



FINAL

**MTM – FALL 2017
TELEPHONE QUESTIONNAIRE**

TELEVISION

1. In the past month, did you watch TV from any location on any device?
2. In the past month, did you watch any of the following TV stations on any device?
 - CTV
 - Global TV
 - CITY TV
 - CTV News Channel
 - CP24
 - TSN
 - Sportsnet
 - Any of the Stingray Music channels (formerly Galaxie) available through your TV service provider
 - TVO

ASK IF PROVINCE = ONTARIO

 - TVO

ASK IF PROVINCE = ONTARIO, QUEBEC OR ATLANTIC PROVINCES

 - TMN

ASK IF PROVINCE = BC, OR PRAIRE PROVINCES

 - Movie Central

TYPE OF TV SERVICE

3. Does your household receive a TV service such as cable TV, satellite TV, a fiber optic TV, or do you receive free television through a device such as an antenna? From...
 - Cable**
 - Satellite**
 - Fiber Optic TV** (This is also known as IPTV or TELCO TV)
 - Or free television via an Antenna or converter set-top box** (e.g.: Roof-top antenna or aerial, rabbit or bunny ears or antenna built into TV set or a special converter set-top box)
 - *No - Do not have a TV service
 - *No- DO NOT RECEIVE ANY TV CHANNELS
 - *No working TV set
 - *Only watch DVDs, video tapes or play video games
 - *Only watch TV on Internet/online
 - *Only watch TV at work/somewhere else
 - *Other type of TV service
 - *Don't know
 - *Refused

4. Have you ever had a TV subscription?

TELEVISION SERVICE PROVIDER

5. Which company provides your <Insert TV service type> at the location where I have reached you?
6. In the next 12 months, how likely is it that you will completely drop your TV subscription? Some people call this cutting the cord.

7. In the past 12 months, have you reduced the number of channels you pay for or cut back on your TV subscription?

OTT SERVICES

8. Do you currently have a subscription to Crave TV?
9. And have you watched Crave TV in the past month?
10. Have you heard of the video streaming service called Amazon Prime Video?
11. Do you currently have a subscription to the video streaming service of Amazon Prime Video?
12. And have you watched Amazon Prime Video in the past month?

OTHER TV SERVICES

13. Have you heard of the online sports streaming service Sportsnet Now?
14. Do you currently have a subscription to Sportsnet Now?
15. And have you watched Sportsnet Now in the past month?

NETFLIX

16. Do you currently have a paid subscription to Netflix?
17. In the past month did you personally watch Netflix?
18. In a typical week, how much do you spend watching Netflix on any device?
19. Of the < hours/minutes > you spend in a typical week, how much of this time is spent watching TV programs on Netflix specifically?

IF LANGUAGE OF INTERVIEW IS FRENCH

20. Have you heard of Club Illico? Club Illico is a subscription service that costs about \$10 a month and provides movies and TV programs available on the Internet.
21. Do you currently have a paid subscription to Club Illico?
22. In the past month have you personally watched Club Illico?
23. In the next 12 months, how likely are you to subscribe to another paid video streaming service?
24. In the next 12 months, how likely are you to subscribe to a paid video streaming service like the ones we've just discussed?

HOUSEHOLD MEDIA EQUIPMENT (HD, PVR, COMPUTER OPERATING

SYSTEM, INTERNET CONNECTION)

25. Does your household have any of the following...?
- a. A TV set with a built-in Internet connection or Smart TV?
 - b. A PVR
 - c. An HD receiver, 'HD set-top box' or 'HD PVR' that allows you to receive high definition TV programs?

ULTRA HD/4K

26. Have you heard of the term Ultra HD TV or 4K TV?

27. Do you own an Ultra HD TV?

TV BRAND

28. What brand of TV set do you own?

29. Does your household have any of the following...?

- a. A desktop or laptop computer?
- b. An Internet connection?
- d. Apple TV, Roku or Chromecast ?

