



Topics Guide – Fall 2019 Questionnaire

Traditional Television

Viewership
TV stations by device
Local news
Traditional TV (satellite, cable, IPTV)
Service providers
TV subscription
Cutting back on channels
Cutting the cord – likeliness
Frequency of use
Total hours of watching
Co-viewing (habits/genres)

Online Television/Video

Apps/websites
Buy/rent movies/TV shows online
Frequency of use – online video/TV programs
Online TV/video by device
Types of video

OTT Services

Subscription (Crave/Amazon Prime Video/Netflix/YouTube Premium/CBS All Access)
Likelihood to subscribe (Disney+/Apple TV+)
Hours of watching
Hours of watching Netflix



Paid subscription to Netflix

Subscription to Sports video streaming services

Radio/Online audio

Listenership - Frequency

Traditional radio

Online radio

Listen to radio – location

Listen to radio - devices

Listenership by device

Podcasts – websites/apps

Podcasts by device

Podcasts – length/genre

Media Devices

Desktop/Computer ownership

Ultra HD TV ownership

Smart TV ownership

Internet connection

Game console ownership

Brand of game console

Game console – Frequency of use

Video games – Watch someone play online

E-sports

Smart watches by brand – ownership

Smart home devices – ownership/brand

Frequency of use – virtual assistants

Smart speaker ownership

Brand of smart speaker



Activities on a smart speaker

Smart speaker with screen – ownership

Tablet – ownership

Smartphone/regular cell phone – ownership

Service provider – cell phone

Service provider - landline

Internet/Online activities

Frequency of use

Internet by device

Service provider

Sports content

Social Networking

Websites/apps

Social networking by device

Frequency of use

Content

Paid subscription to a newspaper (online/paper)

Local/national newspaper - subscription

Local newspaper – read

Online news – frequency/websites/devices

Demographics

Age

Education

Employment status



Number of individuals in household

Sex

Under the age of 7

First Nations/Inuit/Metis

Visible Minorities

Low vision

Hard of hearing

Teenagers in the household

Income

Commuting

Born in Canada