

MRI Media Study

PLACE SAMPLE LABEL HERE

INTERVIEWER RECORD:

Answer to Respondent Selection Form Q.A.: Yes No
(Media Screen Question)

Interviewer Name

Interviewer ID #

Number of attempts made on this household

Date Interview Completed

Day Interview Completed:

	27-
Sun.	1
Mon.	2
Tues.	3
Wed.	4
Thurs.	5
Fri.	6
Sat.	7

OFFICE USE ONLY

Interview # _____ (1-6) C 0 1
D 7 8

Version A 20-

of designated sex _____ (21-22)

23- 24-	25- 26-
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IMPORTANT:

IMMEDIATELY BEFORE READING 1ST QUESTION
RECORD TIME INTERVIEW BEGINS:

_____ AM _____ PM
(28-31) (32-35)

6A. You may or may not read the same **Sunday or weekend** newspapers as you do during the week. During the **last 4 weeks** which if any of the following Sunday or weekend newspapers did you read or look into? Please include any newspapers even if you read just one section such as the news, the magazine, the comics or any other special part.

(ASK FOR EACH NEWSPAPER PRELISTED). ■ Have you read or looked into any issue of (NEWSPAPER) in the last 4 weeks? (CIRCLE CODE 1 (YES) OR CODE 2 (NO) UNDER COL. Q.6A/B)



6B. Have you read any other **Sunday or weekend** newspapers in the **last 4 weeks**? (IF "YES", ASK:) Which ones? (RECORD CITY AND NEWSPAPER NAME FOR ANY NEWSPAPERS MENTIONED AND CIRCLE CODE 1 (YES) FOR EACH UNDER COL. Q.6A/B)

(ASK FOR EACH NEWSPAPER READ IN Q.6A/B).

7. On the average, out of 4 issues published of (NEWSPAPER) how many do you read or look into? Is it 0, 1, 2, 3 or 4? (ENTER # IN GRID UNDER Q.7)

(ASK FOR EACH NEWSPAPER READ IN PAST 4 WEEKS IN Q.6A/B).

8. When was the **last time** you read or looked into the (NEWSPAPER)? (IF RESPONDENT SAYS "TODAY", ASK:)

When was the **last time** before today that you read or looked into a copy of (NEWSPAPER)? (IF RESPONDENT SAYS ANY TIME BEFORE THE LAST 7 DAYS, CIRCLE CODE 1 UNDER Q.8, IF LAST 7 DAYS, CIRCLE CODE 2 UNDER Q.8 AND ON PAGE 17 CIRCLE CODE 1 UNDER "HAVE READ" FOR TYPESET PAPERS).

SC3

9. (SHOW CARD 3) (ASK FOR EACH TYPESET SUNDAY/WEEKEND NEWSPAPER READ IN THE LAST 7 DAYS, CODE 2 in Q.8). Here is a list of places where people read or look into newspapers. ■ Thinking of the (NEWSPAPER), please read me the number or numbers in front of those places where you read the (NEWSPAPER) in the last 7 days. (RECORD CODES UNDER Q.9)

SC4

10A. (SHOW CARD 4) (ASK FOR EACH TYPESET SUNDAY/WEEKEND NEWSPAPER READ IN LAST 7 DAYS). Here is a list of different ways in which you may obtain a **Sunday or weekend newspaper**. ■ Thinking of the (NEWSPAPER), which statement best describes how you obtained the copy of the (NEWSPAPER) that you read in the last 7 days? (RECORD CODE UNDER Q.10A)

(IF RESPONDENT ANSWERS "INTERNET", CODE 9 IN Q.10A, ASK:)

10B. Thinking again of the (NEWSPAPER) that you read in the last 7 days, did you obtain the (NEWSPAPER) any other way? Please read me the number in front of the statement. (RECORD UNDER Q.10B) (IF "NO OTHER WAY", RECORD "NA" UNDER Q.10B)

0	3
7	8

INTERNAL CODE	SUNDAY/WEEKEND NEWSPAPERS CITY/NEWSPAPER	Q.6A/B		Q.7 ENTER # OF ISSUES READ	Q.8		Q.9 WHERE READ	Q.10A HOW OBTAINED	Q.10B IF INTERNET IN Q.10A
		READ LAST 4 WEEKS			WHEN LAST READ				
		YES	NO		BEFORE LAST 7 DAYS	IN THE LAST 7 DAYS			
5155	SUNDAY NEW YORK TIMES	1	2		1	2			
		1	2		1	2	CODE 2 NEWSPAPERS IN Q.8 SHOULD ALSO BE RECORDED ON PAGE 17.		
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			
		1	2		1	2			

9-12

13-

14-

15-

17-18

19-

20-

IF NONE READ, X HERE

MAGAZINE SECTION

(SEPARATE THE WHITE, BUFF AND GRAY CARDS)

STEP A.

(SHOW RESPONDENT THE DECK OF WHITE CARDS AND SHUFFLE THEM, BUT DO NOT HAND CARDS TO RESPONDENT YET.)

The titles of magazines and other publications are printed on these cards. Some of these publications are weekly newspapers.

STEP B.

(OPEN TO THE SORT BOARD "IN THE LAST 6 MONTHS")

TURN TO SB1

This is a sort board. I'd like you to sort these cards into piles on the board to show whether or not you've read or looked into them in the last 6 months.

If you are sure that you have read or looked into the publications, put the cards in this position (POINT TO BLOCK FOR "YES-SURE HAVE"). If you are not sure if you have read or looked into the publications in the last six months, put the cards in this position (POINT TO BLOCK FOR "NOT SURE"). And finally, if you are sure that you have not read or looked into the publications, place the cards in this position (POINT TO BLOCK FOR "NO-SURE HAVE NOT")

STEP C.

(READ THE FOLLOWING DEFINITIONS TO THE RESPONDENT BEFORE HANDING THEM THE CARDS).

- (Any Copy:) **We want to know whether you've read or looked into any copy, whether it belonged to you or not.**
- (Anywhere:) **It could have been in your home, someone else's home, or any other place at all, such as the beauty (barber) shop, doctor's office, etc.**
- (Any Reading or Looking Into:) **It doesn't matter whether you read it, or just looked into it.**

(MAKE SURE RESPONDENT UNDERSTANDS SORT BOARD BEFORE CONTINUING)

STEP D.

(HAND DECK OF WHITE CARDS TO THE RESPONDENT FACING UP)

Now, would you sort these cards to show whether you've read or looked into the magazines and other publications in the last 6 months? Please take your time and consider each one carefully. 76-

STEP E.

(WHEN ALL WHITE CARDS HAVE BEEN SORTED ASK:)

1. **Have you traveled by commercial airline in the last 6 months?**

ASK Q. 2	Yes	1
ASK Q. 3	No	2

(STILL USING SAME "IN THE LAST 6 MONTHS" SORT BOARD, ASK, AND SHUFFLE, AND HAND RESPONDENT BUFF COLORED CARDS)

- (If "Yes" in Step E-1.)
2. **The titles of magazines that are distributed on board airlines are on these cards. You may have read or looked into them on a plane, in your home or in any other place. Please sort these cards to show whether you read or looked into these magazines in the last 6 months.**
- (If "No" in Step E-1.)
3. **The titles of magazines that are distributed on board airlines are on these cards. You may have read or looked into them in your home, office or in any other place. Please sort these cards to show whether you read or looked into these magazines in the last 6 months.**

STEP F.

(WHEN ALL BUFF CARDS HAVE BEEN SORTED ASK:)

4. **There are a number of publications that are published in Spanish. Whether or not you speak Spanish, have you read or looked into any magazines published in Spanish in the last 6 months?** 77-

ASK Q. 5	Yes	1
SKIP TO STEP G	No	2

(If "Yes" in Step F-4) (STILL USING SAME "IN THE LAST 6 MONTHS" SORT BOARD, ASK, AND SHUFFLE, AND HAND RESPONDENT GRAY COLORED CARDS)

5. **The titles of magazines that are published in Spanish are on these cards. Some of these magazines publish two versions, one English and one Spanish. We only want to know whether you read or looked into the Spanish-language version of the magazine. Please sort these cards to show whether you read or looked into these magazines in the last 6 months.**

STEP G.

(WHEN ALL CARDS HAVE BEEN SORTED, TAKE AWAY THE "SURE HAVE NOT" PILE)

I'll just take these out of the way.

