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Study of Online Consumption of Copyrighted Content: Attitudes Toward and Prevalence of Copyright Infringement in Canada

Final Report



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Canada

Study of Online Consumption of Copyrighted Content: Attitudes Toward and Prevalence of Copyright Infringement in Canada

Final Report

Prepared for Innovation, Science and Economic Development Canada by Kantar TNS

May 2018

Innovation, Science and Economic Development in partnership with Canadian Heritage commissioned Kantar TNS to conduct a public opinion research survey of Canadians' consumption of copyrighted content online. The purpose of the survey was to generate impartial data to better understand the prevalence of copyright infringement in Canada and what attitudes and conditions drive consumer behaviour. 3,301 Canadians aged 12 years and over were surveyed online and by telephone in November 2017. This publication reports on the findings of that public opinion research survey.

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1. Executive Summary

1.1. Research Purpose and Objectives

The Organisation for Economic Co-operation and Development (OECD) has identified digital copyright infringement as a challenge to the continued growth and success of the digital economy (*Piracy of Digital Content, 2009; Enquiries into Intellectual Property's Economic Impact, 2015*). It also recognizes that a lack of relevant data about digital copyright infringement creates a significant challenge when it comes to policy development across jurisdictions (OECD, 2015). Not unlike many jurisdictions, Canada faces similar challenges developing copyright policy due to a lack of relevant data about digital copyright infringement.

In light of this, Innovation Science and Economic Development Canada (ISED) in collaboration with the Department of Canadian Heritage (PCH) sought impartial data on what Canadians' behaviours and attitudes were in relation to the consumption of copyrighted content online.

More specifically, ISED and PCH wanted to understand the prevalence of online copyright infringement among music, movie, TV shows, video games, computer software and e-books. ISED and PCH also sought data on the attitudes and conditions that drive such behaviour as well as the effectiveness of Canada's copyright framework to create a healthy environment for investment while allowing consumer choice and access.

The overall purpose of the research was to:

- Support policy making with impartial data on copyright infringement in Canada that is comparable with similar countries;
- Support the parliamentary review of the *Copyright Act* with evidence that is neutral and evaluates the effectiveness of existing copyright infringement deterrents; and
- Raise awareness among Canadians of copyright norms and values.

The specific research objectives included:

- Measuring online consumption among Canadians aged 12+ of six content types: music, movies, TV shows, video games, e-books and software;
- Measuring levels of copyright infringement for each of the above-mentioned content types;
- Determining Canadians' attitudes toward copyright infringement;
- Monitoring awareness and effectiveness of education and information; and
- Determining awareness and attitudes toward the availability of legal alternatives to infringing content.

The findings of this research will be used to help policy makers evaluate how Canada's *Copyright Act* is keeping pace with an ever-changing technological environment and evolving marketplace. This research will provide the necessary information required to further develop copyright policy in Canada, as well as to provide a foundation to assess the effectiveness of the measures to address copyright infringement, should future analysis be undertaken.

1.2. Summary of Findings

1.2.1. Digital Content Consumption

Twenty-eight million Canadians used the Internet in the 3-month period ending on November 27, 2017. Of those, twenty-two million (80%) consumed¹ digital content. During this period, twenty million (73%) Canadian Internet users streamed or accessed content, 16 million (59%) downloaded content, and 8 million (28%) shared content.

Consumption levels varied across content types with music (48%), TV shows (48%) and movies (46%) being consumed most often online. Respondents consumed a median of 20 files online in the past three months.

1.2.2. Payment

Among those who consume digital content online, about half (52%) reported that they consumed only free content in the past three months.

Many respondents who paid for content (23%), whether digital or physical, in the past three months had previously consumed some of that content for free online. More than one-in-ten (13%) had consumed all of it for free online before purchasing. On average, Canadians report consuming online an average of 16 files (any type of content) for free prior to purchase in the past three months.

1.2.3. Levels of Copyright Infringement

Three-quarters (74%) of respondents who consumed any content online in the past three months reported doing so only legally in the past three months. One-quarter (26%) of content consumers reported having consumed at least one illegal file online in the past three months. However, only a few consumers (5%) consumed all their files online illegally. E-books (70%) and music (68%) were most likely to be consumed legally online, while movies (36%), software (36%), TV shows (34%) and video games (33%) were most likely to be consumed illegally.

Few demographic factors play a role with regard to consuming infringing content online. We explored the relationship between gender, region, rural and urban, income, employment status and language. We found that only age and income varied significantly between consumers who infringed by downloading or streaming/accessing content online illegally and consumers who did not consume infringing content online. More specifically, the profile of consumers who downloaded or streamed/accessed infringing content skewed slightly younger and towards individuals with household incomes of \$100K+.

1.2.4. Services Used for Consuming Content Online

Consumers used a variety of services over the past three months to consume or share content online. Netflix is the service used most by online content consumers, with close to two-thirds (64%) having used it in the past three months. Websites that offer free content are also popular with online consumers. One third (36%) of online content consumers have used YouTube in the past three months, while approximately one-quarter have used Facebook (28%).

¹ Downloaded or streamed/accessed.

Of note among the top 10 services is the prominence of streaming sites such as Netflix, YouTube, Google Play, Spotify and Amazon Prime, reflecting how streaming is becoming a stronger player in consumption than it has been in the past. Another notable finding is the popularity of websites that collect links to free streams (e.g., watch-series) (23%). These websites often link to other sites that are not licensed or authorized to make available certain content.

When we look at services from a category perspective, rather than individual sites, we see that three-quarters of online content consumers (74%) used licensed services, while 42 per cent used social network services to consume content online. One-third (31%) of online content consumers used a variety of peer-to-peer, cyberlocker, or linking sites. Nine per cent of online consumers used stream-ripping services in the past three months. Consumers who reported downloading or streaming/accessing infringing content only are less likely to use licensed services and more likely to use peer-to-peer/cyberlocker/linking sites than other consumers of online content.

1.2.5. Consumption Volumes

The majority of content is consumed digitally across content types, except for books where physical copies remain more common than e-books. Looking at the ratio of paid versus free digital content we find that for music, TV shows and software the majority is consumed for free (63%, 62% and 69% respectively) while for movies, e-books and video games consumption is close to evenly split between paid and free content. Furthermore, the large majority of digital content consumed is done so legally for all content types.

1.2.6. Quarterly Spending

On average, Canadians spent \$176 on the six content types in the past three months. Across the content types, music has the highest average quarterly spending (\$64), followed by movies (\$35), video games (\$28), books (\$22), software (\$16) and TV shows (\$11).

For almost all content types, physical purchases are undertaken in larger proportions than digital purchases, except for TV shows, where physical and digital are undertaken in similar proportions (10% and 11%, respectively).

When looking at this from a population perspective, we estimate that Canadians aged 12+ spent a total of \$5.4 billion on the six content types covered in the survey, including both digital content, physical purchases and tickets to live performances in the past three months. Interestingly, Canadians aged 12+ spend more on content in physical formats and live performances (\$4,310m) than they do on digital content and online subscriptions (\$1,043m).

Looking again at spending across content types, music has the highest overall quarterly spending, estimated at \$1,938m, followed by movies (\$1,072m), video games (\$860m), books (\$664m), computer software (\$477m) and TV shows (\$345m).

1.2.7. Attitudes toward Digital Consumption and Copyright Infringement

This research also explored a variety of attitudes related to consumption of copyrighted content online, including motivations for paying for content, for sharing content online, and for obtaining illegal content instead of paying.

Convenience (48%), speed (36%) and quality (34%) are the main reasons consumers mentioned paying for online content. One in three content consumers also stated that they pay for content because they do not want to use illegal sites. When looking at content sharing the motivations are more varied, with ease (39%) being the top reason. One in four consumers (26%) simply feel that “it is only fair” to share content, while twenty two percent help friends and family as they do not know how to access files. Consumers also report that they share content because everyone else does (24%) and that they should be able to share content with whoever they choose (19%). Interestingly, for the most part, motivations for sharing are no different between consumers who infringed and those who did not infringe.

One in two consumers (54%) who infringed in the last three months reported obtaining online content illegally instead of paying for it mostly due to it being free. Other primary motivations are ease or convenience (40%) and the fact that it is quick (34%). Lower costs (58%) and legal availability of content (47%) would encourage consumers who infringe to stop downloading or streaming files illegally.

1.2.8. Knowledge of Legal and Illegal Online Content

Most Canadian internet users (83%) are confident (very or slightly) in knowing what is legal and what isn't in terms of downloading, streaming/accessing and sharing content online. However, Canadians who admit to consuming infringing material online are less confident in what is legal, including both those who consume a mix of legal and illegal content (62%) and those who only consumed infringing content (58%).

Aspects of a website that make Canadian internet users confident that it is legal include their view that it is trusted or secure (33%), that it requires payments or subscriptions to access content (14%), and that it provides authorization to download files (10%).

1.2.9. Infringement Notices

In Canada, a copyright owner who thinks a person's internet account has been used to violate or “infringe” their copyright (e.g., by downloading or uploading the material without permission) can send a notice of alleged infringement to the Internet Service Provider (ISP). The ISP must then forward this notice to the person associated with the account that is suspected of being used to infringe copyright.

Ten percent of Canadian online consumers over the age of 12 have received a notice from their ISP that their account had been used to infringe copyright. Respondents reported that receiving such a notice resulted in the following: increased awareness of copyright infringement (38%), taking steps to ensure password protected home networks (27%), a household discussion about copyright infringement (27%), and discontinuing illegal downloading or streaming (24%). Close to a quarter of those who received an infringement notice (24%) reported that they simply ignored it.

1.2.10. Stream-ripping

Stream-ripping allows a person to turn a file being played on a streaming platform, such as Spotify or YouTube, into one that can be downloaded and kept permanently on a device. Stream-ripping has seen considerable uptake and popularity over the past few years, with reports of growth by up to 141 per cent over a two-year period from 2014 to 2016 in the UK according to a 2017 study².

² <https://prsfmusic.com/what-we-do/influencing-policy/stream-ripping>

A preliminary look at stream-ripping in Canada provides a demographic profile of those who use stream-ripping and the services used to undertake such activity.

In Canada, 11 per cent of internet users reported using stream-ripping services. Relative to total internet users, users of stream-ripping are more likely to be male (62%) and are predominately 18 to 34 (52%) years of age. They are more likely to live in British Columbia (18%) and less likely to live in Quebec (18%), and are also more likely to be English speakers (81%).

Among Canadians who have used a service to stream-rip music or entertainment, nearly half (48%) have used stream-ripping sites, one-third have used downloader apps (38%), one-in-seven (14%) have used a stream-ripping plug-in, and one-in-ten (10%) have used stream-ripping software.

1.2.11. Virtual Private Networks and TV Set-top Boxes

Twenty one percent of internet users aged 12+ reported using virtual private network (VPN) services, while ten percent reported using TV set-top boxes. Individuals who consumed a mix of legal and illegal content online are more likely to use VPN services (42%) or TV set-top boxes (21%) than consumers who only downloaded or streamed/accessed legal content.

Canadian internet users who use VPN services primarily use these to secure communications and internet browsing (57%). Some use it to access free content (36%), while others use it to access content from other countries that is not available in Canada (32%), or to access content at a reasonable price (27%).

Most Canadians who use TV set-top boxes report they use them to access content they have paid for (78%). Half also use set-top boxes to access legal content for free (53%) while another quarter (28%) use them to access content they personally own. A minority, use set-top boxes to access other content that is not legal or they are unsure if it is legal (16%), or to access live sports that are not legal or they are unsure if it is legal (11%).

1.2.12. International Comparisons

To put these results into context, a comparison was made between Canada, Australia and the UK. It is important to keep in mind that country results can be influenced by a number of variables beyond copyright law, including differences in market size and structure, language, broadcasting and cultural policy, social norms or access to high-speed internet service.

The comparison indicates that a larger proportion of Canadian internet users (80%) consume (download or stream/access) any of the content types compared to Australia (69%) and the UK (59%). Streaming appears more widespread in Canada and in Australia than in the UK. While Canadians have similar streaming levels to Australians for music and TV shows, Australians are more likely to stream software, video games and e-books. Another interesting finding is that a larger proportion of Canadian internet users share content online, particularly music, movies, TV shows and e-books, compared to internet users in Australia and the UK.

When comparing infringement results, Australian respondents (38%) are more likely to have infringed at least one type of content in the past three months than consumers in Canada (26%) and the UK (25%).

The comparison of average quarterly spending among all 12+ internet users across regions show that, at a total level, Canadian respondents, spend less on each content type than Australian respondents, but more than UK respondents.

1.3. Methodology

The methodology used was based on the United Kingdom Intellectual Property Office (UKIPO) “Online Copyright Infringement Tracker” methodology and survey, adapting it to the Canadian context. This approach enabled an informed comparison of online consumption patterns and attitudes toward and prevalence of digital copyright infringement in Canada with that in the UK and Australia, which has also completed a similar survey. The Canadian survey was adapted to the Canadian context and included a telephone sample instead of the in-person sample collected in the UK. Furthermore, it included a detailed introduction that responds to anticipated concerns and sets the context of the questions, along with parental consent where and as required by the Government of Canada and the Marketing Research and Intelligence Association (MRIA).

The research asked respondents about their behaviours in the previous three months with online content and assessed the levels of infringement within wider patterns of consumer behaviour and content consumption. This methodology involved conducting 3,048 15-minute online questionnaires among those under the age of 65 years, complemented by 253 telephone survey completions among those aged 65+. This approach addressed the lack of national data related to frequency of internet usage that was available at time of design.

A telephone pre-test was undertaken from October 30 to November 1, 2017, obtaining 10 English and 12 French completions, including probing questions. In addition, an online pre-test was undertaken on November 6, obtaining 10 English and 10 French completions, including probing questions. The necessary adjustments were made to the instruments and online fieldwork was conducted from November 7-27, 2017. In total, 3,048 online surveys were completed. The telephone survey was conducted from November 10-20, 2017. In total, 253 telephone surveys were completed. The average survey length for the online and telephone surveys was 15 minutes.

Sampling was designed to obtain a sample of 3,250 Canadians; 3,000 aged 12 to 64 years via an online survey and 250 aged 65+ via a telephone survey.

To ensure large enough base sizes for regional analyses, we implemented separate and disproportionate regional and proportionate age quotas. For the online sample, a regionally disproportionate sample of Canadians was drawn from the Kantar TNS proprietary panel to achieve 3,000 completed surveys. The sample was stratified to ensure age and regional quotas were met. For the telephone portion of the survey, a landline sample was provided by an internal random number generator that randomizes the last four digits of the phone number based on known area code/exchange combinations. The person answering the phone was selected for the study if they were 65+ years of age. If they were not, the interviewer asked to speak with someone who was home and was 65+.

The online survey was conducted using computer assisted web interviewing (CAWI) technology while the telephone survey was conducted using computer assisted telephone interviewing (CATI) technology. CAWI/CATI ensured the interview flowed as it should with pre-programmed skip patterns. It also controlled responses to ensure appropriate ranges and data validity. The CATI system also controls automated scheduling and call-backs to ensure all appointments are adhered to.

Weighting adjustments were applied to the final edited, clean data to ensure that the data were representative of the 18+ population of Canada based on the 2016 Census. The data were weighted by age within gender and within region, and to match the Canadian population using 2016 Census data.

A panel sample was used for the online portion of this study and, as such, margin of error does not apply. For the telephone portion of the survey, a sample of 253 aged 65+ drawn from the Canadian adult population would produce a margin of error of +/-6.2 per cent 19 times out of 20. Sub-groups have larger margins of error.

1.4. Contract Value

The total contract value for this project was **\$94,920.00** including HST.

1.5. Statement of Political Neutrality

I hereby certify as Senior Research Director & Public Sector Practice Lead of Kantar TNS that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences and standings with the electorate or ratings of the performance of a political party or its leaders.



Tanya Whitehead
Kantar TNS
Senior Research Director & Public Sector Practice Lead



2. Foreword

2.1. Background and Objectives

The Organisation for Economic Co-operation and Development (OECD) has identified digital copyright infringement as a challenge to the continued growth and success of the digital economy (*Piracy of Digital Content, 2009; Enquiries into Intellectual Property's Economic Impact, 2015*). It also recognizes that a lack of relevant data about digital copyright infringement creates a significant challenge when it comes to policy development across jurisdictions (OECD, 2015). Not unlike many jurisdictions, Canada faces similar challenges developing copyright policy due to a lack of relevant data about digital copyright infringement.

Canada has a number of legislative tools in the *Copyright Act* that help rights holders address online copyright infringement. In 2012, the *Copyright Modernization Act* introduced new tools to address online copyright infringement, including technological protection measures and a new legal remedy targeting those who enable others to engage in online copyright infringement. A new “notice-and-notice” system was also enacted to allow copyright owners to send notices of alleged copyright infringement to internet users via their Internet Service Provider (ISP). Furthermore, the *Copyright Act* requires Parliament to review the *Act* every five years. The House of Commons Standing Committee on Industry, Science and Technology is currently undertaking such a review and it is expected that online copyright infringement will be discussed. There is currently little available data about online copyright infringement in Canada or the effectiveness of existing copyright infringement prevention tools in the *Copyright Act*. In order to better facilitate the development of copyright policy in Canada and ensure that the policy is evidence-based, and to support the statutorily mandated Parliamentary review of the *Copyright Act*, Innovation, Science and Economic Development Canada (ISED) in collaboration with the Department of Canadian Heritage (PCH) sought impartial data on what Canadians' behaviours and attitudes were in relation to the consumption of copyrighted content online.

More specifically, ISED and PCH wanted to understand the prevalence of online copyright infringement among music, movie, TV shows, video games, computer software and e-books. ISED and PCH also sought data on:

- What attitudes and conditions drive such behaviours; and
- The effectiveness of Canada's copyright framework to create a healthy environment for investment while allowing consumer choice and access.

While various industry groups have prepared the statistics on online copyright infringement that are currently available, each set differs in the method of its preparation. The methodology employed is also, in many cases, untested. The following study contributes to a holistic view of online copyright infringement by measuring perceived levels of use (legal versus illegal) and levels of access (streaming, downloading and sharing) of six core content types (music, movies, TV shows, computer software, e-books and video games). This research will provide the necessary information required to further develop copyright policy in Canada, as well as to provide a foundation to assess the effectiveness of the measures to address copyright infringement, should future analysis be undertaken. The study was conducted with reference to a similar study

conducted in the United Kingdom (UK) and Australia³ in order to capitalize on a tried and tested methodology and research instrument, as well as allowing Canada's results to be compared to other jurisdictions.

Research Objectives

The overall purpose of the research was to:

- Support policy making with impartial data on copyright infringement in Canada that is comparable with similar countries;
- Support the parliamentary review of the *Copyright Act* with evidence that is neutral and evaluates the effectiveness of existing copyright infringement deterrents; and
- Raise awareness among Canadians of copyright norms and values.

The specific research objectives included:

- Measuring online consumption among Canadians aged 12+ of music, movies, TV shows, video games, e-books and software;
- Measuring levels of copyright infringement for each of the above-mentioned content types;
- Determining Canadians' attitudes toward copyright infringement;
- Monitoring awareness and effectiveness of education and information; and
- Determining awareness and attitudes toward the availability of legal alternatives to infringing content.

2.2. Methodological Overview

This study used the United Kingdom Intellectual Property Office's (UKIPO) "Online Copyright Infringement Tracker" methodology and survey as the basis for this study and adapted it to the Canadian context.

The 2017 Online Copyright Infringement Tracker was used as the starting point for the survey design. Based on the objectives of the research and discussion with the Project Authority, Kantar TNS revised the questionnaire to meet a 15-minute maximum survey length. The resulting survey comprised 111 questions that were primarily closed-ended. A pre-test was undertaken on October 30, 2017 for the telephone survey and on November 6, 2017 for the online survey, obtaining at least 10 English and 10 French completions in each mode, including probing questions. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, minimal changes were required for the survey and, as such, the results of the completed pre-tests were included in the final data set.

The methodology involved conducting 3,048 15-minute online questionnaires among those less than 65 years of age, complemented by 253 telephone survey completions among those over 65 years of age. This approach addressed the lack of national data available at the time of design related to frequency of internet usage. Given that, at the time of the survey, we did not know the true online versus offline split among the 65+ age group, we would have had a significant weighting issue when dealing with this age group. By having 65+ all interviewed by telephone, we no longer needed to be concerned about

³ <https://www.gov.uk/government/publications/online-copyright-infringement-tracker-survey-7th-wave> and <https://www.communications.gov.au/departmental-news/new-online-copyright-infringement-research-released-2017>

the correct split since we expected to get a good estimate of the online versus offline split from the telephone sample. For Canadians less than 65 years old, the proportion that is online is so high (94%) that it was believed that we could achieve a representative sample by only contacting them online.

A panel sample was used for the online portion of this study and, as such, margin of error does not apply. For the telephone portion of the survey, a sample of 253 aged 65+ drawn from the Canadian adult population would produce a margin of error of +/-6.2 per cent 19 times out of 20. Sub-groups have larger margins of error.

For the online sample, a regionally disproportionate sample of Canadians from the general population aged 18 years and older was drawn to achieve 3,000 completed surveys, while a random sample was used for the telephone portion of the survey. All samples were obtained from Kantar TNS's proprietary online panel. Children aged 12-17 were recruited through their parents on the panel. Panelists who had children 12-17 were asked permission for their child 12-17 to participate. The survey was conducted from November 7 to November 27, 2017. In total 3,301 surveys were completed. The average survey length was 15 minutes.

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the tables due to rounding.

