TV Viewing Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

All fields are optional. The question about the most recent program gives nonviewers a clear response so they are not forced to invent a program. Do not collect account identifiers or exact viewing histories unless separately justified.

1. During the past seven days, on how many days did you watch a TV program or episode?

- ○ None
- ○ 1 day
- ○ 2–3 days
- ○ 4–5 days
- ○ 6–7 days
- ○ Not sure

2. Thinking of the most recent program you watched, how did you access it?

- ○ Live broadcast or cable channel
- ○ Broadcaster catch-up service
- ○ Paid streaming service
- ○ Free ad-supported streaming service
- ○ Recorded or downloaded copy
- ○ Short clip on a social or video platform
- ○ Another way
- ○ I did not watch a program

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3. What screen did you mainly use for that most recent program?

- ◯ Television screen
- ◯ Smartphone
- ◯ Tablet
- ◯ Laptop or desktop computer
- ◯ Projector or shared screen
- ◯ Another screen
- ◯ I did not watch a program

4. How did you first hear about or find that program?

- ◯ TV guide or service home screen
- ◯ Recommendation from a friend or family member
- ◯ Social media or online video
- ◯ Search
- ◯ Advertisement or trailer
- ◯ I already followed the series
- ◯ Another route
- ◯ I did not watch a program

5. When did you watch it relative to its scheduled or first release?

- ◯ Live as broadcast
- ◯ Later the same day
- ◯ Within a week
- ◯ More than a week later
- ◯ It had no scheduled broadcast I knew of
- ◯ Not sure
- ◯ I did not watch a program

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6. What most influenced your decision to watch that program?

- ○ Subject or genre
- ○ Familiar series or creator
- ○ Recommendation
- ○ It was easy to access
- ○ Available time or episode length
- ○ Watching with someone else
- ○ Another reason
- ○ I did not watch a program

7. What one thing made a program difficult to find or watch recently?