(IF RESPONDENT REFUSES TO SORT CARDS, TRY TO ENCOURAGE RESPONDENT TO GO THROUGH THE CARDS JUST IN CASE HE/SHE HAS SEEN SOMETHING THAT HE/SHE DOES NOT REMEMBER) (IF NONE ARE READ OR LOOKED INTO, OR RESPONDENT STILL REFUSES TO SORT THE CARDS, CIRCLE ONE OF THE CODES BELOW)

SKIP TO Q. 21	No magazines read or looked into, after sort	78-1
	Refused to sort cards	2
GO TO Pg. 17 & SIDE 2 of QUESTION CARD	No magazines read or looked into after sort but read typeset newspaper	X
	Refused to sort cards but read typeset newspaper	Y

This questionnaire version is: Weekly – Biweekly – Triweekly – Monthly – Bimonthly

GO TO MAGAZINE QUESTION CARD

VERSION A

C D 0 4 7 8 PUBLICATIONS Weekly (7 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 7 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
001. Barron's	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
002. Business Week	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
003. Country Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
004. The Economist	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
005. Entertainment Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
006. Globe	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
007. Golfweek	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
008. Golf World	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
009. In Touch Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
010. Jet	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
011. Life & Style Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
012. National Enquirer	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
013. Newsweek	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
014. New York Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
015. The New Yorker	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
016. OK! Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
017. People	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
018. Soap Opera Digest	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
019. Soap Opera Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
020. Sports Illustrated	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

VERSION A

C D <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td style="width: 20px; height: 20px;">0</td> <td style="width: 20px; height: 20px;">4</td> </tr> <tr> <td style="text-align: center;">7</td> <td style="text-align: center;">8</td> </tr> </table>	0	4	7	8	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12								
	0	4															
	7	8															
	Last 6 Mos.		# of Issues Read	Last 7 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)												
Yes Sure Have	Not Sure	Q. 13			Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20					
PUBLICATIONS Weekly (cont.) (7 days)					Where	Days	Time	Actions	Obtained	% of Pages	Issues	Rating	Interest				
021. Sports Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
022. Star	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
023. Time	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
024. TV Guide	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
025. Us Weekly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
026. The Week	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
027. Woman's World	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
Biweekly (14 days)				Last 14 Days Sure Have	Last 14 Days												
121. American Way (American Airlines)	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
122. Autoweek	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
123. ESPN – The Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
124. Forbes	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
125. Fortune	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
126. Rolling Stone	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
127. Sporting News	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
128. Wine Spectator	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
Triweekly (21 days)				Last 21 Days Sure Have	Last 21 Days												
230. Family Circle	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
231. First For Women	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				
232. Woman's Day	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-				

VERSION A

C D 0 4 7 8 PUBLICATIONS Monthly (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
301. All You	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
302. Allure	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
303. American Baby	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
304. American Hunter	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
305. American Legion	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
306. American Rifleman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
307. Architectural Digest	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
308. Arthur Frommer's Budget Travel	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
309. The Atlantic	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
310. Automobile	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
311. Babytalk	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
312. Backpacker	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
313. Bassmaster	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
314. Better Homes & Gardens	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
315. Bicycling	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
316. Black Enterprise	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
317. Boating	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
318. Bon Appetit	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
319. Car & Driver	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
320. Car Craft	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

VERSION A

C D 0 4 7 8 PUBLICATIONS Monthly (cont.) (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
321. Catholic Digest	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
322. Circle Track	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
323. Coastal Living	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
324. Condé Nast Traveler	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
325. Consumer Reports	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
326. Continental (Continental Airlines)	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
327. Cookie	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
328. Cooking Light	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
329. Cosmopolitan	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
330. The Costco Connection	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
331. Country Living	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
332. Cycle World	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
333. Delta Sky (Delta Airlines)	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
334. Details	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
335. Diabetes Forecast	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
336. Dirt Rider	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
337. Discover	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
338. Dwell	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
339. Easyriders	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
340. Ebony	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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C D 0 4 7 8 PUBLICATIONS Monthly (cont.) (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
341. Elle	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
342. Elle Decor	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
343. Entrepreneur	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
344. Esquire	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
345. Essence	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
346. Every Day with Rachael Ray	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
347. Everyday Food	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
348. The Family Handyman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
349. FamilyFun	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
350. Fast Company	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
351. Field & Stream	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
352. Fitness	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
353. Flying	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
354. Food & Wine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
355. 4 Wheel & Off-Road	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
356. Four Wheeler	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
357. Game & Fish	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
358. Game Informer	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
359. Glamour	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
360. Golf Digest	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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C D 0 4 7 8 PUBLICATIONS Monthly (cont.) (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
361. Golf Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
362. Good Housekeeping	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
363. Gourmet	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
364. GQ	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
365. Guideposts	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
366. Guns & Ammo	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
367. Harper's Bazaar	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
368. Health	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
369. Hot Rod	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
370. House Beautiful	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
371. Hunting	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
372. Inc.	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
373. In Style	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
374. Kiplinger's Personal Finance	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
375. Ladies Home Journal	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
376. Latina	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
377. Lucky	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
378. Macworld	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
379. Marie Claire	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
380. Martha Stewart Living	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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C D 0 4 7 8 PUBLICATIONS Monthly (cont.) (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
381. Maxim	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
382. Maximum PC	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
383. Men's Fitness	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
384. Men's Health	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
385. Men's Journal	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
386. Metropolitan Home	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
387. Money	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
388. More	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
389. Motor Boating	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
390. Motor Trend	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
391. Motorcyclist	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
392. Muscle & Fitness	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
393. National Geographic	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
394. National Geographic Kids	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
395. Natural History	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
396. O, The Oprah Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
397. Official Xbox Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
398. Outdoor Life	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
399. Outside	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
400. Parenting	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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C D 0 4 7 8 PUBLICATIONS Monthly (cont.) (30 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
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	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
401. Parents	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
402. PC Gamer	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
403. PC World	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
404. Penthouse	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
405. People en Español	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
406. Playboy	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
407. Playstation: The Official Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
408. Popular Hot Rodding	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
409. Popular Mechanics	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
410. Popular Photography	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
411. Popular Science	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
412. Prevention	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
413. Reader's Digest	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
414. Real Simple	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
415. Redbook	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
416. Road & Track	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
417. Runner's World	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
418. Salt Water Sportsman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
419. Scientific American	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
420. Scuba Diving	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
421. Self	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
422. Seventeen	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
423. Shape	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
424. Ski	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
425. Skiing	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
426. Smart Money	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
427. Smithsonian	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
428. Southern Living	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
429. Southwest Airlines Spirit	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
430. Spin	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
431. Sport Diver	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
432. Sport Truck	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
433. Sportsman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
434. Street Rodder	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
435. Sunset	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
436. Super Chevy	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
437. Teen Vogue	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
438. Tennis	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
439. Texas Monthly	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
440. This Old House	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
441. Town & Country	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
442. Travel & Leisure	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

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	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
443. Truckin'	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
444. United Hemispheres (United Airlines)	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
445. US Airways Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
446. U.S. News & World Report	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
447. Vanity Fair	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
448. VFW Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
449. Vogue	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
450. W	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
451. Wired	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
452. Women's Health	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
453. WWE Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
454. Yachting	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
455. Yoga Journal	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
Bimonthly (60 days)				Last 60 Days Sure Have	Last 60 Days									
501. AARP The Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
502. American Photo	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
503. American Woodworker	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
504. Arthritis Today	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
505. Audubon	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
506. Birds & Blooms	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

VERSION A

C D 0 4 7 8 PUBLICATIONS Bimonthly (cont.) (60 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 60 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
507. Bridal Guide	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
508. Brides	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
509. Cigar Aficionado	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
510. Cooking Club	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
511. Cooking with Paula Deen	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
512. Country Sampler	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
513. Diabetes Self-Management	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
514. Diabetic Cooking	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
515. Ducks Unlimited	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
516. Endless Vacation	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
517. Fit Pregnancy	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
518. Garden Design	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
519. Gardening How-To	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
520. Handguns	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
521. Handy	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
522. The History Channel Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
523. In-Fisherman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
524. Midwest Living	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
525. Modern Bride	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
526. Mother Earth News	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

VERSION A

C D 0 4 7 8 PUBLICATIONS Bimonthly (cont.) (60 days)	H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12									
	Last 6 Mos.		# of Issues Read	Last 60 Days Sure Have	(RECORD PROPER CODE FROM SHOW CARD)									
	Yes Sure Have	Not Sure			Q. 13	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18B	Q. 19	Q. 20	
	Where	Days			Time	Actions	Obtained	% of Pages	Issues	Rating	Interest			
527. National Geographic Adventure	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
528. National Geographic Traveler	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
529. National Wildlife	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
530. North American Fisherman	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
531. North American Hunter	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
532. PGA Tour Partners	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
533. Psychology Today	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
534. The Saturday Evening Post	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
535. Scholastic Parent & Child	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
536. Ser Padres	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
537. Siempre Mujer	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
538. Sierra	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
539. Southern Accents	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
540. Traditional Home	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
541. Veranda	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
542. WebMD The Magazine	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
543. Weight Watchers	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
544. Workbench	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
545. Working Mother	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	
546. Yankee	11-1	2	12-	13-1	(14-38)	(39-40)	(41-42)	(43-51)	52-	(53-55)	56-	57-	58-	

VERSION A

C D <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td style="width: 20px; height: 20px;">0</td> <td style="width: 20px; height: 20px;">4</td> </tr> <tr> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">8</td> </tr> </table> PUBLICATIONS Newspapers		0	4	7	8	IF "READ" PAGE 1, 2 OR 3 (RECORD PROPER CODE FROM SHOW CARD)							
		0	4										
		7	8										
YESTERDAY OR LAST FRI./SAT./SUN OR LAST 7 DAYS													
NEWSPAPERS	HAVE READ	Q. 15		Q. 18A		Q. 19		Q. 20					
		Time		% of Pages		Rating	Interest						
601. New York Times (Yesterday or Last Fri./Sat/Sun)	13-1		(41-42)		(53-55)		57-	58-					
602. USA Today (Yesterday or Last Fri./Sat/Sun)	13-1		(41-42)		(53-55)		57-	58-					
603. Wall Street Journal (Yesterday or Last Fri./Sat/Sun)	13-1		(41-42)		(53-55)		57-	58-					
651. Sunday New York Times (In Last 7 Days)	13-1		(41-42)		(53-55)		57-	58-					

OTHER MAGAZINES

21. Have you read or looked into any other magazines in the last 6 months?

Yes	11-1	2	8
No	2	7	8
Don't know	3		

22. Digital newspapers or magazines are exact replicas of print copies downloaded and viewed on a computer, cell phone or mobile device. Digital editions contain everything you'd find in a print copy including page numbers, photos and advertisements. Have you read or looked into a digital edition of a newspaper or magazine in the last 6 months?