PORTABLE MEDIA DEVICES (TABLET, SMARTPHONE)

30. Do you personally have...

- a. A tablet such as an iPad, the Samsung Galaxy Tab, the Microsoft Surface Pro or some other type?
- b. A smartphone or an older style of flip-phone?<if CPO sample say: "Is your cell phone a smartphone or an older style of flip-phone?">
- c. What brand is it?

RADIO

31. In the past month, did you listen to the radio from any location on any device?

SATELLITE RADIO

32. Do you or does anyone in your household have a satellite radio service such as Sirius - XM?

33. In the past month, did you personally listen to satellite radio?

34. In a typical week, how much time in do you listen to satellite radio?

INTERNET

35. In the past month, did you access the Internet?

36. Did you access the Internet on any of the following devices, including emailing, browsing or any other online activity?

- a. Your: cell phone/BlackBerry/iPhone/Smartphone
- b. Your: iPad /Tablet

- c. A Computer
- d. Your Smart TV or your TV set when it's connected to any device; if doesn't have a Smart TV say: Your TV set when it's connected to any device

ONLINE ACTIVITIES

ASK IF ACCESSED INTERNET IN PAST MONTH

- 37.** In the past month, did you access the following websites <Canadian conventional television stations>?

SOCIAL NETWORKING

- 38.** Access a social networking website or app, such as Facebook, LinkedIn, or Instagram?

ONLINE NEWS

- 39.** Read online news?

ONLINE SPORTS

IF ACCESSED INTERNET IN PAST MONTH

- 40.** Access any sports content available on the Internet?

IF ACCESSED SPORTS ONLINE IN PAST MONTH

- 41.** When you accessed online sports content, in the past month did you do any of the following:
- a. stream a sporting event online
 - b. watch sports commentary
 - c. watch a sports clip

ONLINE AUDIO

ALL INTERNET USERS

- 42.** In the past month, did you listen to or stream the following types of audio available on the Internet?
- a. An AM/FM radio station online
 - b. Music on YouTube
 - c. A music streaming service such as Google Play Music, Spotify or Apple Music
 - d. An audio podcast

IF DOES NOT LISTEN TO TYPES OF AUDIO LISTED ABOVE

- 43.** Do you listen to any other type of audio available on the Internet?

ONLINE VIDEO

- 44.** In the past month, did you watch the following types of video available on the Internet...?
- a. A TV program or clips from TV programs
 - b. An entire 30 or 60 minute TV program
 - c. A news clip or news program
 - d. A full-length movie
 - e. Any type of video on YouTube
 - f. Any other type of video available on the Internet?

IF ONLINE VIDEO VIEWER

N220R [ID:1455]

45. In a typical week how much time in do you spend watching any type of online video from any device?

HOURS OF INTERNET USE

IF HAS USED THE INTERNET IN THE PAST MONTH

46. Now thinking about all of the ways that you use the Internet <such as browsing/social networking/watching online video/listening to audio online/watching Netflix/Watching Crave TV/Watching Amazon Prime Video/Watching Apple TV/Using Roku Using Neo TV > In a typical week, from Monday to Sunday, how much time do you spend using the Internet at home, at work or elsewhere?

INTERNET SERVICE PROVIDER

IF HAS INTERNET CONNECTION AT HOME (

47. Which company provides your home Internet connection?

LANDLINE SERVICE PROVIDER

48. Now thinking about your landline or regular home telephone, which company provides this service?

CELL PHONE SERVICE PROVIDER

CONTINUE IF HAS A CELL PHONE

49. Which company provides the service for your <dynamic substitution: cell phone, BlackBerry/iPhone/Smartphone>?

BANKS

50. What bank(s) do you personally use? This could be online banking or banking in person.

IF GAVE MORE THAN ONE RESPONSE

51. And which bank do you consider to be your primary bank?
52. In general, are you very, somewhat, not very, or not at all satisfied with the service provided by <insert name of primary bank indicated in questions B10P >? Are you...?

