



Topics Guide–Fall 2015 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
Satisfaction with TV Service Provider
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
Boxee

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