

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

In order 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 has had the most recent birthday.

(PROBE: IF THE PERSON WHO ANSWERS THE PHONE 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.....	315- 1
MAKE APPOINTMENT.....	2
HH CONTACT -- NOT CONVENIENT TODAY (NO RESPONDENT SELECTION OR FIRM APPT).....	3
SELECTED RESP NOT AVAIL TODAY (NO FIRM APPT) %10064, / (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

+-----+  
| Please be aware this call maybe monitored or recorded for quality control purposes. |  
+-----+

QA: RECORD GENDER OF RESPONDENT

MALE.....	316- 1
FEMALE.....	2

ASK EVERYBODY

(Q.1) %10095,/Now, // %10097,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Watched TV ?

Yes.....	317- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.1) %10105,/Now, // %10107,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Gone To A Movie ?

Yes.....	318- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.1) %10115,/Now, // %10117,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Read A Magazine ?

Yes.....	319- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.1) %10125,/Now, // %10127,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Accessed The Internet/World Wide Web Either At Home Or Somewhere Else ?

Yes.....	320- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.1) %10135,/Now, // %10137,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Listened To The Radio ?

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

(Q.1) %10145,/Now, // %10147,/First, // I would like to ask you about various leisure activities and media habits. In the past 30 days have you personally ...  
Taken An Overnight Trip For Either Business Or Pleasure ?

Yes.....	322- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

ASK EVERYBODY

Now I'd like you to think only about printed issues of daily newspapers that you may have read or looked into recently, including both weekday and 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.

(Q. 2) Which of the following newspapers have you personally read or looked into in the past three months?

Any issue of (NAME PAPER-THE TORONTO STAR) ?  
 Yes..... 323- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 2) 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..... 324- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 2) 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..... 325- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

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

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

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

ASK Q. 3-A) AND Q. 3-B) IN SEQUENCE FOR EACH "YES"/"NOT SURE" IN Q. 2.

(Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-THE TORONTO STAR) ? (REPEAT PROMPT FOR EACH PAPER)

Yes..... 329- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-THE TORONTO STAR) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 330- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5  
 None..... 6  
 DON' T KNOW / REFUSED..... 7

(Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-THE TORONTO SUN) ? (REPEAT PROMPT FOR EACH PAPER)

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

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-THE TORONTO SUN) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 332- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5

None..... 6  
 DON' T KNOW / REFUSED..... 7  
 (Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-THE GLOBE & MAIL) ? (REPEAT PROMPT FOR EACH PAPER)  
 Yes..... 333- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-THE GLOBE & MAIL) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 334- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5  
 None..... 6  
 DON' T KNOW / REFUSED..... 7

(Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-NATIONAL POST) ? (REPEAT PROMPT FOR EACH PAPER)

Yes..... 335- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-NATIONAL POST) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 336- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5  
 None..... 6  
 DON' T KNOW / REFUSED..... 7

(Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-METRO TORONTO) ? (REPEAT PROMPT FOR EACH PAPER)

Yes..... 337- 1  
 No..... 2  
 Not Sure..... 3

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

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-METRO TORONTO) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 338- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5  
 None..... 6  
 DON' T KNOW / REFUSED..... 7

(Q. 3A) (Now,) either at home or somewhere else did you (personally happen to) read or look into YESTERDAY'S issue of (NAME PAPER-24 HOURS) ? (REPEAT PROMPT FOR EACH PAPER)

Yes..... 339- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 3B) IF INTERVIEWING TUESDAY TO FRIDAY SAY: Not including today's issue...

How many of the LAST five weekday; that is Monday to Friday issues of (NAME PAPER-24 HOURS) did you (happen to) read or look into?  
 (DO NOT READ LIST)

1 issue..... 340- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 5 issues..... 5  
 None..... 6  
 DON' T KNOW / REFUSED..... 7

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 ASK Q. 4-A) AND Q. 4-B) IN TURN FOR EACH "YES"/"NOT SURE" IN Q. 2. IF INTERVIEWING ON SATURDAY ADD TEXT: "NOT INCLUDING THIS WEEKEND'S ISSUE..." TO THE FRONT OF EACH QUESTION. Metro Toronto, 24 hours, metro, and 24 heures not asked Q4A and Q4B  
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 Now some questions about weekend, that is Saturday and/or Sunday issues of daily newspapers.  
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(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue, Did you personally happen to read or look into last (NAME PAPER-Saturday's Issue Of The TORONTO STAR) either at home or somewhere else?

Yes..... 341- 1  
 No..... 2  
 Not Sure..... 3

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

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 IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE...  
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(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue,  
 How many of the LAST four issues of the (NAME PAPER-Saturday  
 TORONTO STAR) did you (personally happen to) read or look into?  
 %10441,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE... //

1 issue..... 342- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

-----+-----  
 Now some questions about weekend, that is Saturday and/or  
 Sunday issues of daily newspapers.  
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(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue,  
 Did you personally happen to read or look into last (NAME  
 PAPER-Sunday's Issue Of The TORONTO STAR) either at home or  
 somewhere else?