A detailed description of the methodology can be found in Chapter 11.

2.2.1. Sub-group Analyses

Analysis was undertaken to establish the extent of the relationship among variables such as gender, age, region, income, language, etc. Only differences significant at the 95% confidence level are presented in this report. Any differences that are statistically significant between sub-groups are indicated with an asterisk (*) in tables throughout the report.

2.2.2. The Limitations of Claimed Behaviour and Data Reconciliation

As outlined in the UK and Australian reports, "consumer research provides one source of insight into the extent and patterns of online content consumption". Other potential sources include analysis of ISP internet traffic, industry sales and revenue data, internet audience analysis and direct measurement of online activity (for example, by monitoring activity on file-sharing networks). On their own, none of these sources presents a complete picture of the market, and each has strengths and weaknesses. The data presented in this report (particularly consumption volumes and consumer spending) are not directly comparable to published industry sales data. Wide variations in notionally similar figures should be expected for many reasons, including:

- Differences in methodological approach
- Extent of market coverage
- Seasonality and timing of research
- Inclusion or exclusion of taxes
- Inclusion of sales of second-hand material

It is also particularly important to note that figures in this report are based on the “claimed” numbers collected from a random sample of people in this survey. These data were then grossed up to reflect the Canadian 12+ population. There was a wide variance in the numbers and this reflects the behaviour indicated by a subsection of the Canadian population aged 12+ within the time periods asked about. Furthermore, questions on illegal behaviour have a reliance on honesty, which is also likely to affect accuracy to some degree, that is, to result in under-claim for illegal behaviour. The methodology used has gone to significant lengths to ensure that honesty was encouraged (to ensure that the data collected were as accurate as possible) by using indirect lines of questioning when calculating illegal activity. These measures are discussed in more detail throughout this report.

2.2.3. Reporting Averages and the Issue of Outliers

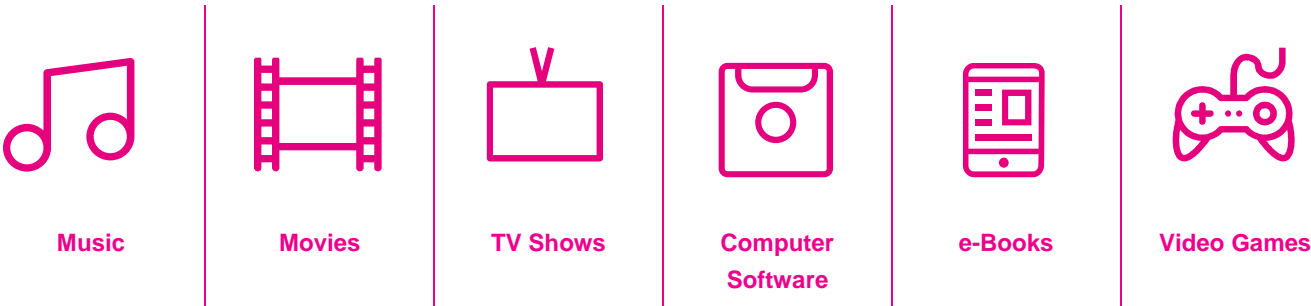
To be consistent with the UK methodology, when reporting on volumes consumed (or shared), certain metrics are reported differently for this study and include both mean and median.

For core metrics covering average volumes of files downloaded / streamed, paid for /obtained for free, and obtained legally / illegally in the past three months, we report only on medians. The reason for this is that due to the nature of online behaviours, and the continuous scale for responses to these questions, the resultant mean scores are highly influenced by a few respondents with high levels of activity. Thus, the mean volumes can be volatile from one wave to the next for all content types covered, reducing the confidence with which we can infer trends for these figures. This approach is consistent with the UK and Australian methodologies, so allows for comparisons across jurisdictions.

For the two metrics covering physical ownership of digital content consumed, and the previous free consumption of paid-for content, we revert to the standard mean. The reason for this is to be consistent with the UK and to allow for jurisdictional comparisons.

2.2.4. Content Types and Activities Assessed

As with the UK study, this study sought to undertake measurements for six core content types:



The questions in this study focused on streaming or accessing, downloading and/or sharing online behaviours, and were defined as follows:

- **Streamed or Accessed** – By this we mean viewing, listening or playing content online without downloading a copy. For example, watching TV shows on Netflix or listening to music through services such as Spotify.

- **Downloaded** – By this we mean transferring a copy of the file from the internet to a device. For example, downloading a music track to a computer through iTunes.
- **Shared** – By this we mean making the file publicly available, or sending or uploading it online for someone else to download or stream/access. For example, sharing files on a computer through an online service such as YouTube or a peer-to-peer service such as BitTorrent. This does not include sharing links online.

These categories all relate to “digital” content or files. There are, however, other metrics in the report that also incorporate consumer spending in physical formats (e.g., CDs, DVDs, paper books, tickets to see a concert or movie, etc.) to help understand the consumption of digital content in the wider context.

For many of the content types there are several elements that had the potential to cause confusion and thus distort the figures if misunderstood by the respondent. For example, there is a fine line between music tracks and music videos, and there is a distinct difference (in terms of number of digital files) between single music tracks and albums. Similarly, for software and video games, people may consider updates and patches as products in themselves. Therefore, we attempted to be as clear to respondents as possible in terms of what they should include in the definitions. The following outlines the definitions provided:

Music *Music tracks or albums (excluding online radio stations)*

Movies *Movies*

TV Shows *TV shows*

Computer software *Computer software (excluding mobile phone apps, and patches and upgrades to software already owned)*

e-Books *e-Books*

Video games *Video games (excluding patches and upgrades)*

2.2.5. Payment and Legality

Respondents who had consumed (i.e., streamed, accessed, or downloaded) digital content were asked in the survey how much of what they had consumed was paid for and how much was legal, and from this it is possible to calculate how much was free and how much was illegal respectively. Payment and legality were explained to respondents as follows:

- **Payment** – how many did they personally pay for, either as a one-off or as part of a subscription
- **Legality** – how many did they think were downloaded or streamed legally

It should be noted that a small but not insignificant proportion of the Canadian public (17%) are not confident they know what is legal and what is illegal in terms of downloading, streaming/accessing and sharing content through the internet (see Section 7.5). Therefore, in addition to some people being reluctant to admit to engaging in illegal activities, some people may not be aware that what they are doing is necessarily illegal, and hence, the level of illegal activity may be under-reported.

2.2.6. Key Metrics

With respect to assessing levels of copyright infringement for each content category, the approach is consistent with the UK methodology. We filter down from general online behaviour toward the sensitive topic of infringement and illegal content. Within each category, we provide key metrics at two levels:

1. **Respondent level:** The total number and proportion of the Canadian population who undertook an activity such as downloading music.
2. **Volume level:** The number of music tracks downloaded in the past three months, or the number of music tracks legally obtained.

The key metrics throughout this report are summarized in the following table.

Table 2.2.6 Key Metrics

Topic	Respondent Level	Volume Level
Assessing levels of copyright infringement		
General Behaviour	Done in the past three months, median volumes among those who have done the activity.	
Payment	Proportion of the population who fit into the following derived groups in terms of volume of content consumed in the past three months: <ol style="list-style-type: none"> 1. 100% paid 2. Mix of paid and free 3. 100% free 4. Any free (combination of 2 + 3) 5. 100% previously downloaded for free (% of paid acquisitions across formats) 6. Any previously downloaded for free 7. None previously downloaded for free As well as the proportions of those who	Paid and free proportions of total volume (incorporating physical format where relevant)

Topic	Respondent Level	Volume Level
Assessing levels of copyright infringement		
	<p>have done the activity in the past three months, metrics 1 to 4 are also reported among the total 12+ Canadian internet population and include median volumes.</p>	
Legality	<p>Proportion of the population who fit into the following derived groups in terms of volume of content consumed in the past three months:</p> <ol style="list-style-type: none"> 1. 100% legal 2. Mix of legal and illegal 3. 100% illegal 4. Any illegal (combination of 2 + 3) <p>As well as the proportions of those who have done the activity in the past three months, the above metrics are also reported among the total 12+ Canadian internet population and include median volumes.</p>	

Assessing consumer spending on categories

Spending	<p>Proportion of the population who have spent anything (and average spending in the past three months) on digital subscriptions, individual digital downloads, physical formats and other related areas such as concerts or cinema tickets.</p>	Total volumes and proportions of overall spending
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3. Digital Content Consumption



3.1. Digital Content Consumption among Internet Users Aged 12+ Across all Key Content Types

The following table outlines the proportion of internet users aged 12+ who downloaded, streamed/accessed, or shared content online for each of the six content types. The “any” column is an aggregation across the six content types (for example, if someone downloaded and streamed both music and movies, they would be counted only once within the overall proportion).

Table 3.1a Digital behaviour in the last three months among internet users aged 12+ – all content types

Digital Behaviour	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base= all internet users 12+	3252	3252	3252	3252	3252	3252	3252
Download	29%	22%	18%	18%	17%	16%	59%
Stream or access	40%	41%	44%	8%	8%	10%	73%
Share	11%	7%	6%	3%	3%	3%	28%
Download or stream/access, i.e. consumed	48%	46%	48%	20%	20%	20%	80%
Download or stream/access or share	49%	47%	48%	21%	21%	21%	81%

- Eight-in-ten (80%) (22 million) internet users have consumed (i.e. downloaded or streamed/accessed) digital content from one of the six content types in the past three months. Three-quarters (73%) (20 million) have streamed or accessed content and more than half (59%) (16 million) have downloaded content. Sharing content is less common, with slightly more than one-quarter (28%) (8 million) having shared content in the past three months.

- Among the content types, music (48%), TV shows (48%) and movies (46%) are consumed (downloaded or streamed/accessed) most often online. The most common content types streamed or accessed are TV shows (44%) followed by movies (41%) and music (40%). Among downloads, music (29%) and movies (22%) are most commonly downloaded followed by TV shows (18%), software (18%), e-books (17%) and video games (16%).
- Sharing also follows a similar pattern with music (11%), movies (7%) and TV shows (6%) being shared most often.

The following table outlines the median number of files downloaded, streamed/accessed, or shared in the past three months (among those who had undertaken each activity) for each of the content types. In the UK study, means were initially reported, but were found to be too volatile due to a minority of individuals consuming or sharing very large numbers of files, and hence, medians are now used instead. For comparability purposes, the Canadian study is also presenting medians.

Table 3.1b Median number of files downloaded, streamed/accessed or shared in the past three months – all content types

Digital Behaviour	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base=those who have downloaded in the previous three months	888	675	564	553	545	503	1834
Median Downloaded	12	2	1	1	2	2	6
Base=those who have streamed/accessed in the previous three months	1225	1282	1357	231	259	326	2294
Median Streamed/accessed	20	5	5	1	1	2	14
Base=those who have shared in the previous three months	359	224	187	84	100	101	895
Median Shared	4	0	0	2	0	1	2
Base=those who have consumed⁴ in the previous three months	1721	1658	1719	683	706	681	2728
Median Consumed: downloaded or streamed or accessed	20	6	6	2	2	3	20

⁴ Downloaded or streamed or accessed

- Respondents consumed (downloaded or streamed/accessed) a median of 20 files online in the past three months. This is largely driven by streaming or accessing, where a median of 14 files were streamed or accessed, followed by downloading (6).
- Among the content types, music has the highest median consumption, be it downloads only (12), stream/access (20), or consume (download or stream/access) (20). This is likely due to the fact that music tracks were counted individually within this research. For example, each song or track on an album is counted. For all other content types, respondents report having downloaded a median of one or two files only.
- Not unexpectedly, streaming is highest for music (20), followed by movies and TV shows with a median of five files streamed or accessed each in the past three months.
- Sharing is less common among respondents and is dominated by music (4), software (2) and video games (1) being shared in the past three months. Sharing is less common among movies, TV shows and e-books, which have a median of zero files being shared in the past three months.

3.2. Payment Groups

Respondents were categorized according to payment groups, that is, the proportion of digital content that they claimed to have paid for:

- 100% paid
- Mix of paid and free
- 100% free

The following tables present the proportions for each payment group in terms of content accessed in the past three months, across two different groups:

1. All who downloaded or streamed/accessed each content type in the past three months
2. All internet users aged 12+

The second table with the base of all internet users aged 12+ has been included because the proportion of people active in each category varies between content types; looking at payment categories across the 12+ internet universe allows comparisons to be made between them.

Table 3.2a Payment groups – proportion who paid to consume content or did so for free in the past three months

Payment Groups	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base= all internet users 12+	3252	3252	3252	3252	3252	3252	3252
100% paid	14%	23%	14%	5%	9%	10%	13%
Mix of paid and free	7%	9%	5%	3%	2%	2%	28%
100% free	10%	12%	23%	6%	5%	5%	44%
Any paid	22%	32%	19%	8%	11%	12%	41%
Any free	18%	21%	28%	9%	7%	7%	72%

- 72% of internet users consumed at least one of the content types online for free in the past three months.
- Among the content types, TV shows are consumed for free most often online by internet users (28%), followed by movies (21%), music (18%), software (9%), e-books (7%) and video games (7%).
- Among the content types, online movies are most likely to be 100% paid (23%) by internet users, followed by music (14%), TV shows (14%), video games (10%), e-books (9%) and software (5%).
- Nearly a quarter (23%) of internet users consumed all of their online TV shows in the past three months for free (100% free), while approximately one-in-ten internet users consumed all of their movies (12%) and music (10%) online for free. One-in-twenty internet users consumed all of their software (6%), e-books (5%) or video games (5%) online for free in the past three months.

Table 3.2b Payment groups – proportion who paid to consume content or did so for free in the past three months

Payment Groups	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base= those who have consumed⁵ in the previous three months	1721	1658	1719	683	706	681	2728
100% paid	44%	52%	34%	37%	54%	58%	15%
Mix of paid and free	23%	20%	11%	18%	13%	12%	33%
100% free	32%	28%	55%	45%	33%	30%	52%
Any paid	68%	72%	45%	55%	67%	70%	48%
Any free	56%	48%	66%	63%	46%	42%	85%

- About half (52%) of content consumers reported that they consumed only free content online in the past three months. Consumption for free was highest for TV shows (55%) and computer software (45%). Consumers of video games and e-books tended to consume only paid content (58% and 54%, respectively) in the past three months.
- Among those who consumed TV shows online, two-thirds (66%) consumed at least some content for free and more than half (55%) consumed all of it for free. Similar proportions exist with online consumers of software, where 63 per cent consumed at least some for free and close to half (45%) consumed all of their software for free in the past three months.
- Among the remaining content types (music, movies, e-books and video games), approximately half of online consumers consumed at least some for free, while close to one-third of consumers consumed all of their online content for free.

⁵ Downloaded or streamed or accessed

3.3. Free Access to Digital Content Before Purchasing

The following table presents results related to the proportions of people who previously consumed (downloaded or streamed/accessed) for free; content they purchased (digital or physical) in the past three months.

Table 3.3 Consuming content online for free before purchasing in the past three months

Prior Ownership	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base=all who have paid for content in the past three months	946	1137	685	352	1164	704	3301⁶
100% previously consumed for free	17%	14%	14%	24%	6%	16%	13%
Any previously consumed for free	46%	27%	27%	53%	13%	38%	23%
None previously consumed for free	54%	73%	73%	47%	87%	62%	77%
Mean⁷	28	2	5	3	1	3	16

- Many respondents (23%) who paid for content (digital or physical) in the past three months had previously consumed some of that content for free online. More than one-in-ten (13%) had consumed all of it for free online before purchasing.
- Among the content types, consuming all of it online for free before purchase was most common for software (24%), followed by music (17%), video games (16%), movies (14%), TV shows (14%) and e-books (6%).
- On average, Canadians report consuming online an average of 16 files (any type of content) for free prior to purchase in the past three months. Among individual content types, the following outlines the average number of files consumed online for free prior to purchase:
 - Music consumers consumed an average of 28 music tracks;
 - Movie consumers consumed an average of two movies;
 - TV consumers consumed an average of five TV shows;
 - Software consumers consumed an average of three pieces of software;
 - e-Books consumers consumed an average of one e-book; and

⁶ Base is 12+.

⁷ Average number of items consumed online for free before purchasing in the past three months (including zeros).

- Video game consumers consumed an average of three video games for free prior to purchase.



4. Levels of Copyright Infringement

The next section of this report outlines levels of copyright infringement in Canada, both at an overall level (i.e., across all six key content types) as well as among the individual content types.

4.1. Legality Groups

As with the payment group metrics outlined previously, it is possible to create “legality”⁸ groups by assessing the proportion of online content they each consumed legally. For all six content types, respondents were asked how many of the free pieces of digital content they consumed were consumed legally. For music and movies, respondents were also asked how many of the pieces of digital content they paid for were consumed legally. This question was not asked about TV shows, computer software, e-books or video games because the UK pilot study found that only a negligible proportion of people pay for illegal digital content of these types. For music and movies, it is possible to measure the legality of all the digital content consumed by combining the figures for legally accessed “free digital content” and legally accessed “paid for digital content”. For the remaining content types (software, e-books or video games), an equivalent measure for the legality of all digital content consumed can be derived by assuming that all paid content was legal. These measures are shown in the following table.

⁸ Figures for illegal files are derived by looking at differences between claimed total number of files with claimed number of files obtained “legally” in the past three months. Illegal streaming activity is defined as content that has not been accessed or streamed from legal sources.

Table 4.1a Legality groups – proportion who consumed any content legally/illegally in the past three months

Legality Groups	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base= those who have consumed⁹ in the previous three months	1721	1658	1719	683	706	681	2728
100% legal	68%	64%	66%	64%	70%	67%	74%
Mix of legal and illegal	28%	32%	30%	35%	29%	32%	21%
100% illegal	3%	4%	5%	1%	1%	1%	5%
Any illegal¹⁰	32%	36%	34%	36%	30%	33%	26%
Base= all internet users 12+	3252	3252	3252	3252	3252	3252	3252
100% legal	31%	28%	30%	12%	14%	13%	57%
Mix of legal and illegal	13%	14%	14%	7%	6%	6%	17%
100% illegal	2%	2%	2%	<0.5%	<0.5%	<0.5%	4%
Any illegal	14%	16%	16%	7%	6%	7%	20%

- One-quarter (26%) of content consumers have consumed at least one illegal file online in the past three months. Few consumers (5%) consumed online all of their files illegally.
- Among online consumers, movies and software (36% each) have the highest rates of any illegal online consumption, followed by TV shows (34%), video games (33%), music (32%) and e-books (30%).
- Three-quarters (74%) of respondents who consumed any content online in the past three months reported doing so only legally in the past three months. The remaining quarter of online consumers (26%) downloaded or streamed/accessed infringing content either partially (mix of legal and illegal content) (21%) or completely (100% illegal content) (5%).
- E-books (70%) and music (68%) were most likely to be consumed legally online, while movies (36%), software (36%), TV shows (34%) and video games (33%) were most likely to be consumed illegally (any illegal).

⁹ Downloaded or streamed or accessed

¹⁰ Note – due to rounding “any illegal” may not add up to the total of mix of legal and illegal and 100% illegal

- Among internet users, rates of illegal online consumption are generally lower within content types. Among internet users, movies and TV shows have the highest level of illegal online consumption (16% each), followed by music (14%), video games (7%), software (7%) and e-books (6%).

The next table shows the demographic profile of online consumers who do not infringe (100% legal) and online consumers who do infringe, including both those who partially infringe (mix of legal and illegal) and those who completely infringe (100% illegal).

Table 4.1b Demographic profiles of consumers who infringe versus those who do not infringe

		Legality Group				
		All 12+ content consumers	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)	Any illegal
Base= those who have consumed¹¹ in the previous three months	Base	2728	1985	611	132	743
Age	12-17	10%	10%	11%	6%	10%
	18-34	31%	25%	51%*	28%	47%
	35-54	32%	32%	30%	42%*	32%
	55+	28%	34%*	9%	24%	11%
Income	<\$20K	10%	8%	12%	14%	13%
	\$20-\$39K	16%	16%	16%	18%	17%
	\$40-\$59K	19%	19%	19%	14%	18%
	\$60-\$79K	15%	16%	14%	14%	14%
	\$80-\$99K	12%	13%	13%	8%	12%
	\$100K+	17%	16%	16%	27%*	18%

- Few demographic factors play a role with regard to consuming infringing content online. We explored the relationship between gender, region, rural and urban, income, employment status and language, and found that only age and

¹¹ Downloaded or streamed or accessed

income varied significantly between consumers who infringed by downloading or streaming/accessing content online illegally and consumers who did not consume infringing content online. In particular:

- The profile of consumers who downloaded or streamed/accessed infringing content skewed slightly younger, with consumers who consumed a mix of legal and illegal content online more likely to be 18-34 years old (51%) and those who only consumed illegal content online skewing toward those who are 35-54 years old (42%).
- As well, the profile of consumers who only consumed infringing content online (100% illegal) skewed toward individuals with household incomes of \$100K+ (27%).

We also explored the relationship between the use of virtual private networks (VPN) services and TV set-top boxes among consumers who did not consume infringing content online (100% legal) and those who consumed infringing content online, both those who partially infringe (mix of legal and illegal) and those who consumed all their content illegally.

Table 4.1c Use of VPN services or TV set-top boxes

	Internet users 12+	Legality Group			
		All 12+ content consumers	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base	3252	2728	1985	611	132
VPN Users	21%	25%	21%	42%*	20%
TV Set-top Box User	10%	12%	10%	21%*	7%

- 21% of internet users aged 12+ reported using VPN services, while 10% reported using TV set-top boxes.
- Individuals who consumed a mix of legal and illegal content online are more likely to use VPN services (42%) or TV set-top boxes (21%) than consumers who only downloaded or streamed/accessed legal content.