HOURS OF CONVENTIONAL TV USE

TV HOURS SECTION

53. Now thinking only about watching regular TV on a TV set...In a typical week, from Monday to Sunday, how much time do you spend watching regular TV on a TV set from any location?

HOURS OF CONVENTIONAL RADIO USE

54. Now thinking only about listening to radio on a regular radio receiver ...
In a typical week, from Monday to Sunday, how much time do you spend listening to AM/FM radio stations on a regular radio receiver from any location?

CONTENT QUESTIONS

These next few questions are about how you consume different types of content.

IF WATCHED TV IN THE PAST MONTH

55. Now thinking about all of the different types of shows you watch, in the past-month have you watched 3 or more episodes of the same show in one sitting? This is called “Binge Viewing”.
56. And in the past month how often have you binge watched TV?
57. When you binge watch TV, where do the shows you watch come from? For example:
<PVR/Netflix/DVDs/Live TV marathon>?
58. The next questions are about the type of content you access on any type of media. How often do you access the following types of content on radio, TV, newspapers, magazines and the Internet?
 - a. Local News
 - b. National/International News
 - c. Politics / Business News
 - d. Sports (eg. professional or amateur sports, or sports news, highlights or scores)

DEMOGRAPHIC SECTION

59. Could you please tell me the year you were born in?
60. What is the highest level of formal education that you have completed?
61. What is your current employment status? Are you...?
62. Including yourself, how many people are there currently living in your household?
63. Including yourself, how many adults 18 years of age or older are there in your household?
64. How many teenagers between 12 and 17 years of age are there in your household?
65. How many children under 12 years of age are there in your household?
66. For statistical purposes only, what is the total household income before taxes, that is, the total income of all members in your household? Would it be \$35,000 or more, or would it be less than \$35,000 per year?
67. Would that be...?
68. Do you consider yourself to be a visible minority? The Employment Equity Act defines this as anyone who is non-Caucasian in race or non-white in colour.
69. Were you born in Canada?
70. In what year did you immigrate to Canada?

71. Are you or is anyone in your household blind or have low vision?
72. Is that you personally, your spouse or partner, a child or a parent?
73. Are you or is anyone in your household deaf or hearing impaired?
74. Is that you personally, your spouse or partner, a child or a parent?
75. Could you please provide us with your postal code?
76. Would you be willing to give me only the first three digits of your postal code?
77. PLEASE NOTE RESPONDENT'S SEX



FINAL

**MTM – FALL 2017
ONLINE QUESTIONNAIRE**

DEVICE OWNERSHIP

78. Which game console(s) do you currently own?
79. What device(s) do you use to connect your TV set to the Internet? Please check all that apply.
80. Do you own any of the following wearable technologies? Please check all that apply.
- a) Apple Watch
 - b) Pebble Watch
 - c) Fitbit
 - d) UP by Jawbone
 - e) Samsung Gear S Watch
 - f) Samsung Gear Fit
 - g) Garmin Vivofit
 - h) Garmin Forrunner
 - i) Other [Specify]
 - j) None of the above
81. Have you used a virtual reality headset in the past year? This could include a cardboard headset which attaches to a cell phone such as Google Cardboard or something more advanced like the Oculus Rift or Samsung GR.

