DIRECTV

DTV-010 Feature Prioritization

Questionnaire

Target Sample

Sample Plan

1. Overall, designed to get the following min counts:
   1. N=1,100 MVPD
   2. N=1,000 vMVPD
   3. N=1,000 SVOD Only
   4. N=500 DTV Sat
2. N=3,800 Gen Pop + Boost Sampling as follows
   1. N=2,600 Gen Pop Sampling, which will provide the following fallout:
      1. N=1,100 MVPD consumers
      2. N=1,000 SVOD Only consumers
      3. N=500 vMVPD consumers
      4. N=200 DTV Sat consumers
   2. N=500 vMVPD Boost (to get total of n=1000 vMVPD consumers)
   3. N=300 DTV Sat Boost (to get total of n=500 DTV Sat consumers)

Quotas:

Gen Pop Sample: n=2,600

|  |  |  |
| --- | --- | --- |
| Quota1 | Definition | Quota |
| Male, Age 18-34 | hGender = 1 AND hAge=1 |  |
| Male, Age 35-54 | hGender = 1 AND hAge=2 |  |
| Male, Age 55+ | hGender = 1 AND hAge=3 |  |
| Female, Age 18-34 | hGender = 2 AND hAge=1 |  |
| Female, Age 35-54 | hGender = 2 AND hAge=2 |  |
| Female, Age 55+ | hGender = 2 AND hAge=3 |  |
|  | Total | 2,600 |
| Quota3 | Definition | Quota |
| MVPD Users | hMVPD=1 | 1,100 |
| SVOD ONLY Users | h\_SVOD1= AND hMVPD=0 AND h\_vMVPD=0 | 1000 |
| vMVDP Users | h\_vVMPD=1 | 500 |
| DTV Sat Users | S5=6 | 200 |
| Total | Total | 2,600 |

Boost Sample 1: n=500 vMVPD users

|  |  |  |
| --- | --- | --- |
| Quota1 | Definition | Quota |
| vMVDP Users | h\_vMVPD=1 | 500 |
|  |  |  |
| Quota 2 |  |  |
| Male, Age 18-34 | hGender = 1 AND hAge=1 |  |
| Male, Age 35-54 | hGender = 1 AND hAge=2 |  |
| Male, Age 55+ | hGender = 1 AND hAge=3 |  |
| Female, Age 18-34 | hGender = 2 AND hAge=1 |  |
| Female, Age 35-54 | hGender = 2 AND hAge=2 |  |
| Female, Age 55+ | hGender = 2 AND hAge=3 |  |

Boost Sample 2: n=300 DTV Sat users

|  |  |  |
| --- | --- | --- |
| Quota1 | Definition | Quota |
| DTV Sat Users | S5=6 | 300 |
|  |  |  |
| Quota 2 |  |  |
| Male, Age 18-34 | hGender = 1 AND hAge=1 |  |
| Male, Age 35-54 | hGender = 1 AND hAge=2 |  |
| Male, Age 55+ | hGender = 1 AND hAge=3 |  |
| Female, Age 18-34 | hGender = 2 AND hAge=1 |  |
| Female, Age 35-54 | hGender = 2 AND hAge=2 |  |
| Female, Age 55+ | hGender = 2 AND hAge=3 |  |

# **Welcome Screen**

Thank you for taking the time to participate in our survey. The first few questions are to determine if you qualify for this particular survey.

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

# **SCREENER**

BASE: ALL

S1 What is your age?

*Please enter your numeric response in the text box below.*

NUMERIC TEXT BOX

CREATE HIDDEN hAGE VARIABE WITH GROUPS:

1. 18-34
2. 35-54
3. 55+

TERMINATE IMMEDIATELY IF UNDER 18; CALL TERM “S1 AGE”

BASE: ALL

S2 What is your gender?

*Please select one.*

1. Male
2. Female
3. Non-binary
4. My gender is not listed above
5. Prefer not to answer

CREATE HIDDEN VARIABLE hGender (IF OTHER OR PFNTS (S2=3,4,5) RANDOMLY ASSIGN TO MALE / FEMALE OR QUOTA PURPOSES)

1. Male (S2=1)
2. Female (S2=2)

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S3 We are interested in getting feedback from people who work in a variety of areas. Do you, or does anyone in your family or household work in any of the following industries?