Yes..... 343- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

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

(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue,  
 How many of the LAST four issues of the (NAME PAPER-Sunday  
 TORONTO STAR) did you (personally happen to) read or look into?  
 %10470,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE... //

1 issue..... 344- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

-----+-----  
 Now some questions about weekend, that is Saturday and/or  
 Sunday issues of daily newspapers.  
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(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue,  
 Did you personally happen to read or look into last (NAME  
 PAPER-Saturday's Issue Of The TORONTO SUN) either at home or  
 somewhere else?

Yes..... 345- 1  
 No..... 2  
 Not Sure..... 3

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

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 IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE...  
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(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue,  
 How many of the LAST four issues of the (NAME PAPER-Saturday  
 TORONTO SUN) did you (personally happen to) read or look into?  
 %10499,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE... //

1 issue..... 346- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

-----+-----  
 Now some questions about weekend, that is Saturday and/or  
 Sunday issues of daily newspapers.  
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(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue,  
 Did you personally happen to read or look into last (NAME  
 PAPER-Sunday's Issue Of The TORONTO SUN) either at home or  
 somewhere else?

Yes..... 347- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

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 IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE...  
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(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue,  
 How many of the LAST four issues of the (NAME PAPER-Sunday  
 TORONTO SUN) did you (personally happen to) read or look into?  
 %10528,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS  
 WEEKEND' S ISSUE... //

1 issue..... 348- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

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 Now some questions about weekend, that is Saturday and/or  
 Sunday issues of daily newspapers.  
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(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue,  
 Did you personally happen to read or look into last (NAME  
 PAPER-Saturday's Issue Of The GLOBE & MAIL) either at home or  
 somewhere else?

Yes..... 349- 1  
 No..... 2  
 Not Sure..... 3

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

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

(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue, How many of the LAST four issues of the (NAME PAPER-Saturday GLOBE & MAIL) did you (personally happen to) read or look into? %10557,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue..... 350- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON'T KNOW / REFUSED..... 6

Now some questions about weekend, that is Saturday and/or Sunday issues of daily newspapers.

(Q. 4A) (IF SATURDAY SAY:) Not including this weekend's issue, Did you personally happen to read or look into last (NAME PAPER-Saturday's Issue Of NATIONAL POST ) either at home or somewhere else?

Yes..... 351- 1  
 No..... 2  
 Not Sure..... 3  
 DON'T KNOW / REFUSED..... 4

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

(Q. 4B) (IF SATURDAY SAY:) Not including this weekend's issue, How many of the LAST four issues of the (NAME PAPER-Saturday NATIONAL POST ) did you (personally happen to) read or look into? %10586,/IF INTERVIEWING ON SATURDAY SAY: NOT INCLUDING THIS WEEKEND'S ISSUE... //

1 issue..... 352- 1  
 2 issues..... 2  
 3 issues..... 3  
 4 issues..... 4  
 None..... 5  
 DON'T KNOW / REFUSED..... 6

Q5B ASKED FOR RESIDENT DAILY PAPERS OR GLOBE OR NATIONAL POST ONLY . METRO TORONTO, METRO, 24 HOURS, AND 24 HEURES ONLY ASKED Q5A

ASK Q. 5-A), and 5-B) IN TURN FOR EACH "YES" IN Q. 3A

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- THE TORONTO STAR ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+++++ 353-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-THE TORONTO STAR), that you read?

(PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 354- 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

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- THE TORONTO SUN ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+++++ 355-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-THE TORONTO SUN), that you read?

(PROMPT IF NECESSARY) 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 (Speci fy )..... 999

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- THE GLOBE & MAIL ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 357-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-THE GLOBE & MAIL), that you read?

(PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 358- 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 (Speci fy )..... 999

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- NATIONAL POST ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 359-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-NATIONAL POST ), that you read?

(PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 360- 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 (Speci fy )..... 999

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- METRO TORONTO ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 361-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-METRO TORONTO), that you read?

(PROMPT IF NECESSARY) 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 (Speci fy )..... 999

(Q. 5A) You mentioned that you read yesterday's issue of (NAME PAPER- 24 HOURS ). Including all of the occasions you may have picked it up, approximately how much time in total did you spend reading it ?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 363-

(Q. 5B) And how did you obtain the copy of (NAME PAPER-24 HOURS), that you read?

(PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 364- 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

ASK Q. 5-C), and 5-D) IN TURN FOR EACH "YES" IN Q. 4A

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Saturday's Issue Of The TORONTO STAR), approximately how much time in total, did you spend reading it?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 365-

Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Saturday's Issue Of The TORONTO STAR), that you read? (PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 366- 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

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Sunday's Issue Of The TORONTO STAR), approximately how much time in total, did you spend reading it?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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-

Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Sunday's Issue Of The TORONTO STAR), that you read? (PROMPT IF NECESSARY) 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

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Saturday's Issue Of The TORONTO SUN), approximately how much time in total, did you spend reading it?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 369-

Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Saturday's Issue Of The TORONTO SUN), that you read? (PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 370- 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

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Sunday's Issue Of The TORONTO SUN), approximately how much time in total, did you spend reading it? RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (TO 9999). FOR EXAMPLE:  
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 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

+-----+ 371-

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 Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY  
 -----+

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Sunday's Issue Of The TORONTO SUN), that you read? (PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 372- 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

