



Date 18-NOV-08

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Hi, this is (NAME) from TNS, - a national research firm. We are doing a study on communications and leisure time activities and I would like to ask you a few questions. Please be assured we are not selling anything.

To randomly select a person in your household, may I speak to the individual living in your household, who is 18 years or older and who had the most recent birthday.

(PROBE: IF THE PERSON WHO ANSWERS THE TELEPHONE CLAIMS TO BE PERSON WITH THE MOST RECENT BIRTHDAY, SAY:
So you are the person with the most recent birthday?
(IF SOMEONE ELSE, ASK:) May I please speak to that person?

OK- START INTERVIEW.....	313- 1
MAKE APPOINTMENT.....	2
HH CONTACT -- NOT CONVENIENT TODAY (NO RESPONDENT SELECTION OR FIRM APPT).....	3
SELECTED RESP NOT AVAIL TODAY (NO FIRM APPT) %10014,/ (ASK PREFERRED LANGUAGE OF INTERVIEW)//.....	4
NUMBER IS BUSY.....	5
NO ANSWER.....	6
RESIDENTIAL ANSWERING MACHINE.....	7
NOT IN SERVICE.....	8
NON-RESIDENTIAL.....	9
HOUSEHOLD LANGUAGE PROBLEM.....	10
RESPONDENT LANGUAGE PROBLEM.....	11
HOUSEHOLD REFUSAL.....	12
RESPONDENT REFUSAL.....	13
SELECTED RESP NOT AVAIL THROUGHOUT FIELD PERIOD.....	14
NO MALE IN HOUSEHOLD.....	15

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| Please be aware this call maybe monitored for quality control purposes. |
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GENDER: RECORD SEX OF RESPONDENT

MALE.....	314- 1
FEMALE.....	2

 | We are asking different people about various sources of information and entertainment. I would like to begin by asking you a few |
questions about television and radio.

(Q. 1A) Not counting time you may have spent watching videos or DVD's, approximately how much time in total did you personally spend watching television YESTERDAY ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0. 1/2 HOUR = 30.
- 1 HOUR = 60. 1 1/2 HOURS = 90.
- 2 HOURS = 120. 2 1/2 HOURS = 150.
- 3 HOURS = 180. 3 1/2 HOURS = 210.
- 4 HOURS = 240. 4 1/2 HOURS = 270.
- 5 HOURS = 300. 5 1/2 HOURS = 330.
- 6 HOURS = 360. 6 1/2 HOURS = 390.
- 7 HOURS = 420. 7 1/2 HOURS = 450.
- 8 HOURS = 480. 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 315-

(Q. 1B) Again, not counting time spent watching videos or DVD's, how much time in total did you spend watching television LAST WEEKEND, that is, on Saturday AND Sunday COMBINED ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0. 1/2 HOUR = 30.
- 1 HOUR = 60. 1 1/2 HOURS = 90.
- 2 HOURS = 120. 2 1/2 HOURS = 150.
- 3 HOURS = 180. 3 1/2 HOURS = 210.
- 4 HOURS = 240. 4 1/2 HOURS = 270.
- 5 HOURS = 300. 5 1/2 HOURS = 330.
- 6 HOURS = 360. 6 1/2 HOURS = 390.
- 7 HOURS = 420. 7 1/2 HOURS = 450.
- 8 HOURS = 480. 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 316-

(Q. 2A) And, approximately how much time in total did you personally spend listening to the radio YESTERDAY ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0. 1/2 HOUR = 30.
- 1 HOUR = 60. 1 1/2 HOURS = 90.
- 2 HOURS = 120. 2 1/2 HOURS = 150.
- 3 HOURS = 180. 3 1/2 HOURS = 210.
- 4 HOURS = 240. 4 1/2 HOURS = 270.
- 5 HOURS = 300. 5 1/2 HOURS = 330.
- 6 HOURS = 360. 6 1/2 HOURS = 390.
- 7 HOURS = 420. 7 1/2 HOURS = 450.
- 8 HOURS = 480. 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 317-

 | IF ANY TIME YESTERDAY ASK Q2B |
ELSE COMPUTE Q2B(DID NOT LISTEN YESTERDAY)

(Q. 2B) And, which radio station or stations did you listen to YESTERDAY ?
 (PROBE: Any others?) (CLARIFY: AM OR FM IF NECESSARY)

- CBL-FM-94.1 (CBC RADIO 2)..... 318- 1,
- CBLA-FM-99.1 (CBC RADIO 1)..... 2,
- CFMJ-AM-640 (THE NEW MOJO RADIO)..... 3,
- CFMX-FM-96.3 (CLASSICAL)..... 4,
- CFNY-FM-102.1 (EDGE 102)..... 5,
- CFRB-AM-1010 (NEWS TALK RADIO)..... 6,
- CFTR-AM-680 (680 NEWS)..... 7,
- CFXJ-FM-93.5 (FLOW 93.5 FM)..... 8,
- CHFI-FM-98.1 (TODAY'S LITE MUSIC)..... 9,
- CHIN-AM-1540..... 10,

CHIN-FM-100.7.....	11,
CHUM-AM-1050 (THE GREATEST ROCK' N' ROLL OLDIES).....	12,
CHUM-FM-104.5 (TODAY'S BEST MUSIC).....	13,
CHWO-AM-740 (PRIME TIME RADIO/ALL TIME FAVOURITES).....	14,
CIDC-FM-103.5 (Z 103).....	15,
CILQ-FM-107.1 (Q107) (CLASSIC ROCK).....	16,
CING-FM-95.3 (COUNTRY NINETY-FIVE THREE).....	17,
CJAQ-FM-92.5 (JACK FM).....	18,
CJCL-AM-590 (THE FAN 590) (TORONTO'S SPORTS RADIO).....	19,
CJEZ-FM-97.3 (EZ ROCK 97.3).....	20,
CJRT-FM-91.1 (JAZZ FM91).....	21,
CKFM-FM-99.9 (Vig'n Radio 99.9 FM).....	22,
OTHER AM.....	23,
OTHER FM.....	24,
OTHER.....	49,
Did Not Listen Yesterday.....	50,
DON'T KNOW.....	51,
Never Listen.....	52,

(Q.2C) And, how much time in total did you spend listening to the radio LAST WEEKEND, that is, on Saturday AND Sunday COMBINED ?
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- | | |
|----------------|--------------------|
| NONE = 0. | 1/2 HOUR = 30. |
| 1 HOUR = 60. | 1 1/2 HOURS = 90. |
| 2 HOURS = 120. | 2 1/2 HOURS = 150. |
| 3 HOURS = 180. | 3 1/2 HOURS = 210. |
| 4 HOURS = 240. | 4 1/2 HOURS = 270. |
| 5 HOURS = 300. | 5 1/2 HOURS = 330. |
| 6 HOURS = 360. | 6 1/2 HOURS = 390. |
| 7 HOURS = 420. | 7 1/2 HOURS = 450. |
| 8 HOURS = 480. | 8 1/2 HOURS = 510. |

... ETC. [ESC]D IF DON'T KNOW

+-----+ 319-

IF ANY TIME LAST WEEKEND ASK Q2D
 ELSE COMPUTE Q2D(DID NOT LISTEN LAST WEEKEND)

(Q.2D) And, which radio station or stations did you listen to LAST WEEKEND ?
 (PROBE: Any others?) (CLARIFY: AM OR FM IF NECESSARY)