*Please select all that apply.*

RANDOMIZE

1. In advertising, public relations, or journalism TERMINATE
2. In marketing or market research TERMINATE
3. For a telecommunications company TERMINATE
4. In financial services/banking
5. In education
6. In hospitality/travel/tourism
7. In government/public service
8. In retail
9. None of the above ANCHOR

IF S3r1-3=1 TERMINATE IMMEDIATELY; CALL TERM “S3: INDUSTRY”

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S4 Which of the following do you currently subscribe to?  
*Please select all that apply.*

RANDOMIZE

1. TV from a cable or satellite provider (e.g., Spectrum, Comcast, DISH, DIRECTV, U-verse, Verizon FiOS, etc.)
2. Live TV streamed over the internet (e.g., Sling TV, Hulu + Live TV, YouTube TV, DIRECTV STREAM, etc.)
3. Video streaming service (e.g., Netflix, Amazon Prime, Hulu, Apple TV+, Disney+, Max)
4. Wi-Fi or home internet service (e.g., Comcast, AT&T, FiOS, Spectrum, etc.)
5. Cell phone service (e.g., AT&T, T-Mobile, Verizon, Cricket, etc.)
6. None of the above [EXCLUSIVE]

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: SUBSCRIBE TO CABLE / SATELLITE PROVIDER (S4r1=1)

S5 You mentioned that you subscribe to a cable or satellite TV provider. Which of the following do you subscribe to?   
*Select one. If you have multiple, please select the one you use most often.*

RANDOMIZE, DO NOT SHOW CATEGORY HEADERS

MVPD CHANNELS

1. Altice/Suddenlink/Cablevision
2. Charter/Spectrum
3. COX
4. CenturyLink/Qwest
5. Comcast/Xfinity
6. DIRECTV (satellite)
7. DISH Network (satellite)
8. Frontier
9. Verizon FiOS
10. Mediacom (including Earthlink)
    1. Other [ANCHOR, INSERT TEXT BOX]
    2. None of the above [ANCHOR]

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S6 Do you subscribe to any of the following providers of live TV over the internet?   
*Please select all that apply.*

RANDOMIZE

1. DIRECTV STREAM
2. Fubo TV
3. Frndly
4. Hulu + Live TV
5. NOW TV (from Xfinity)
6. Philo
7. Sling TV
8. YouTube TV
9. TVision by T-Mobile
   1. Other, please specify [ANCHOR, INSERT TEXT BOX]
   2. None of the above [ANCHOR]

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: SUBSCRIBE TO DIRECTV STREAM (S6r1=1)

S6a You mentioned that you currently subscribe to DIRECTV STREAM. Have you bought the **DIRECTV STREAM device** with your DIRECTV package?   
*Please select one.*

INSERT IMAGE:

A remote control next to each other

Description automatically generated

1. Yes
2. No

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: HAVE DIRECTV STREAMING DEVICE (S6a=1)

S6b Do you have a 24-month service term commitment with your DIRECTV STREAM package?   
*Please select one.*

1. Yes
2. No
3. Not sure

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S7 Do you subscribe to any of the following streaming services?   
*Please select all that apply.*

RANDOMIZE

1. Broadcast TV network websites/apps (ABC, CBS, NBC, FOX, CW)
2. Cable channel websites/apps (ESPN, FXNOW.com, AMC.com, etc.)
3. Amazon Prime Video
4. Apple TV+
5. Discovery+
6. Disney+
7. ESPN+
8. Hulu
9. Max (formerly HBO Max)
10. Netflix
11. Paramount+
12. Peacock
13. Pluto
14. Tubi
15. Xumo
16. Roku Streaming Service (The Roku Channel)
    1. Other, please specify [ANCHOR, INSERT TEXT BOX]
    2. None of the above [ANCHOR]

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S7a Overall, how much do you spend per month on video content (including both TV subscriptions and streaming services)?   
*Please enter a number in the box below.*

$ INSERT NUMERIC TEXT BOX, RANGE 1 TO 500 / month

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: HAVE DIRECTV SATELLITE OR DIRECTV STREAM (S5=6 OR S6=1)

S8a You mentioned that you have DIRECTV. Do you have a satellite dish for your DIRECTV service?