Yes	12-1
No	2
Don't know	3

ELECTRONIC BOOK READER

23A. An electronic book reader is a portable, wireless reading device that allows you to download and read electronic books, magazines and newspapers. It is not a laptop, cell phone or PDA.

Do you personally own an electronic book reader such as the Amazon Kindle or Sony Reader?

Yes	13-1
No	2
Don't know	3

(IF "YES" IN Q. 23A, ASK:)

23B. Which of the following, if any, have you read or looked into using an electronic book reader in the past 6 months? (READ LIST)
(CIRCLE AS MANY AS APPLY)

Book	14-1
Magazine	2
Newspaper	3
Something else	4
None	5

DO NOT READ

END

C 28 D

RADIO

SC14 (SHOW CARD 14)

24. These are time periods during which people can listen to or hear a radio. You may be listening to radio on AM, FM, Sirius, XM, or the Internet.

(IF TODAY IS SUNDAY OR MONDAY, ASK FOR FRIDAY) (ATTEMPT TO ASK TIME PERIODS, EVEN IF NO LISTENING IS VOLUNTEERED)

Thinking about **YESTERDAY**, to the nearest half hour, how much time, if any, did you spend listening to or hearing a radio during the time period of (TIME PERIOD)—either in your home, car or any other place? (READ EACH TIME PERIOD AND CIRCLE CORRESPONDING CODES FOR EACH)

(ASK FOR EACH TIME PERIOD LISTENED TO OR HEARD IN Q. 24)

25A. During the time period of (TIME PERIOD), what station or stations did you listen to? Please give me the **Call Letters** of each station and whether it was **AM, FM, Sirius, XM, or the Internet**. (RECORD UP TO 3 STATIONS FOR EACH TIME PERIOD) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUS, XM, INTERNET OR OTHER)

TIME PERIODS	Q. 24 HOURS											Q. 25A RADIO STATIONS								
	0	½	1	1½	2	2½	3	3½	4	4½	5+	STATION #1	STATION #2	STATION #3						
6 AM - 10 AM	11-0	½	1	1½	2	2½	3	3½	4			16- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	26- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
10 AM - 3 PM	12-0	½	1	1½	2	2½	3	3½	4	4½	5	31- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	41- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
3 PM - 7 PM	13-0	½	1	1½	2	2½	3	3½	4			46- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	51- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	56- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
7 PM - Midnight	14-0	½	1	1½	2	2½	3	3½	4	4½	5	61- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	66- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	71- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
Midnight - 6 AM	15-0	½	1	1½	2	2½	3	3½	4	4½	5+	11- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	16- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						

9 1
7 8

9 2
7 8

1 2 3 4 5 6 7 8 9 0 X
FOR OFFICE USE ONLY

IF NO RADIO LISTENED TO YESTERDAY, X HERE
THEN SKIP TO Q. 25B

25B. On a typical **weekday**, where do you listen to the radio?
(READ LIST) (CIRCLE AS MANY AS APPLY)

(IF MORE THAN ONE ANSWER TO Q. 25B ASK Q. 25C, OTHERWISE SKIP TO Q. 26)

25C. Of these, on a typical **weekday**, where do you listen to the radio **most often**?
(CIRCLE ONE CODE ONLY)

9	2
7	8

	TYPICAL WEEKDAY Q. 25B	MOST OFTEN Q. 25C
At home	77-1	78-1
In the car	2	2
At work	3	3
Another place	4	4
DO NOT READ	No listening	5

SC14 (CONTINUE WITH CARD 14) (ATTEMPT TO ASK TIME PERIODS, EVEN IF NO LISTENING IS VOLUNTEERED)
26. Thinking about **last Saturday**, to the nearest half hour, how much time, if any, did you spend listening to or hearing a radio during the time period of (TIME PERIOD)—either in your home, car or any other place? (READ EACH TIME PERIOD AND CIRCLE CORRESPONDING CODE FOR EACH)

(ASK FOR EACH TIME PERIOD LISTENED TO OR HEARD IN Q. 26)
27. During the time period of (TIME PERIOD), what station or stations did you listen to? Please give me the **Call Letters** of each station and whether it was **AM, FM, Sirius, XM or the Internet**. (RECORD UP TO 3 STATIONS FOR EACH TIME PERIOD) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUS, XM, INTERNET OR OTHER)

TIME PERIODS	Q. 26 HOURS											Q. 27 RADIO STATIONS								
	0	½	1	1½	2	2½	3	3½	4	4½	5+	STATION #1	STATION #2	STATION #3						
6 AM - 10 AM	26-0	½	1	1½	2	2½	3	3½	4			31- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	41- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
10 AM - 3 PM	27-0	½	1	1½	2	2½	3	3½	4	4½	5	46- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	51- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	56- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
3 PM - 7 PM	28-0	½	1	1½	2	2½	3	3½	4			61- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	66- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	71- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
7 PM - Midnight	29-0	½	1	1½	2	2½	3	3½	4	4½	5	11- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	16- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
Midnight - 6 AM	30-0	½	1	1½	2	2½	3	3½	4	4½	5+	26- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	31- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other						
	1	2	3	4	5	6	7	8	9	0	X	FOR OFFICE USE ONLY								

9	3
7	8

IF NO RADIO LISTENED TO LAST SATURDAY, X HERE
THEN SKIP TO Q. 28

SC14

(CONTINUE WITH CARD 14) (ATTEMPT TO ASK TIME PERIODS, EVEN IF NO LISTENING IS VOLUNTEERED)

28. Thinking about **last Sunday**, to the nearest half hour, how much time, if any, did you spend listening to or hearing a radio during the time period of (TIME PERIOD)—either in your home, car or any other place? (READ EACH TIME PERIOD AND CIRCLE CORRESPONDING CODE FOR EACH)

(ASK FOR EACH TIME PERIOD LISTENED TO OR HEARD IN Q. 28)

29A. During the time period of (TIME PERIOD), what station or stations did you listen to? Please give me the **Call Letters** of each station and whether it was **AM, FM, Sirius, XM or the Internet**. (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY **AND** AM, FM, SIRIUS, XM, INTERNET OR OTHER)

Q. 28													Q. 29A								
TIME PERIODS	HOURS												RADIO STATIONS								
	0	½	1	1½	2	2½	3	3½	4	4½	5+	STATION #1	STATION #2	STATION #3							
6 AM - 10 AM	41-0	½	1	1½	2	2½	3	3½	4			46- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	51- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	56- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other							
10 AM - 3 PM	42-0	½	1	1½	2	2½	3	3½	4	4½	5	61- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	66- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	71- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other							
3 PM - 7 PM	43-0	½	1	1½	2	2½	3	3½	4			11- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	16- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	21- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other							
7 PM - Midnight	44-0	½	1	1½	2	2½	3	3½	4	4½	5	26- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	31- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	36- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other							
Midnight - 6 AM	45-0	½	1	1½	2	2½	3	3½	4	4½	5+	41- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	46- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other	51- _____ <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other							
1 2 3 4 5 6 7 8 9 0 X																					
FOR OFFICE USE ONLY																					

9	3
7	8

9	4
7	8

IF NO RADIO LISTENED TO LAST SUNDAY, X HERE
 THEN SKIP TO Q. 29B

29B. On a typical weekend, where do you listen to the radio?
(READ LIST) (CIRCLE AS MANY AS APPLY)

9	3
7	8

(IF MORE THAN ONE ANSWER TO Q. 29B ASK Q. 29C, OTHERWISE SKIP TO Q. 30A)

29C. Of these, on a typical weekend, where do you listen to the radio most often?
(CIRCLE ONE CODE ONLY)

	TYPICAL WEEKEND Q. 29B	MOST OFTEN Q. 29C
At home	77-1	78-1
In the car	2	2
At work	3	3
Another place	4	4
DO NOT READ	No listening	5

30A. Besides the stations you've already mentioned, did you listen to or hear any other stations at all in the last seven days? Please tell me the Call Letters and whether they were AM, FM, Sirius, XM or the Internet. Any others? (RECORD ANSWERS BELOW) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUS, XM, INTERNET OR OTHER)

9	4
7	8

<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other 56- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other 61- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other 66- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other 71- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> Sirius <input type="checkbox"/> XM <input type="checkbox"/> Internet <input type="checkbox"/> Other 76- _____
IF NONE, X HERE <input type="checkbox"/>				

SC15

30B. (SHOW CARD 15)
Do you or does anyone in your household subscribe to any of these satellite radio services?

9	9
7	8

Sirius	(1)	11-1
XM	(2)	2
Other	(3)	3
Do not subscribe	(4)	4

30C. Do you or does anyone in your household own an HD or high definition radio?