The following table shows the services used in the past three months to consume or share any type of content. It compares those who consumed infringing content, both partial (mix of legal and illegal content) and complete (100% illegal content), with those who only consumed legal content.

Table 4.1d: Services used for consuming or sharing content online in the past three months

Services used	Legality Groups			
	All 12+ who consumed or shared content	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base= those who have consumed¹² or shared in the previous three months	2758	2015	611	132
Netflix	64%	61%	82%*	30%
YouTube	36%	28%	65%*	25%
Facebook	28%	21%	58%*	11%
Website that collects links to free streams (e.g., watch-series)	23%	18%	45%*	17%
iTunes/App Store/Apple Store	21%	19%	29%*	4%
Google Play	18%	14%	36%*	3%
Spotify	14%	11%	26%*	9%
Amazon Prime	13%	11%	23%*	7%
BitTorrent software	13%	4%	41%*	23%
Amazon	12%	9%	23%*	2%
Amazon/Kindle	10%	9%	13%*	-
Apple Music	10%	9%	19%*	1%
Crave TV	9%	7%	17%*	3%
Pirate Bay	8%	3%	25%*	14%

¹² Downloaded or streamed or accessed

Services used	Legality Groups			
	All 12+ who consumed or shared content	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
youtube-mp3.org	8%	5%	20%*	4%
Dailymotion	7%	4%	16%*	3%
Video Stream to File Converter (stream-ripper)	6%	4%	12%*	6%
CTV	5%	4%	8%	3%
Microsoft	5%	4%	9%	1%
Steam	5%	4%	11%*	-
Torrentz	5%	3%	13%*	10%
Xbox Live	5%	4%	9%	-
NET CATEGORIES¹³				
Licensed sites	74%	70%	92%*	52%
Social Networks	42%	36%	68%*	31%
Peer-to-Peer/Cyberlocker/Linking sites	31%	21%	61%*	43%*
Stream-ripping	9%	5%	22%*	8%
Mean number of sites used	3	3	6	2

- Netflix is the service used most by online content consumers, with close to two-thirds (64%) having used it in the past three months. One third (36%) of online content consumers have used YouTube in the past three months, while approximately one-quarter have used Facebook (28%) or a website that collects links to free streams (23%).
- Of note among the top 10 services is the prominence of streaming sites such as Netflix, YouTube, Google Play, Spotify and Amazon Prime, reflecting how streaming is becoming a stronger player in consumption than it has been in the past.

¹³ Complete details of which sites are included in each net category can be found in the methodology section in the appendix.

- Another notable finding is the popularity of websites that collect links to free streams (e.g., watch-series) (23%). These websites often link to other sites that are not licensed or authorized to make available certain content. Another popular service used to access infringing content, BitTorrent software, was used by 13 per cent of online consumers.
- When we look at services from a category perspective, we see that three-quarters of online content consumers (74%) used licensed services, while 42 per cent used social network services to consume content online. One-third (31%) of online content consumers used a variety of peer-to-peer, cyberlocker, or linking sites, and nine per cent of online consumers used stream-ripping services in the past three months.
- Comparing those who consumed infringing content online, both partially (mix of legal and illegal content) and completely (100% illegal content) with consumers of non-infringing content online (100% legal), we can see that consumers who downloaded or streamed/accessed some infringing content are more likely to use all services compared to consumers who did not consume infringing content (100% legal).
- Not unexpectedly, consumers who reported downloading or streaming/accessing infringing content only (100% illegal) are less likely to use licensed services and more likely to use peer-to-peer/cyberlocker/linking sites than other consumers of online content.

5. Content Consumption Volumes



The metrics outlined so far have focused on results at an individual respondent level. The following table provides total consumption volume estimates for each of the content types (in the past three months, rounded to the nearest million in each case, and based on median consumption across all Canadians aged 12+). These volume numbers measure the number of unique music tracks, movies, TV show episodes, software, e-books and video games consumed online in the past three months. For greater clarity, respondents were asked to count as ten tracks a physical music CD they purchased in the past three months.

Table 5.1a Volume of content consumed (in millions)

Content Type		Total	Physical	Digital
Music	Volume	283m	57m	226m
	% of total	49%	20%	80%
Movies	Volume	87m	14m	73m
	% of total	15%	16%	84%
TV Shows	Volume	122m	3m	119m
	% of total	21%	3%	97%
Computer Software	Volume	15m	3m	12m
	% of total	3%	23%	77%
Books	Volume	42m	28m	15m
	% of total	7%	66%	34%
Video Games	Volume	27m	11m	16m
	% of total	5%	42%	58%

- The majority of content is consumed digitally across content types, except for books where physical copies remain more common than e-books. For example, the majority of TV shows were consumed digitally (97%), rather than physically on DVD (3%). Similarly, music tracks were mostly consumed digitally (80%), rather than physically (20%).
- While consumption is similar for movies and TV shows, movies are more likely to be consumed physically on DVD (16%) compared to TV shows (3%).

It is important to note that the number of digital music tracks reported above reflects the number of **unique** music tracks streamed/accessed. That is, respondents were asked to count as one track a given music track that they had streamed/accessed multiple times in the past three months. This was done to reflect the methodology used in the UK and Australia and to ensure international comparability of data.

In the Canadian survey, we also asked respondents to count the **total** number of tracks they had streamed/accessed online in the past three months, counting each time they had streamed an individual track more than once.

When comparing these numbers, we find that the median number of **total** music tracks streamed/accessed is 50, while the median number of **unique** tracks streamed/accessed is 20.

Table 5.1b Total versus unique music tracks streamed or accessed in the past three months

Type of Count	
Total Music Tracks Streamed/Accessed	
Median	50
Volume	288m
Unique Music Tracks Streamed/Accessed	
Median	20
Volume	133m

Next, we look at the volumes of digital content that were paid for versus freely consumed and those that were consumed legally versus illegally. To do this, we took the proportions of paid, free, legal and illegal within each content type and applied them to the respective volumes. As mentioned earlier in this report, volumes were calculated using medians.

Table 5.1c Paid, free, legal and illegal content in digital formats - volume of content consumed (in millions)

Content Type in Digital Format					
		Paid	Free	Legal	Illegal
Music	Volume	84m	141m	194m	31m
	% of total	37%	63%	86%	14%
Movies	Volume	38m	36m	61m	12m
	% of total	51%	49%	83%	17%
TV shows	Volume	45m	74m	103m	16m
	% of total	38%	62%	86%	14%
Computer Software	Volume	4m	8m	11m	1m
	% of total	31%	69%	92%	8%
e-Books	Volume	8m	7m	13m	1m
	% of total	53%	47%	93%	7%
Video Games	Volume	8m	7m	15m	1m
	% of total	53%	47%	95%	5%

- Looking at the ratio of paid versus free digital content we find that for music, TV shows and software the majority is consumed for free (63%, 62% and 69% respectively) while for movies, e-books and video games consumption is close to evenly split between paid and free content.
- The large majority of digital content consumed is consumed legally for all content types. Illegal consumption is highest for movies (17%) followed closely by music and TV shows (14% each).

6. Consumer Spending



This section outlines the main findings related to consumer spending in the past three months across the six content types.

6.1. Quarterly Consumer Spending among 12+ Year Olds

The table below shows, at the respondent level, the average¹⁴ spending within content types in the past 3 months across a number of expenditure categories. It also shows the proportions of the entire Canadian population (i.e. not just internet users) aged 12+ who claim to have spent any money on these items. The “Other” category incorporates merchandise (for all content types), music concerts or gigs, cinema tickets and movies purchased individually through pay-per-view. Online subscriptions were only asked about for music and movies in this survey. Spending surveyed in this research does not include subscriptions to TV services.

Table 6.1a Average consumer quarterly spending among 12+ year olds – all content types

Type of Spending	Content Type													
	Music		Movies		TV Shows		Computer Software		Books and e-books		Video Games		Total ¹⁵	
Base=all 12+	Mean	%	Mean	%	Mean	%	Mean	%	Mean	%	Mean	%	Mean	%
Purchases/rentals in physical format	\$11	19%	\$7	15%	\$5	10%	\$11	12%	\$18	30%	\$17	19%	\$68	39%
Individual digital purchases	\$4	10%	\$3	11%	\$3	11%	\$5	6%	\$2	7%	\$8	9%	\$25	14%
Online subscriptions	\$3	10%	\$6	22%	-	-	-	-	-	-	-	-	\$9	5%
Other	\$47	26%	\$19	40%	\$4	3%	-	-	\$1	3%	\$4	5%	\$75	43%
Total¹⁶	\$64	39%	\$35	53%	\$11	20%	\$16	13%	\$22	34%	\$28	22%	\$176	100%

¹⁴ Outliers removed.

¹⁵ Note: due to rounding the total may differ by \$1.

¹⁶ Note: due to rounding the total may differ by \$1.

- Across the content types, music has the highest average quarterly spending (\$64), followed by movies (\$35), video games (\$28), books and e-books (\$22), software (\$16) and TV shows (\$11).
- Among music and movie spending, the bulk of the spending can be attributed to other purchases (\$47 and \$19, respectively), such as concert tickets, movie tickets, or merchandise.
- The purchases of software, books and video games in physical formats are where respondents spent the bulk of their spending for those content types.
- Among digital purchases, respondents spent the most, on average, on video games (\$8), followed by software (\$5), music (\$4), movies (\$3), TV shows (\$3) and e-books (\$2).
- The highest proportion of Canadians aged 12+ spent on movies (53%), followed by music (39%), books and e-books (34%), video games (22%), TV shows (20%) and software (13%).
- For almost all content types, physical purchases are undertaken in larger proportions than digital purchases, with the exception of TV shows, where physical and digital are undertaken in similar proportions (10% and 11%, respectively).
- In summary, more Canadians aged 12+ spend their money on movies, but overall, on average Canadians spend more money on music.

The following table shows the average¹⁷ spending (digital and physical) for each content type among the legality groups.

Table 6.1b Average total consumer quarterly spending (digital and physical) among legality groups – all content types

Legality Group	Content Type							
	Base All 12+	Music	Movies	TV Shows	Computer Software	Books and E-books	Video Games	Any
100% legal	2650	\$54	\$32	\$8	\$14	\$21	\$22	\$151
Mix of legal and illegal	537	\$119	\$54	\$31	\$24	\$26	\$63	\$317
100% illegal	115	\$32	\$23	\$2	\$8	\$12	\$13	\$91

- For each content type, those who consumed some infringing content online (a mix of legal and illegal) spent more in the past three months than those who consumed 100% of their content legally online.
- Looking at spending on any content, those who consumed at least some infringing content online (mix of legal and illegal) spent more than twice the amount compared to those who consumed all of their content online legally (100% legal) (\$317 vs. \$151). Not unexpectedly, those who consumed all of their content online illegally (100% illegal) spent the least (\$91) on any content in the past three months.

¹⁷ Outliers removed.

The next table shows the average¹⁸ quarterly spending (digital and physical) among 12+ year olds, broken out by a variety of demographic characteristics. It also provides the demographic spending profile of consumers who did not infringe (100% legal) and consumers who did consume infringing content online, both those who partially infringed (mix of legal and illegal content) and those who only consumed infringing content online (100% illegal).

Table 6.1c Average consumer quarterly spending demographic profile

		Legality Group			
		All 12+	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base=all 12+	Base	3301	2650	537	115
Total	Total	\$176	\$151	\$317*	\$91
Gender	Male	\$205	\$176	\$346*	\$104
	Female	\$150	\$130	\$282*	\$72
Age	12-17	\$268	\$210	\$476*	\$107
	18-34	\$264	\$248	\$316*	\$92
	35-54	\$185	\$167	\$299*	\$93
	55+	\$90	\$86	\$185*	\$84
Region	Atlantic	\$164	\$158	\$221*	\$107
	Quebec	\$141	\$98	\$360*	\$62
	Ontario	\$189	\$170	\$300*	\$79
	Prairies	\$190	\$161	\$365*	\$136
	British Columbia	\$190	\$174	\$274*	\$140
Income	<\$20K	\$105	\$93	\$175*	\$49
	\$20-\$39K	\$147	\$124	\$283*	\$98

¹⁸ Outliers removed.

		Legality Group			
		All 12+	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
	\$40-\$59K	\$154	\$130	\$270*	\$91
	\$60-\$79K	\$171	\$151	\$274*	\$145
	\$80-\$99K	\$221	\$193	\$350*	\$154
	\$100K+	\$300	\$281	\$460*	\$58
Language	English	\$186	\$166	\$304*	\$102
	French	\$141	\$97	\$361*	\$63
Rural or Urban	Urban	\$185	\$160	\$327*	\$92
	Rural	\$120	\$102	\$237*	\$88

- On average, respondents spent approximately \$176 on any of the six content types in the past three months.
- Demographic characteristics play a role in average quarterly spending. In particular:
 - Men spend more than women (\$205 vs. \$150).
 - Younger respondents spend more than older respondents (\$268 for those 12-17 vs. \$90 for those 55+).
 - Regional spending differences also exist, with respondents in the Atlantic Provinces (\$164) and Quebec (\$141) spending less than their western counterparts: Ontario (\$189), Prairies (\$190) and BC (\$190).
 - Urban respondents also spend more than their rural counterparts (\$185 vs. \$120).
- Not unexpectedly, as household income increases, so does the average quarterly spending (\$105 for those under \$20,000 vs. \$300 for those with \$100,000+).
- When we look at the spending profile of consumers who did not download or stream/access infringing content online (100% legal) and those who did consume infringing content online, both those who consumed some infringing content (mix of legal and illegal) and those who consumed only infringing content (100% illegal), we find that those who consumed some infringing content (mix of legal and illegal) spend twice as much as those who did not consume infringing content online (\$317 vs. \$151).
- Demographic profiles of consumers who downloaded or streamed/accessed infringing content and those who only consumed legal content online are quite similar to all respondents with the exception of language. Francophone

respondents spent more (\$361) than Anglophone respondents (\$304). This is not the case for all respondents, where Anglophone respondents spent more (\$186) than Francophone respondents (\$141).

6.2. Quarterly Total Spending Estimates

While the previous subsection focused on results at an individual level, the following table outlines total spending estimates for each of the content types in the past three months, based on mean spending¹⁹ and rounded to the nearest million in each case. The following table shows the total amount spent across all 12+ year olds in Canada by content type. The percentages refer to the proportion of the total spending attributed to the specific category.

Table 6.2 Total quarterly spending estimates by content type and type of spending in millions

Type of Spending	Content Type													
	Music		Movies		TV Shows		Computer Software		Books and E-books		Video Games		Total	
Base=all 12+	Spend	%	Spend	%	Spend	%	Spend	%	Spend	%	Spend	%	Spend	%
Purchases/rentals in physical format	\$323m	17%	\$213m	20%	\$138m	40%	\$332m	70%	\$554m	84%	\$503m	58%	\$2,063m	39%
Individual digital purchases	\$120m	6%	\$103m	10%	\$95m	27%	\$145m	30%	\$72m	11%	\$249m	29%	\$784m	14%
Online subscriptions ²⁰	\$75m	4%	\$184m	17%	-	-	-	-	-	-	-	-	\$259m	5%
Tickets	\$1,126m	58%	\$514m	48%	-	-	-	-	-	-	-	-	\$1,640m	31%
Merchandise	\$294m	15%	\$58m	5%	\$112m	33%	-	-	\$35m	5%	\$108m	13%	\$607m	11%
Total	\$1,938m		\$1,072m		\$345m		\$477m		\$661m		\$860m		\$5,353m	

- Based on the survey it can be estimated that Canadian consumers spent a total of \$5.4 billion on music, movies, TV shows, computer software, books and e-books and video games in the past three months.
- An interesting finding is that Canadians aged 12+ spend more on content in physical formats (\$2,063m) than they do on digital content (\$784m). The only content type where this is not the case is movies, where digital purchases and online subscriptions combined (\$287m) are larger than spending on physical formats like DVDs (\$213m).
- Music has the highest overall quarterly spending, estimated at \$1,938m, followed by movies (\$1,072m), video games (\$860m), books and e-books (\$664m), computer software (\$477m) and TV shows (\$345m).

¹⁹ Outliers removed

²⁰ Note: Online subscriptions were only asked for music and movies

- For music (73%) and movies (53%), the majority of spending in the past three months was on other purchases, such as tickets and merchandise.
- For books and e-books (83%), software (70%), video games (58%), TV shows (40%) and music (17%), the amount spent on physical purchases was larger than the amount spent on digital purchases/online subscriptions.
- The highest spending estimates on physical purchases were for books (\$554m), followed by video games (\$503m), computer software (\$332m), music (\$323m) and movies (\$213m), with the lowest level for TV shows (\$138m).
- The highest spending estimates on individual digital purchases were for video games (\$249m), software (\$145) and music (\$120m), with lower spending estimates on digital TV shows (\$95m) and movies (\$103m).
- Among online subscriptions, more is spent on movies (\$184m) than music (\$75m).

7. Attitudes toward Digital Activities and Copyright Infringement

This survey included several questions on attitudes with the intention of uncovering primary motivations for taking part in the activities covered in this research, i.e., downloading, streaming/accessing and sharing content online. The following chapter explores these in more detail.

7.1. Motivations for Using Paid Services

In an attempt to uncover the reasons why consumers do or do not download or stream/access infringing content online, and reasons why consumers pay or do not pay for content online, the survey asked questions about the primary motivations for their behaviour. Respondents who paid for any content online were asked:

“You indicated you have paid to download or stream/access [CONTENT TYPES] in the past three months. What were your personal reasons for doing this rather than using services where you could have gotten them for free?”

It is important to note that when we ask about the use of paid services over free ones we are not necessarily implying that the latter are illegal. As we have seen for many of the content types, free services such as YouTube and Facebook are particularly popular when it comes to consuming and sharing content online. However, as well as assessing responses among those who simply paid for any content, it is also possible to compare the responses of those who consumed content online both legally and illegally with those who consumed content only legally. The table below outlines the main reasons cited, from a prompted list, for paying for online content, both at the overall level and among those who infringed and those who only consumed non-infringing content online.

Table 7.1 Motivations for using paid services

Motivations for using paid service	Content Type			
	All 12+ content consumers	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base=those who paid for content online in the past three months	1394	1006	371	17
It's easier/more convenient	48%	47%	52%	42%
It's quicker	36%	33%	44%*	23%

Motivations for using paid service	Content Type			
	All 12+ content consumers	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
They are better quality	34%	31%	42%*	21%
I don't want to use illegal sites	33%	39%	19%	-
I want to support creators\industry	24%	24%	23%	22%
I fear they may have viruses/malware/spyware	24%	25%	21%	26%
I think it's morally wrong to use illegal sites	19%	22%	12%	-
I can afford to pay	19%	19%	19%	12%
I prefer to pay	16%	19%	8%	7%
I don't think it is right to get them for free	13%	16%	6%	2%
I'm unaware of the free services available	10%	11%	7%	12%
I fear I might be caught	7%	7%	7%	2%
I don't know how to use the free services	8%	8%	6%	12%
Other	7%	7%	7%	21%

- Among all consumers who paid for any content, the top six reasons cited for using paid services were:
 - Ease/convenience (48%)
 - Speed (quicker) (36%)
 - Better quality (34%)
 - I don't want to use illegal sites (33%)
 - I want to support creators/industry (24%)
 - Fear of viruses/malware/spyware (24%)

- Consumers of some infringing content (mix of legal and illegal) are more likely to pay because it is quicker (44%) and/or better quality (42%).

7.2. Motivations for Sharing Content

Respondents who shared any content online were asked:

“You indicated you have shared [CONTENT TYPES] in the past three months. What were your personal reasons for doing this?”

The following table shows the main reasons given for sharing content online in the past three months, at the overall level, among those who consumed some infringing content, those who only consumed non-infringing content and those who only consumed infringing content.

Table 7.2 Motivations for sharing content

Motivations for sharing content	Legality Groups			
	All 12+ content consumers	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base=those who shared content online in the past three months	486	270	202	14
It's easy to do	39%	35%	44%	40%
It's only fair	26%	25%	27%	14%
It's what everyone does	24%	22%	28%	11%
My friends/family can't access files themselves	22%	21%	24%	12%
I should be able to share my content with whomever I choose	19%	18%	21%	3%
I enjoy a sense of community by sharing content online	18%	17%	19%	12%
Unless I share content, I can't download other files myself	7%	5%	12%*	-
I get benefits for doing so (e.g. faster downloads)	5%	3%	7%	9%
Other	9%	13%	3%	12%

- Motivations for sharing are varied among those who have shared. The top five motivations include:

- It's easy to do (39%)
 - It's only fair (26%)
 - It's what everyone does (24%)
 - My friends/family can't access files themselves (22%)
 - I should be able to share my content with whomever I choose (19%)
- For the most part, motivations are no different between consumers who infringed and those who did not infringe with the exception of “unless I share content, I can’t download other files myself”. In this instance, consumers who infringed (mix of legal and illegal) are more likely to cite this as motivation for sharing compared to consumers who did not infringe (12% vs. <0.5%).

7.3. Motivations for Consuming Illegally Instead of Paying

In this section we discuss the motivations for consuming content illegally online instead of paying for content. Respondents who indicated that they had infringed in the past three months were asked:

“You indicated you have downloaded, streamed or accessed [CONTENT TYPES] in the past three months and that you may not have done so legally. What are your personal reasons for doing this?”

The main reasons given for not paying among content consumers who infringed are outlined in the following table.