CBL-FM-94.1 (CBC RADIO 2).....	320- 1,
CBLA-FM-99.1 (CBC RADIO 1).....	2,
CFMJ-AM-640 (THE NEW MOJO RADIO).....	3,
CFMX-FM-96.3 (CLASSICAL).....	4,
CFNY-FM-102.1 (EDGE 102).....	5,
CFRB-AM-1010 (NEWS TALK RADIO).....	6,
CFTR-AM-680 (680 NEWS).....	7,
CFXJ-FM-93.5 (FLOW 93.5 FM).....	8,
CFI-FM-98.1 (TODAY'S LITE MUSIC).....	9,
CHIN-AM-1540.....	10,

CHIN-FM-100.7.....	11,
CHUM-AM-1050 (THE GREATEST ROCK' N' ROLL OLDIES).....	12,
CHUM-FM-104.5 (TODAY'S BEST MUSIC).....	13,
CHWO-AM-740 (PRIME TIME RADIO/ALL TIME FAVOURITES).....	14,
CIDC-FM-103.5 (Z 103).....	15,
CILQ-FM-107.1 (Q107) (CLASSIC ROCK).....	16,
CING-FM-95.3 (COUNTRY NINETY-FIVE THREE).....	17,
CJAQ-FM-92.5 (JACK FM).....	18,
CJCL-AM-590 (THE FAN 590) (TORONTO'S SPORTS RADIO).....	19,
CJEZ-FM-97.3 (EZ ROCK 97.3).....	20,
CJRT-FM-91.1 (JAZZ FM91).....	21,
CKFM-FM-99.9 (Virgin Radio 99.9 FM).....	22,
OTHER AM.....	23,
OTHER FM.....	24,
OTHER.....	49,
Did Not Listen Last Weekend.....	50,
DON'T KNOW.....	51,

ASK EVERYONE

(Q. 10A) Now thinking about the Internet. Have you personally accessed the Internet in the past three months either at home or somewhere else?

Yes.....	321- 1
No.....	2
Not Sure.....	3
DON'T KNOW / REFUSED.....	4

IF "YES" IN Q. 10A, ASK OTHERS TO Q3A

(Q. 10B) And, approximately how much time, in total, did you spend on the Internet yesterday?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0. 1/2 HOUR = 30.
 - 1 HOUR = 60. 1 1/2 HOURS = 90.
 - 2 HOURS = 120. 2 1/2 HOURS = 150.
 - 3 HOURS = 180. 3 1/2 HOURS = 210.
 - 4 HOURS = 240. 4 1/2 HOURS = 270.
 - 5 HOURS = 300. 5 1/2 HOURS = 330.
 - 6 HOURS = 360. 6 1/2 HOURS = 390.
 - 7 HOURS = 420. 7 1/2 HOURS = 450.
 - 8 HOURS = 480. 8 1/2 HOURS = 510.
- ... ETC. [ESC]D IF DON'T KNOW

(Q. 10C) And, approximately how much time, in total, did you spend on the Internet last weekend, that is, on Saturday and Sunday combined?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

NONE = 0.	1 1/2 HOUR = 30.
1 HOUR = 60.	1 1/2 HOURS = 90.
2 HOURS = 120.	2 1/2 HOURS = 150.
3 HOURS = 180.	3 1/2 HOURS = 210.
4 HOURS = 240.	4 1/2 HOURS = 270.
5 HOURS = 300.	5 1/2 HOURS = 330.
6 HOURS = 360.	6 1/2 HOURS = 390.
7 HOURS = 420.	7 1/2 HOURS = 450.
8 HOURS = 480.	8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 323-

ASK EVERYONE

(Q. 3A) Now, thinking about magazines, approximately how much time in total did you personally spend reading or looking into any magazine yesterday, either at home or elsewhere?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

NONE = 0.	1 1/2 HOUR = 30.
1 HOUR = 60.	1 1/2 HOURS = 90.
2 HOURS = 120.	2 1/2 HOURS = 150.
3 HOURS = 180.	3 1/2 HOURS = 210.
4 HOURS = 240.	4 1/2 HOURS = 270.
5 HOURS = 300.	5 1/2 HOURS = 330.
6 HOURS = 360.	6 1/2 HOURS = 390.
7 HOURS = 420.	7 1/2 HOURS = 450.
8 HOURS = 480.	8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 324-

(Q. 3B) And, how much time in total did you spend reading or looking into any magazine LAST WEEKEND, that is, on Saturday AND Sunday COMBINED?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

NONE = 0.	1 1/2 HOUR = 30.
1 HOUR = 60.	1 1/2 HOURS = 90.
2 HOURS = 120.	2 1/2 HOURS = 150.
3 HOURS = 180.	3 1/2 HOURS = 210.
4 HOURS = 240.	4 1/2 HOURS = 270.
5 HOURS = 300.	5 1/2 HOURS = 330.
6 HOURS = 360.	6 1/2 HOURS = 390.
7 HOURS = 420.	7 1/2 HOURS = 450.
8 HOURS = 480.	8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 325-

ASK EVERYBODY

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-TORONTO STAR) ?

- Yes..... 326- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-THE TORONTO SUN) ?

- Yes..... 327- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-THE GLOBE & MAIL) ?

- Yes..... 328- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-NATIONAL POST) ?

- Yes..... 329- 1

- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-METRO TORONTO) ?

- Yes..... 330- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.4) Now I'd like you to think about printed issues of daily newspapers that you may have read or looked into recently, including any weekday or weekend issues.

It does not matter where you read an issue, how much time you may have spent reading an issue, or how many sections you may have looked into.

Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-24 HOURS) ?

- Yes..... 331- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

ASK Q. 5-A) AND Q. 5-B) IN TURN FOR EACH "YES"/"NOT SURE" IN Q. 4.

(Q.5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-TORONTO STAR) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

- Yes..... 332- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-TORONTO STAR). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-TORONTO STAR) did you (happen to) read or look into?

- 1 issue..... 333- 1
- 2 issues..... 2
- 3 issues..... 3
- 4 issues..... 4
- 5 issues..... 5

None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-THE TORONTO SUN) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

Yes.....	334- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-THE TORONTO SUN). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-THE TORONTO SUN) did you (happen to) read or look into?

1 issue.....	335- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
5 issues.....	5
None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-THE GLOBE & MAIL) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

Yes.....	336- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-THE GLOBE & MAIL). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-THE GLOBE & MAIL) did you (happen to) read or look into?

1 issue.....	337- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
5 issues.....	5
None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-NATIONAL POST) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

Yes.....	338- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-NATIONAL POST). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-NATIONAL POST) did you (happen to) read or look into?

1 issue.....	339- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
5 issues.....	5
None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-METRO TORONTO) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

Yes.....	340- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-METRO TORONTO). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-METRO TORONTO) did you (happen to) read or look into?

1 issue.....	341- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
5 issues.....	5
None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 5A) (Now,) did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-24 HOURS) either at home or somewhere else? (REPEAT PROMPT FOR EACH PAPER)

Yes.....	342- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 5B) And, thinking about the LAST five Monday to Friday issues of (NAME PAPER-24 HOURS). IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five Monday to Friday issues of the (NAME PAPER-24 HOURS) did you (happen to) read or look into?

1 issue.....	343- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4

5 issues.....	5
None.....	6
DON' T KNOW / REFUSED.....	7

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Sunday Issues Of The TORONTO STAR) did you (personally happen to) read or look into?
%10436,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	347- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

ASK Q. 6-A) AND Q. 6-B) IN TURN FOR EACH "YES"/"NOT SURE" IN Q. 4. IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...
Metro Toronto, 24 hours, metro, 24 heures, and Northumberland News not asked Q6A and Q6B

Now, thinking about weekend issues.

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO STAR) either at home or somewhere else?

Yes.....	344- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO SUN) either at home or somewhere else?

Yes.....	348- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Saturday Issues Of The TORONTO STAR) did you (personally happen to) read or look into?
%10407,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	345- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Saturday Issues Of The TORONTO SUN) did you (personally happen to) read or look into?
%10465,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	349- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

Now, thinking about weekend issues.

