

ComBase 2008/2009 QUESTIONNAIRE

INTRODUCTION

Good (morning, evening), this is _____ calling on behalf of RESEARCH SUPPLIER. We are interviewing people in your area regarding media habits and leisure activities. (IF NECESSARY: Please be assured that we are not selling anything.) May I please speak to the person in your household who is at least 18 years of age and most recently had a birthday?

S1A. May I please speak to (insert name or description)?

S2. Just to check, does that mean there is no one 18 years of age or older living in your household or are they just not available at this time?

S5. I need to speak to the person in your household who is 18 years of age or older and most recently had their birthday. May I please speak to that person?

S6. RE-INTRODUCTION WITH OTHER PERSON (WHEN NECESSARY)

Hello, this is _____ calling on behalf of RESEARCH SUPPLIER, a market research company. We are interviewing people in your area regarding media habits and leisure activities. (IF NECESSARY:) Please be assured that we are not selling anything. Just to confirm, are you the person 18 years of age or older who most recently had their birthday in your household?

It is important that we interview people who live in different parts of your area. Would you please tell me your postal code. RECORD GENDER OF RESPONDENT - This interview may be monitored for quality control purposes.

Not counting video rentals, approximately how much time did you personally spend watching television yesterday?

Again, not counting video rentals, approximately how much time did you personally spend watching television last weekend, that is, on Saturday and Sunday combined?

Yesterday, approximately how much time did you personally spend listening to the radio, excluding on-line and satellite radio?

Excluding on-line and satellite radio, how much time did you personally spend listening to the radio last weekend, that is, on Saturday and Sunday combined?

Which radio stations, if any, did you listen to yesterday? Which one did you listen to most often?

Did you spend any time listening to Satellite radio in the past 7 days?

How many computers do you have at home?

Do you access the internet at home?

Do you access it via:

Dial-up connection

High Speed connection

On average, how many hours a week do you spend on the Internet for reasons not related to work or studies?

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And during the last week, did you use the Internet for each of the following?

- Searching information
- Social Networking
- Shopping
- Watching videos, movies or TV
- Email
- Listening to online radio

And during the last week, which newspapers did you read online?

In the next series of questions, we will talk about COMMUNITY NEWSPAPERS that you read, that is, newspapers that are published up to a few times a week to once a month or less and that may be delivered to your home, or are available at stores or in boxes. Have you read, or looked into, an issue of MARKET SPECIFIC COMMUNITY PAPERS in the past three months?

Did you, yourself, happen to read or look into LAST <DAY's> issue of MARKET SPECIFIC COMMUNITY PAPERS, either at home or somewhere else? IF NO: When did you last read it?

- Yes, read it last [DAY PUBLISHED]
- Read it longer ago
- Never read it

How many of the last four issues of MARKET SPECIFIC COMMUNITY PAPERS did you, yourself, happen to read or look into?

- 1 issue
- 2 issues
- 3 issues
- 4 issues
- None

Thinking of MARKET SPECIFIC COMMUNITY PAPERS, how much do you usually read, or look through?

- All of it
- Most of it (about 3/4)
- About half
- Less than half (about 1/4)
- Very little

Now I would like you to think about weekend, or Saturday and Sunday, issues of these newspapers. In some cases the weekend edition is published on Friday. Did you yourself, happen to read or look into LAST Saturday's (Sunday's) issue of MARKET SPECIFIC COMMUNITY PAPERS?

- Yes
- No

How many of the last four Saturday (Sunday) issues of MARKET SPECIFIC COMMUNITY PAPERS did you, yourself, happen to read or look into?

- 1 issue
- 2 issues
- 3 issues
- 4 issues
- None

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Thinking of Saturday (Sunday) issues of MARKET SPECIFIC COMMUNITY PAPERS, on average, how much do you usually read, or look through?