*Please select one.*

RANDOMIZE

* + 1. Yes
    2. No

CREATE HIDDEN VARIABLE: hMVPD

* hMVPD = 1 IF S5=1,2,3,4,5,7,8,9,10,99 OR (S8A=1)
* mMVPD = 0 ELSE

CREATE HIDDEN VARIABLE: h\_vMVPD

* h\_vMVPD = 1 if S6=2:9 OR S8=2
* h\_vMVPD = 0 ELSE

CREATE HIDDEN VARIABLE: h\_SVOD

* h\_SVOD = 1 IF S7=1:11
* h\_SVOD = 0 ELSE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: SELECTED MULTIPLE MVPD OR vMVPD SERVICES IN S5 AND S6 (COUNT (S5=1 AND S6=1) >1)

S8b You mentioned that you subscribe to several services for live TV. Which of the following do you use most often?   
*Please select one.*

PIPE SELECTED FROM S5 AND S6

CREATE HIDDEN TEXT VARIABLE: PRIMARY\_TV

* IF SELECTED ONLY ONE MVPD PROVIDER AND NO vMVPD PROVIDERS (COUNT(S5rX=1) = 1 AND COUNT(S6rX=1) = 0)
  + PRIMARY\_TV = PROVIDER SELECTED IN S5
* SELECTED ONLY ONE vMVPD PROVIDER AND NO MVPD PROVIDERS (IF COUNT(S5rX=1) = 0 AND COUNT(S6rX=1) = 1)
  + PRIMARY\_TV = PROVIDER SELECTED IN S6
* ELSE
  + PRIMARY\_TV = PROVIDER SELECTED IN S8b

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S9 Which of the following best describes your role in making decisions about the TV and streaming subscriptions for your household?

*Please select one.*

RANDOMLY REVERSE SCALE

1. I am the primary decision maker
2. I share the responsibility equally with at least one other person
3. I have some input, but someone else is primarily responsible for the decision TERMINATE
4. I am not very involved in the decision-making process TERMINATE

IF S9=3,4, TERM; CALL TERM “S9: NO DECISION”

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S10 What are your top 5 types of content/programs that you like to watch?

*Please select up to 5.*

RANDOMIZE

1. Sports
2. National news
3. Local news
4. Game shows
5. Classic / retro TV
6. Family / Kids
7. Cartoons / Anime
8. Lifestyle (e.g., home, cooking)
9. Drama
10. Action
11. Comedy
12. Crime
13. Horror
14. Musical
15. Mystery
16. Science fiction
17. Spanish Language
18. Other international
19. Reality TV
20. Inspirational / Religious
21. Nature / Outdoor
22. Movies (any genre)
23. True Crime
24. Documentary/Educational
    1. Other, please specify ANCHOR

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S10B How much time do you spend watching Sports? (Single Select)

1. Less than 1 hour per week
2. Between 1 hour to 4 hours per week
3. Between 5 to 10 hours per week
4. More than 10 hours per week

CREATE HIDDEN VARIABLE: hSports

* hSports=1 IF WATCH MORE THAN 1 HOUR OF SPORTS PER WEEK (S10B=2,3,4)
* hSports=0 ELSE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

S12 Thinking of all the services you subscribe to for video, what is one thing that you would improve?  
*Please be as specific as possible.*

INSERT LARGE OPEN ENDED TEXT BOX

# **SURVEY QUALIFICATION CRITERIA**

Respondents qualify for this survey if:

* Age: 18+ (S1 <= 18)
* Does not work in sensitive industry (S3 NE 1,2,3)
* Are a decision maker for TV and streaming subscriptions (S9 = 1,2)

Additionally, for boost samples:

Boost 1:

* Must use vMVPD (h\_vMVPD = 1)

Boost 2:

* Must use DIRECTV Satellite (S5 = 6)

# **SATISFACTION WITH CURRENT SERVICE**

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

The next set of questions ask about your experience with your current TV provider. If you have multiple, please think about the one you use **most often**.

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

Q1 Overall, how satisfied are you with your PIPE CURRENT\_TV service?

*Please select one.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all Satisfied |  |  |  |  |  |  |  |  |  | Completely Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

Q2 Still thinking about PIPE CURRENT\_TV, how satisfied are you with each of the following aspects of your service?