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO STAR) either at home or somewhere else?

Yes.....	346- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO SUN) either at home or somewhere else?

Yes.....	350- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Sunday Issues Of The TORONTO SUN) did you (personally happen to) read or look into?
%10494,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	351- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

Now, thinking about weekend issues.

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Saturday's Issue Of The GLOBE & MAIL) either at home or somewhere else?

Yes.....	352- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Saturday Issues Of The GLOBE & MAIL) did you (personally happen to) read or look into?
%10523,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	353- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

Now, thinking about weekend issues.

(Q. 6A) (IF SATURDAY SAY:) Not counting this weekend's issue, Did you (personally happen to) read or look into last Saturday's/Sunday's issue of (NAME PAPER-Saturday's Issue Of NATIONAL POST) either at home or somewhere else?

Yes.....	354- 1
No.....	2
Not Sure.....	3

DON' T KNOW / REFUSED..... 4

IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE...

(Q. 6B) (IF SATURDAY SAY:) Not counting this weekend's issue, And how many of the LAST four Saturday/Sunday issues of the (NAME PAPER-Saturday Issues Of NATIONAL POST) did you (personally happen to) read or look into?
%10552,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue.....	355- 1
2 issues.....	2
3 issues.....	3
4 issues.....	4
None.....	5
DON' T KNOW / REFUSED.....	6

FOR EACH "YES" IN Q. 5-A), ASK Q. 7-A), and 7-C)

Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C

(Q. 7A) Now, thinking about YESTERDAY'S issue of (NAME PAPER-TORONTO STAR), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household.....	356- 1
Delivered To Your Household Free Of Charge....	2
Through A Paid Subscription Delivered To Your Place Of Business.....	3
Bought By You Personally At A Newsstand, Store Or Box.....	4
Bought By Someone Else In Your Household At A Newsstand, Store Or Box.....	5
DON' T KNOW.....	998
In Some Other Way (Specify).....	999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 7A. I) Was that copy brought home or not?

Was Brought Home.....	357- 1
Not Brought Home.....	2
DON' T KNOW / REFUSED.....	3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-TORONTO STAR) Please try to be as accurate as possible.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.
(TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 358-

Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY .
METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C

(Q. 7A) Now ,thinking about YESTERDAY'S issue of (NAME PAPER-THE TORONTO SUN), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

- Through A Paid Subscription Delivered To Your Household..... 359- 1
- Delivered To Your Household Free Of Charge.... 2
- Through A Paid Subscription Delivered To Your Place Of Business..... 3
- Bought By You Personally At A Newsstand, Store Or Box..... 4
- Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
- DON'T KNOW..... 998
- In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 7A.1) Was that copy brought home or not?

- Was Brought Home..... 360- 1
- Not Brought Home..... 2
- DON'T KNOW / REFUSED..... 3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-THE TORONTO SUN) Please try to be as accurate as possible.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.
(TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 361-

Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY .
METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C

(Q. 7A) Now ,thinking about YESTERDAY'S issue of (NAME PAPER-THE GLOBE & MAIL), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

- Through A Paid Subscription Delivered To Your Household..... 362- 1
- Delivered To Your Household Free Of Charge.... 2
- Through A Paid Subscription Delivered To Your Place Of Business..... 3
- Bought By You Personally At A Newsstand, Store Or Box..... 4
- Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
- DON'T KNOW..... 998
- In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 7A.1) Was that copy brought home or not?

- Was Brought Home..... 363- 1
- Not Brought Home..... 2
- DON'T KNOW / REFUSED..... 3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-THE GLOBE & MAIL) Please try to be as accurate as possible.
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:
 NONE = 0. 1/2 HOUR = 30.
 1 HOUR = 60. 1 1/2 HOURS = 90.
 2 HOURS = 120. 2 1/2 HOURS = 150.
 3 HOURS = 180. 3 1/2 HOURS = 210.
 4 HOURS = 240. 4 1/2 HOURS = 270.
 5 HOURS = 300. 5 1/2 HOURS = 330.
 6 HOURS = 360. 6 1/2 HOURS = 390.
 7 HOURS = 420. 7 1/2 HOURS = 450.
 8 HOURS = 480. 8 1/2 HOURS = 510.
 ... ETC. [ESC]D IF DON'T KNOW

+-----+ 364-

Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY .
 METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C

(Q. 7A) Now ,thinking about YESTERDAY'S issue of (NAME PAPER-NATIONAL POST), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 365- 1
 Delivered To Your Household Free Of Charge.... 2
 Through A Paid Subscription Delivered To Your Place Of Business..... 3
 Bought By You Personally At A Newsstand, Store Or Box..... 4
 Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
 DON'T KNOW..... 998
 In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 7A.1) Was that copy brought home or not?
 Was Brought Home..... 366- 1
 Not Brought Home..... 2
 DON'T KNOW / REFUSED..... 3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-NATIONAL POST) Please try to be as accurate as possible.
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:
 NONE = 0. 1/2 HOUR = 30.
 1 HOUR = 60. 1 1/2 HOURS = 90.
 2 HOURS = 120. 2 1/2 HOURS = 150.
 3 HOURS = 180. 3 1/2 HOURS = 210.
 4 HOURS = 240. 4 1/2 HOURS = 270.
 5 HOURS = 300. 5 1/2 HOURS = 330.
 6 HOURS = 360. 6 1/2 HOURS = 390.
 7 HOURS = 420. 7 1/2 HOURS = 450.
 8 HOURS = 480. 8 1/2 HOURS = 510.
 ... ETC. [ESC]D IF DON'T KNOW

+-----+ 367-

Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY .
 METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C

(Q. 7A) Now ,thinking about YESTERDAY'S issue of (NAME PAPER-METRO TORONTO), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 368- 1
 Delivered To Your Household Free Of Charge.... 2
 Through A Paid Subscription Delivered To Your Place Of Business..... 3
 Bought By You Personally At A Newsstand, Store Or Box..... 4
 Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
 DON'T KNOW..... 998
 In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 7A.1) Was that copy brought home or not?
 Was Brought Home..... 369- 1
 Not Brought Home..... 2
 DON'T KNOW / REFUSED..... 3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-METRO TORONTO) Please try to be as accurate as possible.
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:
 NONE = 0. 1/2 HOUR = 30.
 1 HOUR = 60. 1 1/2 HOURS = 90.
 2 HOURS = 120. 2 1/2 HOURS = 150.
 3 HOURS = 180. 3 1/2 HOURS = 210.
 4 HOURS = 240. 4 1/2 HOURS = 270.
 5 HOURS = 300. 5 1/2 HOURS = 330.
 6 HOURS = 360. 6 1/2 HOURS = 390.
 7 HOURS = 420. 7 1/2 HOURS = 450.
 8 HOURS = 480. 8 1/2 HOURS = 510.
 ... ETC. [ESC]D IF DON'T KNOW

+-----+ 370-

-----+
 Q7A ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY .
 METRO TORONTO, METRO, 24 HOURS, 24 HEURES, AND NORTHUMBERLAND NEWS ONLY ASKED Q7C
 -----+

(Q. 7A) Now , thinking about YESTERDAY'S issue of (NAME PAPER-24 HOURS), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 371- 1
 Delivered To Your Household Free Of Charge.... 2
 Through A Paid Subscription Delivered To Your Place Of Business..... 3
 Bought By You Personally At A Newsstand, Store Or Box..... 4
 Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
 DON'T KNOW..... 998
 In Some Other Way (Specify)..... 999

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 IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK
 -----+

(Q. 7A.1) Was that copy brought home or not?

