



Topics Guide–Fall 2017 Questionnaire

Television

Traditional TV
TV Reception Type
Service Providers
TV Stations
Over-the-Top (OTT) Services
Tuned Out
Off-Air
Cord-Cutting and Shaving
Likelihood of reducing the number of TV channels
Online TV
Household media equipment (PVR, Ultra HD)
TV brand
Hours of Viewing
Marathon Viewing

Radio

Traditional Radio
Satellite Radio services
Online Radio
Online Radio by Device
Hours of Listening

Internet

Service Providers
TV Set Connected to the Internet
Online Activities

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

Mobile Devices

Tablet Ownership
Activities on a Tablet
Cellphone Ownership
Smartphones
Brand of Smartphone (iPhone, Blackberry, Android, Other)
Service Providers
Use of Cellphone to make calls
Activities on a Cell
Cell Phone Only Households

Banking

Online and In-person Banking
Primary Bank
Bank Service(s) Satisfaction
Tap-to-pay Apps (Apple Pay, Android Pay, Starbucks Coffee app)
Banks by Service (Teller, Banking Machine, Online Banking, E-Trading)
Use of Apps to Access Banking Services
Security of Financial Information

Devices & Services

Laptop/Computer Ownership
SmartTV
PVRs
Netflix Subscriber/Devices Used
Crave/Club Illico/Sportsnet Now

Another paid video streaming service(s)
Factors In Subscribing to Video Streaming Service
Apple TV
Boxee
Roku
Chromecast
Ultra HD TV/4K
Subscription to Netflix
Hours of Watching Netflix
Watching Netflix by Device
Wearable Technologies
Internet-Connected TV
Virtual Reality Devices (Headset, Google Cardboard, Oculus Rift, Samsung VR)
Voice Activated Virtual Assistants (Siri)
Applications on Smartphones

Content

News Content
Online News Services
Sports Content
Professional Sports
Genres of Online Video and TV Content

News

Frequency of Following News
Online News Sources
Online News Access by Device
Frequency of Use by Device

Demographic Groups

Age
Education
Employment Status
Number of Individuals in a Household
Sex
Generations
Parents with Young Kids/Teens
Students
Retirees
Visible Minorities
Born in Canada

Immigration Year

Regions

Community Size

Region

Household Income

Blind or Low Vision

Deaf or Hearing Impaired