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Saturday's Issue Of The GLOBE & MAIL), approximately how much time in total, did you spend reading it? RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (TO 9999). FOR EXAMPLE:  
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 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-

-----+  
 Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY  
 -----+

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Saturday's Issue Of The GLOBE & MAIL), that you read? (PROMPT IF NECESSARY) 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

(Q. 5C) Including all the occasions you may have picked up last (NAME PAPER-Saturday's Issue Of NATIONAL POST ), approximately how much time in total, did you spend reading it? RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (TO 9999). FOR EXAMPLE:  
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 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

+-----+ 375-

-----+  
 Q5D ASKED FOR RESIDENT WEEKEND PAPERS OR GLOBE OR NATIONAL POST ONLY  
 -----+

(Q. 5D) And how did you obtain the copy of LAST (NAME PAPER-Saturday's Issue Of NATIONAL POST ), that you read? (PROMPT IF NECESSARY) IF SUBSCRIPTION ONLY MENTIONED PROBE WHETHER HOME PAID OR FREE, OR BUSINESS

Through A Paid Subscription Delivered To Your Household..... 376- 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 NO TO INTERNET IN Q1 THEN SKIP TO INSTRUCTION BEFORE Q10. |  
 | ALL OTHERS ASK Q6A |  
 -----+

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10788, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... THE TORONTO STAR ?
- Yes..... 377- 1
  - No..... 2
  - Not Sure..... 3
  - DON' T KNOW / REFUSED..... 4

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10794, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... THE TORONTO SUN ?
- Yes..... 378- 1
  - No..... 2
  - Not Sure..... 3
  - DON' T KNOW / REFUSED..... 4

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10800, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... THE GLOBE & MAIL ?
- Yes..... 379- 1
  - No..... 2
  - Not Sure..... 3
  - DON' T KNOW / REFUSED..... 4

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10806, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... NATIONAL POST ?
- Yes..... 380- 1
  - No..... 2
  - Not Sure..... 3
  - DON' T KNOW / REFUSED..... 4

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10812, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... METRO TORONTO ?
- Yes..... 381- 1

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

(Q. 6A) Now I would like to ask you a few questions about the Internet.

%10818, /First of all, which / Which/ of the following websites have you visited or accessed within the past month?

- ... 24 HOURS ?
- Yes..... 382- 1
  - No..... 2
  - Not Sure..... 3
  - DON' T KNOW / REFUSED..... 4

(Q. 6B) And which of these other websites have you visited or accessed within the past month?

Canada.com ?  
 (READ LIST)

- Yes..... 383- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q. 6B) And which of these other websites have you visited or accessed within the past month?

Canoe.ca ?  
 (READ LIST)

- Yes..... 384- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q. 6B) And which of these other websites have you visited or accessed within the past month?

Cyberpresse.ca ?  
 (READ LIST)

- Yes..... 385- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

-----+  
 | ASK Q7A AND Q7B IN SEQUENCE FOR EACH YES/NOT SURE IN Q6A |  
 -----+

(Q. 7A) Either at home or somewhere else, did you happen to visit or access the TORONTO STAR website yesterday?

- Yes..... 386- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

TORONTO STAR website?

1.....	387- 1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
NONE.....	8
Not Sure.....	9
DON' T KNOW.....	10

(Q.7A) Either at home or somewhere else, did you happen to visit or access the TORONTO SUN website yesterday?

Yes.....	388- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

TORONTO SUN website?

1.....	389- 1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
NONE.....	8
Not Sure.....	9
DON' T KNOW.....	10

(Q.7A) Either at home or somewhere else, did you happen to visit or access the GLOBE & MAIL website yesterday?

Yes.....	390- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

GLOBE & MAIL website?

1.....	391- 1
--------	--------

2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
NONE.....	8
Not Sure.....	9
DON' T KNOW.....	10

(Q.7A) Either at home or somewhere else, did you happen to visit or access the NATIONAL POST website yesterday?

Yes.....	392- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

NATIONAL POST website?

1.....	393- 1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
NONE.....	8
Not Sure.....	9
DON' T KNOW.....	10

(Q.7A) Either at home or somewhere else, did you happen to visit or access the METRO TORONTO website yesterday?

Yes.....	394- 1
No.....	2
Not Sure.....	3
DON' T KNOW / REFUSED.....	4

(Q.7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

METRO TORONTO website?

1.....	395- 1
2.....	2
3.....	3
4.....	4
5.....	5

6..... 6  
 7..... 7  
 NONE..... 8  
 Not Sure..... 9  
 DON' T KNOW..... 10

(Q. 7A) Either at home or somewhere else, did you happen to visit or access the 24 HOURS website yesterday?

Yes..... 396- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 7B) Not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the ...

24 HOURS website?

1..... 397- 1  
 2..... 2  
 3..... 3  
 4..... 4  
 5..... 5  
 6..... 6  
 7..... 7  
 NONE..... 8  
 Not Sure..... 9  
 DON' T KNOW..... 10

ASK Q8A AND Q8B IN SEQUENCE FOR EACH YES IN Q7A

(Q. 8A) How many times in total did you visit or access the TORONTO STAR website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON' T KNOW .