Was Brought Home..... 372- 1
 Not Brought Home..... 2
 DON'T KNOW / REFUSED..... 3

(Q. 7C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into YESTERDAY'S issue of (NAME PAPER-24 HOURS) Please try to be as accurate as possible.
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:
 NONE = 0. 1/2 HOUR = 30.
 1 HOUR = 60. 1 1/2 HOURS = 90.
 2 HOURS = 120. 2 1/2 HOURS = 150.
 3 HOURS = 180. 3 1/2 HOURS = 210.
 4 HOURS = 240. 4 1/2 HOURS = 270.
 5 HOURS = 300. 5 1/2 HOURS = 330.
 6 HOURS = 360. 6 1/2 HOURS = 390.
 7 HOURS = 420. 7 1/2 HOURS = 450.
 8 HOURS = 480. 8 1/2 HOURS = 510.
 ... ETC. [ESC]D IF DON'T KNOW

+-----+ 373-

-----+
 FOR EACH "YES" IN Q. 6-A), ASK Q. 8-A), and 8-C)
 -----+

-----+
 Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY
 -----+

(Q. 8A) Now , thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO STAR), how did you obtain the copy that you read?

(READ LIST AS REQUIRED) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 374- 1
 Delivered To Your Household Free Of Charge.... 2
 Through A Paid Subscription Delivered To Your Place Of Business..... 3
 Bought By You Personally At A Newsstand, Store Or Box..... 4
 Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
 DON'T KNOW..... 998
 In Some Other Way (Specify)..... 999

-----+
 IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK
 -----+

(Q. 8A.1) Was that copy brought home or not?

Was Brought Home..... 375- 1
 Not Brought Home..... 2
 DON'T KNOW / REFUSED..... 3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO STAR) Please try to be as accurate as possible.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

NONE = 0.	1/2 HOUR = 30.
1 HOUR = 60.	1 1/2 HOURS = 90.
2 HOURS = 120.	2 1/2 HOURS = 150.
3 HOURS = 180.	3 1/2 HOURS = 210.
4 HOURS = 240.	4 1/2 HOURS = 270.
5 HOURS = 300.	5 1/2 HOURS = 330.
6 HOURS = 360.	6 1/2 HOURS = 390.
7 HOURS = 420.	7 1/2 HOURS = 450.
8 HOURS = 480.	8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 376-

 | Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL |
POST ONLY

(Q. 8A) Now, thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO STAR), how did you obtain the copy that you read?

(READ LIST AS REQUIRED. IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS)

Through A Paid Subscription Delivered To Your Household.....	377- 1
Delivered To Your Household Free Of Charge....	2
Through A Paid Subscription Delivered To Your Place Of Business.....	3
Bought By You Personally At A Newsstand, Store Or Box.....	4
Bought By Someone Else In Your Household At A Newsstand, Store Or Box.....	5
DON'T KNOW.....	998
In Some Other Way (Specify).....	999

 | IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE |
ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 8A.1) Was that copy brought home or not?

Was Brought Home.....	378- 1
Not Brought Home.....	2
DON'T KNOW / REFUSED.....	3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO STAR) Please try to be as accurate as possible.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

NONE = 0.	1/2 HOUR = 30.
1 HOUR = 60.	1 1/2 HOURS = 90.
2 HOURS = 120.	2 1/2 HOURS = 150.
3 HOURS = 180.	3 1/2 HOURS = 210.
4 HOURS = 240.	4 1/2 HOURS = 270.
5 HOURS = 300.	5 1/2 HOURS = 330.
6 HOURS = 360.	6 1/2 HOURS = 390.
7 HOURS = 420.	7 1/2 HOURS = 450.
8 HOURS = 480.	8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 379-

 | Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL |
POST ONLY

(Q. 8A) Now, thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO SUN), how did you obtain the copy that you read?

(READ LIST AS REQUIRED. IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS)

Through A Paid Subscription Delivered To Your Household.....	380- 1
Delivered To Your Household Free Of Charge....	2
Through A Paid Subscription Delivered To Your Place Of Business.....	3
Bought By You Personally At A Newsstand, Store Or Box.....	4
Bought By Someone Else In Your Household At A Newsstand, Store Or Box.....	5
DON'T KNOW.....	998
In Some Other Way (Specify).....	999

 | IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE |
ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 8A.1) Was that copy brought home or not?

Was Brought Home.....	381- 1
Not Brought Home.....	2
DON'T KNOW / REFUSED.....	3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The TORONTO SUN) Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 382-

Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 8A) Now, thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO SUN), how did you obtain the copy that you read?

(READ LIST AS REQUIRED. IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS)

- Through A Paid Subscription Delivered To Your Household..... 383- 1
- Delivered To Your Household Free Of Charge.... 2
- Through A Paid Subscription Delivered To Your Place Of Business..... 3
- Bought By You Personally At A Newsstand, Store Or Box..... 4
- Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
- DON'T KNOW..... 998
- In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 8A.1) Was that copy brought home or not?

- Was Brought Home..... 384- 1
- Not Brought Home..... 2
- DON'T KNOW / REFUSED..... 3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Sunday's Issue Of The TORONTO SUN) Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 385-

Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 8A) Now, thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The GLOBE & MAIL), how did you obtain the copy that you read?

(READ LIST AS REQUIRED. IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS)

- Through A Paid Subscription Delivered To Your Household..... 386- 1
- Delivered To Your Household Free Of Charge.... 2
- Through A Paid Subscription Delivered To Your Place Of Business..... 3
- Bought By You Personally At A Newsstand, Store Or Box..... 4
- Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
- DON'T KNOW..... 998
- In Some Other Way (Specify)..... 999

IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 8A.1) Was that copy brought home or not?

- Was Brought Home..... 387- 1
- Not Brought Home..... 2
- DON'T KNOW / REFUSED..... 3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of The GLOBE & MAIL) Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 388-

 Q8A ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 8A) Now, thinking about LAST Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of NATIONAL POST), how did you obtain the copy that you read?

(READ LIST AS REQUIRED. IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS)

- Through A Paid Subscription Delivered To Your Household..... 389- 1
- Delivered To Your Household Free Of Charge.... 2
- Through A Paid Subscription Delivered To Your Place Of Business..... 3
- Bought By You Personally At A Newsstand, Store Or Box..... 4
- Bought By Someone Else In Your Household At A Newsstand, Store Or Box..... 5
- DON'T KNOW..... 998
- In Some Other Way (Specify)..... 999

 IF PERSONALLY BOUGHT AT NEWSSTAND ETC. OR BOUGHT BY SOMEONE ELSE IN HOUSEHOLD AT NEWSSTAND ETC. ASK

(Q. 8A.1) Was that copy brought home or not?

- Was Brought Home..... 390- 1
- Not Brought Home..... 2
- DON'T KNOW / REFUSED..... 3

(Q. 8C) And, including all the occasions you may have picked it up, approximately how much time in total, did you spend reading or looking into last Saturday's /Sunday's issue of (NAME PAPER-Saturday's Issue Of NATIONAL POST) Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM. (TO 9999). FOR EXAMPLE:

- NONE = 0.
- 1 HOUR = 60.
- 2 HOURS = 120.
- 3 HOURS = 180.
- 4 HOURS = 240.
- 5 HOURS = 300.
- 6 HOURS = 360.
- 7 HOURS = 420.
- 8 HOURS = 480.
- 1/2 HOUR = 30.
- 1 1/2 HOURS = 90.
- 2 1/2 HOURS = 150.
- 3 1/2 HOURS = 210.
- 4 1/2 HOURS = 270.
- 5 1/2 HOURS = 330.
- 6 1/2 HOURS = 390.
- 7 1/2 HOURS = 450.
- 8 1/2 HOURS = 510.