Table 7.3 Motivations for consuming illegally instead of paying

Motivations for not paying	Legality Groups		
	All 12+ content consumers	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base=those who have consumed content <u>illegally</u> in the previous three months	1245	611	132
It's free	54%	61%	58%
It's easy/convenient	40%	47%	37%
It's quick	34%	42%*	28%
It means I can try something before I buy it	19%	25%*	11%
I can't afford to pay	19%	25%	19%

Motivations for not paying	Legality Groups		
	All 12+ content consumers	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
I think legal content is too expensive	11%	15%	16%
The content is not available on the legal services that I subscribe to and pay for	11%	16%	8%
I already owned content in another format	10%	11%	6%
The content I want is not available on legal services in Canada	10%	16%	8%
It's what my friends or family do	8%	12%*	3%
The Industry makes too much money	7%	8%	7%
I've already paid to see it/them at the cinema/in concert, etc.	6%	9%	3%
I don't want to wait for content to become available on legal services	6%	10%	6%
I don't think I should have to pay for files online	6%	6%	8%
I already spend enough on content	6%	8%	6%
No one suffers	2%	3%	3%
No one ever gets caught	1%	1%	1%
Other	17%	7%	14%

- The primary motivations for not paying include it can be found for free (54%), it is easy/convenient (40%) and it is quick (34%).
- Among consumers who infringed, those who consumed some infringing content (mix of legal and illegal) are more likely to cite “It’s quick” (42% vs. 28%), “It means I can try before I buy” (25% vs. 11%) and “It’s what my friends and family do” (12% vs. 3%) as motivations for not paying, relative to consumers who only consumed infringing content (100% illegal).
- Reasons specified by respondents under “Other” include: do not know where to access it legally; it can be found legally through other channels such as TV.

7.4. Motivations to Stop Downloading or Streaming Illegally

Respondents who reported having downloaded or streamed/accessed infringing content online were also asked:

“And which, if any, of the following do you think would make you stop downloading or streaming files illegally?”

The main reasons given among consumers who infringed are outlined in the following table.

Table 7.4 Motivations to stop downloading or streaming illegally

Discourage accessing content illegally	Any illegal	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base= those who have consumed content <u>illegally</u> in the previous three months	743	611	132
If legal services were cheaper	58%	36%*	22%
If everything I wanted was available legally	47%	30%*	17%
If I only had to subscribe to one service to get access to the content I want	38%	23%	15%
If everything I wanted was available legally online as soon as it was released elsewhere	36%	24%*	12%
If it is clearer what is legal and what isn't	32%	20%	12%
If legal services were more convenient/flexible	27%	20%*	7%
If legal services were better	26%	18%*	8%
If I thought I might be sued	26%	15%	11%
If a subscription service I was interested in became available	21%	17%*	4%
If I thought I might be caught	20%	13%	7%
If I knew where to go to see if something was illegal or not	20%	15%*	5%
If everyone else stopped doing it	19%	11%	8%
If my internet service provider (ISP) sent me a letter informing me my account had been used to infringe	19%	12%	7%
If friends or family were caught	14%	11%	3%

Discourage accessing content illegally	Any illegal	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Nothing would make me stop	10%	4%	6%
If there were articles in the media about people being caught	8%	7%*	1%
Other	17%	4%*	13%
Don't know	31%	8%	23%

- Lower costs and more availability would encourage consumers who infringe to stop downloading or streaming files illegally. More specifically:
 - If legal services were cheaper (58%)
 - If everything I wanted was available legally (47%)
 - If I only had to subscribe to one service to access the content I want (38%)
 - If everything I wanted was available legally online as soon as it was released elsewhere (36%)
- Generally speaking, respondents who only consumed infringing content online (100% illegal) have slightly different perspectives than other respondents who consumed infringing content online; they are less likely to believe most reasons cited would encourage them to stop downloading or streaming files illegally.
- Reasons specified by respondents under "Other" include: if legal access were free; belief or understanding that existing activity is legal.

7.5. Confidence in Knowing what Is and Is not Legal Online

Respondents with internet access were asked the following question:

'How confident are you that you know what is legal and what isn't in terms of downloading, streaming/accessing, and sharing content online?'

Table 7.5a Confidence in knowing what is and is not legal online

Confidence level	Legality Groups			
	All 12+ with internet access	100% legal (Non-infringing)	Mix of legal and illegal (Some infringing)	100% illegal (All infringing)
Base= all internet users 12+	3252	1985	611	132
NET confident (very + slightly)	83%	83%	62%	58%

- Most Canadian internet users (83%) are confident (very or slightly) in knowing what is legal and what isn't in terms of downloading, streaming/accessing and sharing content online.
- Canadians who consume infringing material online are less confident in what is legal: mix of legal and illegal (62%) and 100% illegal (58%).

Respondents were also asked an open-ended question in order to understand what they perceived as being legal in terms of online services:

"What aspects of an online service which allows you to either download or stream/access content through the internet would make you trust it was legal?"

Table 7.5b Aspects of a site that make you trust it is legal

Aspects of a site that make you trust it is legal	Total
Base= all <u>internet</u> users 12+	3252
Trusted or secure site	33%
Payment or subscription required	14%
Authorized to download	10%
Do not download or stream content	7%
Ads shown	2%
Recommendations or reviews about the site	2%
Licensed or certified site	2%
It compensates artists	2%
It allows me to download	1%
Nothing	7%
Don't know	18%
Misc.	2%

- Respondents indicated that trusted or secure sites (33%), payments or subscriptions (14%) and authorizations to download (10%)(i.e., it allowed you to download a file) were the primary things that made them trust the site was legal.

7.6. Motivations for Using Virtual Private Networks and TV Set-Top Boxes

This survey also explored the motivations for using Virtual Private Networks (VPN) and TV set-top boxes.

7.6.1. Virtual Private Networks

Respondents who use a VPN service were asked:

"Please tell us which of the following statements apply to you with regard to VPN services. VPN services create a private network using the internet."

Table 7.6.1 Motivations for using VPN services

Motivations for using VPN services	Total
Base=those who <u>use VPN services</u>	710²¹
I use VPN services to secure my communications and internet browsing details and history	57%
I use VPN services to access content like music, movies, TV series, e-books, etc. for free	36%
I use VPN services to access other countries' content like music, movies, TV series, e-books, etc. that is unavailable in Canada	32%
I use VPN services to access content like music, movies, TV series, e-books, etc. for a reasonable price	27%

- Respondents that use VPN services primarily use them to secure communications and internet browsing (57%). Some use them to access free content (36%), while others use them to access content from other countries that is not available in Canada (32%), or to access content at a reasonable price (27%).

7.6.2. TV Set-top Boxes

Respondents who use a TV set-top box were asked:

"You indicated earlier that you used a TV set-top box to access online content like music, movies and TV shows. Which of the following statements describe how you use your TV set-top box to access content?"

²¹ Base represents actual number of completions. Weighted base is 661.

Table 7.6.2 Motivations for using TV set-top boxes

Motivations for using TV set-top boxes	Total
Base=those who <u>use TV set-top boxes</u>	375²²
I use my TV set-top box to access the content I pay for	78%
I use my TV set-top box to access free content from legal sites and services	53%
I use my TV set-top box to access content that I own and are part of my personal library.	28%
I use my TV set-top box to access other content from sites I am not sure are legal or I know are not legal	16%
I use my TV set-top box to watch live sports from sites I am not sure are legal or I know are not legal	11%

- The majority of respondents that use TV set-top boxes report they use them to access content they have paid for (78%). Half also use set-top boxes to access legal content for free (53%) while another quarter (28%) use them to access content they personally own. A minority, use set-top boxes to access other content that is not legal or they are unsure if it is legal (16%), or to access live sports that are not legal or they are unsure if it is legal (11%).

²² Base represents actual number of completions. Weighted base is 325.

8. Infringement Notices

8.1. Infringement Notices and Actions Taken

In Canada, a copyright owner who thinks a person’s internet account has been used to violate or “infringe” their copyright (e.g., by downloading or uploading the material without permission) can send a notice of alleged infringement to the Internet Service Provider (ISP). The ISP must then forward this notice to the person associated with the account that is suspected of having been used to violate or infringe copyright. We asked respondents if they or someone in their household ever received a notice from their ISP that their account had been used to violate or infringe copyright and what they did as a result of receiving the notice. The following table outlines the results.

Table 8.1 Infringement notices and actions taken

Infringement Notices	Total
Base= those who have consumed²³ content in the previous three months	2728
Received infringement notice	
Yes	10%
Past three months	8%
More than three months ago	8%
No	90%
Mean number received in the past three months	2.2
Mean number ever received	2.5
Base=those who have received an infringement notice	257²⁴
The notice raised my/someone in my household’s awareness of copyright infringement.	38%

²³ Downloaded or streamed or accessed

²⁴ Base represents actual number of completions. Weighted base is 273.

Infringement Notices	Total
I/someone in my household took steps to ensure my home network was password protected to ensure only those authorized to use it could.	27%
I had a discussion with the people in my household about the alleged copyright infringement.	27%
I/someone in my household stopped downloading/streaming from illegal sites.	24%
Nothing, I ignored it.	24%
I/someone in my household took steps to ensure our home network was more private (i.e., started using a VPN).	13%
I/someone in my household made a payment to the copyright owner to settle the allegation of infringement.	2%

- One-in-ten (10%) respondents who consumed content online have received at least one notice alleging infringement.
- Those who reported receiving an infringement notice indicated the following impact or change had occurred as a result of the notice:
 - Raised awareness of copyright infringement (38%)
 - Took steps to increase security (27%)
 - Had a discussion with someone in their household about the alleged infringement (27%)
 - Stopped downloading/streaming from illegal sites (24%)
 - Ignored the notice (24%)
 - Took steps to increase privacy (13%)
 - Made a payment to settle the allegation (2%)

9. Stream-ripping

Stream-ripping allows a person to turn a file being played on a streaming platform, such as Spotify or even YouTube, into one that can be downloaded and kept permanently on their device. Stream-ripping has seen considerable uptake and popularity over the past few years, with reports of growth by up to 141 per cent over a two-year period from 2014 to 2016 in the UK according to a 2017 study²⁵. The following section provides a preliminary look at stream-ripping in Canada. More specifically, it looks at the demographic profile of those who use stream-ripping and the services used to undertake such activity.

9.1. Demographic Profile of Users of Stream-ripping Services

The following table provides a demographic profile of internet users and users of stream-ripping services.

Table 9.1 Demographic Profile of Stream Rippers²⁶

		Total Internet Users	Users of Stream-ripping Services
Base= all internet users 12+	Base	3252	354
Use stream-ripping service		11%	100%
Gender	Male	49%	62%*
	Female	51%	38%
Age	12-17	8%	8%
	18-34	27%	52%*
	35-54	32%	27%
	55+	33%	14%*
Region	Atlantic	7%	9%
	Quebec	23%	18%*

²⁵ <https://prsformusic.com/what-we-do/influencing-policy/stream-ripping>

²⁶ Note: due to rounding some category totals may not add to 100%

		Total Internet Users	Users of Stream-ripping Services
	Ontario	39%	37%
	Prairies	18%	19%
	British Columbia	14%	18%*
Language	English	75%	81%*
	French	24%	18%*

- 11% of internet users reported using stream-ripping services.
- Relative to total internet users, users of stream-ripping skew male (62%) and are predominately 18-34 (52%) years of age. They are more likely to live in British Columbia (18%) and less likely to live in Quebec (18%), and are also more likely to be English speakers (81%).

9.2. Services Used for Stream-ripping

Respondents who used a service to stream-rip music or entertainment content were asked:

“Which of the following, if any, have you used to stream-rip music or entertainment content?”

The following table outlines the results.

Table 9.2 Services used to stream-rip

Services used to stream-rip	Total
Base=those <u>who stream-rip</u>	354
A stream-ripping site	48%
Downloader apps	38%
A stream-ripping plugin	14%
A stream-ripping software	10%
None of the above	19%

- Among Canadians who have used a service to stream-rip music or entertainment, nearly half (48%) have used stream-ripping sites, one-third have used downloader apps (38%), one-in-seven (14%) have used a stream-ripping plug-in, and one-in-ten (10%) have used stream-ripping software.

10. International Comparisons

The following chapter compares digital behaviour, levels of copyright infringement and average quarterly spending in Canada with those in Australia and the UK. Data from Australia and the United Kingdom have been sourced from the 2017 waves of their respective copyright infringement studies²⁷. It is important to consider that country results can be influenced by a number of variables beyond copyright law, including differences in market size and structure, language, broadcasting and cultural policy, social norms or access to high-speed internet service.

10.1. Digital Behaviour

The following table outlines the proportion of internet users aged 12+ who downloaded, streamed/accessed, or shared content for each of the six content types across jurisdictions. The “any” column is an aggregation across the six content types (for example, if someone downloaded and streamed both music and movies they would be counted only once within the overall proportion).

Table 10.1 Digital behaviour in the last three months among internet users aged 12+ – all content types

Jurisdiction	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
Base= all internet users 12+ (varies by jurisdiction)							
	Download						
Australia	26%	17%	16%	16%	12%	11%	47%
Canada	29%*	22%*	18%*	18%*	17%*	16%*	59%*
UK	21%	11%	11%	9%	10%	9%	38%
	Stream or Access						
Australia	38%	36%	43%	17%*	12%*	15%*	65%
Canada	40%	41%*	44%	8%	8%	10%	73%*

²⁷ Australia: <https://www.communications.gov.au/departmental-news/new-online-copyright-infringement-research-released-2017>. United Kingdom: <https://www.gov.uk/government/publications/online-copyright-infringement-tracker-survey-7th-wave>.

Jurisdiction	Content Type						
	Music	Movies	TV Shows	Computer Software	e-Books	Video Games	Any
UK	32%*	26%	35%*	8%	7%	9%	54%
Share							
Australia	7%	5%	4%	3%	2%	3%	12%
Canada	11%*	7%*	6%*	3%	3%*	3%	28%*
UK	6%	2%	2%	1%*	1%	3%	9%
Consume (Download or stream/access)							
Australia	43%	39%	45%	22%	16%	18%	69%
Canada	48%	46%	48%	20%	20%	20%	80%
UK	37%	28%	37%	13%*	13%	14%	59%

- A larger proportion of Canadian internet users (80%) consume (download or stream/access) any of the content types compared to Australia (69%) and the UK (59%).
- Streaming appears more widespread in Canada and in Australia than in the UK. While Canadians have similar streaming levels to Australians for music and TV shows, Australians are more likely to stream software, video games and e-books.
- Another interesting finding is that a larger proportion of Canadian internet users share content online, particularly music, movies, TV shows and e-books, compared to internet users in Australia and the UK.

10.2. Levels of Copyright Infringement

The following two tables look at the proportion of consumers and all internet users 12+ across jurisdictions who have consumed any content online illegally over the past three months.

Table 10.2a Legality groups – proportion who consumed any content illegally in the past three months

Level of copyright infringement (Any illegal)	Australia	Canada	UK
Base= those who have consumed²⁸ content in the previous three months			
Any of the selected content	38%*	26%	25%

²⁸ Downloaded or streamed or accessed.

Music	32%	32%	18%*
Movies	38%	36%	21%*
TV Shows	25%	34%*	22%
Software	NA	36%*	26%
e-Books	NA	30%*	11%
Video Games	24%	33%*	16%

- Among consumers, Australian respondents (38%) are more likely to have infringed at least one content type in the past three months than consumers in Canada (26%) and the UK (25%).
- Among content types, Canadian online consumers are more likely than both Australian and UK online consumers to have infringed at least once for TV shows (34% vs. 25% and 22%, respectively) and at least once for video games (33% vs. 24% and 16%, respectively). Compared to online consumers in the UK, Canadian online consumers are also more likely to have infringed at least once in the past three months for software (36% vs. 26% in the UK) and e-books (30% vs. 11% in the UK).

Table 10.2b Legality groups – proportion who consumed any content illegally in the past three months

Level of copyright infringement (Any illegal)			
	Australia	Canada	UK
Base= all <u>internet</u> users 12+	2607	3252	4573
Any of the selected content	23%	20%	15%*
Music	13%	14%	7%*
Movies	14%	16%*	6%
TV Shows	10%	16%*	8%
Software	NA	7%*	3%
e-Books	NA	6%*	1%
Video Games	4%	7%*	2%

- Among internet users, Canadian respondents report infringing (any content) at slightly lower levels than Australian respondents (20% vs. 23% in Australia), but more than UK respondents (20% vs. 15% in the UK).
- Among content types, Canadian internet users report similar levels of infringement for music (14%) compared to Australian internet users (13%), but higher than UK internet users (7%). For all other content types, Canadian internet users report higher levels of infringement compared to internet users in Australia or the UK.

10.3. Average Quarterly Spending

The following table outlines the average quarterly spending among all 12+ internet users across jurisdictions. For comparability purposes, we have converted all results to Canadian dollars. To do this, we used the Bank of Canada²⁹ exchange rate for March 20, 2017, which is a date that corresponds to when both Australia and the UK undertook their last survey.

Table 10.3 Average consumer quarterly spending across jurisdictions among all internet users

Average quarterly spending	Jurisdiction		
	Australia (\$CAD)	Canada (\$CAD)	UK (\$CAD)
Base=all 12+	2607	3301	4573
Physical purchases/rentals			
Music	\$17	\$11	\$7*
Movies	\$13*	\$7	\$8
TV Shows	\$8*	\$5	\$5
Software	NA	\$11*	\$7
Books	NA	\$18*	\$13
Video Games	\$20	\$17	\$12*
Individual digital purchases			
Music	\$8*	\$4	\$3
Movies	\$4	\$3	\$2
TV Shows	\$5	\$3	\$2
Software	NA	\$5*	\$2

²⁹ <https://www.bankofcanada.ca/rates/exchange/daily-exchange-rates-lookup/>

Average quarterly spending	Jurisdiction		
	Australia (\$CAD)	Canada (\$CAD)	UK (\$CAD)
e-Books	NA	\$2	\$2
Video Games	\$9	\$8	\$4*
Online subscriptions			
Music	\$16*	\$3	\$6
Movies	\$9*	\$6	\$2
TV Shows	\$9	NA	NA
Software	NA	NA	NA
e-Books	NA	NA	NA
Video Games	NA	NA	NA
Other spending			
Music	\$58*	\$47	\$23
Movies	\$42*	\$19	\$18
TV Shows	\$3	\$4	\$2
Software	NA	NA	NA
Books	NA	\$1	\$3
Video Games	\$7*	\$4	\$4
Total			
Music	\$100*	\$64	\$39
Movies	\$68*	\$35	\$33
TV Shows	\$25*	\$11	\$9
Software	NA	\$16*	\$9
Books	NA	\$22*	\$17
Video Games	\$37*	\$28	\$20

- In total, Canadian respondents, spend less on each content type than Australian respondents, but more than UK respondents. This is also true among individual digital purchases and physical purchases.

11. Methodology



11.1. Methodological Overview

11.1.1. Canadian Adaptation

The methodology used was based on the United Kingdom Intellectual Property Office (UKIPO) “Online Copyright Infringement Tracker” methodology and survey, adapting it to the Canadian context. This approach enabled an informed comparison of online consumption patterns and attitudes toward and prevalence of digital copyright infringement in Canada with that in the UK and Australia, which has also completed a similar survey. The Canadian survey was adapted to the Canadian context and included a telephone sample instead of the in-person sample collected in the UK. Furthermore, it included a detailed introduction that responds to anticipated concerns and sets the context of the questions, along with parental consent where and as required by the Government of Canada and the Marketing Research and Intelligence Association (MRIA).

The research asked respondents about their behaviours in the previous three months with online content and assessed the levels of infringement within wider patterns of consumer behaviour and content consumption. This methodology involved conducting 3,048 15-minute online questionnaires among those under 65 years old, complemented by 253 telephone survey completions among those aged 65+. This approach addressed the lack of national data related to frequency of internet usage that was available at time of design. Please note, data on frequency of internet usage became available at a later time and was included in the weighting. However, at the time of design, the true online vs. offline split among the 65+ age group was unknown and would have created a significant weighting issue when dealing with this age group. By having aged 65+ all interviewed by telephone, we no longer need to be concerned about the correct online versus offline split since we expected to get a good estimate of this online versus offline split from the telephone sample. For Canadians under 65, the proportion that is online is so high (94%) that it was believed that we could achieve a representative sample by only contacting them online.

11.1.2. UK Methodology

The general methodology for the UK research was established in two 2010 reports. To determine the most effective and robust survey methodology, researchers in the UK set out criteria and tested three core methodologies alongside each other in order to test the representativeness, honesty of responses, and consumer understanding.

The honesty of responses in surveying online copyright infringement, and the sensitivity around its illegality, was specifically addressed in the methodology. To accurately measure the level of online copyright infringement, the UK methodology questioned respondents in a way that minimized suspicion, conveyed a level of trust and reassured respondents that there would be no repercussions from any admission. This is done primarily through constructing a questionnaire structure that ensured the respondents were comfortable with answering the questions and could see the logic or point of the survey.

11.1.3. Categories of Websites and Services Used

The websites and services used to consume online content were grouped into four categories: licensed, social networks, peer-to-peer/cyberlocker/linking and stream-ripping. Details of how each service was assigned can be found at the end of this chapter.