+-----+ 398-

ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED

(Q. 8B) And, approximately how much time, in total, did you spend at the TORONTO STAR website yesterday ? Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 399-

(Q. 8A) How many times in total did you visit or access the TORONTO SUN website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON' T KNOW .

+-----+ 400-

ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED

(Q. 8B) And, approximately how much time, in total, did you spend at the TORONTO SUN website yesterday ? Please try to be as accurate as possible.

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

NONE = 0. 1/2 HOUR = 30.  
 1 HOUR = 60. 1 1/2 HOURS = 90.  
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 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

+-----+ 401-

(Q. 8A) How many times in total did you visit or access the GLOBE & MAIL website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON' T KNOW .

+-----+ 402-

ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED

(Q. 8B) And, approximately how much time, in total, did you spend at the GLOBE & MAIL website yesterday ? Please try to be as accurate as possible.

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 403-

(Q. 8A) How many times in total did you visit or access the NATIONAL POST website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON' T KNOW .

+-----+ 404-

ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED

(Q. 8B) And, approximately how much time, in total, did you spend at the NATIONAL POST website yesterday ? Please try to be as accurate as possible.  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (TO 9999). FOR EXAMPLE:  
 NONE = 0. 1/2 HOUR = 30.  
 1 HOUR = 60. 1 1/2 HOURS = 90.  
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 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

+-----+ 405-

(Q. 8A) How many times in total did you visit or access the METRO TORONTO website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON'T KNOW .

+-----+ 406-

-----+  
 | ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED |  
 -----+

(Q. 8B) And, approximately how much time, in total, did you spend at the METRO TORONTO website yesterday ? Please try to be as accurate as possible.  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (TO 9999). FOR EXAMPLE:  
 NONE = 0. 1/2 HOUR = 30.  
 1 HOUR = 60. 1 1/2 HOURS = 90.  
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 3 HOURS = 180. 3 1/2 HOURS = 210.  
 4 HOURS = 240. 4 1/2 HOURS = 270.  
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 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

+-----+ 407-

(Q. 8A) How many times in total did you visit or access the 24 HOURS website yesterday ?

INTERVIEWER NOTE: ENTER 98 FOR "REFUSED" , AND [ESC]D IF DON'T KNOW .

+-----+ 408-

-----+  
 | ASK Q8B IF Q8A IS NOT NONE, DK OR REFUSED |  
 -----+

(Q. 8B) And, approximately how much time, in total, did you spend at the 24 HOURS website yesterday ? Please try to be as accurate as possible.  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+-----+ 409-

-----+  
 | ASK Q9A AND Q9B IN SEQUENCE FOR EACH YES/ NOT SURE IN Q6B |  
 -----+

(Q. 9A) Either at home or elsewhere, did you happen to visit or access the Canada.com website yesterday?

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

(Q. 9B) And again, not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the Canada.com website?

- 1..... 411- 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5..... 5
- 6..... 6
- 7..... 7
- NONE..... 8
- Not Sure..... 9
- DON'T KNOW..... 10

(Q. 9A) Either at home or elsewhere, did you happen to visit or access the Canoe.ca website yesterday?

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

(Q. 9B) And again, not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the Canoe.ca website?

- 1..... 413- 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5..... 5
- 6..... 6
- 7..... 7
- NONE..... 8
- Not Sure..... 9
- DON'T KNOW..... 10

(Q. 9A) Either at home or elsewhere, did you happen to visit or access the Cyberpresse.ca website yesterday?

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

(Q. 9B) And again, not including today, but thinking about the past seven days, on how many of those days, either at home or elsewhere, did you visit the Cyberpresse.ca website?

1..... 415- 1  
 2..... 2  
 3..... 3  
 4..... 4  
 5..... 5

6..... 6  
 7..... 7  
 NONE..... 8  
 Not Sure..... 9  
 DON' T KNOW..... 10

IF Q7B = 1/7 FOR ANY MEASURED PAPER ASK Q9C.  
 ALL OTHERS TO INSTRUCTION BEFORE Q10 .

(Q. 9C) On the occasions when you visit a newspaper website, do you ... ?  
 (READ LIST)

Always Use A Computer..... 416- 1  
 Always Use A Smartphone..... 2  
 Or Do You Use Both Methods From Time To Time... 3  
 DON' T KNOW / REFUSED..... 4

ASK Q. 10 IF READ 1+ ISSUES OF ANY PAPER IN Q3B OR YES TO ANY PAPER IN Q4A

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. 10) %10917,/ 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..... 417- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10921,/ 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..... 418- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10925,/ 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..... 419- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10929,/ 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..... 420- 1
- Sometimes..... 2

- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10933,/ 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..... 421- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10937,/ 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..... 422- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10941,/ Just thinking about whenever they appear, how/ How/ often do you read or look at 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..... 423- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q. 10) %10945,/ 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..... 424- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10949,/ 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..... 425- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10953,/ 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..... 426- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10957,/ 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..... 427- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10961,/ Just thinking about whenever they appear, how/  
How/ often do you read or look at 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..... 428- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10965,/ 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..... 429- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

(Q.10) %10969,/ 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..... 430- 1
- Sometimes..... 2
- Rarely..... 3
- Never..... 4
- (DON' T KNOW/REFUSED)..... 5

-----+  
| Q11 IS ASKED OF EVERYONE |  
+-----+

-----+  
| Now, some questions about television listing magazines. |  
+-----+

(Q.11) Which of the following TV listing magazines have you  
personally read or looked into in the past three months?

