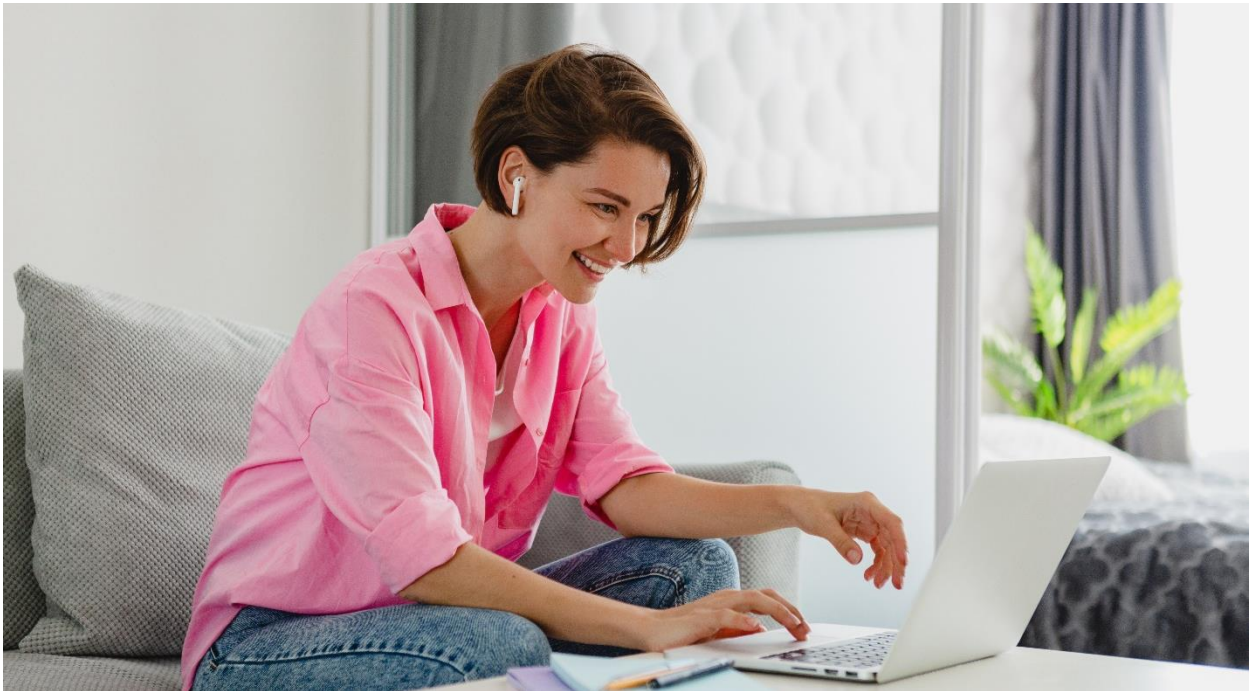


# What's New in the Fall 2021 Survey of the Canadian Consumer



**Q. Audio Streaming Region:** In the past 30 days, have you used an app or website to stream radio or audio content from outside your local broadcast area?

**Q. Trust in News 1:** Typically, how often do you catch up on the news?

- Several times a day
- At least once every day
- Several times a week
- About once a week
- 2-3 times a month
- Once a month

- Less often than once a month
- Do not follow the news

**Q. Trust in News 2:** Thinking about news in general, what would be your opinion on the following statements?

SCALE: Strongly Disagree 1

2

3

4

Strongly Agree 5

STATEMENTS:

The health of our democracy depends on journalists reporting the facts accurately

I worry that fake news is stopping me from seeing what's really going on

Most of the time, I trust that the news I'm seeing is true and not fake news

The news I access tends to be in tune with my own political views

I don't tend to think about the accuracy of what I'm reading

I am concerned that some news organizations may go out of business, meaning less choice for trusted news

Over the past couple years, it's become more difficult to find news on my local community

**Q. Trust in News 3:** Knowing that there is more 'fake news' and 'misinformation' in media, how has your trust in the following news sources changed?

SCALE: Trust More

Unchanged

Trust Less

STATEMENTS: TV

Radio

Printed newspapers

Printed magazines

News websites

News apps

Social media

**Q. Trust in News 4:** For each of the following news sources, select the statements that apply.

SCALE: TV

Radio

Printed newspapers

Printed magazines

News websites

News apps

Social media

STATEMENTS: Provides news I can trust  
Provides in-depth commentary and analysis  
Challenges my views and opinions  
Easy to understand  
First with breaking news  
Gives me things to talk about or share  
Keeps me informed on the COVID-19 pandemic  
Covers politics and elections  
None of the above

**Q. Nasal Spray:** Number of times personally used in past 30 days

STATEMENTS: None  
1-2  
3-5  
6-9  
10+

**Q. Automobiles/Vans/Utility Trucks 1:** Source of information  
What source of information did you use to research prior to purchasing/leasing?

