

# TOPICS GUIDE

A wide range of topics including:

## TV / VIDEO

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- TV reception type
- Over-the-Top services  
*(eg. Netflix, Shomi, CraveTV...)*
- Cord-cutting, cord-shaving and cord-nevers
- Binge viewing
- Online video and television
- Online video / TV genres
- Television technologies  
*(eg. HDTV, 4K, Apple TV, Games Consoles, Chromecast)*
- Self reported hours of use
- Usage by device  
*(ie. Smartphone, Tablet, Internet, Traditional and Smart TV, Computer)*

## MOBILE

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- Smartphone / tablet ownership and brand
- Wearable technologies
- Mobile device activities
- Cellphone service providers
- Cellphone only households

## BANKING SERVICES

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- Online banking
- E-trading
- Banking providers
- Perception of security

## INTERNET

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- Social networking
- Internet-connected devices
- Service providers
- Second-screen interaction
- Social TV
- Content creation
- Other online activities

## RADIO / AUDIO

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- Streaming radio and audio
- Podcasting
- Music streaming services  
*(eg. Apple Music, Soundcloud, Spotify, Google Music)*
- Satellite radio
- Self reported hours of use
- Usage by device  
*(ie. Smartphone, Tablet, Internet, Regular radio receiver, Smart TV, Computer)*

## NEWSPAPERS

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- Traditional and online newspaper subscriptions
- Online news sources
- Frequency of use and access by device

## TELECOMS

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- Mobile
- Home phone
- Internet access
- TV subscription
- Bundling by service provider

## DEMOGRAPHICS AND MARKETS

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- Gender
- Language  
*(Anglophones / Francophones)*
- Generations  
*(Z, Y, X, Boomers, Seniors)*
- Parents with young kids/teens
- Visible minorities
- Regions
- Community size
- Educational attainment
- Household income
- Visual / Auditory Impairment