*Please select one for each.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all Satisfied |  |  |  |  |  |  |  |  |  | Completely Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

RANDOMIZE

Discovering new programs to watch

Having all of my content, settings and information well organized

Getting to specific programs and parts of programs I want to watch

Accessing all the programs I want to watch in one location

Using cross-service search engines

Individualized profiles (e.g., ability to keep DVR recordings, watchlists, and content specific to a person within your household)

~~Please select “3” for this row~~

~~INSERT HIDDEN VARIABLE: QC\_FLAG\_1~~

* + - * ~~QC\_FLAG\_1 = 1 IF Q2r7=3~~
      * ~~QC\_FLAG\_1 = 0 ELSE~~

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

# **FEATURE EDUCATION SECTION**

BASE: ALL

The next set of questions asks about possible new features for a TV and streaming service that provides both live TV (such as sports games and news) and on-demand video (such as movies and shows). Please read each possible feature carefully, thinking about how it would change your overall experience of using that TV service.

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q3 Suppose a TV or streaming service offered each of the following features, in addition to its normal functionality. How likely would you be to **use** each of the following features?

*Please select one for each.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all Likely | Not Very Likely | Somewhat Likely | Very Likely | Extremely Likely |
| 1 | 2 | 3 | 4 | 5 |

RANDOMIZE LIST; SHOW 14 ITEMS ON EACH PAGE. SPLIT ACROSS MULTIPLE SCREENS IF NECESSARY; REPEAT SCALE AT THE TOP AND IN THE MIDDLE OF EACH SCREEN

INSERT FEATURE LIST

* + 1. Please select “not very likely” for this row

INSERT HIDDEN VARIABLE: QC\_FLAG\_1

* + - * QC\_FLAG\_1 = 1 IF Q3r99=2
      * QC\_FLAG\_1 = 0 ELSE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Thank you for your responses thus far. The next few questions ask how your opinion of a streaming service would change if that streaming service offered the features that you thought were most useful in the previous section. Please keep those features in mind as you answer the following questions.

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

Q4 Suppose that PIPE CURRENT\_TV offered the features you rated as most useful. How much more or less satisfied would you be **with your current TV service**?

*Please select one.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Much Less Satisfied |  |  |  |  | No Change |  |  |  |  | Much More Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

Q5 Suppose that PIPE CURRENT\_TV offered the features you rated as most useful. How much more or less satisfied would you be **with each of the following aspects of your TV service**?

*Please select one for each.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Much Less Satisfied |  |  |  |  | No Change |  |  |  |  | Much More Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

RANDOMIZE

Discovering new programs to watch

Having all of my content, settings and information well organized

Getting the most out of my service

Getting to specific programs and parts of programs I want to watch

Accessing all the programs I want to watch

Please select “4” for this row

INSERT HIDDEN VARIABLE: QC\_FLAG\_2

* + - * QC\_FLAG\_2 = 1 IF Q5r6 = 4
      * QC\_FLAG\_2 = 0 ELSE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: PAY FOR A TV SERVICE (hMVPD=1 OR h\_vMVPD=1)

Q6 Suppose PIPE CURRENT\_TV offered the features you rated as most useful. How much more or less likely would you be to ***continue subscribing*** to PIPE CURRENT\_TV based on the availability of those features?

*Please select one.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Much Less likely |  |  |  |  | No Change |  |  |  |  | Much More Likely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q7 Suppose that a TV / streaming service ***you don’t currently use*** offered the features you rated as most appealing. How much more or less likely would you be to ***subscribe*** to that service based on the availability of those features?

*Please select one.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Much Less Likely |  |  |  |  | No Change |  |  |  |  | Much More Likely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

# **MAX DIFF**

Next, we would like you to do an exercise where you will see a series of screens, with each screen showing 4 features you evaluated earlier. You may see the same feature more than once.

On each screen, please select the feature that is most appealing and the one that is least appealing as additional features of a TV or streaming service.

-------------------------------------------------------------Page Break---------------------------------------------------------------

INSERT MAX DIFF DESIGN FROM EXCEL WORKSHEET. RETAIN THE **BOLDED**: UNBOLDED FORMATTING OF EACH FEATURE PIPE-IN AS IT APPEARS IN COLUMN C OF THE “FEATURES” WORKSHEET.