... ETC. [ESC]D IF DON'T KNOW

+-----+ 391-

 ASK ALL WHO HAVE READ 1+ ISSUES IN Q5B OR YES AT Q6A ON ANY MEASURED NEWSPAPER IN THE PAST 7 DAYS

 When you read the printed issues of ANY daily newspaper, we would like to know how often you typically read or look at different pages or parts of the paper.

(Q. 8D) %10755,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Local News pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
 REPEAT SCALE ONLY AS NECESSARY.
 IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 392- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON'T KNOW/REFUSED)..... 5

(Q. 8D) %10759,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Provincial or National News pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
 REPEAT SCALE ONLY AS NECESSARY.
 IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 393- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON'T KNOW/REFUSED)..... 5

(Q. 8D) %10763,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the World News pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
 REPEAT SCALE ONLY AS NECESSARY.
 IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 394- 1
- Sometimes..... 2

Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10767,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Sports pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	395- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10771,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Finance or Business pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	396- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10775,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Arts & Entertainment pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	397- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10779,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the The Editorial page(s) ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	398- 1
Sometimes.....	2
Rarely.....	3

Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10783,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Food pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	399- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10787,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Fashion or Lifestyle pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	400- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10791,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Travel pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	401- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5
(Q. 8D) %10795,/ Just thinking about whenever they appear, how/ How/ often do you read or look at the Automotive pages ?	
Would that be ... Usually, Sometimes, Rarely, or Never ? REPEAT SCALE ONLY AS NECESSARY. IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.	
Usually.....	402- 1
Sometimes.....	2
Rarely.....	3
Never.....	4
(DON' T KNOW/REFUSED).....	5

(Q. 8D) %10799,/ Just thinking about whenever they appear, how/
How/ often do you read or look at the
The Comics pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
REPEAT SCALE ONLY AS NECESSARY.
IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY
NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 403- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 8D) %10803,/ Just thinking about whenever they appear, how/
How/ often do you read or look at the
Homes or Real Estate pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
REPEAT SCALE ONLY AS NECESSARY.
IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY
NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 404- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 8D) %10807,/ Just thinking about whenever they appear, how/
How/ often do you read or look at the
Health pages ?

Would that be ... Usually, Sometimes, Rarely, or Never ?
REPEAT SCALE ONLY AS NECESSARY.
IF ASKED, TELL RESPONDENT THAT WE ARE ASKING ABOUT ANY DAILY
NEWSPAPER THEY MAY READ, NOT JUST A SPECIFIC ONE.

- Usually..... 405- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

ASK EVERYONE Q9A AND Q9B IN TURN FOR EACH TV MAGAZINE.

| Now I would like to ask you about television listing |
magazi nes.

(Q. 9A) Did you read or look into any issue of (NAME TV
MAGAZINE-STARWEEK, THAT COMES WITH THE SATURDAY TORONTO STAR) in
the past 7 days ?

- Yes..... 406- 1
- No..... 2

- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q. 9B) Not including this week's issue, how many of the last
four issues of (NAME TV MAGAZINE-STARWEEK) did you personally
happen to read or look into?

- 1 Issue..... 407- 1
- 2 Issues..... 2
- 3 Issues..... 3
- 4 Issues..... 4
- None..... 5
- DON' T KNOW / REFUSED..... 6

(Q. 9A) Did you read or look into any issue of (NAME TV
MAGAZINE-SUN TELEVISION, THAT COMES WITH THE SUNDAY SUN) in the
past 7 days ?

- Yes..... 408- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q. 9B) Not including this week's issue, how many of the last
four issues of (NAME TV MAGAZINE-SUN TELEVISION) did you
personally happen to read or look into?

- 1 Issue..... 409- 1
- 2 Issues..... 2
- 3 Issues..... 3
- 4 Issues..... 4
- None..... 5
- DON' T KNOW / REFUSED..... 6

(Q. 9A) Did you read or look into any issue of (NAME TV
MAGAZINE-TORONTO POST TV, THAT COMES WITH THE SATURDAY NATIONAL
POST) in the past 7 days ?

- Yes..... 410- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q. 9B) Not including this week's issue, how many of the last
four issues of (NAME TV MAGAZINE-TORONTO POST TV) did you
personally happen to read or look into?

- 1 Issue..... 411- 1
- 2 Issues..... 2
- 3 Issues..... 3
- 4 Issues..... 4
- None..... 5
- DON' T KNOW / REFUSED..... 6

IF "YES" IN Q. 10A: ASK

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-TORONTO STAR)?

Yes..... 412- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-THE TORONTO SUN)?

Yes..... 413- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-THE GLOBE & MAIL)?

Yes..... 414- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-NATIONAL POST)?

Yes..... 415- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-METRO TORONTO)?

Yes..... 416- 1
 No..... 2
 Not Sure..... 3

DON' T KNOW / REFUSED..... 4

(Q. 11) Daily newspapers typically produce a version that people can view on the INTERNET. Which of the following newspapers did you personally happen to read or view on the INTERNET within the past seven days.

(NAME NEWSPAPER-24 HOURS)?

Yes..... 417- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

IF "YES" IN Q. 10A, ASK.

(Q. 11AI) And, which of the following websites did you personally visit or access in the past 7 days?

Canada.com ?

Yes..... 418- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11AI) And, which of the following websites did you personally visit or access in the past 7 days?

Canoe.ca ?

Yes..... 419- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

(Q. 11AI) And, which of the following websites did you personally visit or access in the past 7 days?

Cyberpresse.ca ?

Yes..... 420- 1
 No..... 2
 Not Sure..... 3
 DON' T KNOW / REFUSED..... 4

IF "YES" IN Q. 10A, ASK.

(Q. 11AII) Have you personally visited any other non-newspaper websites for news within the past seven days ?

Yes..... 421- 1
 No..... 2
 DON' T KNOW..... 3

FOR EACH NEWSPAPER WHERE (Q11 = YES) ASK:

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: TORONTO STAR) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 422-

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: THE TORONTO SUN) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 423-

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: THE GLOBE & MAIL) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 424-

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: NATIONAL POST) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 425-

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: METRO TORONTO) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 426-

(Q.11A111) (Thinking about all of the occasions combined, approximately how much time in total would you say you spent reading or viewing)
And approximately how much time in total would you say you spent reading or viewing (NAME: 24 HOURS) on the INTERNET over the past seven days?

(CLARIFY IF ASKED): DO NOT INCLUDE ANY TIME SPENT YOU MAY HAVE SPENT READING THE PRINTED VERSION OF THIS NEWSPAPER.
RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM.

(TO 9999). FOR EXAMPLE:
NONE = 0. 1/2 HOUR = 30.
1 HOUR = 60. 1 1/2 HOURS = 90.
2 HOURS = 120. 2 1/2 HOURS = 150.
3 HOURS = 180. 3 1/2 HOURS = 210.
4 HOURS = 240. 4 1/2 HOURS = 270.
5 HOURS = 300. 5 1/2 HOURS = 330.
6 HOURS = 360. 6 1/2 HOURS = 390.
7 HOURS = 420. 7 1/2 HOURS = 450.
8 HOURS = 480. 8 1/2 HOURS = 510.
... ETC. [ESC]D IF DON'T KNOW

+-----+ 427-

ASK EVERYONE

 | Now, I would like to ask a few questions to help divide our |
 | interviews into groups. Any information you provide, of |
course, remains completely confidential.

(Q. 12A) How many people, in total, live in your household,
 including yourself and other members of your family, or anyone
 else living in your household?
 ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 428-

 | IF MORE THAN ONE AT Q12A ASK, OTHERWISE GO TO Q12G. |
COMPUTE Q12E/F AUTOMATICALLY IF ONE AT Q12A

(Q. 12B) How many are under 6 years of age?