IF HAS USED A VR HEADSET IN THE PAST YEAR

82. Do you own a virtual reality headset?

IF OWNS A VR HEADSET

83. What brand of virtual reality headset do you own?
- a) Oculus Rift
 - b) HTC Vive
 - c) Samsung Gear VR
 - d) Playstation VR (previously Project Morpheus)
 - e) Google Cardboard
 - f) Other [Specify]

INTERNET ACTIVITIES

84. Thinking about things you can't live without, rank the following technologies from 1 to 10, with 10 being the least important and 1 being the most important.
- TV Subscription (Cable, Satellite or Fibre-optic)
 - Paid video streaming services (Netflix, Crave etc)
 - A Home Internet Connection
 - TV Set
 - Cellphone
 - Computer/Laptop
 - Tablet
 - Landline Telephone

Print Subscriptions (magazines and newspapers)
Game Consoles (Playstation, Xbox, etc)

- 85.** In the past month have you done any of the following activities online from any device?
- a) Sent or received email
 - b) Made an online purchase
 - c) Banking online
 - d) Made an online video call
 - e) Sent or received a text message/instant message
 - f) Played a game
 - g) Accessed a map
 - h) Accessed online sports content
 - i) Checked the weather
 - k) Electronic trading/E-trading
 - l) Used Paypal
 - m) Used a fitness app
 - n) Visit an online job site/app
 - o) None of the above
- 86.** Which devices <computer/smartphone/tablet/Internet-connected TV> do you use for the following activities? Please check all that apply.
- a) Sent or received email
 - b) Made an online purchase
 - c) Banking online
 - d) Made an online video call
 - e) Sent or received a text/instant message
 - f) Played a game
 - g) Accessed a map
 - h) Accessed online sports content
 - i) Checked the weather
 - j) Electronic trading/E-trading
 - k) Used Paypal
 - l) Used a fitness app
 - m) Visit an online job site/app
- 87.** In the past year have you used a voice activated virtual assistant, like Siri? This could be on any device. Please check all that apply.
- a) Siri (for Apple)
 - b) "Okay Google" (for Google)
 - c) Alexa (for Amazon Echo)
 - d) Cortana (for Microsoft)
 - e) Other [Specify]
 - f) None of the Above

IF HAS A SMARTPHONE

- 88.** In the past year, have you downloaded an app onto your smartphone?

IF HAS A SMARTPHONE

89. Approximately how many apps do you currently have on your smartphone?

IF HAS A SMARTPHONE

90. Approximately how many apps have you used in the past month on your smartphone?

IF HAS USED AN APP IN THE PAST MONTH

91. Thinking about the following types of apps you might use on your smartphone, which of the following types of apps do you use in a typical week?

- a) Video/TV
- b) Audio/Radio
- c) News
- d) Sports
- e) Banking/Finance
- f) Shopping
- g) Weather
- h) Games
- i) Social Networking
- j) Email/Messaging
- k) Fitness/Health
- l) Entertainment/Celebrity News (People Magazine, TMZ)
- m) Food (Uber Eats, Starbucks Rewards, Tim Hortons)
- n) Maps/Directions (Google Maps, Map Quest)
- o) Travel/Commuting (Uber, Riding Sharing)
- q) None of the above

92. What bank(s) do you personally use? This could be online banking or banking in person.

IF USES A BANK

93. Which services < Teller at Bank, Bank Machine, Online Banking, E-trading> do you use at your bank(s)?

IF HAS A SMARTPHONE

94. In the past month have you used an app on your smartphone or smartwatch that lets you pay for things just by tapping it? Apple Pay, Android Pay and the Starbucks Coffee app are all examples of this.

IF DOES ONLINE BANKING

95. Thinking about the bank where you do the majority of your online banking, how secure do you think your financial information is?

*****Video Section Starts*****

ONLINE VIDEO

IF WATCHED ONLINE TV IN THE PAST MONTH

96. Which of the following websites or apps have you use to watch online TV in the past month? Please

check all that apply.