BASE: ALL

MD\_XX Of the features below, please select the one that is most useful and the one that is least useful to you as a feature of a TV / streaming service.

1 out of 20

|  |  |  |
| --- | --- | --- |
| **Most Useful** |  | **Least Useful** |
| O | Feature Pipe-In | O |
| O | Feature Pipe-In | O |
| O | Feature Pipe-In | O |
| O | Feature Pipe-In | O |

CREATE HIDDEN VARIABLE FOR TIME SPENT TIME PER SCREEN (hTime\_ScreenMaxDiff)

CREATE HIDDEN VARIABLE FOR TOTAL TIME SPENT FOR TOTAL MAXDIFF (hTime\_TotalMaxDiff)

-------------------------------------------------------------Page Break---------------------------------------------------------------

# **PERFORMANCE AND USABILITY RANKINGS**

BASE: ALL

TEXT Next, we would like to ask you about your experience with your TV service. Unlike the previous features, these are focused on how your TV service actually works right now, rather than adding new capabilities. Please read the question carefully, thinking about your current experience with your TV service.

-------------------------------------------------------------Page Break---------------------------------------------------------------

BASE: ALL

Q8 Below is a list of possible updates to how your current TV service works. Thinking about how you use your TV service on a daily basis, please select the 5 updates you would like to see **MOST** and rank them from most to least important.   
*Please sort your 5 most desired updates (via drag and drop), where 1 is the most important update, 2 is the second most important, etc.*

1. A TV interface that starts up immediately and responds quickly when you navigate around so that you don't have to wait to watch TV
2. A TV guide that loads quickly so you don't have to wait to see what programs are airing on which channels
3. Save content to your library with one click, e.g., without having to decide whether to 'bookmark' or 'record'.
4. Have your saved content organized automatically by what you have saved/interacted with most recently
5. Use dark mode for your mobile streaming app where the background is a darker color, rather than white
6. Ability to scroll continuously through the TV guide, so that you do not have to scroll back up when you reach the bottom of the channel list
7. Ability to scroll through the TV guide quickly so that you can get from a low channel to a high channel number without waiting
8. TV guide automatically highlights what program is currently airing on that channel

-------------------------------------------------------------Page Break---------------------------------------------------------------

BASE: ALL

Q10 Thinking about all of the features, improvements and updates you evaluated, which of the following broad categories would you say is most important to you?   
*Please rank each of the following from most to least important, where 1 is what you would most like to see improved in your TV service, and 2 is your second priority etc.*

1. Adding new features and capabilities (e.g., integrating content from streaming services into your main TV interface etc.)
2. Improving usability or performance (e.g., sorting your saved content by type or how recently you saved it, or faster loading of TV guide etc.)

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

# **DEMOGRAPHICS AND BEHAVIORS**

BASE: ALL

Thank you for your responses thus far, we only have a few more questions about your TV and video viewing habits and preferences. Please read each question carefully and think about your individual experience as you answer.

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q12 In an average week, about how much time do you spend watching TV or video content?

*Please select one.*

1. Less than 1 hour
2. Between 1 and 3 hours
3. Between 4 and 5 hours
4. Between 6 and 7 hours
5. Between 8 and 9 hours
6. Between 10 and 14 hours
7. 15 hours or more
8. Don’t know

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q13 Have you heard of any of the following free streaming services?   
*Please select all that apply.*

RANDOMIZE

1. Amazon Freevee
2. Crackle
3. Freecast
4. Mozi
5. Pluto TV
6. Samsung TV Plus
7. Sling FreeStream
8. The Roku Channel
9. Tubi TV
10. Twitch.tv
11. ViX (formerly Prende TV)
12. Vudu
13. XUMO Play
    1. Other, please specify ANCHOR, INSERT TEXT BOX
    2. None of the above ANCHOR, EXCLUSIVE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: HEARD OF AT LEAST ONE STREAMING SERVICE (Q13r100 NE 1)

Q14 Which of the following services have you used in the past 30 days?   
*Please select all that apply.*

RANDOMIZE, PIPE SERVICES AWARE OF IN PREVIOUS QUESTION

1. Amazon Freevee
2. Crackle
3. Freecast
4. Mozi
5. Pluto TV
6. Samsung TV Plus
7. Sling FreeStream
8. The Roku Channel
9. Tubi TV
10. Twitch.tv
11. ViX (formerly Prende TV)
12. Vudu
13. XUMO Play
    1. Other, please specify ANCHOR
    2. None of the above ANCHOR, EXCLUSIVE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q15 Which of the following devices do you have?  
*Please select all that apply.*

