# Survey Questions

## Demographics

[Q1] To begin, what is your age?

Please input your age in whole numbers in the space provided below.

Row:

[r1] Enter age

[Q4] What is your gender?

Row:

[r1] Female

[r2] Male

**[Q2] In which state do you currently reside?**

Please select one answer.

Choice:

[ch1] Alabama

[ch2] Alaska

[ch3] Arizona

[ch4] Arkansas

[ch5] California

[ch6] Colorado

[ch7] Connecticut

[ch8] District of Columbia

[ch9] Delaware

[ch10] Florida

[ch11] Georgia

[ch12] Hawaii

[ch13] Idaho

[ch14] Illinois

[ch15] Indiana

[ch16] Iowa

[ch17] Kansas

[ch18] Kentucky

[ch19] Louisiana

[ch20] Maine

[ch21] Maryland

[ch22] Massachusetts

[ch23] Michigan

[ch24] Minnesota

[ch25] Mississippi

[ch26] Missouri

[ch27] Montana

[ch28] Nebraska

[ch29] Nevada

[ch30] New Hampshire

[ch31] New Jersey

[ch32] New Mexico

[ch33] New York

[ch34] North Carolina

[ch35] North Dakota

[ch36] Ohio

[ch37] Oklahoma

[ch38] Oregon

[ch39] Pennsylvania

[ch40] Rhode Island

[ch41] South Carolina

[ch42] South Dakota

[ch43] Tennessee

[ch44] Texas

[ch45] Utah

[ch46] Vermont

[ch47] Virginia

[ch48] Washington

[ch49] West Virginia

[ch50] Wisconsin

[ch51] Wyoming

[ch52] Puerto Rico

[ch53] U.S. Virgin Islands

[ch54] Guam

[ch55] Other U.S. Territory

[ch56] Outside United States

[QNEW3] What is your employment status?

Please select only one answer below.

Row:

[r1] Employed full-time or part-time

[r2] Self-employed

[r3] Unemployed

[r4] Retired

[r5] Student

[Q5] Which category best describes your ethnicity?

Please select only one answer below.

[RANDOMIZE ROWS]

Row:

[r1] African American

[r2] Caribbean

[r3] Hispanic

[r4] Middle Eastern

[r5] East Asian or Southeast Asian

[r6] South Asian (India, Pakistan, Sri Lanka)

[r7] Pacific Islander (including Native Hawaiian, Native American, or Native Alaskan)

[r8] White or Caucasian (Non-Hispanic)

[r9] Multiracial

[r10] Something else not listed here

[QNEW1] Do you have children living in your home (excluding yourself if you are under 18)?

Row:

[r1] Yes

[r2] No

[QNEW2] How old are the children in your home? [Ask to anyone who answered “Yes” in QNEW1]

Please select all that apply.

Row:

[r1] 0-4 years

[r2] 5-9 years

[r3] 10-13 years

[r4] 14-18 years

[r5] 19-25 years

[r6] 26+ years

[Q6] Into which of the following categories does your total annual household income fall before taxes? Again, we promise to keep this, and all your answers, completely confidential.

Please select only one answer below.

Row:

[r1] Less than $29,999

[r2] $30,000 to $49,999

[r3] $50,000 to $99,999

[r4] $100,000 to $299,999

[r5] More than $300,000

[r6] Do not know

[Q7] Please enter your five-digit ZIP Code:

## Content questions

[Q8] Which of the following media or home entertainment equipment does your household own?

Please select all that apply.