Any issue of STARWEEK, THAT COMES WITH THE SATURDAY TORONTO  
STAR ?

- Yes..... 431- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

(Q.11) Which of the following TV listing magazines have you  
personally read or looked into in the past three months?

Any issue of SUN TELEVISION, THAT COMES WITH THE SUNDAY SUN ?

- Yes..... 432- 1
- No..... 2
- Not Sure..... 3
- DON' T KNOW / REFUSED..... 4

-----+  
| ASK Q12A AND Q.12B IN SEQUENCE FOR EACH "YES"/"NOT SURE" IN |  
| Q11 |  
+-----+

(Q. 12A) Did you, yourself happen to read or look into any issue of (NAME TV MAGAZINE-STARWEEK, THAT COMES WITH THE SATURDAY TORONTO STAR) in the past 7 days ?

Yes..... 433- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 12B) 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..... 434- 1  
 2 Issues..... 2  
 3 Issues..... 3  
 4 Issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

(Q. 12A) Did you, yourself happen to read or look into any issue of (NAME TV MAGAZINE-SUN TELEVISION, THAT COMES WITH THE SUNDAY SUN) in the past 7 days ?

Yes..... 435- 1  
 No..... 2  
 Not Sure..... 3  
 DON' T KNOW / REFUSED..... 4

(Q. 12B) 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..... 436- 1  
 2 Issues..... 2  
 3 Issues..... 3  
 4 Issues..... 4  
 None..... 5  
 DON' T KNOW / REFUSED..... 6

-----+  
 IF WATCH TV IN Q1 = YES/NOT SURE ASK Q13A AND Q13B. IF WATCH  
 TV = NO, AUTOMATICALLY CODE BOTH AS "NONE" THEN GO TO  
 INSTRUCTION BEFORE Q14A  
 -----+

(Q. 13A) Not counting any time you may have spent watching videos  
 or DVD's, approximately how much time in total did you  
 personally spend watching television %10984, /LAST  
 FRIDAY/YESTERDAY/?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM  
 END OF RANGE. (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

+-----+ 437-

(Q. 13B) And approximately how much time in total did you  
 personally spend watching television LAST WEEKEND,  
 that is, on Saturday AND Sunday COMBINED ?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM  
 END OF RANGE. (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

+-----+ 438-

-----+  
 IF LISTEN TO RADIO IN Q1 = YES/NOT SURE ASK Q14A/B AND  
 Q15A/B.  
 IF LISTEN TO RADIO = NO, AUTOMATICALLY CODE BOTH AS "NONE"  
 THEN GO TO INSTRUCTION BEFORE Q16  
 -----+

(Q. 14A) Approximately how much time in total did you  
 personally spend listening to the  
 %10999, /radio LAST FRIDAY/radio YESTERDAY/?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM  
 END OF RANGE. (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

+-----+ 439-

-----+  
 IF ANY TIME YESTERDAY ASK Q14B  
 ELSE COMPUTE Q14B(DID NOT LISTEN YESTERDAY)  
 -----+

(Q. 14B) And, which radio station or stations did you listen to  
 %11009, /LAST FRIDAY/YESTERDAY/?  
 (PROBE: Any others?) (CLARIFY: AM OR FM IF NECESSARY)

CBL-FM-94.1 (CBC RADIO 2)..... 440- 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,
CHBM-FM-97.3 (Boom 97.3) (TORONTO'S GREATEST HITS).....	9,
CHFI-FM-98.1 (TODAY'S LITE MUSIC).....	10,
CHIN-AM-1540.....	11,
CHIN-FM-100.7.....	12,
CP24 Radio-1050 (Toronto's Breaking News).....	13,
CHUM-FM-104.5 (TODAY'S BEST MUSIC).....	14,
CHWO-AM-740 (PRIME TIME RADIO/ALL TIME FAVOURITES).....	15,
CIDC-FM-103.5 (Z 103).....	16,
CILQ-FM-107.1 (Q107)(CLASSIC ROCK).....	17,
CING-FM-95.3 (Viny 95.3).....	18,
CJAO-FM-92.5 (KISS 92.5)(Hit Music).....	19,
CJCL-AM-590 (THE FAN 590) (TORONTO'S SPORTS RADIO).....	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 Yesterday.....	50,
DON'T KNOW.....	51,
Never Listen.....	52,

(Q. 15A) And approximately how much time in total did you  
 personally spend listening to the  
 radio LAST WEEKEND,  
 that is, on Saturday AND Sunday COMBINED ?  
 RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM  
 END OF RANGE. (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