STATEMENTS: Family or friends  
Online review/Online videos  
Newspapers  
Consumer guides  
TV Programs/Ads  
Radio Programs/Ads  
Dealership (websites/sales team)  
Manufacturer website/mail  
Automotive forum/blog  
Social media  
Paper brochures  
Digital brochures  
Auto shows/sponsored events

**Q. Automobiles/Vans/Utility Trucks 2:** Vehicle features  
Which of the following features does your have?

STATEMENTS: Bluetooth  
GPS/Navigation System  
Emergency/Safety Assistance  
Remote Features (e.g., App-based Remote Engine Start)  
Satellite Radio  
Voice Activated Entertainment System  
Wi-Fi Connectivity  
Other  
None

**Q. Automobiles/Vans/Utility Trucks 3:** Which of the following features would you like your vehicle to have?

STATEMENTS: Bluetooth  
GPS/Navigation System  
Emergency/Safety Assistance  
Remote Features (e.g., App-based Remote Engine Start)  
Satellite Radio  
Voice Activated Entertainment System  
Wi-Fi Connectivity  
Other  
None

**Q. Intent to Purchase/Lease Vehicle/Motorcycle 1:** Are you planning to buy or lease an electric vehicle?

ANSWERS LIST: Within 6 months  
Within 12 months  
Within 2 years  
Longer than that  
Not sure

**Q. Intent To Purchase/Lease Vehicle/Motorcycle 2:** What would be important factors to influence your decision NOT to buy or lease an electric vehicle?

SCALE: Most Important  
Second Most Important

ANSWERS LIST: Driving range  
Cost  
Time required to charge the battery  
Lack of electric vehicle charging infrastructure  
Safety concerns with battery technology  
Overall battery life  
Concerns about battery materials  
Performance/Sustainability  
Look/style  
Cost of repairs  
Concerns about reliability in cold weather  
Other

**Q. Intent To Purchase/Lease Vehicle/Motorcycle 3:** What would be your deciding factors to buy or lease an electric vehicle?

SCALE: Most Important  
Second Most Important

ANSWERS LIST: Cost

- Better for the environment
- Look/style
- Prestige/Status
- Future of automotive is electric
- Fuel cost savings
- Lower maintenance cost
- Better driving experience
- Government incentives and policies
- Performance/Sustainability
- Electric vehicles are cutting edge
- Other

**Q. Coffee Machine 1:** Household has/bought in past 12 months:

ANSWERS LIST: Yes  
No

**Q. Coffee Machine 2:** Which type of coffee machine your household has?

ANSWERS LIST: Single Serve  
Auto-drip  
Manual Espresso

**Q. Personal And Social Views**

Food: Rate each statement using the Personal Agreement scale below.

SCALE: Strongly Disagree 1  
2  
3  
4  
Strongly Agree 5

STATEMENTS: I like to experience other cultures through their cuisine  
I'm more likely to try an ethnic food if a family or friend recommends it

**Q. Personal And Social Views**

Self-Perception/Personality: Rate each statement using the Personal Agreement scale below.

SCALE: Strongly Disagree 1  
2  
3  
4  
Strongly Agree 5

STATEMENTS: I often feel anxious  
I start the day off feeling depressed

I feel lonely  
I feel more unmotivated these days than I did a year ago

**Q. Personal and social views about shopping**

Shopping: Rate each statement using the Personal Agreement scale below

SCALE: Strongly Disagree 1  
2  
3  
4  
Strongly Agree 5

STATEMENTS: I often buy a product recommended by an influencer I follow online  
I always accept the opinion of an influencer I follow online  
I carefully consider product recommendations made by influencers I follow online

**Q. Personal and social views**

Media: Rate each statement using the Personal Agreement scale below

SCALE: Strongly Disagree 1  
2  
3  
4  
Strongly Agree 5

Statements: I trust the content I read in magazines  
I like the ads in magazines as much as the articles  
The ads in magazines are valuable source of new information  
I learn about things to do or places to go reading magazines  
I like learning something new from articles in newspapers that I wouldn't normally look for  
Reading newspapers is part of my daily routine  
I look at most of the inserts included with my magazines and newspapers

**NOTE, Brands Added For:**

- Footwear
- Toys and Games
- Eyewear
- Kitchen and Household Appliances
- Women's or Men's – Perfume & Cologne
- Home Electronics
- Single Serve Coffee Machine