- Global
- City
- CTV
- TVO
- BBC
- Watch Series
- Couch Tuner
- Solar Movie
- Project Free TV
- TubiTV
- 123Movies
- Fmovies
- Putlockers2
- Moviesprime
- TSN
- Sportsnet]
- Apple TV/iTunes
- Other [Specify]
- None of the above

97. Which of the following TV services have you accessed online in the past month? Please check all that apply.

- Illico TV
- Bell Fibe TV App/Fibe Alt TV
- Shaw Free Range TV
- Rogers Anyplace TV
- Cogeco on Demand
- TMN Go
- Movie Central on Demand
- Other [Specify]
- None of the above

98. In a typical month, how often < Several Times a Day / Once a Day or Almost Every Day / At Least Once a Week /Less Often> do you use the following online video and TV service(s)?

VIDEO/TV

- YouTube
- Global
- City
- CTV
- TVO
- BBC
- Watch Series
- Couch Tuner
- Solar Movie
- Project Free TV

OTT

Netflix
Club Illico
CraveTV
Apple TV/iTunes
Illico TV (website or app)
Bell Fibe TV App/Fibe Alt TV
Shaw Free Range TV App
Rogers Anyplace TV (website or app)
Cogeco on Demand
TMN Go
Movie Central on Demand

IF WATCHED ONLINE VIDEO IN THE PAST MONTH

99. In the past month, did you watch any online video content on the following devices? Please check all that apply.

On a Computer
On your BlackBerry/iPhone/Android Smartphone
On your iPad/BlackBerry Playbook/tablet
On your TV set when it's connected to the Internet

IF WATCHED ONLINE TV IN THE PAST MONTH

100. In the past month, did you watch any online TV content on the following devices? Please check all that apply.

On a Computer
On your BlackBerry/iPhone/Android Smartphone
On your iPad/BlackBerry Playbook/tablet
On your TV set when it's connected to the Internet

101. Which devices <computer/smartphone/tablet/Internet-connected TV> did you use to access this site/app; these sites/apps in the past month?

VIDEO/TV

YouTube
Global
City
CTV
TVO
BBC
Watch Series
Couch Tuner
Solar Movie
Project Free TV
TSN

Sportsnet

OTT

Netflix
Club Illico
CraveTV
Apple TV/iTunes
Illico TV (website or app)
Bell Fibe TV App/Fibe Alt TV
Shaw Free Range TV App
Rogers Anyplace TV (website or app)
Cogeco on Demand
TMN Go
Movie Central on Demand

IF WATCHES NETFLIX ON A TV SET AND HAS MORE THAN ONE WAY THEY CONNECT THEIR TV TO THE INTERNET

102. What is the most common way you access Netflix content on your TV set?

No device – I have a SmartTV
Desktop Computer
Laptop
Digital box from a TV service provider
Xbox 360
Xbox One
PlayStation 3
PlayStation 4
Wii
WiiU
Blu-ray DVD Player
Apple TV
Google Chromecast
Roku
Other [Specify]
None of the above

103. If you are thinking about subscribing to a paid video subscription service like Netflix, how important <1 “not at all important”, 2, 3, 4, 5 “extremely important”> are each of the following features in your decision to purchase?

Original content
Past seasons available
Pricing
Easy to use interface
Having both TV and movie content
Up to date content
Live broadcasts
Free trial

Usable on smartphones and tablets
Family plans/group pricing (ability to share a single account with friends and family)
Built-in recommendations (“you might also like...”)

IF RESPONDED TO OTTT.

104. Which of these is the most important to you?

- a) Original content
- b) Past seasons available
- c) Pricing
- d) Easy to use interface
- e) Having both TV and movie content
- f) Up-to-date content
- g) Live broadcasts
- h) Free trial
- i) Support for smartphones and tablets
- j) Family plans/Group pricing (ability to share a single account with friends and family)
- k) Built-in recommendations (“you might also like...”)
- l) Don’t Know

IF WATCHED ONLINE TV OR VIDEO IN THE PAST MONTH

105. Thinking about online video and TV content, which of the following genres have you watched in the past month? Please check all that apply.