+-----+ 441-

-----+  
 IF ANY TIME LAST WEEKEND ASK Q15B  
 ELSE COMPUTE Q15B (DID NOT LISTEN LAST WEEKEND)  
 -----+

(Q. 15B) 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)..... 442- 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,
- CHBM-FM-97.3 (Boom 97.3) (TORONTO'S GREATEST HITS)..... 9,
- CHFI-FM-98.1 (TODAY'S LITE MUSIC)..... 10,
- CHIN-AM-1540..... 11,
- CHIN-FM-100.7..... 12,
- CP24 Radio-1050 (Toronto's Breaking News)..... 13,
- CHUM-FM-104.5 (TODAY'S BEST MUSIC)..... 14,
- CHWO-AM-740 (PRIME TIME RADIO/ALL TIME FAVOURITES)..... 15,
- CIDC-FM-103.5 (Z 103)..... 16,
- CILQ-FM-107.1 (Q107) (CLASSIC ROCK)..... 17,
- CING-FM-95.3 (Vinyl 95.3)..... 18,
- CJAQ-FM-92.5 (KISS 92.5) (Hit Music)..... 19,
- CJCL-AM-590 (THE FAN 590) (TORONTO'S SPORTS RADIO)..... 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,

IF READ MAGAZINE IN Q1 = YES/NOT SURE ASK Q16A AND Q16B. IF READ MAGAZINE = NO, AUTOMATICALLY CODE BOTH AS "NONE" THEN GO TO INSTRUCTION BEFORE Q17A

(Q. 16A) Now thinking about magazines, approximately how much time in total

did you personally spend reading or looking into any magazine %11022, /LAST FRIDAY/YESTERDAY/, either at home or elsewhere?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+++++ 443-

(Q. 16B) And how much time in total did you personally 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 END OF RANGE. (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

+++++ 444-

IF ACCESSED INTERNET IN Q1 = YES/NOT SURE; ASK Q17A AND Q17B.  
IF ACCESSED INTERNET = NO, AUTOMATICALLY CODE BOTH AS "NONE" THEN TO INSTRUCTION BEFORE Q18

(Q. 17A) And thinking about the Internet, approximately how much time in total did you personally spend on the Internet

%11037, /LAST FRIDAY/YESTERDAY/ ? Please include all of the time you personally spent on the Internet, either at home or somewhere else?

RECORD RESPONSE IN TOTAL MINUTES. IF RANGE GIVEN ENTER MAXIMUM END OF RANGE. (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

+++++ 445-

(Q. 17B) And how much time in total, either at home or elsewhere, 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 END OF RANGE. (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

+++++ 446-

ASK EVERYONE

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

(Q.22) 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

+-----+ 447-

IF MORE THAN ONE AT Q22 ASK Q22A-Q22E, OTHERWISE GO TO Q23.  
COMPUTE Q22D/E AUTOMATICALLY IF ONE AT Q22  
THE TOTAL OF Q22A-Q22E MUST BE IDENTICAL TO Q22, IF NOT,  
SKIP BACK TO Q22 TO REVIEW

(Q.22A) How many are under 6 years of age?  
ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 448-

(Q.22B) How many are between 6 and 11 years of age?  
ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 449-

(Q.22C) How many are between 12 and 17 years of age?  
ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 450-

(Q.22D) How many women are there 18 years of age and older?  
ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 451-

(Q.22E) How many men are there 18 years of age and older?  
ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 452-

INTERVIEWER: TOTAL PEOPLE LIVING IN HOUSEHOLD: %2194.  
UNDER 6 YEARS OF AGE %2195.  
BETWEEN 6 AND 11 YEARS OF AGE %2196.  
BETWEEN 12 AND 17 YEARS OF AGE %2197.  
WOMEN ARE THERE 18 YEARS OF AGE AND OLDER %2198.  
MEN ARE THERE 18 YEARS OF AGE AND OLDER %2199.

SUM DOES NOT ADD -- Q22 - Q22E WILL BE REVIEWED

ASK EVERYONE

(Q.23) Do you or does your family own or rent your home?

Own..... 453- 1  
Rent..... 2  
DON'T KNOW / REFUSED..... 3

(Q.24) Do you live in a house or apartment?

House (Single Detached, Semi-Detached,  
Row/Townhome-Including Condo)..... 454- 1  
Apartment (Low/High Rise/Duplex/Triplex/  
Fourplex-Including Condo)..... 2  
Other..... 3  
DON'T KNOW / REFUSED..... 4

IF APARTMENT IN Q. 24, ASK Q24A

(Q.24A) Does your building have fewer than five floors?

Fewer Than Five (Low Rise)..... 455- 1  
Five Or More (High Rise)..... 2  
DON'T KNOW / REFUSED..... 3

(Q.25) What language did you first learn as a child, before going to school?

English..... 456- 1,  
French..... 2,  
Chinese..... 3,  
German..... 4,  
Greek..... 5,  
Italian..... 6,  
Polish..... 7,  
Portuguese..... 8,  
Punjabi..... 9,  
Spanish..... 10,  
Ukrainian..... 11,  
Urdu/Hindi/Tamil..... 12,  
Other..... 13,  
DON'T KNOW / REFUSED..... 14,

(Q.26) And, what language do you speak most often at home?