- All of it
- Most of it (about 3/4)
- About half
- Less than half (about 1/4)
- Very little

And using a scale "1" to "10" where "10" would be interpreted as "extremely good" and "1" as "extremely poor" how would you rate MARKET SPECIFIC COMMUNITY PAPERS?

Which community newspaper do you prefer?

- (Market specific list of community papers)*
- No preference

In the next series of questions, we will talk about PAID DAILY NEWSPAPERS that you read, that is, newspapers that are published EVERY DAY and that are delivered to your home through a paid subscription, or that you can buy at stores or in boxes. Have you read, or looked into any issue of MARKET SPECIFIC DAILY NEWSPAPERS in the past three months?

Did you, yourself, happen to read or look into yesterday's issue of MARKET SPECIFIC DAILY NEWSPAPERS, either at home or somewhere else?

How many of the last five weekday issues, that is Monday to Friday, of MARKET SPECIFIC DAILY NEWSPAPERS did you, yourself, happen to read or look into?

- 1 issue
- 2 issues
- 3 issues
- 4 issues
- 5 issues
- None

Thinking of MARKET SPECIFIC DAILY NEWSPAPERS, how much do you usually read, or look through?

- All of it
- Most of it (about 3/4)
- About half
- Less than half (about 1/4)
- Very little

Now I would like you to think about weekend or Saturday and Sunday issues of different newspapers. Did you yourself, happen to read or look into last Saturday (Sunday)'s issue of MARKET SPECIFIC DAILY NEWSPAPERS, either at home or somewhere else? (READ LIST)

How many of the last four Saturday (Sunday) issues of MARKET SPECIFIC DAILY NEWSPAPERS did you, yourself, happen to read or look into?

- 1 issue
- 2 issues
- 3 issues
- 4 issues
- None

Thinking of Saturday (Sunday) issues of MARKET SPECIFIC DAILY NEWSPAPERS, how much do you usually read, or look through? READ LIST

- All of it
- Most of it (about 3/4)
- About half
- Less than half (about 1/4)
- Very little

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And using a scale "1" to "10" where "10" would be interpreted as "extremely good" and "1" as "extremely poor" how would you rate MARKET SPECIFIC DAILY NEWSPAPERS?

In the next series of questions, we will talk about FREE DAILY NEWSPAPERS that you read, that is, newspapers that are published on WEEKDAYS and that are available free ONLY IN STORES, BOXES, IN TRANSIT STATIONS OR ON THE STREET, in main city locations. These newspapers ARE NOT delivered to your home and you pick them up yourself. Have you read, or looked into any issue of MARKET SPECIFIC FREE DAILY PAPERS in the past three months?

Did you, yourself, happen to read or look into yesterday's issue of MARKET SPECIFIC FREE DAILY NEWSPAPERS, either at home or somewhere else?

How many of the last five weekday issues, that is Monday to Friday, of MARKET SPECIFIC FREE DAILY NEWSPAPERS did you, yourself, happen to read or look into?

- 1 issue
- 2 issues
- 3 issues
- 4 issues
- 5 issues
- None

Thinking of MARKET SPECIFIC FREE DAILY NEWSPAPERS, how much do you usually read, or look through?

- All of it
- Most of it (about 3/4)
- About half
- Less than half (about 1/4)
- Very little

And using a scale "1" to "10" where "10" would be interpreted as "extremely good" and "1" as "extremely poor" how would you rate MARKET SPECIFIC FREE DAILY NEWSPAPERS?

What are the main reasons for reading your community paper?

READ CHOICES - ACCEPT UP TO 8 MENTIONS

- Editorial
- Flyers
- Local events
- Classified ads
- Jobs/employment
- Real estate
- Local news
- Advertising in the newspaper

Thinking of flyers delivered with community newspapers, do you read the following ALWAYS, SOMETIMES or NEVER?

