



Topics Guide – Spring 2019 Questionnaire

Television

TV Subscription
Local news viewership
Traditional TV
TV Reception Type
Service Providers
TV Stations
Frequency of use
Online TV
Household media equipment (PVR, Ultra HD)
TV brand
Hours of Listening
News channels
Satellite Service Provider
Fibre Optic Service Provider
OTT services
Crave/Amazon Prime Video/YouTube Premium
Subscription to Netflix
Hours of Watching Netflix
Netflix Subscriber/Devices Used
Other paid Services
Subscription to Sports Video Services
Sportsnet Now/NHL.TV/DAZN

Radio

Listenership
Traditional Radio
Online Radio
Online Radio by Device
Radio Stations
Types of Radio

Internet

Service Providers

TV Set Connected to the Internet

Online Activities

Online audio/video/radio

Online audio/video/radio by Device

Online TV

Online TV by Device

Internet Access by Device

Podcasts

Frequency of listening to Podcasts

Social Networking

Social Networking by Device

Social Networking by App

Online News

Online News by Device

Other Online Activities

Frequency of Use

Internet plan

Devices & Services

Laptop/Computer Ownership

Smart TV

Ultra HD TV

Internet Connection

Smart speaker Ownership

Brand of Smart speaker

Activities on a Smart speaker

Likelihood to purchase a Smart speaker

Tablet Ownership

Activities on a Tablet

Cellphone Ownership

Smartphones

Brand of Smartphone (iPhone, Blackberry, Android, Other)

Activities on Smartphone

Service Providers

Device used to connect TV set to internet

Factors In Subscribing to Video Streaming Service Internet-Connected TV

News

Fake news

Impact of fake news on politics

Impact of fake news on the 2019 elections

Discuss News

Level of Informedness

Paid Subscription to Newspapers

Daily News Articles consumption

Demographic Groups

Age

Education

Employment Status

Number of Individuals in a Household

Sex

18+

Between 12-17

Under the Age of 7

First Nations/Inuits/Metis

Visible Minorities

Low vision

Hard of hearing

Impairment impede ability to access media

Born in Canada

Household Income

Commuting