- Drama/Action
- News
- Comedy
- Sports
- Reality TV
- Documentary
- Kids Programming
- Music
- Educational/“How To” Videos
- Other [Specify]

*****Video Section Ends*****

*****Audio Section Starts*****

ONLINE AUDIO

ASK IF LISTENED TO ONLINE AM/FM RADIO IN THE PAST MONTH

106. Which of the following types of AM/FM radio stations have you listened to online in the past month? Please check all that apply.

- a) a local AM/FM radio station online
- b) an AM/FM radio station from another city online
- c) an AM/FM radio station from another country online
- d) iHeartRadio the AM/FM radio streaming site
- e) Radio Player Canada the AM/FM radio streaming site
- m) None of the above

IF LISTENED TO A PERSONAL MUSIC SERVICE OR USED YOUTUBE TO WATCH MUSIC VIDEOS

107. Which of the following music streaming services have you used in the past month? Please check all that apply.

- Slacker
- TuneIn Radio
- Pandora
- French or proprietary question
- French or proprietary question
- Deezer
- Spotify
- YouTube
- Google Play Music
- 8Tracks
- Tidal
- Apple Music
- Groove Music
- Sirius XM Internet Radio
- Radionomy
- AccuRadio
- 1FM
- Digitally Imported
- Radiotunes
- Stingray Music
- Other [Specify]
- None of the above

IF LISTENED TO A PERSONAL MUSIC SERVICE] OR STREAMED MUSIC ON YOUTUBE

108. Do you have a paid subscription to a music streaming service?

109. In a typical month, how often <Several Times a Day / Once a Day or Almost Every Day / At Least Once a Week /Less Often> do you use the following online radio and music streaming service(s)?

AM/FM RADIO

- Online local AM/FM radio station
- Online AM/FM radio station from another city
- Online AM/FM radio station from another country

MUSIC STREAMING SERVICE

- Slacker
- TuneIn Radio
- Soundcloud
- Deezer
- Spotify
- YouTube
- Google Play Music
- 8Tracks
- Apple Music

Sirius XM Internet Radio
Stingray Music
Other Music Streaming Service

IF LISTENED TO ANY ONLINE RADIO, PODCASTS OR MUSIC STREAMING SERVICES IN ANY OF THE PREVIOUS AUDIO SECTION QUESTIONS.

110. In the past month, did you listen to any online audio or radio content on the following devices?

Please check all that apply.

- On a Computer
- On your Blackberry/iPhone/Android Smartphone
- On your iPad/Blackberry Playbook/tablet
- On your TV set when it's connected to the Internet

111. Which devices <computer, smartphone, tablet, Internet-Connected TV> did you use to access this site/sites in the past month?

AM/FM RADIO

- Online local AM/FM radio station
- Online AM/FM radio station from another city
- Online AM/FM radio station from another country

MUSIC STREAMING SERVICE

- Slacker
- TuneIn Radio
- Soundcloud
- Deezer
- Spotify
- YouTube
- Google Play Music
- 8Tracks
- Apple Music
- Sirius XM Internet Radio
- Stingray Music

112. In a typical week, how much time do you spend listening to these different types of audio available < Music Streaming Services /online radio/podcasts/total> over the Internet?

113. Of the total online radio hours/minutes that you spend listening to online radio, how much time do you spend listening to each of these sites in a typical week?

AM/FM RADIO

- Online local AM/FM radio station
- Online AM/FM radio station from another city
- Online AM/FM radio station from another country

114. Of the total personal audio service hours/minutes that you spend listening to music streaming services, how much time do you spend listening to each of these sites in a typical week?

MUSIC STREAMING SERVICE

Slacker
TuneIn Radio
Soundcloud
Deezer
Spotify
YouTube
Google Play Music
8Tracks
Apple Music
Sirius XM Internet Radio
Stingray Music

*****Audio Section Ends*****

SOCIAL NETWORKING

ASK IF ACCESSED A SOCIAL NETWORKING SITE IN THE PAST MONTH [N240M=1]

115. In the past month, did you use any of the following networking sites? Please check all that apply.

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Pinterest
- e. Instagram
- f. Google +
- g. Snapchat
- h. Blogspot
- i. Tumblr
- j. Reddit
- k. WhatsApp
- l. Viber
- m. Other [Specify]
- n. None of the above

116. In a typical month, how often <Several Times a Day, Once a Day or Almost Every Day, At Least Once a Week, Less Often> do you use the following social networking?