Yes	12-1
No	2
Don't know	3

TELEVISION

SC16

(SHOW CARD 16 FOR APPROPRIATE TIME ZONE) (IF TODAY IS SUNDAY OR MONDAY, ASK FOR FRIDAY) (ATTEMPT TO ASK TIME PERIODS EVEN IF NO VIEWING IS VOLUNTEERED)

31. **These are time periods during which people can watch television. To the nearest half hour, how much time, if any, did you spend watching television in each of these time periods yesterday? How about (TIME PERIOD)?** (CONTINUE WITH OTHER TIME PERIODS) (READ EACH TIME PERIOD AND CIRCLE CORRESPONDING CODE FOR EACH)

9	5
7	8

		Q. 31										
		HOURS										
Eastern/Pacific Time Zones	Central/Mountain Time Zones	0	½	1	1½	2	2½	3	3½	4	4½	5+
6:00 AM-7:00 AM	6:00 AM-7:00 AM	11-0	½	1								
7:00 AM-9:00 AM	7:00 AM-9:00 AM	12-0	½	1	1½	2						
9:00 AM-12:00 Noon	9:00 AM-12:00 Noon	13-0	½	1	1½	2	2½	3				
12:00 Noon-4:00 PM	12:00 Noon-3:00 PM	14-0	½	1	1½	2	2½	3	3½	4		
4:00 PM-6:00 PM	3:00 PM-5:00 PM	15-0	½	1	1½	2						
6:00 PM-7:00 PM	5:00 PM-6:00 PM	16-0	½	1								
7:00 PM-7:30 PM	6:00 PM-6:30 PM	17-0	½									
7:30 PM-8:00 PM	6:30 PM-7:00 PM	18-0	½									
8:00 PM-11:00 PM	7:00 PM-10:00 PM	19-0	½	1	1½	2	2½	3				
11:00 PM-11:30 PM	10:00 PM-10:30 PM	20-0	½									
11:30 PM-1:00 AM	10:30 PM-12:00 Midnight	21-0	½	1	1½							
1:00 AM-6:00 AM	12:00 Midnight-6:00 AM	22-0	½	1	1½	2	2½	3	3½	4	4½	5+
		1	2	3	4	5	6	7	8	9	0	X
FOR OFFICE USE ONLY												

IF NO TV WATCHED YESTERDAY, X HERE

SC16

(SHOW CARD 16 FOR APPROPRIATE TIME ZONE) (ATTEMPT TO ASK TIME PERIODS EVEN IF NO VIEWING IS VOLUNTEERED)

32. **And how much time, if any, did you spend watching television in each of these time periods last Saturday? How about (TIME PERIOD)?** (READ EACH TIME PERIOD AND CIRCLE APPROPRIATE CODE FOR EACH)

9	7
7	8

		Q. 32							
		HOURS							
Eastern/Pacific Time Zones	Central/Mountain Time Zones	0	½	1	1½	2	2½	3	3½
7:00 AM-10:00 AM	7:00 AM-10:00 AM	11-0	½	1	1½	2	2½	3	
10:00 AM-1:00 PM	10:00 AM-12:00 Noon	12-0	½	1	1½	2	2½	3	
1:00 PM-4:30 PM	12:00 Noon-3:30 PM	13-0	½	1	1½	2	2½	3	3½
4:30 PM-6:00 PM	3:30 PM-5:00 PM	14-0	½	1	1½				
6:00 PM-7:30 PM	5:00 PM-6:30 PM	15-0	½	1	1½				
7:30 PM-8:00 PM	6:30 PM-7:00 PM	16-0	½						
8:00 PM-10:00 PM	7:00 PM-9:00 PM	17-0	½	1	1½	2			
10:00 PM-11:00 PM	9:00 PM-10:00 PM	18-0	½	1					
11:00 PM-11:30 PM	10:00 PM-10:30 PM	19-0	½						
11:30 PM-1:00 AM	10:30 PM-12:00 Midnight	20-0	½	1	1½				
		1	2	3	4	5	6	7	8
FOR OFFICE USE ONLY									

IF NO TV WATCHED LAST SATURDAY, X HERE

33. (CONTINUE WITH SHOW CARD 16) (ATTEMPT TO ASK TIME PERIODS EVEN IF NO VIEWING IS VOLUNTEERED) **And how much time, if any, did you spend watching television in each of these time periods last Sunday? How about (TIME PERIOD)?** (READ EACH TIME PERIOD AND CIRCLE APPROPRIATE CODE FOR EACH)

		Q. 33									
		HOURS									
Eastern/Pacific Time Zones	Central/Mountain Time Zones	0	½	1	1½	2	2½	3	3½	4	
7:00 AM-10:00 AM	7:00 AM-10:00 AM	11-0	½	1	1½	2	2½	3			
10:00 AM-1:00 PM	10:00 AM-12:00 Noon	12-0	½	1	1½	2	2½	3			
1:00 PM-4:30 PM	12:00 Noon-3:30 PM	13-0	½	1	1½	2	2½	3	3½		
4:30 PM-6:00 PM	3:30 PM-5:00 PM	14-0	½	1	1½						
6:00 PM-7:00 PM	5:00 PM-6:00 PM	15-0	½	1							
7:00 PM-10:00 PM	6:00 PM-9:00 PM	16-0	½	1	1½	2	2½	3			
10:00 PM-11:00 PM	9:00 PM-10:00 PM	17-0	½	1							
11:00 PM-11:30 PM	10:00 PM-10:30 PM	18-0	½								
11:30 PM-1:00 AM	10:30 PM-12:00 Midnight	19-0	½	1	1½						
		1	2	3	4	5	6	7	8	9	
FOR OFFICE USE ONLY											

9	8
7	8

IF NO TV WATCHED LAST SUNDAY, X HERE

There is No Question 34

CABLE AND SATELLITE TV

35A. Now, I would like to ask you a few questions about Cable, Satellite and other Television services. **Is Cable available in your neighborhood?**

SKIP TO Q. 36A	Yes	11-1	1	3
	No	-2	7	8
	Don't know	-3		

35B. Does your household subscribe?

SKIP TO Q. 36A	Yes	12-1
	No	-2
	Don't know	-3

35C. Does your household subscribe to digital cable service, which typically has an interactive program guide that you use with your remote control? It also provides more channels, digital music channels and on-demand video services.

Yes	13-1
No	2
Don't know	3

36A. A Satellite TV system user obtains TV programming directly from satellites using a dish. Does your household have a working satellite TV system? (CIRCLE CODE BELOW)

ASK Q. 36B	Yes	17-1
SKIP TO Q. 36C	No	2
	Don't know	3

(SHOW CARD 17)

36B. Please tell me the number or numbers next to the company from which you access programming on your satellite dish. (CIRCLE AS MANY AS APPLY)

		18-
DirecTV	(1)	1
Dish Network	(2)	2
Other	(3)	3

(ASK EVERYONE)

36C. Does your household subscribe to Fiber Optic TV, such as Verizon FiOS or AT&T U-verse in order to receive television service?

Yes	19-1
No	2
Don't Know	3

IF YES TO CABLE (Q. 35B) OR YES TO SATELLITE (Q. 36A) OR YES TO FIBER OPTIC TV (Q. 36C) ASK Q. 36D
IF NO TO ALL SKIP TO Q. 36O

36D. Some cable or satellite companies offer a service called Pay-Per-View. With the Pay-Per-View service, you pay only for the program or programs you wish to see. The programs have a pre-set start time and you are not able to pause, fast forward or rewind during the broadcast.

In the past 12 months, have you watched any programs on Pay-Per-View?

(ASK Q. 36E)	Yes	20-1
(SKIP TO Q. 36F)	No	2

36E. In the past 12 months, how many times, if any, did you watch any of the following types of programs on Pay-Per-View? How about (READ LIST)?

	Number of Times In Past 12 Months
Movies	(21-22)
Sports Events	(23-24)
Other	(25-26)

36F. Some cable, satellite and fiber optic companies offer services called Video-On-Demand. With Video-On-Demand, you can instantly watch movies, TV programs and more with no pre-set start times. You can start a program, pause, fast forward and rewind, similar to a VCR or DVD player.

Does your cable, satellite or fiber optic company offer Video-On-Demand services?

(ASK Q. 36G)	Yes	29-1
(SKIP TO Q. 36H)	No	2
	Don't know	3

36G. In the past 12 months, have you watched any programs with Video-On-Demand?

Yes	30-1
No	2

CABLE AND SATELLITE TELEVISION CHANNELS

SC18 A-K

(SHOW RESPONDENT SHOW CARD 18A FIRST. GIVE RESPONDENT TIME TO VIEW EACH LOGO BEFORE GOING ON TO CARDS NUMBER 18B, 18C, 18D, 18E, 18F, 18G, 18H, 18I, 18J AND 18K.) (COMPLETE Q. 36H BEFORE ASKING Q. 36I)

36H. Here is a list of channels available to cable, satellite, or fiber optic subscribers. Please tell me the number next to any services that you have watched in the past 30 days since (DATE).

