer Ownership  
HDTV Screens & Receivers  
SmartTV  
PVRs  
Netflix Subscriber/Devices Used  
Shomi/Crave/Club Illico/ICI Tou.tv  
Apple TV  
Roku

Chromecast  
Ultra HD TV/4K  
Wearable Technologies

### **Heavy Content Users**

News  
Sports

### **Demographic Groups**

Gender  
Generations (Z, Y, X, Boomers, Seniors)  
Parents with Young Kids/Teens  
Students  
Retirees  
Visible Minorities  
Regions  
Community Size  
Region  
Educational Attainment  
Household Income