11.1.4. Questionnaire

The UK study questionnaire was used as a basis for the survey, but underwent a number of refinements in order to shorten it to the targeted length (15 minutes) for the Canadian survey. In particular:

- Downloading, streaming and sharing questions were only asked about behaviour in the previous three months, rather than for both the previous three months and at any time in the past, since all key metrics were based only on the previous three months;
- Frequency of downloading, streaming and sharing questions were removed;
- Questions about personal ownership of various media were removed;
- Sites used for downloading, streaming, or sharing were updated to reflect relevant Canadian sites;
- Pricing sensitivity questions were removed;
- The magazine and images sections were removed;
- The attitudes section changed significantly, which included removing questions about awareness of online services, attitudes toward online content, and motivations for using illegal services, and replacing them with questions on notices of alleged infringement, use of TV set-top boxes and use of stream-ripping services; and
- Testing a new question to measure the difference between streaming of total unique music tracks, counting only once a track that is listened to multiple times, and streaming of total music tracks counting each time an individual music track is streamed.

11.1.5. Survey Pre-test

A telephone pre-test was undertaken from October 30 to November 1, 2017, obtaining 10 English and 12 French completions, including probing questions. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, additional definitions were provided to help respondents, and a split sample was employed to bring the telephone survey down to the desired 15-minute survey. The sample was split so that each respondent only answered the detailed content sections of the survey for three content types.

An online pre-test was undertaken on November 6, obtaining 10 English and 10 French completions, including probing questions. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, minimal changes were made to the survey and, as such, the results of the 20 completes were included in the final data set.

11.1.6. Sample Design and Selection

Sampling was designed to obtain a sample of 3,250 Canadians; 3,000 aged 12-64 years via an online survey and 250 aged 65+ via a telephone survey. Due to the complex nature of the survey and budget, we conducted a large online sample that was supplemented with a smaller telephone sample that targeted older Canadians. Older Canadians are more likely to be low or non-internet users. The data was then blended and weighted to the general population. This approach allowed us to have better access and information from those most likely to be low or no internet users.

To ensure large enough base sizes for regional analyses, we implemented separate and disproportionate regional and proportionate age quotas. Detailed quotas and final completions can be found in the following tables.

Table 11.1.6a Sampling Quotas and Completions – Region

Region	Sampling Quotas and Completions			
	Quota	Completions	Quota	Completions
Atlantic	500	475	50	50
Quebec	600	607	50	50
Ontario	900	947	50	52
Manitoba and Saskatchewan	300	284	25	25
Alberta	300	315	25	25
British Columbia and Territories	500	420	50	51
Total	3000	3048	250	253

Table 11.1.6b Sampling Quotas and Completions – Age

Age	Sampling Quotas and Completions	
	Quota (+/- 5%)	Completions
12-17	285	296
18-34	942	989
35-54	1173	1133
55-64	600	630
65+	250	253
Total	3,250	3301

For the online sample, a regionally disproportionate sample of Canadians was drawn from the Kantar TNS proprietary panel to achieve 3,000 completed surveys. The sample was stratified to ensure age and regional quotas were met. For the telephone portion of the survey, a landline sample was provided by an internal random number generator that randomizes the last four digits of the phone number based on known area code/exchange combinations. The person answering the phone was selected for the study if they were 65+ years of age. If they were not, the interviewer asked to speak with someone who was home and was 65+.

11.1.7. Survey Administration

The online survey was conducted using computer assisted web interviewing (CAWI) technology while the telephone survey was conducted using computer assisted telephone interviewing (CATI) technology. CAWI/CATI ensured the interview flowed as it should with pre-programmed skip patterns. It also controlled responses to ensure appropriate ranges and data validity. The CATI system also controls automated scheduling and call-backs to ensure all appointments are adhered to.

Telephone interviewing was conducted by fully trained interviewers and supervisors. A minimum of five per cent of all interviews were independently monitored and validated in real time.

Sample for both the CAWI and CATI survey were imported directly into the survey to ensure accurate recording of sample variables, such as region. Surveys were conducted in English or French as chosen by the respondent. All participants were informed of the general purpose of the research, they were informed of the sponsor and the supplier, and that all of their responses would be confidential. As well, the survey was registered with the Survey Registration System.

The online survey was conducted from November 7-27, 2017. In total 3,048 surveys were completed. The average survey length was 15 minutes. The telephone survey was conducted from November 10-20, 2017. In total, 253 surveys were completed. The average survey length was 15 minutes.

11.1.8. Timing

Both surveys were run concurrently in field in order to avoid bias in the data. The Canadian surveys were not run concurrently with the seventh wave of the similar UK study or the similar 2017 Australia study, which were both completed in March 2017.

11.1.9. Margin of Error

As mentioned previously, panel sample was used for the online portion of this study and, as such, margin of error does not apply. For the telephone portion of the survey, a sample of 253 aged 65+ drawn from the Canadian adult population would produce a margin of error of +/-6.2 per cent 19 times out of 20. Sub-groups have larger margins of error.

11.1.10. Weighting

Weighting adjustments were applied to the final edited, clean data to ensure that the data were representative of the 18+ population of Canada based on the 2016 Census. The data were weighted by age within gender and within region, and to match the Canadian population using 2016 Census data. During fieldwork, national data on frequency of internet usage became available and, as such, it was also included in the weighting. National data on frequency of internet usage were taken from Statistics Canada's *General Social Survey: Canadians at Work and Home*, released on November 14, 2017. The following is the breakdown of actual and weighted completions.

Table 11.1.10a Data by Region, Age, Gender and Frequency of Internet Usage (Unweighted)

Age	Region	Frequency of Internet Usage	Males	Females
12-34	Atlantic	Several times a day or Once a day	60.0	114.0
12-34	Atlantic	5-6 days a week, 2-4 days a week, once a week	4.0	4.0
12-34	Atlantic	2-3 times a month, once a month, less often, or DK		
12-34	Quebec	Several times a day or Once a day	70.0	98.0
12-34	Quebec	5-6 days a week, 2-4 days a week, once a week	6.0	6.0
12-34	Quebec	2-3 times a month, once a month, less often, or DK		
12-34	Ontario	Several times a day or Once a day	208.0	277.0
12-34	Ontario	5-6 days a week, 2-4 days a week, once a week	7.0	12.0
12-34	Ontario	2-3 times a month, once a month, less often, or DK		
12-34	MB,SK,AB,BC	Several times a day or Once a day	166.0	237.0
12-34	MB,SK,AB,BC	5-6 days a week, 2-4 days a week, once a week	7.0	9.0
12-34	MB,SK,AB,BC	2-3 times a month, once a month, less often, or DK		
35-64	Atlantic	Several times a day or Once a day	122.0	166.0
35-64	Atlantic	5-6 days a week, 2-4 days a week, once a week	2.0	1.0
35-64	Atlantic	2-3 times a month, once a month, less often, or DK	2.0	
35-64	Quebec	Several times a day or Once a day	179.0	230.0
35-64	Quebec	5-6 days a week, 2-4 days a week, once a week	6.0	8.0
35-64	Quebec	2-3 times a month, once a month, less often, or DK		3.0
35-64	Ontario	Several times a day or Once a day	194.0	225.0
35-64	Ontario	5-6 days a week, 2-4 days a week, once a week	10.0	8.0

35-64	Ontario	2-3 times a month, once a month, less often, or DK	3.0	3.0
35-64	MB,SK,AB,BC	Several times a day or Once a day	237.0	345.0
35-64	MB,SK,AB,BC	5-6 days a week, 2-4 days a week, once a week	6.0	10.0
35-64	MB,SK,AB,BC	2-3 times a month, once a month, less often, or DK	18.0	3.0
65+	Atlantic	Several times a day or Once a day	4.0	16.0
65+	Atlantic	5-6 days a week, 2-4 days a week, once a week	2.0	5.0
65+	Atlantic	2-3 times a month, once a month, less often, or DK	19.0	5.0
65+	Quebec	Several times a day or Once a day	1.0	16.0
65+	Quebec	5-6 days a week, 2-4 days a week, once a week	8.0	6.0
65+	Quebec	2-3 times a month, once a month, less often, or DK	18.0	16.0
65+	Ontario	Several times a day or Once a day	5.0	6.0
65+	Ontario	5-6 days a week, 2-4 days a week, once a week	7.0	6.0
65+	Ontario	2-3 times a month, once a month, less often, or DK	33.0	42.0
65+	MB,SK,AB,BC	Several times a day or Once a day	7.0	8.0
65+	MB,SK,AB,BC	5-6 days a week, 2-4 days a week, once a week	4.0	7.0
65+	MB,SK,AB,BC	2-3 times a month, once a month, less often, or DK		

Table 11.1.10b Data by Region, Age, Gender and Frequency of Internet Usage (Weighted)

Age	Region	Frequency of Internet Usage	Males	Females
12-34	Atlantic	Several times a day or Once a day	31.1	30.9
12-34	Atlantic	5-6 days a week, 2-4 days a week, once a week	1.2	1.2
12-34	Atlantic	2-3 times a month, once a month, less often, or DK	115.4	113.6
12-34	Quebec	Several times a day or Once a day	4.5	4.4
12-34	Quebec	5-6 days a week, 2-4 days a week, once a week	205.5	202.4
12-34	Quebec	2-3 times a month, once a month, less often, or DK	8.0	7.9
12-34	Ontario	Several times a day or Once a day	175.9	170.9
12-34	Ontario	5-6 days a week, 2-4 days a week, once a week	6.8	6.6
12-34	Ontario	2-3 times a month, once a month, less often, or DK	44.5	47.5
35-64	Atlantic	Several times a day or Once a day	4.8	9.2
35-64	Atlantic	5-6 days a week, 2-4 days a week, once a week	3.8	155.8
35-64	Atlantic	2-3 times a month, once a month, less often, or DK	154.3	16.7
35-64	Quebec	Several times a day or Once a day	29.2	13.0
35-64	Quebec	5-6 days a week, 2-4 days a week, once a week	245.8	262.6
35-64	Quebec	2-3 times a month, once a month, less often, or DK	25.8	27.5
35-64	Ontario	Several times a day or Once a day	19.8	21.1
35-64	Ontario	5-6 days a week, 2-4 days a week, once a week		
35-64	Ontario	2-3 times a month, once a month, less often, or DK		

35-64	MB,SK,AB,BC	Several times a day or Once a day	203.6	209.0
35-64	MB,SK,AB,BC	5-6 days a week, 2-4 days a week, once a week	37.7	21.9
35-64	MB,SK,AB,BC	2-3 times a month, once a month, less often, or DK		16.8
65+	Atlantic	Several times a day or Once a day	11.6	13.7
65+	Atlantic	5-6 days a week, 2-4 days a week, once a week	3.0	3.6
65+	Atlantic	2-3 times a month, once a month, less often, or DK	8.4	9.9
65+	Quebec	Several times a day or Once a day	36.8	45.3
65+	Quebec	5-6 days a week, 2-4 days a week, once a week	9.5	44.4
65+	Quebec	2-3 times a month, once a month, less often, or DK	26.5	
65+	Ontario	Several times a day or Once a day	55.8	67.9
65+	Ontario	5-6 days a week, 2-4 days a week, once a week	14.5	66.5
65+	Ontario	2-3 times a month, once a month, less often, or DK	40.1	
65+	MB,SK,AB,BC	Several times a day or Once a day	43.6	50.8
65+	MB,SK,AB,BC	5-6 days a week, 2-4 days a week, once a week	11.3	13.2
65+	MB,SK,AB,BC	2-3 times a month, once a month, less often, or DK	31.4	36.5

11.1.11. Online Completion Rate

A total of 62,000 invitations were sent, of which n=3,048 completed the survey. The overall completion rate achieved for the online study was 47%. The following table outlines the sample disposition and response rate as per the MRIA guidelines.

Table 11.1.11 Completion Rate

Total Invitations Sent	62000
Contacts	6784
Completes	3048
Break Offs	968
Over Quota	2241
Non-Qualifiers	527
Completion Rate	47%
Incidence Rate	85%
	52% with Quota Fails

11.1.12. Telephone Response Rate

A total of 1,716 Canadian phone numbers were dialed, of which n=253 completed the survey. The overall response rate achieved for the telephone study was 21.4%. The following table outlines the sample disposition and response rate as per the MRIA guidelines.

Table 11.1.12 Response Rate Calculation

Total Numbers Attempted	1716
Invalid	112
N/S	109
Fax/Modem	1
Business/Non-Residential	2
Unresolved (U)	635
Busy	4
No Answer	324
Answering Machine	307
In-scope - non-responding (IS)	626
Language problem	12
Illness, incapable	9
Selected respondent not available	162
Household refusal	396
Respondent refusal	
Qualified respondent break-off	47
In-scope - Responding units (R)	343
Language disqualify	0
No one 65+	93
Quota full	0
Other disqualify	0
Completed interviews	250
Response Rate = R/(U+IS+R)	21.4

11.1.13. Non-response Bias

The response rate for the telephone survey was 21.4%. The expected response rate for a telephone survey of this type with a similar field length is between three and five per cent. In order to maximize response Kantar TNS undertakes the following:

- A minimum of 8 call backs were made before retiring a number.
- Call-backs are rescheduled at different times and days to maximize the possibility of an answer.
- Appointments and call-backs are offered at flexible times so respondents may take the survey at the most convenient time.

To address the issue of response bias, data were weighted to be representative of the Canadian population.

11.1.14. Tabulated Data

Detailed tables are included under separate cover.

11.1.15. Website and Service Categories NETS Assignment

Table 11.1.15a Service NETS Assignment for Music

Music	
Apple Music	Licensed
bandcamp	Licensed
BitTorrent software	P2P/Cyber/Link
CBC Music / Ici musique	Licensed
Facebook	Social Network
Free Music Download app (on a mobile phone or tablet)	Other
Freegal music	Licensed
FTP software	P2P/Cyber/Link
Google or other search engine	Other
Google Play Music	Licensed
Hoopla	Licensed
iHeartRADIO	Licensed
iTunes / Apple Store	Licensed
Kickass Torrents	P2P/Cyber/Link
Kodi	Other
Last FM	Licensed
limetorrents	P2P/Cyber/Link
Microsoft Music Store / Xbox	Licensed
Napster	Licensed
Pirate Bay	P2P/Cyber/Link
Slacker Radio	Licensed
Sony Entertainment Network / PlayStation Network	Licensed
Soundcloud	Licensed
Spotify	Licensed
Stingray Music	Licensed
Tidal	Licensed
Uploaded	P2P/Cyber/Link
Video Stream to MP3 Converter (stream-ripper)	Stream-ripping
YouTube / Vimeo	Social Network
youtube-mp3.org	Stream-ripping

Table 11.1.15b Service NETS Assignment for Movies

Movies	
Amazon Prime	Licensed
BitTorrent Software	P2P/Cyber/Link
Cineplex Store	Licensed
Crackle	Licensed
Crave TV	Licensed
Dailymotion	Social Network
Facebook	Social Network
Fandor	Licensed
Google or other search engine	Other
Google Play	Licensed
Gostream	P2P/Cyber/Link
Hoopla	Other
iTunes / App Store / Apple Store	Licensed
Kanopy	Licensed
Kodi	Other
Movie Central on Demand	Licensed
Movie Network Online / TMN Go / Super écran GO	Licensed
Mywatchseries	P2P/Cyber/Link
Netflix	Other
Openload	P2P/Cyber/Link
Pirate Bay	P2P/Cyber/Link
PrimeWire	P2P/Cyber/Link
Rarbg	P2P/Cyber/Link
Rogers Anyplace TV	Licensed
Solarmoviez	P2P/Cyber/Link
Sony Entertainment Network / PlayStation Network	Licensed
Sundance Now	Licensed
Video Stream to File Converter (stream-ripper)	Stream-ripping
Xbox Video	Licensed
YouTube	Social Network
youtube-mp3.org	Stream-ripping

Table 11.1.15c Service NETS Assignment for TV Shows

TV Shows	
Amazon Prime	Licensed
BitTorrent Software	P2P/Cyber/Link
CBC TV / ICI Tou.tv	Licensed
cpasbien	P2P/Cyber/Link
Crackle	Licensed
Crave TV	Licensed
CTV	Licensed
Dramafever	Licensed
Facebook	Social Network
Global TV / Global Go	Licensed
Google or other search engine	Other
Google Play	Licensed
HBO Canada on Demand	Licensed
Hoopla	Other
illico.tv	Licensed
iTunes / App Store / Apple Store	Licensed
Kodi	Other
Mywatchseries	P2P/Cyber/Link
Netflix	Licensed
Noovo en direct	Other
Openload	P2P/Cyber/Link
Pirate Bay	P2P/Cyber/Link
PrimeWire	P2P/Cyber/Link
Rarbg	P2P/Cyber/Link
Rogers Anyplace TV	Licensed
Shaw GO	Licensed
Software or service used to convert an online stream to a file	Stream-ripping
Sundance Now	Licensed
Tubi TV	Licensed
TVA	Licensed
Video stream to file converter (stream-ripper)	Stream-ripping
YouTube / Vimeo	Social Network
youtube-mp3.org	Stream-ripping

Table 11.1.15d Service NETS Assignment for Video Games

Video Games	
Amazon	Licensed
Big Fish	Licensed
BitTorrent Software	P2P/Cyber/Link
Direct2Drive	Licensed
eDoneky / eMule	P2P/Cyber/Link
Facebook	Social Network
FTP Software	P2P/Cyber/Link
Gnutella	P2P/Cyber/Link
Google or other search engines	Other
Google Play	Licensed
Green Man Gaming	Licensed
Hosting Services (e.g. MediaFire, Dropbox)	Other
Iplay	Licensed
iTunes / App Store / Apple Store	Licensed
Miniclip	Licensed
Nintendo eShop	Licensed
Origin	Licensed
Pirate Bay	P2P/Cyber/Link
Rargb	P2P/Cyber/Link
Reddit	Social Network
Sony Entertainment Network – PlayStation Network	Licensed
Steam	Licensed
Twitch	Licensed
Ubisoft store / Uplay shop	Licensed
Wii Shop Channel	Licensed
Windows Store	Licensed
Xbox Live	Licensed

Table 11.1.15e Service NETS Assignment for Books

Books	
Amazon / Kindle	Licensed
Archambault	Licensed
BitTorrent software	P2P/Cyber/Link
Chapters / Indigo	Licensed
eBooks.com	Licensed
ebooksgratuits	P2P/Cyber/Link
eDonkey / eMule	P2P/Cyber/Link
facebook	Social Network
FTP Software	P2P/Cyber/Link
Gnutella	P2P/Cyber/Link
Goodreads	Social Network
Google or other search engines	Other
Google Play / Android Marketplace	Licensed
Hoopla	Licensed
Hosting Services (e.g. Media Fire, Dropbox)	Other
iBookstore / Apple Store	Licensed
Kobo	Licensed
Leslibraires	Licensed
MaBiblio	Other
Overdrive	Licensed
Pirate Bay	P2P/Cyber/Link
Public Library / Bibliothèque municipale	Other
Renaud-Bray	Licensed
Scribd	Licensed
TumbleBook	Licensed
wikibooks.org	P2P/Cyber/Link

Table 11.1.15f Service NETS Assignment for Software

SOFTWARE	
Amazon	Licensed
App Store / Apple Store	Licensed
BitTorrent Software	P2P/Cyber/Link
Cnet	Social Network
eDonkey / eMule	P2P/Cyber/Link
Facebook	Social Network
File Hippo	Licensed
FTP Software	P2P/Cyber/Link
GitHub	Social Network
Gnutella	P2P/Cyber/Link
Google or other search engines	Other
Hosting services (e.g. MediaFire, Dropbox)	Other
Microsoft	Licensed
Pirate Bay	P2P/Cyber/Link
Reddit	Social Network
Snapfiles	Licensed
Softpedia	Licensed

12. Appendix A: Survey Instrument

12.1. English Survey

Q111 - TELE_INTRO: TELEPHONE INTRO

Single coded

Not back

Hello/Bonjour my name is INSERT NAME, from Kantar TNS. We are currently conducting a survey on behalf of the Government of Canada on the internet usage and habits of Canadians such as downloading, streaming and sharing. The information collected will be used to inform and develop public policy.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

Your participation in this survey is voluntary. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association (MRIA) and will take about 15 minutes to complete.

[IF ASKED: TNS is a professional research company hired by the Government of Canada to conduct this survey]

[IF ASKED: MRIA # 20171026-970Q and portal is surveyverification.ca]

[IF ASKED: TNS privacy policy can be found here: <http://www.tnscanada.ca/privacy-policy.html>]

Normal

1 English

2 French

Scripter notes: FOR TELEPHONE ONLY

Q001 - PREF_LANG: Preferred Language

Single coded

Not back

In which language do you wish to complete the survey?

Please select one.

Normal

- 1 English
- 2 French

Scripter notes: ONLINE ONLY

Q002 - DISPLAY_1: Introduction

Text

Not back

Thank you for coming to our site. We are currently conducting a survey on behalf of the Government of Canada on the internet usage and habits of Canadians such as downloading, streaming and sharing. The information collected will be used to inform and develop public policy.

Your participation in this survey is voluntary. Your responses will be kept entirely confidential. This survey is registered with the Marketing Research and Intelligence Association (MRIA)(20171026-970Q) and can be verified here surveyverification.ca. The survey will take about 15 minutes to complete.

Scripter notes: ONLINE ONLY

Hyperlink: surveyverification.ca

Client notes: THE KANTAR TNS PRIVACY POLICY LINK IS IMBEDDED IN THE SURVEY INVITATION AND CAN BE FOUND HERE

<http://www.tnscanada.ca/privacy-policy.html>

Not back | Min = 1

Please indicate the number of children in each age group that live in your household.

Normal

- 1 No children live in my household
- 2 0-5 **Open*
- 3 6-11 **Open*
- 4 12-14 **Open*
- 5 15-17 **Open*

Scripter notes: ONLINE ONLY

Scripter notes: Show Youth Section to Online Parents only.