+-----+ 429-

(Q. 12C) How many are between 6 and 11 years of age?

+-----+ 430-

(Q. 12D) How many are between 12 and 17 years of age?

+-----+ 431-

(Q. 12E) How many women are there 18 years of age and older?

+-----+ 432-

(Q. 12F) How many men are there 18 years of age and older?

+-----+ 433-

 | INTERVIEWER: TOTAL PEOPLE LIVING IN HOUSEHOLD: %2166. |
 | UNDER 6 YEARS OF AGE %2167. |
 | BETWEEN 6 AND 11 YEARS OF AGE %2168. |
 | BETWEEN 12 AND 17 YEARS OF AGE %2169. |
 | WOMEN ARE THERE 18 YEARS OF AGE AND OLDER %2170. |
 | MEN ARE THERE 18 YEARS OF AGE AND OLDER %2171. |
SUM DOES NOT ADD -- Q12A - Q12F WILL BE REVIEWED

ASK EVERYONE

(Q. 12G) Do you or does your family own or rent your home?

Own..... 434- 1

Rent..... 2

DON'T KNOW / REFUSED..... 3

(Q. 12H) Do you live in a house or apartment?

House (Single Detached, Semi-Detached,
 Row/Townhome-Incl udi ng Condo)..... 435- 1

Apartment (Low/Hi gh Ri se/Dupl ex/Tri pl ex/
 Fourpl ex-Incl udi ng Condo)..... 2

Other..... 3
 DON'T KNOW / REFUSED..... 4

IF APARTMENT IN Q. 12-H), ASK.

(Q. 12I) Does your building have fewer than five floors?

Fewer Than Five (Low Ri se)..... 436- 1

Fi ve Or More (Hi gh Ri se)..... 2

DON'T KNOW / REFUSED..... 3

(Q. 14) What language did you first learn as a child, before
 going to school?

Engl ish..... 437- 1,

French..... 2,

Chi nese..... 3,

German..... 4,

Greek..... 5,

It al ian..... 6,

Pol i sh..... 7,

Portuguese..... 8,

Punj abi /Urdu/Hi ndi /Tami l..... 9,

Spani sh..... 10,

Ukrai ni an..... 11,

Other..... 12,

DON'T KNOW / REFUSED..... 13,

(Q. 15) And, what language do you speak most often at home?

Engl ish..... 438- 1,

French..... 2,

Chi nese..... 3,

German..... 4,

Greek..... 5,

It al ian..... 6,

Pol i sh..... 7,

Portuguese..... 8,

Punj abi /Urdu/Hi ndi /Tami l..... 9,

Spani sh..... 10,

Ukrai ni an..... 11,

Other..... 12,

DON'T KNOW / REFUSED..... 13,

(Q. 16A) In what year were you born?
 (INTERVIEWER: PLEASE ENTER ALL 4 DIGITS, EXAMPLE "1965")

+-----+ 439-

IF REFUSED.

(Q. 16B) Just to help classify our data are you...?

Under 18 years (Terminate).....	440- 1
18 To 24.....	2
25 To 34.....	3
35 To 49.....	4
50 To 54.....	5
55 To 64.....	6
65 Years Or Older.....	7
REFUSED.....	8

(Q. 17) What is the highest level of education that you achieved?

(PROBE IF NECESSARY) Is that some or did you graduate? (STUDENT: RECORD CURRENT GRADE LEVEL)

Some Grade School (Primary Grade 1-8).....	441- 1
Graduated Grade School.....	2
Some High School (Secondary Grade 9-12/13)/QUE GR7-11/12.....	3
Graduated High School.....	4
Some Community College/Technical /CEGEP.....	5
Graduated Community College/Technical College/CEGEP.....	6
Some University.....	7
Graduated University.....	8
Some Post-Graduate University.....	9
Graduated Post-Graduate University.....	10
Other/Not Sure.....	11
DON'T KNOW / REFUSED.....	12

(Q. 18) What is your marital status? Are you...? (READ LIST)

Married Or Living Together.....	442- 1
Single.....	2
Widowed.....	3
Separated.....	4
Divorced.....	5
DON'T KNOW / REFUSED.....	6

IF MORE THAN ONE IN Q12A ASK Q19A/B
RECORD AUTOMATICALLY Q19A/B IF ONE AT Q12A.

IF ONLY ONE MALE ADULT IN Q12F AND MALE RESPONDENT COMPUTE Q19A AUTOMATICALLY
IF ONLY ONE FEMALE ADULT IN Q12E AND FEMALE RESPONDENT COMPUTE Q19A AUTOMATICALLY

(Q. 19A) In your household, are you... the (Male/Female) Head Of Household

Yes.....	443- 1
No.....	2
Refused.....	3

(Q. 19B) And who is considered to be the principal wage or income earner in your household...? (READ LIST ONLY IF NECESSARY)

Yoursel f.....	444- 1
Other Household Member.....	2
Yoursel f And Other Household Member Equally... ..	3
DON'T KNOW / REFUSED.....	4

(Q. 20A) Are you ?
READ ENTIRE LIST

Employed By Someone Else.....	445- 1
Self-Employed.....	2
Student.....	3
Currently Unemployed, this also includes Laid-Off; On-Strike; On-Leave; Parental Leave....	4
Retired.....	5
Other.....	6
DON'T KNOW / REFUSED.....	7

IF EMPLOYED BY SOMEONE ELSE IN Q. 20-A), ASK.

(Q. 20B) Are you currently employed full-time, that is, 30 hours or more per week?

Yes.....	446- 1
No.....	2
DON'T KNOW / REFUSED.....	3

ASK EVERYONE.

(Q. 21A) Do you operate a business from your home?

Yes.....	447- 1
No.....	2
DON'T KNOW / REFUSED.....	3

IF "YES" IN Q. 21-A), ASK.

(Q. 21B) Do you work 30 hours or more per week in this home-based business

Yes..... 448- 1
 No..... 2
 DON' T KNOW / REFUSED..... 3

ASK SELF EMPLOYED/EMPLOYED BY SOMEONE ELSE IN Q20A.
 OTHERWISE GO TO Q25A

(Q. 22A) In what kind of business, industry or service do you work?

(IF "PRODUCT" ONLY MENTIONED SUCH AS OIL, COMPUTERS, CLOTHING PROBE:) Is that manufacturing, distribution or, retail sales?

DON' T KNOW..... 997,
 REFUSED..... 998,
 OTHER (SPECIFY)..... 999,

(Q. 22AI) Is that government or the private sector?

Government..... 450- 1
 Private Sector..... 2
 DON' T KNOW / REFUSED..... 3

(Q. 22B) What kind of work do you do?
 IF NECESSARY: WHAT ARE YOUR MAIN JOB DUTIES OR RESPONSIBILITIES?

DON' T KNOW..... 997,
 REFUSED..... 998,
 OTHER (SPECIFY)..... 999,

(Q. 22C) What is your job title?

(TEACHER: ASK LEVEL AND ADD TO TITLE: KINDERGARTEN, ELEMENTARY, HIGH SCHOOL, COMMUNITY COLLEGE, UNIVERSITY)

DON' T KNOW..... 997,
 REFUSED..... 998,
 OTHER (SPECIFY)..... 999,

IF ACCOUNTANT, ENGINEER, NURSE.

(Q. 22D) IF ACCOUNTANT, ENGINEER, NURSE.
 What are your professional qualifications?

IF ENGINEER, ASK.
 Are you a member of the Society of Professional Engineers?

(PROBE SPECIFIC DEGREES, DIPLOMAS, CERTIFICATES)

NONE/NO..... 996
 DON' T KNOW..... 997
 REFUSED..... 998
 OTHER (SPECIFY)..... 999

IF PRIVATE SECTOR IN Q22AI, ASK. OTHERWISE GO TO Q25A

(Q. 23A) Does (your company/the company for which you work) have more than one office or location in Canada?

