



Topics Guide–Fall 2018 Questionnaire

Television

Traditional TV
TV Reception Type
Service Providers
TV Stations
Over-the-Top (OTT) Services
Tuned Out
Off-Air
Online TV
Household media equipment (PVR, Ultra HD)
TV brand
Hours of Listening
News channels
Satellite Service Provider
Fibre Optic Service Provider
Hours of Use
Language statistics

Radio

Traditional Radio
Services Online Radio
Online Radio by Device
Hours of Listening
Types of Radio
Activities on online audio sites

Internet

Service Providers
TV Set Connected to the Internet
Online Activities
Internet Access by Device Online

Video and TV Services Streaming
Music Streaming Services
YouTube for Music Listening
Podcasts
Frequency of listening to 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
Internet plan

Mobile Devices

Tablet Ownership
Activities on a Tablet
Cellphone Ownership
Smartphones
Brand of Smartphone (iPhone, Blackberry, Android, Other)
Service Providers
Device used to connect TV set to internet
Activities on a Cell
Wearable Technologies
Smart speaker Ownership
Brand of Smart speaker
Activities on a Smart speaker

Devices & Services

Laptop/Computer Ownership
Netflix Subscriber/Devices Used
Crave/Club Illico/Amazon Prime Video
Other Paid Video Services

Factors In Subscribing to Video Streaming Service
Subscription to Netflix
Hours of Watching Netflix
Watching Netflix by Device
Internet-Connected TV
Subscription to Sports Video Services
Sportsnet Now/NHL.TV/MLB.TV

Content

News Content
Paid Subscription to Newspapers
Daily News Articles consumption

News

Frequency of Following News
Online News Services
Sports Content
Professional Sports
Genres of Online Video and TV Content
Frequency of Use by Device

Demographic Groups

Age
Education
Employment Status
Number of Individuals in a Household
Sex
Parents with Young Kids/Teens
Under the Age of 7
First Nations/Inuits/Metis
Visible Minorities
Born in Canada
Immigration Year
Household Income