(IF ANY BOX CHECKED IN COL. H, ASK:)

36I. About how many hours have you watched (SERVICE) in the past 7 days? (RECORD HOURS IN COL. I)

NAME OF SERVICE	Col. H Watched Past 30 Days	Col. I Hours Watched Past 7 Days
ABC Family	(1) <input type="checkbox"/>	(13-14)
A&E	(2) <input type="checkbox"/>	(15-16)
Adult Swim	(3) <input type="checkbox"/>	(17-18)
(AMC) American Movie Classics	(4) <input type="checkbox"/>	(19-20)
Animal Planet	(5) <input type="checkbox"/>	(21-22)
BBC America	(6) <input type="checkbox"/>	(23-24)
BET (Black Entertainment Television)	(7) <input type="checkbox"/>	(25-26)
BETJ	(8) <input type="checkbox"/>	(27-28)
Biography Channel	(9) <input type="checkbox"/>	(29-30)
Bloomberg Television	(10) <input type="checkbox"/>	(31-32)
BRAVO	(11) <input type="checkbox"/>	(33-34)
Cartoon Network	(12) <input type="checkbox"/>	(35-36)
CBS College Sports Network	(13) <input type="checkbox"/>	(37-38)
CMT (Country Music Television)	(14) <input type="checkbox"/>	(39-40)
CNBC	(15) <input type="checkbox"/>	(41-42)
CNN (Cable News Network)	(16) <input type="checkbox"/>	(43-44)
Comedy Central	(17) <input type="checkbox"/>	(45-46)
Current TV	(18) <input type="checkbox"/>	(47-48)
Discovery Channel	(19) <input type="checkbox"/>	(49-50)
Discovery Health Channel	(20) <input type="checkbox"/>	(51-52)
Disney Channel	(21) <input type="checkbox"/>	(53-54)
Disney XD	(22) <input type="checkbox"/>	(55-56)
DIY (Do It Yourself Network)	(23) <input type="checkbox"/>	(57-58)
E! (Entertainment Television)	(24) <input type="checkbox"/>	(59-60)
ESPN	(25) <input type="checkbox"/>	(61-62)
ESPN2	(26) <input type="checkbox"/>	(63-64)
ESPN Classic	(27) <input type="checkbox"/>	(65-66)
ESPN News	(28) <input type="checkbox"/>	(67-68)
FamilyNet	(29) <input type="checkbox"/>	(69-70)
Fine Living	(30) <input type="checkbox"/>	(71-72)
Flix	(31) <input type="checkbox"/>	(73-74)
Food Network	(32) <input type="checkbox"/>	(75-76)
Fox News Channel	(33) <input type="checkbox"/>	(77-78)
Fox Reality	(34) <input type="checkbox"/>	(79-80)
FSC (Fox Soccer Channel)	(35) <input type="checkbox"/>	(11-12)
FSN	(36) <input type="checkbox"/>	(13-14)
FUEL TV	(37) <input type="checkbox"/>	(15-16)
Fuse	(38) <input type="checkbox"/>	(17-18)
FX	(39) <input type="checkbox"/>	(19-20)
G4	(40) <input type="checkbox"/>	(21-22)
Galavision	(41) <input type="checkbox"/>	(23-24)
Golf Channel	(42) <input type="checkbox"/>	(25-26)
Gospel Music Channel	(43) <input type="checkbox"/>	(27-28)
(GAC) Great American Country	(44) <input type="checkbox"/>	(29-30)
(GSN) Game Show Network	(45) <input type="checkbox"/>	(31-32)
Hallmark Channel	(46) <input type="checkbox"/>	(33-34)
Halogen	(47) <input type="checkbox"/>	(35-36)
History Channel	(48) <input type="checkbox"/>	(37-38)
History International	(49) <input type="checkbox"/>	(39-40)
HLN	(50) <input type="checkbox"/>	(41-42)
(HGTV) Home & Garden Television	(51) <input type="checkbox"/>	(43-44)
(HSN) Home Shopping Network	(52) <input type="checkbox"/>	(45-46)
(IFC) Independent Film Channel	(53) <input type="checkbox"/>	(47-48)
(INSP) The Inspiration Network	(54) <input type="checkbox"/>	(49-50)

2 3
7 8

0 6
7 8

NAME OF SERVICE	Col. H Watched Past 30 Days	Col. I Hours Watched Past 7 Days
Investigation Discovery	(55) <input type="checkbox"/>	(51-52)
Lifetime	(56) <input type="checkbox"/>	(53-54)
Lifetime Movie Network (LMN)	(57) <input type="checkbox"/>	(55-56)
Logo	(58) <input type="checkbox"/>	(57-58)
Military Channel	(59) <input type="checkbox"/>	(59-60)
MLB Network	(60) <input type="checkbox"/>	(61-62)
MSNBC News	(61) <input type="checkbox"/>	(63-64)
MTV (Music Television)	(62) <input type="checkbox"/>	(65-66)
MTV 2	(63) <input type="checkbox"/>	(67-68)
MTV Tr3s	(64) <input type="checkbox"/>	(69-70)
Music Choice	(65) <input type="checkbox"/>	(71-72)
National Geographic Channel	(66) <input type="checkbox"/>	(73-74)
NFL Network	(67) <input type="checkbox"/>	(75-76)
Nick at Nite	(68) <input type="checkbox"/>	(77-78)
Nickelodeon	(69) <input type="checkbox"/>	(79-80)
Outdoor Channel	(70) <input type="checkbox"/>	(11-12)
Ovation	(71) <input type="checkbox"/>	(13-14)
Oxygen	(72) <input type="checkbox"/>	(15-16)
Palladia HD	(73) <input type="checkbox"/>	(17-18)
PBS Kids Sprout	(74) <input type="checkbox"/>	(19-20)
Planet Green	(75) <input type="checkbox"/>	(21-22)
QVC	(76) <input type="checkbox"/>	(23-24)
Reelz Channel	(77) <input type="checkbox"/>	(25-26)
The Science Channel	(78) <input type="checkbox"/>	(27-28)
SLEUTH	(79) <input type="checkbox"/>	(29-30)
SOAPnet	(80) <input type="checkbox"/>	(31-32)
Speed	(81) <input type="checkbox"/>	(33-34)
Spike TV	(82) <input type="checkbox"/>	(35-36)
Style	(83) <input type="checkbox"/>	(37-38)
Sundance Channel	(84) <input type="checkbox"/>	(39-40)
Syfy	(85) <input type="checkbox"/>	(41-42)
TBN	(86) <input type="checkbox"/>	(43-44)
TBS	(87) <input type="checkbox"/>	(45-46)
TeenNick	(88) <input type="checkbox"/>	(47-48)
TLC (The Learning Channel)	(89) <input type="checkbox"/>	(49-50)
Travel Channel	(90) <input type="checkbox"/>	(51-52)
truTV	(91) <input type="checkbox"/>	(53-54)
TNT (Turner Network Television)	(92) <input type="checkbox"/>	(55-56)
(TCM) Turner Classic Movies	(93) <input type="checkbox"/>	(57-58)
TV Guide Network	(94) <input type="checkbox"/>	(59-60)
TV Land	(95) <input type="checkbox"/>	(61-62)
TV One	(96) <input type="checkbox"/>	(63-64)
USA Network	(97) <input type="checkbox"/>	(65-66)
VERSUS	(98) <input type="checkbox"/>	(67-68)
Vh1	(99) <input type="checkbox"/>	(69-70)
Vh1 Classic	(100) <input type="checkbox"/>	(71-72)
Vh1 Soul	(101) <input type="checkbox"/>	(73-74)
The Weather Channel	(102) <input type="checkbox"/>	(75-76)
WE tv	(103) <input type="checkbox"/>	(77-78)
WGN America	(104) <input type="checkbox"/>	(79-80)
Other (SPECIFY)	(105) <input type="checkbox"/>	(11-12)

1 4
7 8

2 7

7 8
END

C
D 27

IF NONE CHECKED IN COLUMN H, X HERE THEN SKIP TO Q. 36J

PREMIUM CABLE CHANNELS

SC19 (SHOW CARD 19)
 36J. Here is a list of premium channels available to cable, satellite, or fiber optic subscribers. Please tell me the number next to any premium channel that you have watched in the past 30 days since (DATE).
 (IF BOX 1-7 CHECKED IN COL. J, ASK Q. 36K, OTHERWISE SKIP TO Q. 36L)
 36K. About how many hours have you watched (SERVICE) in the last 7 days? (RECORD HOURS IN COL. K)

SC19 (ASK EVERYONE) (SHOW CARD 19)
 36L. Whether or not you watched any of these channels in the last 30 days, which, if any, of these premium channels does your household subscribe to?

2	6
7	8

		Col. J Watched Past 30 Days	Col. K Hours Watched Last 7 Days	ASK EVERYONE	Col. L Subscribed
Cinemax	(1)	<input type="checkbox"/>	(11-12)		33-1
Encore	(2)	<input type="checkbox"/>	(13-14)		2
Home Box Office (HBO)	(3)	<input type="checkbox"/>	(15-16)		3
The Movie Channel	(4)	<input type="checkbox"/>	(17-18)		4
Showtime	(5)	<input type="checkbox"/>	(19-20)		5
Starz	(6)	<input type="checkbox"/>	(21-22)		6
Other (SPECIFY)	(7)	<input type="checkbox"/>	(23-24)		7
NONE		<input type="checkbox"/>		8	

36M. Digital Video Recorders or DVRs digitally record, store and playback television programming. They are different than recordable DVDs and VCRs in that they record without the use of tapes, CDs or DVDs. A DVR can also control live TV with pause, rewind and instant replay functions.