Yes..... 454- 1
 No..... 2
 DON' T KNOW / REFUSED..... 3

(Q. 23B) Approximately how many people are employed at the location where you work? Please include all full-time and part-time employees. (PROBE CATEGORIES IF NECESSARY)

1..... 455- 1
 2 To 5..... 2
 6 To 9..... 3
 10 To 19..... 4
 20 To 49..... 5
 50 To 99..... 6
 100 To 499..... 7
 500 Or More..... 8
 Don' t Know..... 9
 REFUSED..... 10

IF YES IN Q. 23-A), ASK.

(Q. 23C) And, approximately how many people does your organization employ across Canada? (PROBE CATEGORIES IF NECESSARY)

1..... 456- 1
 2 To 5..... 2
 6 To 9..... 3
 10 To 19..... 4
 20 To 49..... 5
 50 To 99..... 6
 100 To 499..... 7
 500 Or More..... 8
 Don' t Know..... 9
 REFUSED..... 10

INTERVIEWER:
 (Q. 23B) PEOPLE EMPLOYED AT LOCATION %2196. IS GREATER THAN
 (Q. 23C) PEOPLE EMPLOYED ACROSS CANADA %2197.
 (Q. 23C) CAN NOT BE LESS THAN (Q. 23B)
 Q23B & Q23C WILL BE REVIEWED

IF NOT STATED IN Q. 23-B), ASK.

(Q. 23D) What is the name of your company?
 DON' T KNOW. 997
 REFUSED. 998
 OTHER (SPECIFY)..... 999
 SOC BLANK
 +---+ 458-
 SOC CODE
 +-----+ 459-

Q33 & Q33A
 ASK READERSHIP/PRODUCT MARKETS ONLY.

Now I would like to ask you about your personal use of any type of public transit. Please think just about trips you might take on weekdays, that is from Monday to Friday.

(Q. 33) On how many, if any, of the past five weekdays have you personally used any form of public transit such as a bus, streetcar %11066, / or commuter train// %11068, /, Métro or Trains De Banlieue// %11070, / or O-Train// %11072, /, subway/LRT or Go Transit// %11074, /, LRT or commuter train// %11076, /, Sky Train or West Coast Express// ?
 1..... 460- 1
 2..... 2
 3..... 3
 4..... 4
 5..... 5
 None..... 6
 DON' T KNOW / NOT SURE..... 7

ASK Q33A IF Q33 is Codes 1 to 5 AND MARKET IS TORONTO, TORONTO EMA, Montreal C/S or Montreal EMA or Montreal O/S.

(Q. 33A) And on %11100, / that day/ how many of those/ %11102, 2202. %11104, /days//, did you personally use the %11106, /TTC SUBWAY OR LRT/MÉTRO/ ?
 1..... 461- 1
 2..... 2
 3..... 3
 4..... 4
 5..... 5
 None..... 6
 DON' T KNOW / NOT SURE..... 7

ASK Q. 25A IF REFUSED OR NONE OR MORE THAN "ONE" IN Q. 12-A), ASK. OTHERS GOTO Q. 27A

(Q. 25A) For statistical purposes only, what was the approximate total income of your household for 2008? That is, the total income, before taxes, of all members in your household? Was it ...?
 (INCOME INCLUDES PENSIONS, INVESTMENT INCOME, WELFARE, ETC)
 \$50,000 Or More..... 462- 1
 Less Than \$50,000..... 2
 DON' T KNOW / REFUSED..... 3

IF LESS THAN \$50,000 IN Q25A, ASK:

(Q. 25B) Was your total household income before taxes ...?
 Less Than \$20,000..... 463- 1
 \$20,000 To Just Under \$30,000..... 2
 \$30,000 To Just Under \$40,000..... 3
 \$40,000 Or More..... 4
 DON' T KNOW / REFUSED..... 5

IF \$50,000 OR MORE, ASK

(Q. 25C) Was your total household income before taxes ...?
 \$50,000 To Just Under \$60,000..... 464- 1
 \$60,000 To Just Under \$75,000..... 2
 \$75,000 To Just Under \$100,000..... 3
 \$100,000 To Just Under \$125,000..... 4
 \$125,000 Or More..... 5
 DON' T KNOW / REFUSED..... 6

(Q. 26) And, how many people contributed to this income?
 1..... 465- 1

2.....	2
3.....	3
4.....	4
5 Or More.....	5
DON' T KNOW / REFUSED.....	6

\$20,000 To Just Under \$30,000.....	2
\$30,000 To Just Under \$40,000.....	3
\$40,000 Or More.....	4
DON' T KNOW / REFUSED.....	5

ASK EVERYONE

IF \$50,000 OR MORE, ASK

(Q. 27A) And, for statistical purposes only, what was your total personal income before taxes for 2008? Was it ...?
(INCOME INCLUDES PENSIONS, INVESTMENT INCOME, WELFARE, ETC)

\$50,000 Or More.....	466- 1
Less Than \$50,000.....	2
DON' T KNOW / REFUSED.....	3
NO PERSONAL INCOME.....	4

(Q. 27C) Was your total personal income before taxes ...?

\$50,000 To Just Under \$60,000.....	468- 1
\$60,000 To Just Under \$75,000.....	2
\$75,000 To Just Under \$100,000.....	3
\$100,000 To Just Under \$125,000.....	4
\$125,000 Or More.....	5
DON' T KNOW / REFUSED.....	6

IF LESS THAN \$50,000, ASK

INTERVIEWER:
PERSON INCOME %2213. CANNOT BE GREATER THAT
HOUSEHOLD INCOME %2208.
Q25/Q27 WILL BE REVIEWED

(Q. 27B) Was your total personal income before taxes ...?

Less Than \$20,000.....	467- 1
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(Q. 28A) And, for statistical purposes only, what is your postal code?

RECORD ALL SIX DIGITS OR NONE AT ALL.
MUST BE LETTER-NUMBER-LETTER-NUMBER-LETTER-NUMBER
PARTIAL POSTAL CODES WILL NOT BE ACCEPTED.

(IF DON'T KNOW SAY:) PERHAPS THERE IS A PIECE OF MAIL NEARBY
WHICH SHOWS YOUR POSTAL CODE?