Ask only if **Q003 - Q080,4,5**

Q004 - Q082: Youth Participation

Single coded

Not back

You indicated that you have a [child/children] between the age of 12 and 17. We would like to invite your child to participate in a voluntary research survey about internet usage and behavior such as downloading, streaming and sharing content, which can be from both authorized or unauthorized web sites. This survey will be used to better understand how we can develop policy in these areas. The survey will take about 15 minutes to complete. Your child's responses will be kept strictly confidential to the degree permitted by the technology used. We are taking extensive precautions to protect the confidentiality of your child's data and will not link your child's responses with their name or other personal identifying information.

Do we have your permission to have your child participate in this survey?

Normal

- 1 I consent to allowing my child to participate in this survey
- 2 I do not consent to allowing my child to participate in this survey

 [GO TO SCREEN OUT](#)

Scripter notes: ONLINE ONLY

INSTRUCTION: ONLY ASK UNTIL THE YOUTH QUOTA IS FILLED

Text substitute [child] if 1 indicated at Num_CHLD code 4 or 5

Text substitute [children] if more than 1 indicated at Num_CHLD code 4 and/or 5

Text substitute [your child] if 1 indicated at Num_CHLD code 4 or 5

Text substitute [one of your children] if more than 1 indicated at Q080 code 4 and/or 5

Ask only if Q004 - Q082,1

Q114 - Name_authorization: Parent Name to Authorize Permission

Open

Not back

Please provide your full name in the space provided. Please remember this information is only being collected to record permission from the parent/guardian for your child's participation in this survey. Your name will not in any way be tied to the responses provided by your child. As a reminder, all information collected during this survey will be completely confidential and in no way be attributed to any individual person.

Q005 - DISPLAY_2: Youth Introduction

Text

Not back

It will take your child about 15 minutes to complete the survey. As always, his or her individual survey responses are completely confidential.

Please feel free to help your child by answering any questions he or she may have. However, please do not influence his or her answers.

Now we would like to ask your child some questions. Please have your child come to the computer.

To begin the survey, just click on the button below!

Scripter notes: ONLINE ONLY

Not back

Your parent/guardian has provided permission for you take part in a 15 minute survey we are conducting on behalf of the Government of Canada. The survey is about how Canadians use the internet to download, stream and share information. The information will be used to help the government understand how Canadians use the internet.

There are no right or wrong answers and we will not share your specific answers with anyone so, please be as honest as possible. Do we have your permission to continue?

Normal

1 Yes

2 No

 [GO TO SCREEN OUT](#)**Not back**

In what year were you born?

Normal11 Year Born: **Open*

10 Prefer not to answer

Ask only if Q006 - Q002,10

Q105 - Q105: Age Categories

Single coded

Not back

Would you be willing to indicate in which of the following age categories you belong?

Normal

- | | |
|---|----------------------|
| 1 | 12-15 |
| 2 | 16-17 |
| 3 | 18 to 34 |
| 4 | 35 to 49 |
| 5 | 50 to 54 |
| 6 | 55 to 64 |
| 7 | 65 or older |
| 8 | Prefer not to answer |

 **GO TO SCREEN OUT**

Scripter notes: Autopopulate based on Birth Year

FOR ONLINE GENPOP- terminate if 65+
FOR ONLINE PARENT - TERMINATE IF NOT 12-17
FOR TELEPHONE- Terminate if NOT 65+

Q106 - Postal_Code: Postal Code

Alpha

Not back

What are the first three digits of your postal code?

Scripter notes: Add a prefer not to answer

Not back

PLEASE USE THE FIRST
LETTER OF THE POSTAL CODE TO CODE THE PROVINCE OR TERRITORY

If Prefer not to answer at Postal Code , show this question here, with this question text. and remove the
Letters besides the provinces.

“Can you indicate which of the following regions you are from?” (READ LIST FOR TELEPHONE).

Normal

- 1 Newfoundland and Labrador: A
- 2 Nova Scotia: B
- 3 Prince Edward Island: C
- 4 New Brunswick: E
- 5 Eastern Quebec: G
- 6 Metropolitan Montréal: H
- 7 Western Quebec: J
- 8 Eastern Ontario: K
- 9 Central Ontario: L
- 10 Metropolitan Toronto: M
- 11 Southwestern Ontario: N
- 12 Northern Ontario: P
- 13 Manitoba: R
- 14 Saskatchewan: S
- 15 Alberta: T
- 16 British Columbia: V
- 17 Northwest Territories and Nunavut: X
- 18 Yukon: Y
- 19 Prefer not to answer

Scripter notes: Terminate if Prefer not to answer.

Q107 - HIDDEN_VARIABLE_URBAN_RURAL: HIDDEN VARIABLE
URBAN/RURAL

Single coded

Not back

PLEASE USE THE SECOND
DIGIT OF THE POSTAL CODE TO CODE TO CODE RURAL/URBAN. IF THE SECOND DIGIT IS "0" CODE
RURAL. ALL OTHERS ARE CODED URBAN

If Prefer not to answer at Postal Code , show this question here, with this question text.

" Can you indicate if you reside in an urban or rural community?"

Normal

- 1 Urban
- 2 Rural

B002 - B002: Screening

End block

B004 - B004: Section A

Begin block

Not back | Min = 1

In which of the following ways do you access the internet or online content?

DTS ONLINE: Select as many as apply.
DTS TEL: READ LIST

Normal

- 1 At home on a computer\laptop
- 2 At work on a computer\laptop
- 3 On a games console (e.g. PlayStation, Xbox, etc.)
- 4 Through your TV screen via a computer
- 5 Directly through your TV (i.e., Smart\Connected TV)
- 6 Via a set-top box or other device that you can connect to your TV (e.g. Android boxes, Kodi, Chromecast, Firestick, Apple TV etc.)
- 7 Via a mobile phone in your home
- 8 Via a mobile phone outside of your home
- 9 On a tablet e.g. iPad
- 10 At school\college\university on a computer\laptop
- 11 Other Internet access (e.g., public library)
- 997 None of the above **Position fixed *Exclusive*
- 998 Don't know **Position fixed *Exclusive*

Ask only if NOT Q008 - QA,997,998

Q009 - QD: Internet Access Frequency

Single coded

Not back

Thinking of all the things you use the internet for, and regardless of where and how you access it, please tell me overall how often you personally access the internet?

DTS ONLINE: Please select one.
DTS TEL: READ LIST IF NECESSARY

Normal

- 1 Several times a day
- 2 Once a day
- 3 5-6 days a week
- 4 2-4 days a week
- 5 Once a week
- 6 2-3 times a month
- 7 Once a month
- 8 Less often
- 998 Don't know *Position fixed *Exclusive

Not back | Min = 1

DTS

ONLINE: Please tell us which of the following statements apply to you with regard to VPN services. VPN services create a private network using the internet.

TEL: Please tell me which of the following statements apply to you with regard to VPN services. (IF NECESSARY] VPN services create a private network using the internet.

DTS ONLINE: Please select as many as apply.

DTS TEL: READ LIST

Random

- 1 I use VPN services to access content like music, movies, TV series, books, etc. for free
- 2 I use VPN services to access other countries' content like music, movies, TV series, books, etc. that is unavailable in Canada
- 3 I use VPN services to secure my communications and internet browsing details and history
- 4 I use VPN services to access content like music, movies, TV series, books, etc. for a reasonable price
- 5 I have heard about VPN services but I never use them **Position fixed *Exclusive*
- 6 I don't know what VPN services are **Position fixed *Exclusive*

Q011 - DISPLAY_3: Section B Introduction

Text

Not back

DTS

ONLINE: Throughout this survey we will ask you about three types of online activity. To clarify the terminology:

Streamed or Accessed – By this we mean that you viewed, listened or played content online without downloading a copy. For example, watching TV shows on Netflix or listening to music through services such as Spotify.

Downloaded – By this we mean that you transferred a copy of the file from the Internet to your device. For example, downloading a music track to your computer through iTunes.

Shared – By this we mean that you made the file publicly available, or sent or uploaded it online for someone else to download or stream\access. For example, sharing files on your computer through an online service such as YouTube or a peer to peer service such as Bit Torrent. This does not include sharing links online.

DTS TELEPHONE:

Throughout this survey I will ask you about three types of online activity: streaming, downloading and sharing. I will explain these as they come up in the survey.

Scripter notes: SHOW TO ONLINE ONLY

Q012 - SCRPT_NOTE: SCRIPTER NOTE

Text

Not back

SCRIPTER – PLEASE ORDER THE FOLLOWING QUESTIONS (INCLUDING THEIR FILTERS) SO IT RUNS AS FOLLOWS: , Q2B, Q3B, , Q2A, Q3A, , Q2C, Q3C

Not back | Min = 1

Which of the following, if any, have you **downloaded** in the past three months?

DTS ONLINE: Please select all that apply.

DTS TEL: By downloaded I mean that you transferred a copy of the file from the Internet to your device. For example, downloading a music track to your computer through iTunes.

READ LIST

Random

- 1 Music tracks or albums (excluding online radio stations)
- 2 Music videos
- 3 Video games (excluding patches and upgrades)
- 4 Computer software (excluding mobile phone apps, and patches\upgrades to software already owned)
- 5 Movies
- 6 TV shows
- 7 Short video clips
- 8 E-books
- 9 Magazines
- 10 Other type of file (please specify) **Open *Position fixed *Exclusive*
- 11 I haven't downloaded any in the past three months **Position fixed *Exclusive*
- 12 I don't download files online **Position fixed *Exclusive*
- 998 Don't know **Position fixed *Exclusive*

Not back | Min = 1

Which of the following, if any, have you **streamed or accessed** in the past three months?

DTS ONLINE: Please select all that apply.

DTS TEL: – By Streamed or Accessed I mean that you viewed, listened or played content online without downloading a copy. For example, watching TV shows on Netflix or listening to music through services such as Spotify.

READ LIST

Random

- 1 Music tracks or albums (excluding online radio stations)
- 2 Music videos
- 3 Video games (excluding patches and upgrades)
- 4 Computer software (excluding mobile phone apps, and patches\upgrades to software already owned)
- 5 Movies
- 6 TV shows
- 7 Short video clips
- 8 E-books
- 9 Magazines
- 10 Other type of file (please specify) **Open *Position fixed *Exclusive*
- 11 I haven't streamed or accessed any in the past three months **Position fixed *Exclusive*
- 12 I don't streamed or accessed files online **Position fixed *Exclusive*
- 998 Don't know **Position fixed *Exclusive*

Not back | Min = 1

Which of the following, if any, have you **shared** in the past three months?

DTS ONLINE: Please select all that apply.

DTS TEL: By Shared I mean that you made the file publicly available, or sent or uploaded it online for someone else to download or stream\access. For example, sharing files on your computer through an online service such as YouTube or a peer to peer service such as Bit Torrent. This does not include sharing links online.

READ LIST

Random

- 1 Music tracks or albums (excluding online radio stations)
- 2 Music videos
- 3 Video games (excluding patches and upgrades)
- 4 Computer software (excluding mobile phone apps, and patches\upgrades to software already owned)
- 5 Movies
- 6 TV shows
- 7 Short video clips
- 8 E-books
- 9 Magazines
- 10 Other type of file (please specify) **Open *Position fixed *Exclusive*
- 11 I haven't shared any in the past three months **Position fixed *Exclusive*
- 12 I don't shared files online **Position fixed *Exclusive*
- 998 Don't know **Position fixed *Exclusive*

Q016 - DISPLAY_4: Confidentiality Intro

Text

Not back

All the answers you give will be treated in the strictest confidence, and will in no way be connected back to you personally. The data will only be analysed on an overall level. For example, "90% of adults in Canada watch TV".

Q017 - QB1_1A: Amount spent on music in the past month

Multi coded

Not back | Min = 1

Approximately how much have you personally spent on the following in the past 3 months? Please include money spent on gifts for other people (where you didn't expect them to pay you back)?

DTS ONLINE: Enter your best estimate in dollars. If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

DTS TEL: (IF NECESSARY) Tell me your best estimate in dollars.

Normal

- 1 Music concerts **Open*
- 2 Music merchandise (e.g., T-Shirts, Mugs, Posters) **Open*
- 3 Music tracks or albums bought on CD or vinyl **Open*
- 4 Individually purchased music tracks or albums downloaded or streamed or accessed online (not including music videos accessed through your TV service) **Open*

Scripter notes: SCRIPTERS ONLY ASK OPTION 4 IF Q2A=1, OR Q2B=1

Ask only if **Q013 - Q2A,1** or **Q014 - Q2B,1**

Q018 - QB1_1B: Amount spent on subscription services per month

Numeric

Not back | Max = 100000

And approximately how much do you personally spend each month on music subscription services such as Spotify, Google Play Music, Apple Music (do not include music videos accessed through a TV service subscription)?

DTS ONLINE: If you haven't spent anything or do not have a monthly subscription service just type in 0 (Zero) in the box before you continue.

Ask only if **Q013 - Q2A,1** or **Q014 - Q2B,1** or **Q015 - Q2C,1**

Q019 - Display_5: Text Screen

Text

Not back

Thinking specifically about music tracks or albums available on the internet – excluding music listened to on radio stations online or through your TV service...

Ask only if **Q013 - Q2A,1**

Q020 - QB1_3A: Number of Tracks Downloaded in the Past 3 Months **Numeric**

Not back | Max = 9999

How many music tracks do you think you have downloaded online in the past 3 months?

DTS ONLINE: Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks .

If you are unsure just give your best estimate. If the answer is None type in 0.

DTS TEL: (READ) Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks .

(IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q014 - Q2B,1**

Q021 - QB1_3B: Number of Tracks Streamed in the Past 3 Months **Numeric**

Not back | Max = 9999

How many **unique** music tracks do you think you have [DTS ONLINE: streamed/accessed DTS TEL: streamed or accessed] online in the past 3 months?

DTS ONLINE: Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks. Also, if you have accessed an individual track more than once only include it once within the calculation. For example, if you have streamed the track "Patio Lanterns" 5 times please count it only once.

If you are unsure just give your best estimate. One hour of streaming can be estimated as 15 tracks. If the answer is None type in 0.

DTS TEL: (READ) Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks. Also, if you have accessed an individual track more than once only include it once within the calculation. For example, if you have streamed the track "Patio Lanterns" 5 times please count it only once.

(IF NECESSARY) If you are unsure just give your best estimate. One hour of streaming can be estimated as 15 tracks.

Ask only if Q021 - QB1_3B > 0

Q108 - QB1_3B1: Number of Tracks Streamed in the Past 3 Months

Numeric

Not back | Max = 9999

Now, how many **total** music tracks do you think you have [DTS ONLINE: streamed/accessed DTS TEL: streamed or accessed] online in the past 3 months?

DTS ONLINE: For this question, if you have streamed an individual track more than once please count each time you streamed it. For example, if you have streamed the track "Patio Lanterns" 5 times please count it 5 times.

Again, please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.

If you are unsure just give your best estimate. One hour of streaming can be estimated as 15 tracks.

If the answer is None type in 0.

DTS TEL: (READ)For this question, if you have streamed an individual track more than once please count each time you streamed it. For example, if you have streamed the track "Patio Lanterns" 5 times please count it 5 times.

(IF NECESSARY) Again, please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.

One hour of streaming can be estimated as 15 tracks.

(IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q015 - Q2C,1

Q022 - QB1_3C2Y: Number of tracks Shared Online in the Past 3 months

Numeric

Not back | Max = 9999

How many music tracks in digital format do you think you have shared online in the past 3 months?

DTS ONLINE: Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.

If you share your whole digital music collection or a specific folder please estimate the number of tracks in that collection/folder.

If you are unsure just give your best estimate. If the answer is None type in 0

TEL: (READ) Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.

If you share your whole digital music collection or a specific folder please estimate the number of tracks in that collection/folder.

(IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q017 - QB1_1A,3

Q023 - QB1_3D: Number of Tracks Bought Online in the past 3 months

Numeric

Not back | Max = 9999

How many music tracks do you think you have personally bought on CD or vinyl in the past 3 months?

DTS ONLINE: Please count tracks on an album individually - if you don't know how many were on it count an album as ten tracks.

If you are unsure just give your best estimate. If the answer is None type in 0

TEL: (READ) Please count tracks on an album individually - if you don't know how many were on it count an album as ten tracks. (IF NECESSARY) If you are unsure just give your best estimate.

Scripter notes: ONLY ASK TO PEOPLE WHO CHOSE QB1_1A- STATEMENT 3 NOT 0.

Ask only if **Q013 - Q2A,1** or **Q014 - Q2B,1** or **Q015 - Q2C,1**

Q024 - QB1_4: Sites Used in past 3 months

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, stream\access, or share music tracks or albums online?

TEL: Which of the following sites or services have you used in the past 3 months to download, stream or access, or share music tracks or albums online?

DTS

ONLINE: Please read the list through carefully and select all that apply.

If there are others you use that aren't on the list please specify them in the other box provided.

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

TEL: READ LIST

Normal

- 1 Apple Music
- 2 bandcamp
- 3 BitTorrent software
- 4 CBC Music / Ici musique
- 5 Daily Motion
- 6 Facebook
- 7 Free Music Download app (on a mobile phone or tablet)
- 8 Freegal music
- 9 FTP software
- 10 Google or other search engine
- 11 Google Play Music
- 12 Hoopla
- 13 iHeartRADIO
- 14 iTunes / Apple Store
- 15 Kickass Torrents
- 16 Kodi
- 17 Last FM
- 18 limetorrents
- 19 Microsoft Music Store / XBox
- 20 Napster
- 21 Pirate Bay

- 22 Slacker Radio
- 23 Sony Entertainment Network / PlayStation Network
- 24 Soundcloud
- 25 Spotify
- 26 Stingray Music
- 27 Tidal
- 28 Torrentz
- 29 Uploaded
- 30 Video Stream to MP3 Converter (stream-ripper)
- 31 YouTube / Vimeo
- 32 youtube-mp3.org
- 33 Other website or service **Open *Position fixed*
- 34 Other website or service **Open *Position fixed*
- 35 Other website or service **Open *Position fixed*
- 36 Other website or service **Open *Position fixed*
- 37 Other website or service **Open *Position fixed*

Q025 - DUMMY_MUSIC: Dummy - Music

Text

Not back

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY_Music) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: MUSIC TOTAL DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B TOGETHER

2: MUSIC TOTAL= THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B AND QB1_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: MUSIC PAID = THIS IS BY ADDING THE ANSWERS AT QB1_5-1 AND QB1_3D TOGETHER

4: MUSIC FREE = THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B TOGETHER THEN MINUS THE ANSWER FOR QB1_5-1 AWAY

Ask only if **Q013 - Q2A,1** or **Q014 - Q2B,1**

Q026 - QB1_5: Number of Tracks Downloaded/Streamed that were Personally Paid for or Owned P3M

Multi coded

Not back | Min = 1

DTS ONLINE: You indicated you have downloaded or streamed/accessed [INSERT DUMMY_Music CODE 1] music tracks in the past 3 months.

How many did you ...

TEL: You indicated you have downloaded, streamed, or accessed [INSERT DUMMY_Music CODE 1] music tracks in the past 3 months. How many did you ...

DST ONLINE: If unsure please give me your best estimate. If the answer is None type in 0
TEL: READ LIST

Normal

- 1 Personally pay for, either as a one off or as part of a subscription? **Open*
- 2 Already personally own on CD, vinyl or tape? **Open*

Scripter notes: 4 DIGIT BOX NUMBER FOR EACH CAN BE THE SAME OR LESS THAN THE INSERT 1

Q098 - QB1_6: Number of paid for music tracks previously downloaded/streamed for free in P3M

Numeric

Not back | Max = 99999

DTS ONLINE: You indicated you have paid for [INSERT DUMMY_MUSIC CODE 3] music tracks in any format (digital or physical) in the past 3 months.

How many of these had you previously downloaded or streamed or accessed online for free?

TEL: You indicated you have paid for [INSERT DUMMY_MUSIC CODE 3] music tracks in any format, digital or physical, in the past 3 months. How many of these had you previously downloaded or streamed or accessed online for free?

DTS ONLINE: If unsure please give your best estimate. If the answer is None type in 0
TEL: (IF NECESSARY) If unsure please give your best estimate.

Scripter notes: ASK ONLY IF DUMMY_MUSIC CODE 3(MUSIC PAID) > 0
DIGIT BOX NUMBER FOR EACH CAN BE THE SAME OR LESS THAN THE INSERT 3

Ask only if Q026 - QB1_5,1

Q027 - QB1_7B: PAID Number of tracks downloaded or streamed legally in P3M

Numeric

Not back | Max = 99999

DTS ONLINE: You indicated that you have paid for [QB1_5-1 VALUE] downloaded or streamed/accessed music tracks in the past 3 months. How many of these do you think were done so legally?

TEL: You indicated that you have paid for [QB1_5-1 VALUE] downloaded, streamed, or accessed music tracks in the past 3 months. How many of these do you think were done so legally?

DTS ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. (IF NECESSARY) If unsure please give me your best estimate.

Scripter notes: ASK TO THOSE WITH QB1_5-1 BIGGER THAN ZERO

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN QB1_5-1

Q028 - QB1_7: FREE Number of tracks downloaded or streamed legally.

Numeric

Not back | Max = 9999

DTS ONLINE: You indicated that you have downloaded or streamed/accessed [INSERT DUMMY_Music CODE 4] music tracks for free in the past 3 months. How many of these do you think were done so legally?