[RANDOMIZE ROWS]

Row:

[r1] Flat panel television

[r2] Digital video recorder (DVR)

[r3] Streaming media box or over-the-top box

[r4] Portable streaming thumb drive/fob

[rNew1] Over-the-air digital TV antenna (for free access to network broadcast without pay TV subscription)

[r5] Blu-ray disc player/DVD player

[r6] Gaming console

[r7] Portable video game player

[r8] Computer network/router in your home for wireless computer/laptop usage

[r9] Desktop computer

[r10] Laptop computer

[r12] Tablet

[r14] Dedicated e-book reader

[r15] Smartphone

[r17] Basic mobile phone (not a smartphone)

[r18] Smart watch

[r19] Fitness band

[rNew2] Virtual reality headset

[rNew3] Drone

[r22] None of the above

**[Q10] Of those products you indicated you do not currently own, which of the following do you plan to purchase in the next 12 months? [only serve up those products that consumers indicated they do not own in Q8]**

Please select all that apply.

[RANDOMIZE ROWS]

Row:

[r1] Flat panel television

[r2] Digital video recorder (DVR)

[r3] Streaming media box or over-the-top box

[r4] Portable streaming thumb drive/fob

[rNew1] Over-the-air digital TV antenna (for free access to network broadcast without pay TV subscription)

[r5] Blu-ray disc player/DVD player

[r6] Gaming console

[r7] Portable video game player

[r8] Computer network/router in your home for wireless computer/laptop usage

[r9] Desktop computer

[r10] Laptop computer

[r12] Tablet

[r14] Dedicated e-book reader

[r15] Smartphone

[r17] Basic mobile phone (not a smartphone)

[r18] Smart watch

[r19] Fitness band

[rNew2] Virtual reality headset

[rNew3] Drone

[r22] None of the above

**[Q11] Of the products you indicated you own, which [SUM OF ANSWERS FROM Q8] do you value the most?**

Please rank the top [**SUM OF ANSWERS FROM Q8**], with "1" being the most valued. Make your selections by clicking each item in the order you wish to rank. The first item you click will be ranked #1, the next #2, and the next #3. You can also click/drag the items around to change your answers, or re-order.

Please be sure to consider the entire list when answering.

[RANDOMIZE ROWS]

Row:

[r1] Flat panel television

[r2] Digital video recorder (DVR)

[r3] Streaming media box or over-the-top box

[r4] Portable streaming thumb drive/fob

[rNew1] Over-the-air digital TV antenna

[r5] Blu-ray disc player/DVD player

[r6] Gaming console

[r7] Portable video game player

[r8] Computer network/router in your home for wireless computer/laptop usage

[r9] Desktop computer

[r10] Laptop computer

[r12] Tablet

[r14] Dedicated e-book reader

[r15] Smartphone

[r17] Basic mobile phone (not a smartphone)

[r18] Smart watch

[r19] Fitness band

[rNew2] Virtual reality headset

[rNew3] Drone

[r22] Placeholder

Choice:

[ch1] 1

[ch2] 2

[ch3] 3

[ch4] Asked Not Ranked

[Q15] Of the time you spend watching movies, what percentage of time do you watch on the following devices? [only shows rows for devices owned Q8]

[RANDOMIZE ROWS]

Row:

[r1] Smartphone

[r2] Tablet

[r3] Laptop/Desktop

[r4] Television

[r5] I do not watch movies [EXCLUSIVE ANSWER]

[Q16] Of the time you spend watching sports, what percentage of time do you watch on the following devices? [only shows rows for devices owned]

[RANDOMIZE ROWS]

Row:

[r1] Smartphone

[r2] Tablet

[r3] Laptop/Desktop

[r4] Television

[r5] I do not watch sports [EXCLUSIVE ANSWER]

[Q17] Of the time you spend watching TV shows, what percentage of time do you watch on the following devices? [only shows rows for devices owned]

[RANDOMIZE ROWS]

Row:

[r1] Smartphone

[r2] Tablet

[r3] Laptop/Desktop

[r4] Television

[r5] I do not watch TV shows [EXCLUSIVE ANSWER]

[Q22] What types of apps do you use frequently (everyday/weekly) on your smartphone? [Only ask those that have a smartphone in Q8]

[RANDOMIZE ROWS]

Row:

[r1] Photo/video

[r2] Banking

[r3] Fitness/health

[r4] Food/drink

[r5] Retail/shopping

[r6] Navigation

[r7] Social networks

[r8] Reading books

[r9] Streaming music

[r10] Streaming video

[r11] Reviews/guides

[r12] News consolidator

[r13] Newspaper/news broadcaster

[r14] Magazines

[r15] Diagnostic/utilities

[r16] QR Reader

[r17] Travel

[r18] Transportation

[r19] Location

[r20] Language etc.)