Does your household have a DVR?

	Yes	30-1
SKIP TO Q. 36O	No	2

SC20A (IF "YES" IN Q. 36M, ASK:) (SHOW CARD 20A)
 36N. What type or types of DVR do you currently use in your home? (CIRCLE AS MANY AS APPLY)

DVR from my local cable company	(1)	31-1
Dish DVR from Dish Network (satellite)	(2)	2
DirecTV DVR with TiVo service (satellite)	(3)	3
DirecTV Plus DVR (satellite)	(4)	4
TiVo brand DVR (Standalone product that works with cable, satellite or antenna)	(5)	5
DVR from a phone company or fiber optic service (for example, Verizon FiOS or AT&T U-Verse)	(6)	6
Other	(7)	7
Don't Know		8

END
 C D 26

SC20B

(ASK EVERYONE) (SHOW CARD 20B)

36O. Which of the following broadcast TV networks have you watched in the past 30 days since (DATE)?

(IF ANY BOX CHECKED IN COL. O, ASK:)

36P. About how many hours have you watched (NETWORK) in the past 7 days?

2	5
7	8

NAME OF TV NETWORK	Col. O Watched Past 30 Days	Col. P Hours Watched Past 7 Days
ABC (1)	<input type="checkbox"/>	(11-12)
CBS (2)	<input type="checkbox"/>	(13-14)
CW (3)	<input type="checkbox"/>	(15-16)
FOX (4)	<input type="checkbox"/>	(17-18)
ION (5)	<input type="checkbox"/>	(19-20)
NBC (6)	<input type="checkbox"/>	(21-22)
PBS (7)	<input type="checkbox"/>	(23-24)
Other (SPECIFY) (8)	<input type="checkbox"/>	(25-26)

IF NONE CHECKED IN COLUMN O, X HERE THEN SKIP TO Q. 37A

END
C 25
D

OUTDOOR TRAVEL

SC21

(SHOW CARD 21)

37A. In the past 7 days, that is, the 7 days since last (TODAY'S DAY OF THE WEEK), how many miles did you personally travel in a town, city, or suburb as a driver or passenger in a car or truck? (CIRCLE ONE CODE IN COL. Q. 37A) (IF "NONE", RECORD BELOW AND ASK Q. 37B)

SC21

(IF "NONE" IN Q. 37A, ASK Q. 37B, OTHERWISE SKIP TO Q.37C) (CONTINUE WITH SHOW CARD 21)

37B. In the past four weeks, that is, the 30 days since (DATE), how many miles did you personally travel in a town, city or suburb, as a driver or passenger in a car or truck?

0	5
7	8

		PAST 7 DAYS	PAST 4 WEEKS
		Q. 37A	Q. 37B
SKIP TO Q. 37C	Under 10 miles (1)	10-1	11-1
	10-20 (2)	-2	-2
	21-35 (3)	-3	-3
	36-50 (4)	-4	-4
	51-100 (5)	-5	-5
	101-150 (6)	-6	-6
	151-250 (7)	-7	-7
	Over 250 miles (8)	-8	-8
ASK Q. 37B	NONE (9)	-9	-9

37C. The last time you rode in a car or truck, how many people including yourself were in it?

12- _____
Number of People

IF "ONE", SKIP TO Q. 38A, OTHERWISE ASK Q. 37D

(IF ANSWER TO Q. 37C IS > 1 ASK:)

37D. How many of these people were eighteen years of age or older?

13- _____
Number of People (18 or older)

There is No Question 38

OTHER HOMES

39A. Do you or does anyone in your household have another home other than this, such as a vacation home or an apartment in the city?

19-	
	Yes
SKIP TO Q. 40	No
	1
	2

(IF "YES" IN Q. 39A, ASK:)

39B. Have you, yourself, visited or used this home in the past 4 weeks?

20-	
	Yes
	No
	1
	2

(UNLESS OBVIOUSLY INAPPROPRIATE) (IF NOT ASKED, CIRCLE CODE 3)

40. Do you, or does anyone in your household, own a time share?

21-	
	Yes
	No
	Did Not Ask
	1
	2
	3

VEHICLES

41. How many vehicles, including cars, minivans, vans, sport-utility vehicles, and trucks are personally owned or leased by members of your household? Please do not include company owned or company leased vehicles.

22-	
One	1
Two	2
Three	3
Four	4
Five or More	5
None	0

SC23

(SHOW CARD 23)

42. Now here is a list of activities that people may engage in relating to politics or public or civic affairs. Which, if any, of these activities have you done in the past year, that is, the past 12 months? Please read me the number or numbers on this card. (CIRCLE AS MANY AS APPLY)

Voted in a Federal, State, or Local election	(1)	23-1
Written or called any politician at the state, local, or national level	(2)	2
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion	(3)	3
Written something that has been published	(4)	4
Written an article for a magazine or newspaper	(5)	5
Attended a political rally, speech, or organized protest of any kind	(6)	6
Attended a public meeting on town or school affairs	(7)	7
Held or run for political office	(8)	8
Served on a committee for some local organization	(9)	9
Served as an officer for some club or organization	(10)	0
Signed a petition	(11)	X
Worked for a political party	(12)	Y
Made a speech	(13)	24-1
Been an active member of any group that tries to influence public policy or government	(14)	2
Participated in environmental groups/causes	(15)	3
Engaged in fundraising	(16)	4
Recycled products	(17)	5
None of the above	(18)	6

There is No Question 43

PERSONAL COMPUTERS

44A. Do you or does anyone else in your household own a personal computer?

29-

Yes	1
No	2

44B. Whether someone in your household owns a personal computer or not, do you **PERSONALLY** use a personal computer at **HOME**?

30-

Yes	1
No	2

(IF RESPONDENT HAS INDICATED THEY DO NOT WORK, CIRCLE CODE 3 AND SKIP TO Q. 45A)

44C. Do you **PERSONALLY** use a personal computer at **WORK**?

32-

Yes	1
No	2
Respondent does not work	3

INTERNET

(ASK EVERYONE)

45A. Is the Internet available to you in your home using a computer (such as a desktop or laptop)?

38-

ASK Q. 45B	Yes	1
SKIP TO Q. 45D	No	2

SC25A

(IF "YES" IN Q. 45A, ASK:) (SHOW CARD 25A)

45B. How do you connect to the Internet from home?
(CIRCLE AS MANY AS APPLY)

39-

Dial-up modem	(1)	1
Cable modem	(2)	2
DSL connection	(3)	3
Fiber optic service such as Verizon FiOS or AT&T U-verse	(4)	4
Wireless connection from a computer or laptop (e.g. Wi-Fi, wireless router, etc.)	(5)	5
Other	(6)	6
Not sure/Don't know		7

END
C D 05

(IF "YES" IN Q. 45A, ASK:)
(SHOW CARD 25B)

45C. Here is a list of Internet Service Providers, through which your household may pay to connect to the Internet. Please tell me which, if any, of these companies provides Internet Service to your household. Please read me the number or numbers from this card.

2	4
7	8

America Online (AOL)	(1)	11-1
AT&T	(2)	2
AT&T Yahoo!	(3)	3
Cablevision	(4)	4
Charter	(5)	5
Comcast	(6)	6
Cox	(7)	7
Earthlink	(8)	8
MSN (Microsoft Network)	(9)	9
Net Zero/Juno	(10)	0
Qwest	(11)	X
Road Runner (Time Warner Cable)	(12)	Y
Verizon Online	(13)	12-1
Other	(14)	2
Don't Know		3

(ASK EVERYONE)

45D. Have you looked at or used the Internet using a computer (such as a desktop or laptop) either at home, your place of work, at a school or library, or another place in the past month, that is, the last 30 days since (DATE)?
(IF YES, ASK:) Where did you look at or use the Internet?

13-

ASK Q. 45E	Yes, at home	1
	Yes, at work	2
	Yes, at school or library	3
	Yes, another place	4
SKIP TO Q. 45F	No, have not used Internet on computer	5

45E. In the last 30 days have you connected to the Internet using a computer (such as a desktop or laptop) with Wi-Fi or another Wireless Connection at a location outside of your home, such as a park or coffee shop?

Yes	14-1
No	2
Don't know	3

45F. In the last 30 days have you connected to the Internet using a cell phone, PDA, Smartphone, handheld organizer, or other similar mobile device?