RANDOMIZE GROUPS AND WITHIN GROUPS

STREAMING DEVICES

1. Apple TV device
2. Roku device
3. Amazon Fire TV
4. Google Chromecast
5. Other streaming device [ANCHOR WITHIN GROUP]

TVs

1. Smart TV (capable of connecting to the internet without an external device)
2. Android TV (a smart TV operating system based on Android and developed by Google. Brands include Sony, TCL and HiSense)
3. Regular TV set

GAMING CONSOLES / COMPUTERS

1. Gaming console (Xbox One/S/X, Playstation 4/5, Nintendo Switch, etc.)
2. Laptop computer
3. Desktop computer

MOBILE DEVICES

1. Android smartphone
2. Android tablet
3. iPhone
4. iPad
   1. None of the above ANCHOR, EXCLUSIVE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: HAVE A SMART TV (Q15=6,7)

Q16 You mentioned that you have a Smart TV. What brand is your TV?

*Please select one.*

RANDOMIZE

1. LG
2. Vizio
3. Sony
4. Samsung
5. TCL
6. Hisense
7. Insignia
8. JVC
9. Other, please specify [INSERT TEXT BOX]

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q17 How many TVs do you have in your home?

*Please select one.*

* + 1. 1
    2. 2
    3. 3
    4. 4
    5. 5 or more TVs

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q18 How often do you watch video content (e.g., paid TV service, streaming video, etc.) on each of the following devices?

*Please select one for each.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Never | Once a Month or Less | Several Times a Month | Around Once a Week | Several Times a Week | Every Day |
| 1 | 2 | 3 | 4 | 5 | 6 |

RANDOMIZE

* + 1. TV
    2. Smartphone
    3. Tablet
    4. Computer
    5. Please select “Several Times a Month” for this row

INSERT HIDDEN VARIABLE: QC\_FLAG\_3

* + - * QC\_FLAG\_3 = 1 IF Q18r5=3
      * QC\_FLAG\_3 = 0 ELSE

TERMINATE IF RESPONDENTS FAIL AT LEAST 2 QUALITY CHECKS (SUM (QC\_FLAG\_1, QC\_FLAG\_2, QC\_FLAG\_3) < 2), CALL TERM “FAILED QUALITY CHECKS”

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q19 How often do you watch video content (e.g., paid TV service, streaming video, etc.) in each of the following locations?

*Please select one for each.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Never | Once a Month or Less | Several Times a Month | Around Once a Week | Several Times a Week | Every Day |
| 1 | 2 | 3 | 4 | 5 | 6 |

RANDOMIZE

* + 1. Inside your home
    2. Outside your home

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q20 What type of area do you live in?

*Please select one.*

RANDOMIZE

1. An urban setting
2. A suburban setting
3. A smaller city or larger town
4. Countryside or rural setting

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q22 What is your marital status?

*Please select one.*

1. Married or living with a partner
2. Widowed
3. Separated or divorced
4. Single, never married
5. Prefer not to say EXCLUSIVE

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q23 Do you currently rent or own your residence?

*Please select one.*

Rent

Own

Other, please specify

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q24 Are you the parent or guardian of any children under 18 years old, who live in your household?

*Please select one.*

1. Yes
2. No

-----------------------------------------------------------SCREEN BREAK-----------------------------------------------------------

BASE: ALL

Q26 Which of the following best describes your employment status?

*Please select one.*

1. Employed full time (35+ hours per week)
2. Employed part time (less than 35 hours per week)
3. Retired
4. A student
5. A homemaker
6. Not employed
7. I prefer not to answer

# **SURVEY END SCREEN**

Thank you for your participation! Those are all the questions we have for you today. Your responses have been recorded and your participation is now complete.

Thank you and we look forward to your participation in future surveys.

# **TERMINATION PAGE**

Thank you for offering to complete our survey. However, we are looking for those who meet specific qualifications. Rest assured that the information that you have provided will not be shared with any third parties and will be kept confidential. We hope you will consider participating in future surveys.