[r21] Movie

[r22] Business

[r23] Games

[r24] Productivity

[r25] Sports

[r26] Weather

[r27] Browser

[r28] VOIP

[r29] Dating

[r30] Messaging

[r31] Mobile payment

[r32] Education

[r33] Tickets

[r34] Reservations

[r35] Special interest/Hobby apps

[r36] I do not use any of the above types of apps on a frequent (everyday/weekly) basis.

[Q26] Which of the following subscriptions does your household purchase? [Subscriptions Master Question]

Please select all that apply.

[RANDOMIZE ROWS]

Row:

[r1] Pay TV (traditional cable and/or satellite bundle)

[r2] Home internet

[r3] Landline telephone

[r4] Mobile voice (smartphone or basic mobile phone calling plan)

[r5] Mobile data plan

[r6] Streaming video service

[r7] Streaming music service

[r8] Gaming

[r9] News/Newspaper (print or digital)

[r10] Magazine (print or digital)

[r11] None of the above

**[Q36] Of the services you indicated your household purchases, which [totalcount] do you value the most?**

Please rank the top [totalcount], with "1" being the most valued. Make your selections by clicking each item in the order you wish to rank. The first item you click will be ranked #1, the next #2, and the next #3. You can also click/drag the items around to change your answers, or re-order.

[Source responses from Q26]

[Rank whatever is shown if fewer than three choices piped in]

[RANDOMIZE ROWS]

Row:

[r1] Pay TV (traditional cable and/or satellite bundle)

[r2] Home internet

[r3] Landline telephone

[r4] Mobile voice

[r5] Mobile data plan

[r6] Streaming video service

[r7] Streaming music service

[r8] Gaming

[r9] News/Newspaper (print or digital)

[r10] Magazine (print or digital)

Choice:

[ch1] 1

[ch2] 2

[ch3] 3

[ch4] Asked/Not ranked

[Q29] You said that you subscribe to home Internet access, how much more would you be willing to pay to receive double your download speed? [only ask to those that subscribe to home Internet access in Q26]

Please select one.

Row:

[r1] I am willing to pay $5 per month on top of what I already pay

[r2] I am willing to pay $10 per month on top of what I already pay

[r3] I am willing to pay $20 per month on top of what I already pay

[r4] I am willing to pay $30 or more per month on top of what I already pay

[r5] I am not willing to pay more for faster download speeds as my current speed is sufficient for my needs

[r6] I prefer faster speed but I am unwilling to pay more than I already do

**[Q37] For the following types of entertainment activities, please rank your top three, with "1" being the most preferred.**

Please rank the top three, with “1” being the most preferred. Make your selections by clicking each item in the order you wish to rank. The first item you click will be ranked #1, the next #2, and the next #3. You can also click/drag the items around to change your answers, or re-order.

[RANDOMIZE ROWS]

Row:

[r1] Attending live performances (sporting events, concerts, or stage (musical, dramatic, or other))

[r2] Going to the movies

[r3] Watching television (video content on any device)

[r4] Listening to music (using any device)

[r5] Reading books (either physical books or via an e-book reader and/or online)

[r6] Reading magazines (either printed or online)

[r7] Reading newspapers (either printed or online)

[r8] Listening to the radio (any format and/or device)

[r9] Playing video games (handhelds, PC, console, mobile/cellular/smartphone, online)

[r10] Using the Internet for social or personal interests

Choice:

[ch1] 1

[ch2] 2

[ch3] 3

[QNEW19] Thinking about how you watch movies, how frequently do you do each of the following?

