

# Media consumption survey

Answer about your own viewing, listening and reading outside work or school. A good estimate is fine, and you can skip any question.

Group or class

Date

1 In the past 7 days, which of these did you use? (tick all that apply)

- ☐ TV shows or films ☐ Online video ☐ Radio ☐ Music ☐ Podcasts ☐ Print news or magazines  
☐ News sites or apps ☐ Social media ☐ Video games ☐ None of these

2 In the past 7 days, on how many days did you watch TV shows or films, live or streamed?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

3 In the past 7 days, on how many days did you watch videos on YouTube or a similar site?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

4 In the past 7 days, on how many days did you listen to radio, podcasts or audiobooks?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

5 In the past 7 days, on how many days did you read, watch or listen to the news?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

6 On a typical day, how much time do you spend on media outside work or school?

- ☐ Under 1 hour ☐ 1 to under 3 hours ☐ 3 to under 5 hours ☐ 5 to under 7 hours ☐ 7 hours or more

7 Which device do you use most for watching, listening and reading?

- ☐ Phone ☐ TV screen ☐ Laptop or computer ☐ Tablet ☐ Radio, speaker or car

8 What is the main reason you turn to media?

- ☐ Relax or be entertained ☐ Keep up with news ☐ Learn something ☐ Feel connected  
☐ Fill spare time

9 If you could keep only one of these, which would you keep?

- ☐ TV and streaming ☐ Online video ☐ Music and radio ☐ Podcasts ☐ News and reading

10 What have you started or stopped watching, reading or listening to in the past year, and why?

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Thank you. Your answers are anonymous.

[poll-maker.com/media-consumption](https://poll-maker.com/media-consumption)

## Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### TV, streaming and video

**11** How do you watch TV shows and films most of the time?

- ☐ Live on a TV channel   ☐ On a paid streaming service   ☐ On free online video sites  
☐ Recorded or downloaded   ☐ I rarely watch

**12** Which kinds of shows or films do you watch most? (tick all that apply)

- ☐ News   ☐ Sport   ☐ Drama   ☐ Comedy   ☐ Reality   ☐ Documentaries   ☐ Films  
☐ Kids and family

**13** How do you usually find something new to watch?

- ☐ Suggestions in the app   ☐ Friends or family   ☐ Social media   ☐ Reviews or articles  
☐ Trailers or ads

**14** How many video streaming services does your household pay for?

- ☐ None   ☐ 1   ☐ 2   ☐ 3   ☐ 4 or more

**15** In the past 12 months, have you cancelled a streaming service?

- ☐ Yes, to save money   ☐ Yes, I watched what I wanted   ☐ Yes, for another reason   ☐ No

**16** How often are you on your phone while you watch TV?

- ☐ Never   ☐ Rarely   ☐ Sometimes   ☐ Often   ☐ Always

### Radio, music and podcasts

**17** Where do you listen most?

- ☐ At home   ☐ In the car   ☐ On foot or public transport   ☐ At work or school   ☐ While exercising

**18** How do you mostly listen to music?

- ☐ Free streaming with ads   ☐ Paid streaming   ☐ Radio   ☐ My own downloads or CDs   ☐ I rarely listen

## Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### Radio, music and podcasts (continued)

19 How many podcast episodes did you listen to in the past 7 days?

- ☐ 0 ☐ 1 to 2 ☐ 3 to 5 ☐ 6 to 10 ☐ More than 10

20 Which podcast topics do you listen to? (tick all that apply)

- ☐ News and politics ☐ Comedy ☐ True crime ☐ Business ☐ Sport ☐ Learning ☐ Health  
☐ I do not listen to podcasts

21 How do you usually find a new podcast?

- ☐ App suggestions ☐ Friends or family ☐ Mentioned on another podcast ☐ Social media ☐ Search

### News and trust

22 Where do you get news most often?

- ☐ TV ☐ News websites or apps ☐ Social media ☐ Radio or podcasts ☐ Print  
☐ Friends and family

23 Do you get news from national network TV, such as the ABC, CBS or NBC evening news?

- ☐ Yes, most days ☐ Yes, now and then ☐ No

| STATEMENT                                                                           | STRONGLY<br>DISAGREE                                                                                                                                       |                            |                            | STRONGLY<br>AGREE          |                            |  |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--|
| 24 I trust most of the news from the sources I use.                                 | <input type="checkbox"/> 1                                                                                                                                 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |  |
| 25 I sometimes avoid the news on purpose.                                           | <input type="checkbox"/> 1                                                                                                                                 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |  |
| 26 Do you pay for news, for example a newspaper, magazine or news app subscription? | <input type="checkbox"/> Yes, print <input type="checkbox"/> Yes, digital only <input type="checkbox"/> Yes, print and digital <input type="checkbox"/> No |                            |                            |                            |                            |  |

### For media planners: ads and timing

27 At what time of day do you watch, listen or read most?

- ☐ Early morning ☐ Daytime ☐ Evening ☐ Late night ☐ It varies

## Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### For media planners: ads and timing (continued)

**28** Where do you remember seeing or hearing an ad in the past 7 days? (tick all that apply)

- ☐ TV or streaming   ☐ Radio or podcasts   ☐ Social media   ☐ Websites or apps   ☐ Print  
☐ Billboards or transport   ☐ I do not remember any

**29** What do you usually do when an ad starts during a show or video?

- ☐ Watch it   ☐ Skip it when I can   ☐ Pick up my phone   ☐ Mute it or step away   ☐ I pay to avoid ads

**30** When a service offers a cheaper plan with ads, which do you choose?

- ☐ The plan with ads   ☐ The plan without ads   ☐ It depends on the service   ☐ I only use free services

**31** In the past 3 months, have you looked up a product after an ad on TV, radio or a podcast?

- ☐ Yes, more than once   ☐ Yes, once   ☐ No

### About you (optional)

**32** How old are you?

- ☐ Under 18   ☐ 18 to 29   ☐ 30 to 49   ☐ 50 to 64   ☐ 65 or older

**33** How many people live in your home, including you?

- ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5 or more

**34** Do any children under 13 live in your home?

- ☐ Yes   ☐ No

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