TEL: You indicated that you have downloaded, streamed, or accessed [INSERT DUMMY_Music CODE 4] music tracks for free in the past 3 months. How many of these do you think were done so legally?

DTS ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. (IF NECESSARY) If unsure please give me your best estimate.

Scripter notes:

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B006 - B006: Section B1 - Music

End block

B007 - B007: Section B2 - Video Games

Begin block

Q029 - QB2_1A: Amount spent on video games in the past 3 months

Multi coded

Not back | Min = 1

Approximately, how much have you personally spent on the following in the past 3 months?

DTS

ONLINE: Please include money spent on gifts for other people (where you didn't expect them to pay you back).

Enter your best estimate in dollars. If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

TEL: Please include money spent on gifts for other people (where you didn't expect them to pay you back).
(IF NECESSARY) Tell me your best estimate in dollars.

Normal

- 1 Video games bought or rented on disc or cartridge *Open
- 2 Video games merchandise e.g. T-Shirts, Mugs, Posters *Open

Ask only if **Q013 - Q2A,3** or **Q014 - Q2B,3**

Q030 - QB2_1B: Expenditures on video games downloaded or accessed online in the pas 3 months

Numeric

Not back | Max = 9999

Approximately, how much have you personally spent on video games downloaded or accessed online in the past 3 months?

DTS ONLINE: Please enter your best estimate in dollars. If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

TEL: Tell me your best estimate in dollars.

Ask only if **Q013 - Q2A,3** or **Q014 - Q2B,3** or **Q015 - Q2C,3**

Q031 - Display_6: VG text

Text

Not back

Thinking specifically about video games available online - excluding patches and upgrades...

Ask only if **Q013 - Q2A,3**

Q032 - QB2_3A: Number of video games downloaded in P3M

Numeric

Not back | Max = 9999

How many video games do you think you have downloaded online in the past 3 months?

DTS ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.
TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q014 - Q2B,3**

Q033 - QB2_3B: Number of video games accessed in P3M

Numeric

Not back | Max = 9999

How many video games do you think you have accessed online in the past 3 months?

DTS ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.
TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q015 - Q2C,3**

Q034 - QB2_3C: Number of video games shared in P3M

Numeric

Not back | Max = 9999

How many video games do you think you have shared online in the past 3 months?

DTS ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.
TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Not back | Max = 9999

How many video games do you think you have personally bought or rented on disc or cartridge in the past 3 months?

DTS ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.
TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Scripter notes: ASK TO THOSE WITH QB2_1A NOT ZERO.

Ask only if **Q013 - Q2A,3** or **Q014 - Q2B,3** or **Q015 - Q2C,3**

Q036 - QB2_4: Sites used to download, access or share video games
in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, access, or share video games online?

TEL: Which of the following sites or services have you used in the past 3 months to download, access, or share video games online?

DTS

ONLINE: You may give as many or as few answers as you feel apply.

TEL: READ LIST

Normal

- 1 Amazon
- 2 Big Fish
- 3 BitTorrent Software
- 4 Direct2Drive
- 5 eDoneky / eMule
- 6 Facebook
- 7 FTP Software
- 8 Gnutella
- 9 Google or other search engines
- 10 Google Play
- 11 Green Man Gaming
- 12 Hosting Services (e.g. MediaFire, Dropbox)
- 13 Iplay
- 14 iTunes / App Store / Apple Store
- 15 Miniclip
- 16 Nintendo eShop
- 17 Origin
- 18 Pirate Bay
- 19 Rargb
- 20 Reddit
- 21 Sony Entertainment Network – PlayStation Network
- 22 Steam
- 23 Twitch
- 24 Torrentz

- 25 Ubisoft store / Uplay shop
- 26 Wii Shop Channel
- 27 Windows Store
- 28 Xbox Live
- 29 Other website or service **Open *Position fixed*
- 30 Other website or service **Open *Position fixed*
- 31 Other website or service **Open *Position fixed*
- 32 Other website or service **Open *Position fixed*
- 33 Other website or service **Open *Position fixed*

Q037 - Dummy_VG: Dummy Video Games

Text

Not back

Scripter notes: SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION_VG) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: VIDEO GAMES DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B TOGETHER

2: VIDEO GAMES = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B AND QB2_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: VIDEO GAMES PAID = THIS IS BY ADDING THE ANSWERS AT QB2_5-1, QB2_5-2 AND QB2_3D TOGETHER

4: VIDEO GAMES FREE = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B TOGETHER THEN MINUS THE ANSWER FOR QB2_5-1 AWAY

Ask only if **Q013 - Q2A,3** or **Q014 - Q2B,3**

Q038 - QB2_5: Number of video games downloaded or accessed paid for in P3M

Multi coded

Not back | Min = 1

You indicated you have downloaded or accessed [INSERT DUMMY_VG CODE 1] video games online in the past 3 months.

How many did you...

DTS

ONLINE: If unsure please give me your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure, please give me your best estimate.

Normal

1 Personally pay for? **Open*

2 Personally already own on disc or cartridge? **Open*

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

Q099 - QB2_6: Number of paid for video games previously downloaded or accessed for free in P3M

Numeric

Not back | Min = 1 | Max = 99999

You indicated you have paid for [INSERT DUMMY_VG CODE 3] video games in any format (digital or physical) in the past 3 months.

How many of these had you previously downloaded or accessed online for free?

DTS

ONLINE: If unsure please give your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure, please give your best estimate.

Scripter notes: ASK ONLY IF Dummy_VG CODE 3 > 0
4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

Q039 - QB2_7: Number of free video games downloaded or accessed legally in P3M

Numeric

Not back | Max = 9999

You indicated that you have downloaded or accessed [INSERT DUMMY_VG CODE 4] video games for free in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. If you are unsure just give your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B007 - B007: Section B2 - Video Games

End block

B008 - B013: Section B3 - Software

Begin block

Q040 - QB3_1A: Amount spent on computer software on discs in P3M

Numeric

Not back | Max = 99999

Approximately, how much have you personally spent on computer software on discs in the past 3 months?

DTS

ONLINE: Please include money spent on gifts for other people (where you didn't expect them to pay you back).

Enter your best estimate in dollars.

If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

TEL: (IF NECESSARY) Please include money spent on gifts for other people (where you didn't expect them to pay you back).

Enter your best estimate in dollars.

Ask only if **Q013 - Q2A,4** or **Q014 - Q2B,4**

Q041 - QB3_1B: Amount spent on computer software downloaded or accessed online in P3M

Numeric

Not back | Max = 99999

Approximately, how much have you personally spent on computer software downloaded or accessed online in the past 3 months?

DTS

ONLINE: Please enter your best estimate in dollars.

If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue. Remember to tap OK to continue.

TEL: (IF NECESSARY) Please enter your best estimate in dollars.

Ask only if **Q013 - Q2A,4** or **Q014 - Q2B,4** or **Q015 - Q2C,4**

Q042 - Display_7: Display Computer Software

Text

Not back

Thinking specifically about computer software available online - excluding mobile phone apps, and patches or upgrades to software already owned...

Ask only if **Q013 - Q2A,4**

Q043 - QB3_3A: Number of software products downloaded in P3M

Numeric

Not back | Max = 9999

How many computer software products do you think you have downloaded online in the past 3 months?

DST

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q014 - Q2B,4**

Q044 - QB3_3B: Number of software products accessed in P3M

Numeric

Not back | Max = 9999

How many computer software products do you think you have accessed online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q015 - Q2C,4**

Q045 - QB3_3C: Number of software products shared in P3M

Numeric

Not back | Max = 9999

How many computer software products do you think you have shared online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q040 - QB3_1A != 0**

Q046 - QB3_3D: Number of software products bought on disc in P3M

Numeric

Not back | Max = 9999

How many computer software products do you think you have personally bought on disc in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Scripter notes: ASKED TO THOSE WHO QB3_1A NOT 0

Ask only if **Q013 - Q2A,4** or **Q014 - Q2B,4** or **Q015 - Q2C,4**

Q047 - QB3_4: Sites used to download, access or share computer software in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, access, or share computer software products or applications online?

TEL: Which of the following sites or services have you used in the past 3 months to download, access, or share computer software products or applications online?

DTS

ONLINE: If there are others you use that aren't on the list please specify them by using the answer labelled Other and type in your answers.

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY.

TEL: READ LIST

Normal

- 1 Amazon
- 2 App Store / Apple Store
- 3 BitTorrent Software
- 4 Cnet
- 5 eDonkey / eMule
- 6 Facebook
- 7 File Hippo
- 8 FTP Software
- 9 GitHub
- 10 Gnutella
- 11 Google or other search engines
- 12 Hosting services (e.g. MediaFire, Dropbox)
- 13 Microsoft
- 14 Pirate Bay
- 15 Reddit
- 16 Snapfiles
- 17 Softpedia
- 18 Torrentz
- 19 Other website or service **Open *Position fixed*
- 20 Other website or service **Open *Position fixed*
- 21 Other website or service **Open *Position fixed*
- 22 Other website or service **Open *Position fixed*

Q048 - Dummy_Software: Dummy Software

Text

Not back

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION_Software) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: COMPUTER SOFTWARE DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B TOGETHER

2: COMPUTER SOFTWARE = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B AND QB3_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: COMPUTER SOFTWARE PAID = THIS IS BY ADDING THE ANSWERS AT QB3_5-1 AND QB3_3D TOGETHER

4: COMPUTER SOFTWARE FREE = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B TOGETHER THEN MINUS THE ANSWER FOR QB3_5-1 AWAY

Ask only if **Q013 - Q2A,4** or **Q014 - Q2B,4**

Q049 - QB3_5: Number of software products paid for in P3M

Multi coded

Not back | Min = 1

You indicated you have downloaded or accessed [INSERT DUMMY_Software CODE 1] computer software products in the past 3 months.

DTS

ONLINE: Please tell me for each....

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If unsure please give me your best estimate.

Normal

1 How many did you personally pay for?

2 How many did you personally already own on disc?

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

Q100 - QB3_6: Number of paid for software downloaded or accessed for free in P3M

Numeric

Not back | Min = 1 | Max = 99999

You indicated you have paid for [INSERT DUMMY_Software CODE 3] software products in any format (digital or disk) in the past 3 months.

How many of these had you previously downloaded or accessed online for free?

DTS

ONLINE: If unsure please give your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure please give me your best estimate.

Scripter notes: ASK ONLY IF DUMMY_Software CODE 3 > 0
4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

Q050 - QB3_7: number of software products downloaded/accessed legally in P3M

Numeric

Not back | Max = 99999

You indicated that you have downloaded or accessed [INSERT DUMMY_Software CODE 4] computer software products for free in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. If you are unsure just give your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B008 - B013: Section B3 - Software

End block

B009 - B008: Section B4 - Movies

Begin block

Q051 - QB4_1A: Amount spent on movies in P3M

Multi coded

Not back | Min = 1

Approximately, how much have you personally spent on the following in the past 3 months?

DTS

ONLINE: Please include money spent on gifts for other people, where you didn't expect them to pay you back.

Please enter your best estimate in dollars. If you haven't spent anything just type in 0.

TEL: Please include money spent on gifts for other people (where you didn't expect them to pay you back).
(IF NECESSARY) Please enter your best estimate in dollars.

Normal

- 1 Movies watched at the cinema *Open
- 2 Movies bought or rented on DVD, Blu-ray, or VHS *Open
- 3 Movie merchandise e.g. T-Shirts, Mugs, Posters *Open
- 4 Online movies bought and streamed/accessed or downloaded individually SCRIPTERS ONLY ASK IF Q2A\5 or Q2B\5 *Open
- 5 Online movie subscriptions e.g. Netflix SCRIPTERS ONLY ASK IF Q2A\5 or Q2B\5 *Open
- 6 Movies purchased individually through your Pay TV service via Pay-per-view – this does not include premium subscription channels such as the Movie Network or Super Channel *Open
- 7 SCRIPTERS ONLY ASK IF QE/1,3,5,7,8,9 *Open

Ask only if Q013 - Q2A,5 or Q014 - Q2B,5 or Q015 - Q2C,5

Q052 - Display_8: Display Movies

Text

Not back

Thinking specifically about movies available online...

Ask only if Q013 - Q2A,5

Q053 - QB4_3A: Number of movies downloaded online in P3M

Numeric

Not back | Max = 9999

How many movies do you think you have downloaded online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q014 - Q2B,5

Q054 - QB4_3B: Number of movies streamed in P3M

Numeric

Not back | Max = 9999

DTS

ONLINE: How many movies do you think you have streamed/accessed online in the past 3 months?

TEL: How many movies do you think you have streamed or accessed online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q015 - Q2C,5

Q055 - QB4_3C: Number of movies shared online in P3M

Numeric

Not back | Max = 9999

How many movies do you think you have shared online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q051 - QB4_1A,2

Q056 - QB4_3D: Number of movies bought in P3M

Numeric

Not back | Max = 9999

How many movies do you think you have personally bought or rented on DVD, Blu-ray or VHS tape in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q013 - Q2A,5** or **Q014 - Q2B,5** or **Q015 - Q2C,5**

Q057 - QB4_4: Sites used to download, access or share movies in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, stream\access, or share movies online?

TEL: Which of the following sites or services have you used in the past 3 months to download, stream\access, or share movies online?

DTS

ONLINE:

Please read the list through carefully and indicate all that apply.
YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

TEL:

READ LIST

Normal

- 1 Amazon Prime
- 2 BitTorrent Software
- 3 Cineplex Store
- 4 Crackle
- 5 Crave TV
- 6 Dailymotion
- 7 Facebook
- 8 Fandor
- 9 Google or other search engine
- 10 Google Play
- 11 Gostream
- 12 Hoopla
- 13 iTunes / App Store / Apple Store
- 14 Kanopy
- 15 Kodi
- 16 Movie Central on Demand
- 17 Movie Network Online / TMN Go / Super écran GO
- 18 Mywatchseries
- 19 Netflix
- 20 Openload
- 21 Pirate Bay

- 22 PrimeWire
- 23 Rarbg
- 24 Rogers Anyplace TV
- 25 Solarmoviez
- 26 Sony Entertainment Network / Playstation Network
- 27 Sundance Now
- 28 Torrentz
- 29 Video Stream to File Converter (stream-ripper)
- 30 Xbox Video
- 31 Website that collects links to free streams (eg. watch-series)
- 32 YouTube
- 33 youtube-mp3.org
- 34 Other website or service **Open *Position fixed*
- 35 Other website or service **Open *Position fixed*
- 36 Other website or service **Open *Position fixed*
- 37 Other website or service **Open *Position fixed*
- 38 Other website or service **Open *Position fixed*

Q058 - Dummy_Movies: Dummy Movies

Text

Not back

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY_Movies) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: MOVIES TOTAL DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B TOGETHER

2: MOVIES TOTAL = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B AND QB4_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: MOVIES PAID = THIS IS BY ADDING THE ANSWERS AT QB4_5-1 AND QB4_3D TOGETHER

4: MOVIES FREE = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B TOGETHER THEN MINUS THE ANSWER FOR QB4_5-1 AWAY

Ask only if **Q013 - Q2A,5** or **Q014 - Q2B,5**

Q059 - QB4_5: Number of paid for movies downloaded/streamed in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: You indicated you have downloaded or streamed/accessed [INSERT DUMMY_Movies CODE 1] movies in the past 3 months.

TEL: You indicated you have downloaded or streamed or accessed [INSERT DUMMY_Movies CODE 1] movies in the past 3 months.

DTS

ONLINE: If unsure please give me your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If unsure please give me your best estimate.

Normal

1 How many did you personally pay for, either as a one off or as part of a subscription? *Open

2 How many did you personally already own on DVD, Blu-ray or VHS? *Open

3 How many had you already seen at the cinema or through your TV service? *Open

Q101 - QB4_6: Number of paid for movies previously downloaded or accessed for free in P3M

Numeric

Not back | Min = 1 | Max = 99999

You indicated you have paid for [INSERT DUMMY_Movies CODE 3] movies in any format (digital or DVD) in the past 3 months.

DTS ONLINE: How many of these had you previously downloaded or streamed/accessed online for free?

TEL: How many of these had you previously downloaded or streamed or accessed online for free?

DTS

ONLINE: If unsure please give your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure please give your best estimate.

Scripter notes: ASK ONLY IF DUMMY_Movies Code 3 > 0
4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

Ask only if Q059 - QB4_5,1

Q060 - QB4_7B: Number of paid for movies downloaded/streamed legally in P3M

Numeric

Not back | Max = 9999

DTS

ONLINE: You indicated that you have paid for [INSERT B4_5-1] downloaded or streamed/accessed movies in the past 3 months. How many of these do you think were done so legally?

TEL: You indicated that you have paid for [INSERT B4_5-1] downloaded or streamed or accessed movies in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN QB4_5_1

Q061 - QB4_7: Number of free movies downloaded/accessed legally in P3M

Numeric

Not back | Max = 9999

DTS

ONLINE: You indicated that you have downloaded or streamed/accessed [INSERT DUMMY_Movies CODE 4] movies for free in the past 3 months. How many of these do you think were done so legally?

TEL: You indicated that you have downloaded, streamed or accessed [INSERT DUMMY_Movies CODE 4] movies for free in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. If unsure please give me your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B009 - B008: Section B4 - Movies

End block

B010 - B009: Section B5 - TV Shows

Begin block

Q062 - QB5_1A: Amount spent on TV shows in the P3M

Multi coded

Not back | Min = 1

Approximately, how much have you personally spent on the following in the past 3 months?

DTS

ONLINE: Please include money spent on gifts for other people (where you didn't expect them to pay you back)

Enter your best estimate in dollars.

If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

TEL: Please include money spent on gifts for other people (where you didn't expect them to pay you back) (IF NECESSARY) Enter your best estimate in dollars.

Normal

- 1 TV shows bought or rented on DVD, Blu-ray or VHS *Open
- 2 TV shows merchandise e.g. T-Shirts, Mugs, Posters *Open
- 3 TV shows downloaded or streamed using an internet connection SCRIPTERS ONLY ASK IF Q2A\6 or Q2B\6 *Open

Ask only if **Q013 - Q2A,6** or **Q014 - Q2B,6** or **Q015 - Q2C,6**

Q063 - Display_9: Display- TV Shows

Text

Not back

Thinking specifically about TV shows available online...

Ask only if **Q013 - Q2A,6**

Q064 - QB5_3A: Number of TV shows downloaded in the P3M

Numeric

Not back | Max = 9999

How many TV shows do you think you have downloaded online in the past 3 months? Please count each individual episode of a series as a single TV show.

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q014 - Q2B,6**

Q065 - QB5_3B: Number of TV shows streamed in the P3M

Numeric

Not back | Max = 9999

How many TV shows do you think you have streamed or accessed (without downloading) online in the past 3 months?

DTS

ONLINE: Please count each individual episode of a series as a single TV show.

If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: READ Please count each individual episode of a series as a single TV show.

(IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q015 - Q2C,6**

Q066 - QB5_3C: Number of TV shows shared in the P3M

Numeric

Not back | Max = 9999

How many TV shows do you think you have shared online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q062 - QB5_1A,1

Q067 - QB5_3D: Number of TV Shows bought/rented in P3M

Numeric

Not back | Max = 9999

How many TV shows do you think you have personally bought or rented on disc\tape in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q013 - Q2A,6** or **Q014 - Q2B,6** or **Q015 - Q2C,6**

Q068 - QB5_4: Sites used to download, access or share TV Shows in
P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, stream\access, or share TV shows online?

TEL: Which of the following sites or services have you used in the past 3 months to download, stream, access, or share TV shows online?

DTS

ONLINE: If there are others you use that aren't on the list please specify them by using the answer labelled Other and type in your answers.

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

TEL: READ LIST

Normal

- 1 Amazon Prime
- 2 BitTorrent Software
- 3 CBC TV / ICI Tou.tv
- 4 cpasbien
- 5 Crackle
- 6 Crave TV
- 7 CTV
- 8 Daily Motion
- 9 Dramafever
- 10 Facebook
- 11 Global TV / Global Go
- 12 Google or other search engine
- 13 Google Play
- 14 HBO Canada on Demand
- 15 Hoopla
- 16 illico.tv
- 17 iTunes / App Store / Apple Store
- 18 Kodi
- 19 Mywatchseries
- 20 Netflix
- 21 Noovo en direct

- 22 Openload
- 23 Pirate Bay
- 24 PrimeWire
- 25 Rarbg
- 26 Rogers Anyplace TV
- 27 Shaw GO
- 28 Software or service used to convert an online stream to a file
- 29 Sundance Now
- 30 Torrentz
- 31 Tubi TV
- 32 TVA
- 33 Video stream to file converter (stream-ripper)
- 34 Website that collects links to free streams (eg. watch-series)
- 35 YouTube / Vimeo
- 36 youtube-mp3.org
- 37 Other website or service **Open *Position fixed*
- 38 Other website or service **Open *Position fixed*
- 39 Other website or service **Open *Position fixed*
- 40 Other website or service **Open *Position fixed*
- 41 Other website or service **Open *Position fixed*

Q069 - Dummy_TV_Shows: Dummy TV Shows

Text

Not back

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY_TV_Shows) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: TV SHOWS DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B TOGETHER

2: TV SHOWS = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B AND QB5_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: TV SHOWS PAID = THIS IS BY ADDING THE ANSWERS AT QB5_5-1 AND QB5_3D TOGETHER

4: TV SHOWS FREE = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B TOGETHER THEN MINUS THE ANSWER FOR QB5_5-1 AWAY

Ask only if **Q013 - Q2A,6** or **Q014 - Q2B,6**

Q070 - QB5_5: Number of TV Shows Paid For in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: You indicated you have downloaded or streamed/accessed [INSERT DUMMY_TV_Shows CODE 1] TV shows in the past 3 months.