Yes	15-1
No	2
Don't know	3

IF "YES" IN Q. 45D OR Q. 45E (USED INTERNET, ON COMPUTER, LAPTOP OR CELL PHONE IN LAST 30 DAYS), ASK Q. 45G-46B, OTHERWISE SKIP TO Q. 47

SC25C&D

(IF "YES" IN Q. 45D OR Q. 45F, ASK:) (SHOW CARD 25C AND CARD 25D)

45G. Here is a list of activities available on the Internet. Which, if any, of these activities did you do on the Internet in the last 30 days? (CIRCLE AS MANY AS APPLY)

Visited a chat room	(1)	16-1
Used e-mail	(2)	2
Used instant messenger/IM	(3)	3
Participated in online dating	(4)	4
Made a purchase for personal use	(5)	5
Made a purchase for business use	(6)	6
Made personal or business travel plans (lodging, air travel, car rental, etc.)	(7)	7
Played games online	(8)	8
Downloaded a video game	(9)	9
Used online gambling site	(10)	0
Obtained financial information	(11)	X
Tracked Investments/Traded stocks, bonds, or mutual funds	(12)	Y
Paid bills online	(13)	17-1
Obtained the latest news/current events	(14)	2
Obtained sports news/information	(15)	3
Obtained information for new or used car purchase	(16)	4
Obtained information about real estate (for purchase or rental)	(17)	5
Obtained medical information	(18)	6
Obtained childcare or parenting information	(19)	7
Looked for employment (Used classified listings)	(20)	8
Looked for recipes	(21)	9
Visited a TV network or TV show's website	(22)	0
Looked at TV listings online	(23)	X
Looked up movie listings or show times	(24)	Y
Listened to radio on the Internet	(25)	18-1
Visited a radio station, radio program or radio personality's website	(26)	2
Downloaded music	(27)	3
Downloaded podcasts/podcasting	(28)	4
Downloaded a TV program	(29)	5
Watched a TV program online	(30)	6
Downloaded a movie	(31)	7
Watched a movie online	(32)	8
Watched other online video	(33)	9
Visited online blogs	(34)	0
Wrote an online blog	(35)	X
Posted a comment or review on a blog, online forum, message or bulletin board	(36)	Y
Made a phone call	(37)	19-1
Uploaded or added video to website	(38)	2
Shared photos through Internet website	(39)	3
Sent an electronic greeting card	(40)	4
Other	(41)	5

SC25E

(SHOW CARD 25E)

45H. In the last 30 days, which websites or search engines, if any, did you use to find other websites or information?

(IF "DON'T KNOW" OR "NONE" IN Q. 45H, SKIP TO Q. 45J, OTHERWISE FOR EACH WEBSITE CIRCLED ASK Q. 45I)

45I. Did you visit (WEB SITE) yesterday?

		PAST 30 DAYS		YESTERDAY	
		Q. 45H		Q. 45I	
			YES	NO	
AOL/AOL.com	(1)	21-1	22-1	N	
Ask.com	(2)	2	2	N	
Excite.com	(3)	3	3	N	
Google.com	(4)	4	4	N	
Lycos.com	(5)	5	5	N	
Bing (formerly MSN/ Windows Live Search)	(6)	6	6	N	

		PAST 30 DAYS		YESTERDAY	
		Q. 45H		Q. 45I	
			YES	NO	
Netscape.com	(7)	23-7	24-7	N	
Yahoo.com	(8)	8	8	N	
Other	(9)	9	9	N	
None	(10)	0			SKIP TO Q. 45J
Don't know		X			

SC25F

(SHOW CARD 25F)

45J. What types of Instant Messenger, or IM, if any, did you use in the last 30 days?

AIM/AOL Instant Messenger	(1)	30-1
eBuddy	(2)	2
Facebook	(3)	3
Google Talk/Gmail Chat	(4)	4
ICQ	(5)	5
Meebo	(6)	6
MySpace	(7)	7
SKYPE	(8)	8
Windows Live Messenger	(9)	9
Yahoo! Messenger	(10)	0
Other	(11)	X
None	(12)	Y
Don't know		31-1

SC26

(SHOW CARD 26)

45K. On the average, how often do you look at or use the Internet in a typical month?

5 or more times per day	(1)	32-1
2-4 times per day	(2)	2
Once a day	(3)	3
3-6 times per week	(4)	4
1-2 times per week	(5)	5
Less than once a week	(6)	6

SC27

(IF TODAY IS SUNDAY OR MONDAY, ASK FOR FRIDAY) (SHOW CARD 27)

45L. Thinking of yesterday, how much time in total did you spend using the Internet? Please do not include time spent using email or IM. Please read me the letter from this card.

10 hours or more	(A)	33-1
5 hrs. – less than 10 hours	(B)	2
2 hrs. – less than 5 hours	(C)	3
1 hr. – less than 2 hours	(D)	4
1/2 hour – less than 1 hour	(E)	5
Less than 1/2 hour	(F)	6
None	(G)	7

SC27

(SHOW CARD 27)

45M. Thinking of last Saturday, how much time in total did you spend using the Internet? Please do not include time spent using email or IM. Please read me the letter from this card.

10 hours or more	(A)	34-1
5 hrs. – less than 10 hours	(B)	2
2 hrs. – less than 5 hours	(C)	3
1 hr. – less than 2 hours	(D)	4
1/2 hour – less than 1 hour	(E)	5
Less than 1/2 hour	(F)	6
None	(G)	7

SC27

(SHOW CARD 27)

45N. Thinking of last Sunday, how much time in total did you spend using the Internet? Please do not include time spent using email or IM. Please read me the letter from this card.

10 hours or more	(A)	35-1
5 hrs. – less than 10 hours	(B)	2
2 hrs. – less than 5 hours	(C)	3
1 hr. – less than 2 hours	(D)	4
1/2 hour – less than 1 hour	(E)	5
Less than 1/2 hour	(F)	6
None	(G)	7

(IF "YES" IN Q. 45D, ASK:) (SHOW CARDS 28A, 28B, 28C)

46A. Which, if any, of the following web sites did you visit in the last 30 days? (CIRCLE AS MANY AS APPLY)

(IF "NONE" IN Q. 46A SKIP TO Q. 47, OTHERWISE FOR EACH WEBSITE CIRCLED IN Q. 46A, ASK:)

46B. Did you visit (WEB SITE) yesterday?

		PAST 30 DAYS	YESTERDAY	
		Q. 46A	Q. 46B	
			YES	NO
EMAIL				
AOL Mail	(1)	41-1	51-1	N
Gmail	(2)	2	2	N
Windows Live Hotmail	(3)	3	3	N
Yahoo! Mail	(4)	4	4	N
ENTERTAINMENT				
ABC.com	(5)	5	5	N
CBS.com	(6)	6	6	N
Disney.com	(7)	7	7	N
Fox.com	(8)	8	8	N
Hulu.com	(9)	9	9	N
IMDb.com	(10)	0	0	N
iTunes.com	(11)	X	X	N
iVillage.com	(12)	Y	Y	N
Moviefone.com	(13)	42-1	52-1	N
MSN Movies	(14)	2	2	N
MTV.com	(15)	3	3	N
NBC.com	(16)	4	4	N
PBS.org	(17)	5	5	N
Ticketmaster.com	(18)	6	6	N
Yahoo! Movies	(19)	7	7	N
JOBS/CAREERS				
CareerBuilder.com	(20)	8	8	N
Monster.com	(21)	9	9	N
Yahoo! HotJobs	(22)	0	0	N
INFORMATION/REFERENCE				
About.com	(23)	X	X	N
Bankrate.com	(24)	Y	Y	N
EverydayHealth.com	(25)	43-1	53-1	N
Switchboard.com	(26)	2	2	N
Superpages.com	(27)	3	3	N
WebMD.com	(28)	4	4	N
WhitePages.com	(29)	5	5	N
Wikipedia.org	(30)	6	6	N
Yellowpages.com	(31)	7	7	N
NEWS/COMMENTARY				
ABCNews.com	(32)	8	8	N
AOL News	(33)	9	9	N
CBSNews.com	(34)	0	0	N
CNN.com	(35)	X	X	N
FOXNews.com	(36)	Y	Y	N
MSNBC.com	(37)	44-1	54-1	N
NYTimes.com	(38)	2	2	N
USAToday.com	(39)	3	3	N
WSJ.com	(40)	4	4	N
Yahoo! News	(41)	5	5	N
SHOPPING				
Amazon.com	(42)	6	6	N
BizRate.com	(43)	7	7	N
eBay.com	(44)	8	8	N
NexTag.com	(45)	9	9	N
Overstock.com	(46)	0	0	N
Shopping.com	(47)	X	X	N
Shopzilla.com	(48)	Y	Y	N

		PAST 30 DAYS	YESTERDAY	
		Q. 46A	Q. 46B	
			YES	NO
SOCIALIZING/NETWORKING/PHOTOS/VIDEOS				
Classmates.com	(49)	45-1	55-1	N
Facebook.com	(50)	2	2	N
Flickr.com	(51)	3	3	N
KodakGallery.com	(52)	4	4	N
LinkedIn.com	(53)	5	5	N
MySpace.com	(54)	6	6	N
Photobucket.com	(55)	7	7	N
Shutterfly.com	(56)	8	8	N
Twitter.com	(57)	9	9	N
YouTube.com	(58)	0	0	N
SPANISH LANGUAGE				
AOLLatino.com	(59)	46-1	56-1	N
MSNLatino.com	(60)	2	2	N
Terra.com	(61)	3	3	N
Univision.com	(62)	4	4	N
Yahoo! en Español	(63)	5	5	N
SPORTS				
CBSSports.com	(64)	6	6	N
ESPN.com	(65)	7	7	N
FanHouse	(66)	8	8	N
FOXSports.com	(67)	9	9	N
MLB.com	(68)	0	0	N
NASCAR.com	(69)	X	X	N
NBA.com	(70)	Y	Y	N
NBC Sports	(71)	47-1	57-1	N
NFL.com	(72)	2	2	N
Yahoo! Sports	(73)	3	3	N
TECHNOLOGY				
CNET.com	(74)	4	4	N
ZDNet.com	(75)	5	5	N
TRAVEL/MAP				
CheapTickets.com	(76)	6	6	N
Expedia.com	(77)	7	7	N
Hotels.com	(78)	8	8	N
Hotwire.com	(79)	9	9	N
MapQuest.com	(80)	0	0	N
Maps.google.com (Google Maps)	(81)	X	X	N
MSN Maps & Directions (Live Search Maps)	(82)	Y	Y	N
Orbitz.com	(83)	48-1	58-1	N
Priceline.com	(84)	2	2	N
Travelocity.com	(85)	3	3	N
TripAdvisor.com	(86)	4	4	N
Yahoo! Maps	(87)	5	5	N
WEATHER				
AccuWeather.com	(88)	6	6	N
Weather.com	(89)	7	7	N
WeatherBug.com	(90)	8	8	N

IF NONE CIRCLED IN Q. 46A, X HERE THEN SKIP TO Q. 47

TELEPHONES

47. How many telephones (including extension phones) are currently in use in your household? Please do not include cell phones.