[RANDOMIZE ROWS]

Column:

[c1] Frequently (every day/weekly)

[c2] Occasionally (monthly)

[c3] Rarely (one to three times a year)

[c4] Never

Row:

[r1] Rent a physical DVD/Blu-ray

[r2] Purchase a physical DVD/Blu-ray

[r3] Purchase digital video entertainment to download onto your device via online service

[r4] Rent digital video entertainment where a digital file is downloaded to your device

[r5] Watch digital video entertainment via an online streaming service

[r6] Purchase/rent a video via your television service provider's On-Demand or Pay-Per-View service (i.e., via a set-top-box)

[QNEW20] Thinking about how you watch television programming, how frequently do you do each of the following?

[RANDOMIZE ROWS]

Column:

[c1] Frequently (every day/weekly)

[c2] Occasionally (monthly)

[c3] Rarely (one to three times a year)

[c4] Never

Row:

[r1] Rent a physical DVD/Blu-ray

[r2] Purchase a physical DVD/Blu-ray

[r3] Purchase digital video entertainment to download onto your device via online service

[r4] Watch digital video entertainment via an online streaming service

[r5] Purchase/rent a video via your television service provider's On-Demand or Pay-Per-View service (i.e., via a set-top-box)

[QNEW24] Do you ever "binge-watch" television shows, meaning watching three or more episodes of a TV series in one sitting?

Row:

[r1] Yes

[r2] No

**[QNEW28] How frequently do you use a friend or family member's (someone not living in your household) subscription login information. to watch digital content?**

Choose only one.

Row:

[r1] Frequently (every day/weekly)

[r2] Occasionally (monthly)

[r3] Rarely (one to three times a year)

[r4] Never

[Q73] Which are things you typically do while watching your home television system?

[RANDOMIZE ROWS]

Column:

[c1] Always (close to 100% of the time)

[c2] Almost always (greater than 75% of the time)

[c3] Frequently (between 50% and 75% of the time)

[c4] Rarely (10%-50% of the time)

[c5] Almost never

Row:

[r2] Read for work and/or school

[r3] Read for pleasure

[r4] Browse and surf the Web

[r5] Microblogging

[r6] Read email

[r7] Write email

[r8] Text message

[r9] Use a social network

[r10] Talk on the phone

[r11] Browse for products and services online

[r12] Purchase products and services online

[r13] Play video games

[rNew1] Exercise

[Q39] Using the scale below, please indicate how much you agree or disagree with the following statements. If the question does not apply to you, choose "N/A."

Please select one answer for each statement.

[RANDOMIZE ROWS]

Column:

[c5] Agree strongly

[c4] Agree somewhat

[c3] Disagree somewhat

[c2] Disagree strongly

[c1] N/A; I do not have a basis to answer

Row:

[r1] I would rather pay for **news** online in exchange for not being exposed to advertisements.

[rNEW1] I would rather pay for **sports** information online in exchange for not being exposed to advertisements

[rNEW2] I would rather pay for **games** online in exchange for not being exposed to advertisements.

[rNEW3] I would rather pay for **music** online in exchange for not being exposed to advertisements.

[rNEW4] I would rather pay for **TV shows** online in exchange for not being exposed to advertisements.

[rNEW5] I would rather pay for **movies** online in exchange for not being exposed to advertisements.

[r2] I would be willing to provide more personal information online if that meant I could receive advertising more targeted to my needs and interests.

[r3] By providing more personal information online, I am worried about becoming a victim of identity theft.

[r4] I would be willing to view advertising with my streaming video programming if it significantly reduced the cost of the subscription. (e.g., reduced subscription cost by 25%)

[Q89] Which of the following is your most frequently used mechanism to get news?

Please select one.

[RANDOMIZE ROWS]

Row:

[r1] Television news stations

[r2] Variety/talk shows

[r3] Radio

[r4] Print newspapers

[r5] Online version of newspapers

[r6] News aggregators

[r7] Online news sites not associated with a traditional news organization

[r8] Social media sites

[rNew1] Magazine

[r9] I do not follow the news