English..... 457- 1,  
French..... 2,  
Chinese..... 3,  
German..... 4,  
Greek..... 5,  
Italian..... 6,  
Polish..... 7,  
Portuguese..... 8,  
Punjabi..... 9,  
Spanish..... 10,  
Ukrainian..... 11,

Urdu/Hindi/Tamil.....	12,
Other.....	13,
DON'T KNOW / REFUSED.....	14,

Single.....	2
Widowed.....	3
Separated.....	4
Divorced.....	5
DON'T KNOW / REFUSED.....	6

(Q. 27) In what year were you born?  
(INTERVIEWER: PLEASE ENTER ALL 4 DIGITS, EXAMPLE "1965")

ENTER [ESC]D FOR DON'T KNOW/REFUSED

+-----+ 458-

IF DON'T KNOW/REFUSED, ASK Q27A. IF YEAR LOWER THAN 1920 OR  
HIGHER THAN 1991, ASK Q27A

IF REFUSED.

(Q. 27A) Are you ... ?

Under 18 years (Termi nate).....	459- 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. 28) What is the highest level of education that you achieved?

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

Some Grade School (Primary Grade 1-8).....	460- 1
Graduated Grade School.....	2
Some High School (Secondary Grade 9-12/13)/QUE GR7-11/12.....	3
Graduated High School.....	4
Some Communi ty Col l ege/Techni cal /CEGEP.....	5
Graduated Communi ty Col l ege/Techni cal Col l ege/CEGEP.....	6
Some Uni versi ty.....	7
Graduated Uni versi ty.....	8
Some Post-Graduate Uni versi ty.....	9
Graduated Post-Graduate Uni versi ty.....	10
Other/Not Sure.....	11
DON'T KNOW / REFUSED.....	12

(Q. 29) What is your marital status? Are you...?  
(READ COMPLETE LIST)

Married Or Living Together.....	461- 1
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IF MORE THAN ONE IN Q22F ASK Q30A/B  
RECORD AUTOMATICALLY Q30A/B IF ONE AT Q22F.

IF ONLY ONE MALE ADULT IN Q22E AND MALE RESPONDENT COMPUTE  
Q30A AUTOMATICALLY  
IF ONLY ONE FEMALE ADULT IN Q22D AND FEMALE RESPONDENT  
COMPUTE Q30A AUTOMATICALLY

(Q. 30A) In your household, are you... the (Male/Female) Head Of  
Household

Yes.....	462- 1
No.....	2
Refused.....	3

(Q. 30B) And who is considered to be the principal wage or income  
earner in your household...?  
(READ LIST ONLY IF NECESSARY)

Yoursel f.....	463- 1
Other Household Member.....	2
Yoursel f And Other Household Member Equally... ..	3
DON'T KNOW / REFUSED.....	4

(Q. 31) Are you ?  
READ ENTIRE LIST

Employed By Someone El se.....	464- 1
Sel f-Emp l oyed.....	2
Student.....	3
Currentl y Unemp l oyed, thi s al so i ncl udes Lai d-Off; On-Stri ke; On-Leave; Parental Leave....	4
Reti red.....	5
Other.....	6
DON'T KNOW / REFUSED.....	7

IF EMPLOYED BY SOMEONE ELSE IN Q. 31 ASK Q. 32

(Q. 32) Are you currently employed full-time, that is, 30 hours  
or more per week?

Yes.....	465- 1
No.....	2
DON'T KNOW / REFUSED.....	3

ASK EVERYONE.

(Q. 33) Do you operate a business from your home?  
 Yes..... 466- 1  
 No..... 2  
 DON' T KNOW / REFUSED..... 3

IF "YES" IN Q. 33 ASK Q34

(Q. 34) Do you work 30 hours or more per week in this home-based business?  
 Yes..... 467- 1  
 No..... 2  
 DON' T KNOW / REFUSED..... 3

ASK SELF EMPLOYED/EMPLOYED BY SOMEONE ELSE IN Q31. OTHERWISE GO TO Q42A

(Q. 35) 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. 35A) Is that government or the private sector?  
 Government..... 469- 1  
 Private Sector..... 2  
 DON' T KNOW / REFUSED..... 3

(Q. 36) What kind of work do you do?  
 IF NECESSARY: WHAT ARE YOUR MAIN JOB DUTIES OR RESPONSIBILITIES?

IF NECESSARY: WHAT KIND OF TASKS DO YOU PERFORM IN A TYPICAL DAY? PLEASE PROVIDE AS MUCH DETAIL AS POSSIBLE.

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

(Q. 36A) 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. 36B) IF ACCOUNTANT, ENGINEER, NURSE ASK.  
 What are your professional qualifications?

(PROBE SPECIFIC DEGREES, DIPLOMAS, CERTIFICATES)

IF ENGINEER: Are you a member of the Society of Professional Engineers?

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

IF PRIVATE SECTOR IN Q35A, ASK. OTHERWISE GO TO INSTRUCTION BEFORE Q41

(Q. 37) Does (your company/the company for which you work) have more than one office or location in Canada?

Yes..... 473- 1  
 No..... 2  
 DON' T KNOW / REFUSED..... 3

(Q. 38) Approximately how many people are employed at the location where you work? Please include all full-time and part-time employees. (PROMPT WITH CATEGORIES IF NECESSARY)

1..... 474- 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. 37, AND Q38 IS NOT CODE 8 (500 OR MORE) ASK Q. 39.  
 ANSWER IN Q39 CANNOT BE LESS THAN Q38  
 ELSE RECORD AUTOMATICALLY FROM Q38

(Q. 39) And, approximately how many people does your organization employ across Canada? (PROBE CATEGORIES IF NECESSARY)

1..... 475- 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

5.....	5
None.....	6
DON'T KNOW / NOT SURE.....	7

ASK Q41A IF Q41 is Codes 1 to 5 AND MARKET IS TORONTO, TORONTO EMA, Montreal C/S or Montreal O/S.