+-----+-----+ 469-

IF REFUSED		L4Y... 36	L7E... 77	M3K... 118	M6A... 159
		L4Z... 37	L7G... 78	M3L... 119	M6B... 160
		L5A... 38	L7J... 79	M3M... 120	M6C... 161
		L5B... 39	L7K... 80	M3N... 121	M6E... 162
		L5C... 40	L9L... 81	M4A... 122	M6G... 163
		L5E... 41	L9N... 82	M4B... 123	M6H... 164
		L5G... 42	L9P... 83	M4C... 124	M6J... 165
		L5H... 43	L9R... 84	M4E... 125	M6K... 166
		L5J... 44	L9T... 85	M4G... 126	M6L... 167
		L5K... 45	L9V... 86	M4H... 127	M6M... 168
		L5L... 46	L9W... 87	M4J... 128	M6N... 169
		L5M... 47	M1B... 88	M4K... 129	M6P... 170
		L5N... 48	M1C... 89	M4L... 130	M6R... 171
		L5P... 49	M1E... 90	M4M... 131	M6S... 172
		L5R... 50	M1G... 91	M4N... 132	M7A... 173
		L5S... 51	M1H... 92	M4P... 133	M7Y... 174
		L5T... 52	M1J... 93	M4R... 134	M8V... 175
		L5V... 53	M1K... 94	M4S... 135	M8W... 176
		L5W... 54	M1L... 95	M4T... 136	M8X... 177
		L6A... 55	M1M... 96	M4V... 137	M8Y... 178
		L6B... 56	M1N... 97	M4W... 138	M8Z... 179
		L6C... 57	M1P... 98	M4X... 139	M9A... 180
		L6E... 58	M1R... 99	M4Y... 140	M9B... 181
		L6G... 59	M1S... 100	M5A... 141	M9C... 182
		L6H... 60	M1T... 101	M5B... 142	M9L... 183
		L6J... 61	M1V... 102	M5C... 143	M9M... 184
		L6K... 62	M1W... 103	M5E... 144	M9N... 185
		L6L... 63	M1X... 104	M5G... 145	M9P... 186
		L6M... 64	M2H... 105	M5H... 146	M9R... 187
		L6P... 65	M2J... 106	M5J... 147	M9V... 188
		L6R... 66	M2K... 107	M5K... 148	M9W... 189
		L6S... 67	M2L... 108	M5L... 149	REFU- SED... 398
		L6T... 68	M2M... 109	M5M... 150	DON' T KNOW... 399
		L6V... 69	M2N... 110	M5N... 151	OTHER (SPEC- IFY)... 400
		L6W... 70	M2P... 111	M5P... 152	Q28C NOT USED
		L6X... 71	M2R... 112	M5R... 153	+++ 471-
		L6Y... 72	M3A... 113	M5S... 154	
		L6Z... 73	M3B... 114	M5T... 155	
		L7A... 74	M3C... 115	M5V... 156	
		L7B... 75	M3H... 116	M5W... 157	
		L7C... 76	M3J... 117	M5X... 158	

(Q. 28B) Would you please tell me the first three characters of your postal code?

- L0C... 470- 1
- L0E... 2
- L0G... 3
- L0H... 4
- L0J... 5
- L0P... 6
- L1S... 7
- L1T... 8
- L1V... 9
- L1W... 10
- L1X... 11
- L1Y... 12
- L1Z... 13
- L3P... 14
- L3R... 15
- L3S... 16
- L3T... 17
- L3X... 18
- L3Y... 19
- L3Z... 20
- L4A... 21
- L4B... 22
- L4C... 23
- L4E... 24
- L4G... 25
- L4H... 26
- L4J... 27
- L4K... 28
- L4L... 29
- L4P... 30
- L4S... 31
- L4T... 32
- L4V... 33
- L4W... 34
- L4X... 35

READERSHIP AND PRODUCT MARKETS ONLY

(Q.29) I would also like to send you a questionnaire in the mail to complete at home. It will take about 15 minutes to complete and we will include \$5.00 as a token of our appreciation. This questionnaire will provide us with more detailed information about your media interests and leisure activities.

Can we count on your help?

(IF NO: say:)
We would really appreciate your help. The second part of the survey will be combined with this interview to provide a full profile of the interests and behaviour of people in your area. Please be assured that your responses are confidential and will never be associated with your name. Can I send you a questionnaire?

YES -- OBTAIN NAME, ADDRESS, ETC..... 472- 1

NO -- THANK RESPONDENT..... 2

IF RESPONDENT IS WILLING:

Thank you. May I please have your full name and address?

INTERVIEWEUR : IF RESPONDENT REFUSES TO GIVE ADDRESS WHILE RECORDING, USE SCRIPTED REBUTTALS ON THE HELP SCREENS AS WELL AS IN YOUR MANUAL.

IF RESPONDENT STILL REFUSES, GO BACK TO Q29 AND CHANGE TO "NO"

PRESS RETURN TO CONTINUE

(TITLE) I would like to start with your title first.

INTERVIEWER: IF MALE, RECORD "Mr" AND MOVE TO NEXT SCREEN. IF FEMALE, ASK: Do you go as Misses, Miss or Ms. (pronounced Mi zz)?

IDENTIFY RESPONDENT'S TITLE

SUCH AS MR./MRS./MS./MISS ?

INTERVIEWER : LEAVE BLANK IF NONE

+-----+ 473-

(FL NAME)

What is your full name?

INTERVIEWER : FIRST INITIAL WITH A LAST NAME ARE ACCEPTABLE.

IF UNSURE OF SPELLING HAVE RESPONDENT SPELL OUT TO YOU.

+-----+ 474-

(ADDRESS1)

What is your street address?

INTERVIEWER : IF UNSURE OF SPELLING HAVE RESPONDENT SPELL OUT FOR YOU.

STREET ADDRESS MUST INCLUDE STREET, ROAD, CRESCENT, AVENUE, LANE, ETC.,

AS WELL AS DIRECTIONAL INFORMATION IF APPLICABLE (NORTH/SOUTH/EAST/WEST)

POST OFFICE BOXES AND RURAL ROUTE NUMBERS SHOULD BE RECORDED HERE

AS "PO BOX ____" OR "RR ____" DO NOT USE "#" SYMBOL

+-----+ 475-

(ADDRESS2)

Is there an apartment number, room number or unit number?

INTERVIEWER -- LEAVE BLANK IF NONE. DO NOT RECORD STREET ADDRESS INFORMATION, POST OFFICE BOXES AND RURAL ROUTES NUMBERS HERE.

RECORD NUMBERS ALONG WITH THE CORRECT PREFACES:

APARTMENT = APT

UNIT = UNIT

SUITE = SUITE

PENTHOUSE = PH

FLOOR = FLOOR

+-----+ 476-

(CITY)

What is the city name?

INTERVIEWER -- IF UNSURE OF SPELLING HAVE RESPONDENT SPELL OUT FOR YOU.

DO NOT TYPE IN PROVINCE.

+-----+ 477-

(ITN3)

(revised Telephone) May I have your phone number please?

INTERVIEWER, PLEASE ENTER PHONE IN FORMAT XXX-XXX-XXXX OR ENTER 999-999-9999 FOR REFUSED

+-----+ 478-

(Q.itn31) I have the telephone number recorded as 'REFUSED' .

Is this number correct?

YES..... 479- 1

NO..... 2

(Q.itn3b) I have the telephone number recorded as %2230. Is this number correct?

YES..... 480- 1

NO..... 2

DO NOT READ: THE PROVINCE CODE IS : %2233.
(PROV)

INTERVIEWER -- ENTER THE PROVINCE CODE DISPLAYED ABOVE.
PROVINCES ARE PRE-PROGRAMMED AND CANNOT BE CHANGED.

+-----+ 481-

(POSTCODE)

May I please have the correct postal code?

INTERVIEWER - RECORD POSTAL CODE BELOW. LEAVE BLANK IF NONE

+-----+ 482-

(CONFIRM ITN) The phone number we have for you is: %2.
is this correct ?

YES -- OK..... 483- 1

NO -- REDO..... 2

(VERIFYINFO) Now, I would like to confirm the information you just gave to me.
CONFIRM NAME, ADDRESS AND TELEPHONE NUMBER & SPELL OUT EVERY LETTER
ENSURE THAT THE POSTAL CODE IS COMPLETE AND CORRECT IF NEEDED

Title : %2225..... 484- 1,

Name : %2226..... 2,

Address : %2227..... 3,

Apt No. : %2228..... 4,

City : %2229..... 5,

Prov : %2234..... 6,

Postal Code : %11170, 2235. %11172, 2214.
%11174, 2215..... 7,

Telephone : %2230..... 8,

NO MORE CORRECTIONS..... 9,

-----+-----+
We will be sending you a questionnaire in the mail in the next day or so. Please look for a white envelope identified with TNS Canadian Facts.
-----+-----+

IF RESPONDENT IS UNWILLING

In case my supervisor needs to verify that I conducted this interview, may I please have your first name or initial.

Thank you very much for your time.