- Grocery Store
 - Drug Store or Pharmacy
 - Home Improvement Store
 - Automotive Supply or Service
 - Department Store including Clothing
 - Fast Food Restaurant
 - Furniture or Appliance or Electronics
 - Computer Hardware or Software
 - Investments or Banking Services
 - Telecommunications and Wireless Products
 - Other Products or Services
-

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Have you accessed Classified Ads in a community newspaper (print or online) in the past month?

- Yes
 - No
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To close, I would like to ask a few questions to help us classify your responses. Which, if any, of the following life events have personally happened to you in the last 12 months or you expect to happen to you in the next 12 months?

- Marriage
- Child or grandchild born/adopted
- Move within same city/town
- Move to or from another city /town
- Retire or semi-retire

What language, or languages, did you learn at home in childhood and still understand?
What language do you, yourself, speak at home most often?

- English
- French
- Native North American
- Oji-Cree
- Ojibway
- Cree
- German
- Greek
- Italian
- Polish
- Portuguese
- Spanish (Incl. Latin/ Mexican)
- Scandinavian (Norwegian/ Finnish/ Danish/Swedish)
- Other European (Dutch/ Welsh/Ukrainian)
- Russian
- Arabic
- Tagalog
- Japanese
- Chinese
- Vietnamese
- East Indian (Punjabi/Hindi)
- Other Asian
- Other/Unknown

In what year were you born?

Do you, or does your family, own or rent your home?

What type of house or apartment is it?

- Single Detached House / Semi-Detached House/ Row or Townhouse
- High-Rise or apartment with elevator
- Other apartments
- or, Other type of dwelling (SPECIFY)

Is this your principal residence?

Is this a vacation, or seasonal, property?

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What is the highest level of formal education you have completed?

- Some Grade School (Gr 1 - 8)
- Graduated Grade School
- Some High School (Gr 9 - 12/13)
- Graduated High School
- Some Technical/ Community College / Cegep
- Graduated Technical/ Community College / Cegep
- Some University
- Graduated University
- Some Post-Graduate University
- Graduated Post-Graduate University
- Other/Not Sure

What is your marital status?

- Single
- Married or living together
- Widowed
- Separated
- Divorced

Which of the following best describes your employment status?

- Self-Employed Professional
- Other Self-Employed
- Employed by someone else
- Student
- Currently unemployed or laid off
- On strike or on leave, including maternity leave
- Retired
- A homemaker
- OTHER

Are you currently employed full-time, that is, 30 hours or more per week?

Are you... (READ LIST)

- a professional?
- in a managerial position?
- a Senior Manager or Owner?

Which of the following best describes your occupation?

- Technical
- Sales
- Teaching
- Other White Collar
- Clerical / Secretarial
- Skilled Labour
- Unskilled Labour
- Primary Industry (eg. farming, fishing, mining, forestry, etc)

Which of the following best describes the industry in which you work?

- Agriculture
- Fishing
- Hunting/trapping
- Forestry
- Mining
- Oil & gas
- Some other industry (SPECIFY)

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And now some questions about your household. How many people IN TOTAL, live in your household including yourself?

How many people are there:

- between 12 and 17 years of age?
- between 7 and 11 years of age?
- between 2 and 6 years of age?
- under 2 years of age?

How many people, 18 years of age and over, in your household are currently employed for pay?

For statistical purposes only, what is the total household income before taxes, that is, the total income of all members in this household?

- Under \$20,000
- \$20,000 to less than \$30,000
- \$30,000 to less than \$40,000
- \$40,000 to less than \$50,000
- \$50,000 to less than \$60,000
- \$60,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$125,000
- \$125,000 or more

And what about your own personal income? Would that be:

- No personal income
 - Under \$20,000
 - \$20,000 to less than \$30,000
 - \$30,000 to less than \$40,000
 - \$40,000 to less than \$50,000
 - \$50,000 to less than \$60,000
 - \$60,000 to less than \$75,000
 - \$75,000 to less than \$100,000
 - \$100,000 to less than \$125,000
 - \$125,000 or more
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