TEL: You indicated you have downloaded, streamed, or accessed [INSERT DUMMY_TV_Shows CODE 1] TV shows in the past 3 months.

DTS

ONLINE: If unsure please give me your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If unsure please give me your best estimate

Normal

1 How many did you pay for?

2 How many did you already own on DVD, Blu-ray or VHS?

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

Q102 - QB5_6: Number of paid for TV shows previously downloaded or accessed for free in P3M

Numeric

Not back | Min = 1 | Max = 99999

You indicated you have paid for [INSERT DUMMY_TV_Shows CODE 3] TV shows in any format (digital or DVD) in the past 3 months.

DTS

ONLINE: How many of these had you previously downloaded or streamed/accessed online for free?

TEL: How many of these had you previously downloaded, streamed, or accessed online for free?

DTS

ONLINE: If unsure please give your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure please give your best estimate.

Scripter notes: ASK ONLY IF DUMMY_TV_Shows CODE 3 > 0
4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

Q071 - QB5_7: Number of free TV Shows downloaded/accessed legally in P3M

Numeric

Not back | Max = 9999

DTS

ONLINE: You indicated that you have downloaded or streamed/accessed [INSERT DUMMY_TV_Shows CODE 4] TV shows for free in the past 3 months. How many of these do you think were done so legally?

TEL: You indicated that you have downloaded, streamed, or accessed [INSERT DUMMY_TV_Shows CODE 4] TV shows for free in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. If you are unsure just give your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B010 - B009: Section B5 - TV Shows

End block

B011 - B010: SECTION B6 - Books

Begin block

Q072 - QB6_1A: Amount spent on books in the P3M

Multi coded

Not back | Min = 1 | Max = 99999

Approximately how much have you personally spent on the following in the past 3 months?

DTS

ONLINE: Please include money spent on gifts for other people (where you didn't expect them to pay you back)

Enter your best estimate in dollars.

If you haven't spent anything make sure you type in 0 (Zero) in the box before you continue.

TEL: READ Please include money spent on gifts for other people (where you didn't expect them to pay you back) Enter your best estimate in dollars.

Normal

- 1 Books – paper copies (including hardbacks and paperbacks) *Open
- 2 e-books – digital copies downloaded SCRIPTERS ONLY ASK IF Q2A\6 or Q2B\6 *Open
- 3 Book merchandise e.g. T-Shirts, Mugs, Posters *Open

Ask only if Q013 - Q2A,8 or Q014 - Q2B,8 or Q015 - Q2C,8

Q073 - Display_10: Display Books

Text

Not back

Thinking specifically about e-books available online...

Ask only if Q013 - Q2A,8

Q074 - QB6_3A: Number of books downloaded in the P3M

Numeric

Not back | Max = 9999

How many books do you think you have downloaded online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q014 - Q2B,8

Q075 - QB6_3B: Number of books Accessed Online

Numeric

Not back | Max = 9999

How many books do you think you have accessed online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q015 - Q2C,8

Q076 - QB6_3C: Number of Books shared online in the P3M

Numeric

Not back | Max = 9999

How many books do you think you have shared online in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if Q072 - QB6_1A,1

Q077 - QB6_3D: Number of physical books bought in the P3M

Numeric

Not back | Max = 9999

How many books do you think you have personally bought in a physical format such as hardback or paperback in the past 3 months?

DTS

ONLINE: If you are unsure just give your best estimate. If the answer is None type in 0.

TEL: (IF NECESSARY) If you are unsure just give your best estimate.

Ask only if **Q013 - Q2A,8** or **Q014 - Q2B,8** or **Q015 - Q2C,8**

Q078 - QB6_4: Sites used to download, access or share books in P3M

Multi coded

Not back | Min = 1

DTS

ONLINE: Which sites or services have you used in the past 3 months to download, stream\access, or share e-books online?

TEL: Which of the following sites or services have you used in the past 3 months to download, stream, access, or share e-books online?

DTS

ONLINE: Please read the list through carefully and indicate all that apply.

If there are others you use that aren't on the list please specify them by using the answer labelled Other and type in your answers.

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY,

TEL: READ LIST

Normal

- 1 Amazon / Kindle
- 2 Archambault
- 3 BitTorrent software
- 4 Chapters / Indigo
- 5 eBooks.com
- 6 ebooksgratuits
- 7 eDonkey / eMule
- 8 facebook
- 9 FTP Software
- 10 Gnutella
- 11 Goodreads
- 12 Google or other search engines
- 13 Google Play / Android Marketplace
- 14 Hoopla
- 15 Hosting Services (e.g. Media Fire, Dropbox)
- 16 iBookstore / Apple Store
- 17 Kobo
- 18 Leslibraires
- 19 MaBiblio
- 20 Overdrive
- 21 Pirate Bay

- 22 Public Library / Bibliothèque municipale
- 23 Renaud-Bray
- 24 Scribd
- 25 Torrentz
- 26 TumbleBook
- 27 wikibooks.org
- 28 Other website or service **Open *Position fixed*
- 29 Other website or service **Open *Position fixed*
- 30 Other website or service **Open *Position fixed*
- 31 Other website or service **Open *Position fixed*
- 32 Other website or service **Open *Position fixed*

Q079 - Dummy_Books: Dummy Books

Text

Not back

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION_Books) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

1: BOOKS TOTAL DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B TOGETHER

2: BOOKS TOTAL = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B AND QB6_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)

3: BOOKS PAID = THIS IS BY ADDING THE ANSWERS AT QB6_5-1 AND QB6_3D TOGETHER

4: BOOKS FREE = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B TOGETHER THEN MINUS THE ANSWER FOR QB6_5-1 AWAY

Ask only if **Q013 - Q2A,8** or **Q014 - Q2B,8**

Q080 - QB6_5: Number of books paid for or owned in P3M

Multi coded

Not back | Min = 1

You indicated you have downloaded or accessed [INSERT DUMMY_Books CODE 1] e-books in the past 3 months. How many did you...

Normal

- 1 Personally pay for, either as a one off or as part of a subscription?
- 2 Personally already own as a paper copy?

Scripter notes: If unsure please give me your best estimate. If the answer is None type in 0

Q103 - QB6_6: Number of paid for books previously downloaded or accessed for free in P3M

Numeric

Not back | Min = 1 | Max = 99999

You indicated you have paid for [INSERT DUMMY_Books CODE 3] books in any format (digital or physical) in the past 3 months.

How many of these had you previously downloaded or accessed online for free?

DTS

ONLINE: If unsure please give your best estimate. If the answer is None type in 0

TEL: (IF NECESSARY) If unsure please give your best estimate.

Scripter notes: ASK ONLY IF DUMMY_Books Code 3 > 0
4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

Q081 - QB6_7: Number of free e-books downloaded legally

Numeric

Not back | Max = 9999

You indicated that you have downloaded or accessed [INSERT DUMMY_Books CODE 4] e-books for free in the past 3 months. How many of these do you think were done so legally?

DTS

ONLINE: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give me your best estimate. If the answer is None type in 0.

TEL: TEL: (IF NECESSARY) Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

If unsure please give your best estimate.

Scripter notes: 4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

B011 - B010: SECTION B6 - Books

End block

B012 - B011: Section C- Attitudes

Begin block

Ask only if Q026 - QB1_5,1 or Q038 - QB2_5,1 or Q049 - QB3_5,1 or Q059 - QB4_5,1 or Q070 - QB5_5,1 or Q080 - QB6_5,1

Q082 - Q7: Reasons for paying instead of getting for free

Multi coded

Not back | Min = 1

DTS

ONLINE: You indicated you have paid to download or stream/access [INSERT] in the past 3 months. What were your personal reasons for doing this rather than using services where you could have gotten them for free?

TEL: You indicated you have paid to download, stream, or access [INSERT] in the past 3 months. What were your personal reasons for doing this rather than using services where you could have gotten them for free?

DTS

ONLINE: YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY.

TEL: PROBE. Any other reason?

Normal

- 1 It's easier\more convenient
- 2 It's quicker
- 3 They are better quality
- 4 I don't want to use illegal sites
- 5 I think it's morally wrong to use illegal sites
- 6 I want to support creators\industry
- 7 I fear they may have viruses\ malware \ spyware
- 8 I fear I might be caught
- 9 I can afford to pay
- 10 I prefer to pay
- 11 I don't think it is right to get them for free
- 12 I'm unaware of the free services available
- 13 I don't know how to use the free services
- 999 Other (specify): **Open *Position fixed*

Scripter notes: SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS AND SPACES IN BETWEEN SO THEY APPEAR ON ONE LINE:

IF QB1_5-1 NOT ZERO music
IF QB2_5-1 NOT ZERO video games
IF QB3_5-1 NOT ZERO computer software
IF QB4_5-1 NOT ZERO movies
IF QB5_5-1 NOT ZERO TV shows
IF QB6_5-1 NOT ZERO e-books

Ask only if Q015 - Q2C,1 or Q015 - Q2C,3 or Q015 - Q2C,4 or Q015 - Q2C,5 or Q015 - Q2C,6 or Q015 - Q2C,8

Q104 - Q9: Reasons for sharing

Multi coded

Not back | Min = 1

You indicated you have shared [INSERT] in the past 3 months. What were your personal reasons for doing this?

DTS
ONLINE: YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY.
TEL: PROBE- Any other reason?

Normal

- 1 It's easy to do
 - 2 It's only fair
 - 3 It's what everyone does
 - 4 My friends/family can't access files themselves
 - 5 I should be able to share my content with whomever I choose
 - 6 Unless I share content, I can't download other files myself
 - 7 I enjoy a sense of community by sharing content online
 - 8 I get benefits for doing so (e.g. faster downloads)
- 996 Other (specify): **Open *Position fixed*

Scripter notes: DTS

TEL: CODE 4: My friends and family can't access files themselves

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

IF Q2C,1 music
IF Q2C,3 video games
IF Q2C,4 computer software
IF Q2C,5 movies
IF Q2C,6 TV shows
IF Q2C,8 e-books

Not back | Min = 1

DTS

ONLINE:

You indicated you have downloaded, streamed or accessed [INSERT] in the past 3 months and that you may not have done so legally.

What are your personal reasons for doing this?

TEL:

You indicated you have downloaded, streamed or accessed [INSERT] in the past 3 months and that you may not have done so legally.

What are your personal reasons for doing this?

DTS

ONLINE: YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

TEL: Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. PROBE: Any other reason?

Normal

- 1 It's easy\convenient
- 2 It's quick
- 3 It's free
- 4 It means I can try something before I buy it
- 5 It's what my friends or family do
- 7 I already owned content in another format
- 8 I've already paid to see it\them at the cinema\in concert, etc
- 9 I don't want to wait for content to become available on legal services
- 10 I can't afford to pay
- 11 I think legal content is too expensive
- 12 The content is not available on the legal services that I subscribe to and pay for
- 13 The content I want is not available on legal services in Canada
- 14 I don't think I should have to pay for files online
- 15 The Industry makes too much money
- 16 I already spend enough on content
- 17 No one suffers
- 18 No one ever gets caught
- 999 Other (specify): **Open *Position fixed*

Scripter notes:

ASK IF:

QB1_7 LESS THAN DUMMY_Music CODE 4 OR QB1_7B LESS THAN QB1_5,1
QB2_7 LESS THAN DUMMY_VG CODE 4 OR
QB3_7 LESS THAN DUMMY_Software CODE 4 OR
QB4_7 LESS THAN DUMMY_Movies CODE 4 OR QB4_7B LESS THAN QB4_5,1
QB5_7 LESS THAN DUMMY_TV_Shows CODE 4 OR
QB6_7 LESS THAN DUMMY_Books CODE 4 OR

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO
THEY APPEAR ON ONE LINE:

QB1_7 LESS THAN DUMMY_Music CODE 4 OR QB1_7B LESS THAN QB1_5,1
IF QB2_7 LESS THAN DUMMY_VG CODE 4 video games
IF QB3_7 LESS THAN DUMMY_Software CODE 4 computer software
QB4_7 LESS THAN DUMMY_Movies CODE 4 OR QB4_7B LESS THAN QB4_5,1
IF QB5_7 LESS THAN DUMMY_TV_Shows CODE 4 shows
IF QB6_7 LESS THAN DUMMY_Books CODE 4 e-books

Not back | Min = 1

And which, if any, of the following do you think would make you stop downloading or streaming files illegally?

DTS

ONLINE: YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY.

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally.

TEL: (IF NECESSARY) Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally. PROBE: Any other reason?

Random

- 1 If everyone else stopped doing it
- 2 If legal services were better
- 3 If legal services were cheaper
- 4 If legal services were more convenient\flexible
- 5 If everything I wanted was available legally
- 6 If I thought I might be caught
- 7 If I thought I might be sued
- 8 If my internet service provider (ISP) sent me a letter informing me my account had been used to infringe
- 11 If friends or family were caught
- 12 If there were articles in the media about people being caught
- 13 If a subscription service I was interested in became available
- 14 If everything I wanted was available legally online as soon as it was released elsewhere
- 18 If I only had to subscribe to one service to get access to the content I want
- 15 If it is clearer what is legal and what isn't
- 16 If I knew where to go to see if something was illegal or not
- 17 Nothing would make me stop **Position fixed *Exclusive*
- 996 Other (specify): **Open *Position fixed*
- 999 Don't know **Position fixed *Exclusive*

Scripter notes: ASK IF:

QB1_7 LESS THAN DUMMY_Music CODE 4 OR QB1_7B LESS THAN QB1_5,1
 QB2_7 LESS THAN DUMMY_VG CODE 4 OR
 QB3_7 LESS THAN DUMMY_Software CODE 4 OR
 QB4_7 LESS THAN DUMMY_Movies CODE 4 OR QB4_7B LESS THAN QB4_5,1
 QB5_7 LESS THAN DUMMY_TV_Shows CODE 4 OR
 QB6_7 LESS THAN DUMMY_Books CODE 4 OR

Ask only if NOT **Q008 - QA,997,998**

Q085 - Q11A: Level of confidence in downloading/streaming/sharing laws	Single coded
--	--------------

Not back

DTS

ONLINE: How confident are you that you know what is legal and what isn't in terms of downloading, streaming/accessing, and sharing content online?

TEL: How confident are you that you know what is legal and what isn't in terms of downloading, streaming, accessing, and sharing content online? Are you... READ LIST

Normal

- 1 Very confident
- 2 Slightly confident
- 3 Not particularly confident
- 4 Not at all confident

Ask only if NOT **Q008 - QA,997,998**

Q086 - Q11B: Aspects to trust it was legal	Open
--	------

Not back

DTS

ONLINE: And what aspects of an online service which allows you to either download, or stream/access content online would make you trust it was legal?

TEL: And what aspects of an online service which allows you to either download, stream, or access content online would make you trust it was legal?

DTS ONLINE: Please describe in as much detail as possible. TEL: READ Please describe in as much detail as possible. PROBE: Any other aspect?
--

Q087 - Q25: Whether received infringement notice

Single coded

Not back

A copyright owner who thinks a person's Internet account has been used to violate or "infringe" their copyright (e.g. by downloading or uploading the material without permission) can send a notice of alleged infringement to the Internet Service Provider. The Internet Service Provider must then forward this notice to the person associated with the account that is suspected of being used to violate or infringe copyright.

Have you or someone in your household ever received a notice from your Internet Service Provider that your account has been used to violate or infringe copyright?

Normal

- 1 Yes
- 2 No

Ask only if Q087 - Q25,1

Q088 - Q26: Number of infringement notices received

Multi coded

Not back | Min = 1

DTS

ONLINE: How many notices has your household received? If none, please enter zero.

TEL: How many notices has your household received?

Normal

- 1 In the past three months *Open
- 2 More than three months ago *Open

Ask only if Q087 - Q25,1

Q089 - Q27: Actions taken with infringement letter

Multi coded

Not back | Min = 1

Which of the following occurred as a result of receiving a copyright infringement notice from your Internet Service Provider?

DTS
ONLINE: Please select all that apply.
TEL: READ LIST

Normal

- 1 The notice raised my/someone in my household's awareness of copyright infringement.
- 2 I/someone in my household took steps to ensure my home network was password protected to ensure only those authorized to use it could.
- 3 I/someone in my household took steps to ensure our home network was more private (i.e., started using a VPN)
- 4 I had a discussion with the people in my household about the alleged copyright infringement.
- 5 I/someone in my household stopped downloading/streaming from illegal sites.
- 6 I/someone in my household made a payment to the copyright owner to settle the allegation of infringement.
- 7 Nothing, I ignored it. **Position fixed *Exclusive*

Scripter notes: DTS CODE 1: The notice raised my or someone in my household's awareness of copyright infringement.

Ask only if Q008 - QA,6

Q090 - Q28: TV Set-top box

Multi coded

Not back | Min = 1

You indicated earlier that you used a TV set-top box to access online content like music, movies, and TV shows. Which of the following statements describe how you use your TV set-top box to access content?

DTS
ONLINE: Please select all that apply.
TEL: READ LIST

Normal

- 1 I use my TV set-top box to access the content I pay for (e.g. Netflix, Apple TV, TMN Go, sports pay per view).
- 2 I use my TV set-top box to access content that I own and are part of my personal library.
- 3 I use my TV set-top box to access free content from legal sites and services (e.g. YouTube, CBC TV).
- 4 I use my TV set-top box to watch live sports from sites I am not sure are legal or I know are not legal.
- 5 I use my TV set-top box to access other content from sites I am not sure are legal or I know are not legal.

Q091 - Q30: Whether used service to stream-rip

Single coded

Not back

Have you ever used a service to stream-rip music or entertainment content from the internet?

DTS
ONLINE: Stream-ripping is the obtaining of a permanent digital copy of content that is streamed online.
TEL: (IF NECESSARY) Stream-ripping is the obtaining of a permanent digital copy of content that is streamed online.

Normal

- 1 Yes
- 2 No
- 999 Don't know **Exclusive*

Ask only if Q091 - Q30,1 or Q091 - Q30,999

Q092 - Q31: Stream-Rip Services/software

Multi coded

Not back | Min = 1

Which of the following, if any, have you used to stream-rip music or entertainment content?

TEL: READ LIST

Normal

- 1 Downloader Apps – These apps allow you to create downloadable files of videos, music etc from sites such as YouTube or SoundCloud (example apps: YouTube Downloader, TubeMate)
- 2 A stream ripping site – These sites allow you to create sound or video files from content on other sites by typing in a URL address or searching it on the site (example sites: youtube-mp3.org, clipconverter.cc)
- 3 A stream ripping plugin – These are extensions you download direct to your browser to allow you to create music or video type files from other internet sites (example plugins - SoundCloud Downloader Free, Youtube Downloader, MP4 Downloader)
- 4 A stream ripping software – This is software that allows you to create downloadable music and video files (example software: KeepVid, FreeMake, SaveFrom.Net)
- 5 None of the above **Position fixed *Exclusive*

B012 - B011: Section C- Attitudes

End block

B013 - B012: Section D- Demographics

Begin block

Q093 - Display_11: Demo Display

Text

Not back

Now, just a few more questions for classification purposes.

Q094 - Q001: Gender

Single coded

Not back

DTS

ONLINE: Are you:

TEL: ENTER GENDER

Normal

- 1 Male
- 2 Female
- 3 Prefer not to answer

Q095 - Q050: Education

Single coded

Not back

What is the highest level of formal education you have completed?

Normal

- 1 Grade 8 or less
- 2 Some high school
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certification or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Post graduate degree above bachelor's level
- 9 Prefer not to say

Q109 - Language: Language

Multi coded

Not back | Min = 1

What language do you speak most often at home?

Normal

- 1 English
- 2 French
- 996 Other (specify): **Open *Position fixed*
- 3 Prefer not to answer **Position fixed *Exclusive*

Not back

DTS

ONLINE: Which of the following categories best describes your current employment status? Are you...

TEL: Which of the following categories best describes your current employment status?

DTS
ONLINE: Please select one
TEL:

Normal

- 1 Working full-time, that is, 35 or more hours per week
 - 2 Working part-time, that is, less than 35 hours per week
 - 3 Self-employed
 - 4 Unemployed, but looking for work
 - 5 A student attending school full-time
 - 6 Retired
 - 7 Not in the workforce (Full-time homemaker, unemployed, not looking for work)
- 996 Other (specify): **Open *Position fixed*
- 8 Prefer not to answer **Position fixed*

Not back

Is your household income:

TEL: READ LIST

Normal

- 1 Under \$20,000
- 2 \$20,000 to just under \$40,000
- 3 \$40,000 to just under \$60,000
- 4 \$60,000 to just under \$80,000
- 5 \$80,000 to just under \$100,000
- 6 \$100,000 to just under \$150,000
- 7 \$150,000 +
- 8 Prefer not to say

Not back

Thank you for taking the time to complete this survey. We are currently testing the questionnaire for clarity and ease of understanding. Were there any aspects of the survey or questions that you found unclear or difficult to understand? Do you have any suggestions on how we could improve the survey? This is for the pretest only and will be removed once pretest is complete.

999 No issues *Position fixed *Exclusive

Scripter notes: DISPLAY THIS QUESTION ONLY DURING THE PRETEST VERSION OF THE SURVEY.

ONLINE ONLY

Not back

Thank you for taking the time to complete this survey. Your responses will be held in the strictest confidence and will only be used for research purposes. A copy of the results of this research will be posted on the Library and Archives Canada website.