(Q. 41A) And on %11198,/ that day/ how many of those/ %11200, 2229. %11202,/days//, did you personally use the %11204,/TTC SUBWAY OR LRT/METRO/ ?

1.....	480- 1
2.....	2
3.....	3
4.....	4
5.....	5
None.....	6
DON'T KNOW / NOT SURE.....	7

ASK Q. 42A IF REFUSED OR NONE OR MORE THAN "ONE" IN Q. 22, ASK. OTHERS GOTO Q. 44A

(Q. 42A) For statistical purposes only, what was the approximate total income of your household for 2009? 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.....	481- 1
Less Than \$50,000.....	2
DON'T KNOW / REFUSED.....	3

IF LESS THAN \$50,000 IN Q42A, ASK:

(Q. 42B) Was your total household income before taxes ...?

Less Than \$20,000.....	482- 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 IN Q. 42A, ASK Q. 42C

(Q. 42C) Was your total household income before taxes ...?

\$50,000 To Just Under \$60,000.....	483- 1
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INTERVIEWER:  
 (Q. 38) PEOPLE EMPLOYED AT LOCATION %2223. IS GREATER THAN  
 (Q. 39) PEOPLE EMPLOYED ACROSS CANADA %2224.  
 (Q. 39) CAN NOT BE LESS THAN (Q. 38)  
 Q38 & Q39 WILL BE REVIEWED

IF NOT STATED IN Q. 38, ASK.

(Q. 40) What is the name of your company?

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

SOC BLANK  
 +--+ 477-

SOC CODE  
 +-----+ 478-

Q41 & Q41A  
 ASK READERSHIP/PRODUCT MARKETS ONLY.

We would like to know 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. 41) On how many, if any, of the past five weekdays have you personally used any form of public transit such as a bus, streetcar %11164,/ or commuter train// %11166,/, Metro or Trains De Banlieue// %11168,/ or O-Train// %11170,/, subway/LRT or Go Transit// %11172,/, LRT or commuter train// %11174,/, Sky Train or West Coast Express// ?

1.....	479- 1
2.....	2
3.....	3
4.....	4

\$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. 43) And, how many people contributed to this income?	
1.....	484- 1
2.....	2
3.....	3
4.....	4
5 Or More.....	5
DON' T KNOW / REFUSED.....	6
----- ASK EVERYONE -----	
 (Q. 44A) And, for statistical purposes only, what was your total personal income before taxes for 2009? Was it ...? (INCOME INCLUDES PENSIONS, INVESTMENT INCOME, WELFARE, ETC)	
\$50,000 Or More.....	485- 1
Less Than \$50,000.....	2
DON' T KNOW / REFUSED.....	3
NO PERSONAL INCOME.....	4

-----  
IF LESS THAN \$50,000, ASK Q. 44B  
-----

 (Q. 44B) Was your total personal income before taxes ...?	
Less Than \$20,000.....	486- 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. 44C  
-----

 (Q. 44C) Was your total personal income before taxes ...?	
\$50,000 To Just Under \$60,000.....	487- 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

-----  
INTERVIEWER:  
PERSON INCOME %2240. CANNOT BE GREATER THAT  
HOUSEHOLD INCOME %2235.  
Q42/Q44 WILL BE REVIEWED  
-----

(Q. 45A) 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 IN THIS QUESTION.

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

+-----+-----+ 488-

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
(Q. 45B) Would you please tell me the first three characters of your postal code?		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	Q45C NOT USED	
		L6X...	71	M2R...	112	M5R...	153	+++ 490-	
		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		

-----  
READERSHIP AND PRODUCT MARKETS ONLY

(Q.46) 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..... 491- 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 Q46 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

+-----+ 492-

(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.

+-----+ 493-

(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

+-----+ 494-

(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

+-----+ 495-

(CITY)

What is the city name?

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

DO NOT TYPE IN PROVINCE.

+-----+ 496-

(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

+-----+ 497-

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

Is this number correct?

YES..... 498- 1

NO..... 2

(Q.itn3b) I have the telephone number recorded as %2257. Is this number correct?

YES..... 499- 1

NO..... 2

DO NOT READ: THE PROVINCE CODE IS : %2260.  
(PROV)

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

+-----+ 500-

(POSTCODE)

May I please have the correct postal code?

INTERVIEWER - RECORD POSTAL CODE BELOW. LEAVE BLANK IF NONE

+-----+ 501-

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

YES -- OK..... 502- 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 : %2252..... 503- 1,

Name : %2253..... 2,

Address : %2254..... 3,

Apt No. : %2255..... 4,

City : %2256..... 5,

Prov : %2261..... 6,

Postal Code : %11268, 2262. %11270, 2241.  
%11272, 2242..... 7,

Telephone : %2257..... 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.

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