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Pinterest
- e. Instagram
- f. Google +
- g. Snapchat
- h. Blogspot
- i. Tumblr

- j. Reddit
- k. WhatsApp
- l. Viber
- m. Other [Specify]
- n. None of the above

IF ACCESSED ANY SOCIAL NETWORKING SITES IN THE PREVIOUS SOCIAL NETWORKING SECTION QUESTIONS

117. In the past month, did you access a social networking site on the following devices? Please check all that apply.

- On a Computer
- On your Blackberry/iPhone/Android Smartphone
- On your iPad/Blackberry Playbook/tablet
- On your TV set when it's connected to the Internet

118. Which devices <Computer, Smartphone, Tablet, Internet Connected TV> did you use to access this site/these sites in the past month?

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Pinterest
- e. Instagram
- f. Google +
- g. Snapchat
- h. Blogspot
- i. Tumblr
- j. Reddit
- k. WhatsApp
- l. Viber
- m. Other [Specify]
- n. None of the above

ONLINE NEWS

IF READ ONLINE NEWS IN THE PAST MONTH

119. In the past month, did you visit any of these news services online? Please check all that apply.

- Canoe
- CTV News
- Huffington Post
- CNN
- BBC News
- Canada.com
- Yahoo News
- Global TV News
- MSN News
- Twitter
- Facebook
- Al Jazeera

Google News
Buzzfeed
Vice
None of the above

120. In a typical month, how often <Several Times a Day / Once a Day or Almost Every Day / At Least Once a Week /Less Often> do you use the following online news?

Canoe
CTV News
Huffington Post
CNN
BBC News
Canada.com
Yahoo News
Global TV News
MSN News
Twitter
Facebook
Al Jazeera
Google News
Buzzfeed
Vice
None of the above

IF ACCESSED ANY ONLINE NEWSPAPERS OR NEWS SITES IN THE PREVIOUS ONLINE NEWS SECTION QUESTIONS

121. In the past month, did you access online news on the following devices? Please check all that apply.

On a Computer
On your Blackberry/iPhone/Android Smartphone
On your iPad/Blackberry Playbook/tablet
On your TV set when it's connected to the Internet

122. Which devices < computer/smartphone/tablet/Internet-connected TV> did you use to access this site/these sites in the past month?

Canoe
CTV News
Huffington Post
CNN
BBC News
Canada.com
Yahoo News
Global TV News
MSN News
Twitter

- Facebook
- Al Jazeera
- Google News
- Buzzfeed
- Vice
- None of the above

MULTITASKING

- 123.** How often <Almost always, often, sometimes, rarely, never> do you access the Internet from any device at the same time as you watch TV?
- 124.** Which device(s) <smartphone/tablet/computer> did you use to access the Internet while you were watching TV?
- 125.** In the past month, did you do any of the following at the same time as you were watching TV?
Please check all that apply.
- a. Send or receive email
 - b. Browse the web
 - c. Play an online game (include any games you play using an app)
 - d. Send or receive a text or instant message
 - e. Access a Social Networking site (e.g., Twitter, Facebook or LinkedIn)
 - f. Read online news.....
 - g. Watch other TV or video content from < your computer/your portable device/your computer or a portable device >

 - h. Look up something online about a TV program at the same time as you were watching it
 - i. Research a product you just saw in a commercial
 - j. None of the above

THIS CONCLUDES THE SURVEY. THANKS FOR TAKING THE TIME, AND ENJOY YOUR GIFT CARD!