IF NONE, SKIP TO Q. 50A

72- _____
of phones in household

There is No Question 48

49. How many different phone numbers do you have in your household? Please do not include phone lines used only for a fax machine or a modem. Also, do not include cell phones.

75-

One	1
Two	2
Three or more	3

50A. How many working cell phones in total do you or does any member of your household have?

76-

CONTINUE WITH Q. 50B	One	1
	Two	2
	Three	3
	Four or more	4
SKIP TO Q. 51	None	5

50B. How many of these cell phones are provided by an employer?

77-

One	1
Two	2
Three	3
Four or more	4
None	5
Don't know	6

50C. How many working cell phones do you personally have?

80-

One	1	
Two	2	
Three	3	
Four or more	4	
SKIP TO Q. 51	None	5

SC29

(SHOW CARD 29)

50D. Thinking only of the cell phone you personally use most often, which cell phone service does that phone have? (ONE ANSWER ONLY).

Alltel	(1)	78-1
AT&T	(2)	2
Cellular One	(3)	3
Centennial	(4)	4
Metro PCS	(5)	5
Qwest	(6)	6
Sprint	(7)	7
T-Mobile	(8)	8
Verizon Wireless	(9)	9
Virgin Mobile	(10)	0
Other (SPECIFY) _____	(11)	X
Don't know		Y

50E. Did your household "bundle" or purchase together from the same company, any of the following services: television, Internet, telephone and/or cell phone?

Yes	79-1
No	2
Don't know	3

END
C D 24

DEMOGRAPHICS

51. Now, I'd like to know about the people currently living here. Including yourself, how many people, aged eighteen or over, are currently living here, including any temporarily away for less than 4 weeks?

9- _____
Adults

52. Starting with yourself, please tell me the name and relationship to you of each person. (RECORD IN COLUMN Q. 52)

Name	Q. 52	Relationship	Q. 53		Q. 54 Age	Q. 55 Employment		Q. 56 Parent		Q. 57 Marital Status	Q. 58 Principal Shopper	Q. 59 Head of Household
			M	F		Yes	No	Yes	No			
1	10-X	Respondent	11-1	2	(12-13)	14-1	2	3	4	15-	16-1	-2
2	17-		18-1	2	(19-20)	21-1	2	3	4	22-	23-1	-2
3	24-		25-1	2	(26-27)	28-1	2	3	4	29-	30-1	-2
4	31-		32-1	2	(33-34)	35-1	2	3	4	36-	37-1	-2
5	38-		39-1	2	(40-41)	42-1	2	3	4	43-	44-1	-2
6	45-		46-1	2	(47-48)	49-1	2	3	4	50-	51-1	-2
7	52-		53-1	2	(54-55)	56-1	2	3	4	57-	58-1	-2
8	59-		60-1	2	(61-62)	63-1	2	3	4	64-	65-1	-2
9	66-		67-1	2	(68-69)	70-1	2	3	4	71-	72-1	-2

Q. 53 – Q. 57
REPEAT EACH QUESTION FOR EACH ADULT LISTED BEFORE PROCEEDING TO THE NEXT QUESTION

- (CIRCLE MALE OR FEMALE CODE FOR EACH, OR IF NOT OBVIOUS, ASK:)
53. Is (NAME) a male or female?
- (ASK FOR EACH PERSON LISTED, UNLESS PREVIOUSLY VOLUNTEERED)
54. Please tell me your age/the age of (NAME). (IF REFUSED, ESTIMATE)
- (ASK FOR EACH PERSON LISTED, UNLESS PREVIOUSLY VOLUNTEERED)
55. At the present time, are you/is (NAME) employed, that is, are you/is he/she doing something for which you/he/she earn/earns money?
- (ASK FOR EACH PERSON LISTED, UNLESS PREVIOUSLY VOLUNTEERED)
56. Are you/is (NAME) a parent of a child under 18 (by birth or adoption) currently living here?
- SC30 (SHOW CARD 30) (ASK FOR EACH PERSON LISTED, UNLESS PREVIOUSLY VOLUNTEERED)
57. What is your/is (NAME's) marital status?
- (IF MORE THAN ONE ADULT IN HOUSEHOLD, ASK Q. 58 AND Q. 59 ONCE, IDENTIFY A SINGLE INDIVIDUAL FOR EACH)
58. Of all the people in the household, who does most of the shopping for groceries and household items? (CIRCLE ONE CODE IN COLUMN Q. 58) (PROBE RESPONDENT TO SELECT ONE HOUSEHOLD MEMBER)
59. Which one person do you consider to be the overall head of the household? (CIRCLE ONE CODE IN COLUMN Q. 59) (PROBE RESPONDENT TO SELECT ONE HOUSEHOLD MEMBER)

ASK Q. 60—62 FOR RESPONDENT ONLY

(IF RESPONDENT IS NOT MARRIED, SKIP TO Q. 61)
 (IF RESPONDENT IS MARRIED, CODE 1 IN Q. 57, ASK:)

60. **How long have you been married?**
 (RECORD YEARS OR MONTHS ON APPROPRIATE LINE)

(73-74)

Number of years married

or

75-

Number of months married

(IF RESPONDENT IS MARRIED SKIP TO Q. 62A)
 (IF RESPONDENT IS NOT MARRIED, I.E. CODES 2-5 IN Q. 57, ASK:)

61. **Are you engaged or expecting to get married shortly?**

76-	
Yes	1
No	2

62A. **Are you the parent of a child under 18 (by birth or adoption) not currently living here?**

76-	
Yes	4
No	5

62B. **Do you have any grandchildren or great grandchildren under 18 years of age?**

77-	
Yes	1
No	2

(IF ALL ADULT MEMBERS OF HOUSEHOLD ARE MALE, SKIP TO Q. 65)
 (IF EACH PERSON IN Q. 54 IS ≥ 65 SKIP TO Q. 65)

63A. **Is anyone in the household expecting a baby in the next 9 months?**

78-		
	Yes	1
SKIP TO Q. 65	No	2

(IF "YES", ASK:)

63B. **Who is expecting the baby? (CIRCLE AS MANY AS APPLY)**

78-	
Respondent	3
Wife of respondent	4
Other female in household	5

(IF "YES" IN Q. 63A, ASK:)

64. **In how many months is the baby due?**

79-

Months

65. Now how many people, under the age of eighteen, including babies, are currently living here? Include any temporarily away for less than four weeks.

9- _____
(TOTAL NUMBER OF CHILDREN)

IF NONE, SKIP TO Q. 67C

66A. How many are under one year of age?

10- _____
(NUMBER UNDER ONE YEAR OLD)

IF ANY CHILDREN UNDER ONE YEAR OLD, ASK Q. 66B, IF NONE, SKIP TO Q. 67A

66B. Please tell me the sex and age of each.

CHILDREN UNDER ONE YEAR OLD

SEX		AGE IN MONTHS
M	F	
11-1	-2	12-
13-1	-2	14-
15-1	-2	16-

67A. How many are one year or older, but less than 18?

17- _____
(NUMBER 1-17 YEARS OLD)
(IF NONE SKIP TO Q. 67C)

(IF ANY CHILDREN ONE—SEVENTEEN YEARS OLD, ASK:)

67B. Please tell me the sex and age of each.

CHILDREN ONE TO SEVENTEEN YEARS OLD

SEX		AGE IN YEARS
M	F	
18-1	-2	(19-20)
21-1	-2	(22-23)
24-1	-2	(25-26)
27-1	-2	(28-29)
30-1	-2	(31-32)
33-1	-2	(34-35)
36-1	-2	(37-38)

67C. I'd just like to confirm that there is/are (ADD NUMBER IN Q. 51 PLUS Q. 65) total member(s) in your household.

TOTAL # (People) _____
40-41

IF RESPONDENT IS EMPLOYED IN Q. 55, SKIP TO Q. 70

(IF RESPONDENT IS NOT EMPLOYED IN Q. 55, ASK:)

68. Are you currently looking for work, a full-time student, retired, a homemaker or something else?

		42-
ASK Q. 69	Retired	4
	Looking for work	5
	Full-time student	6
	Homemaker	7
	Other (SPECIFY)	8

69. Do you plan to work...(READ LIST AND CIRCLE ONE CODE)

		43-
SKIP TO INSTRUCTIONS BEFORE Q. 82A	Within the next 12 months	1
	Sometime, but not in the next 12 months	2
	Not at all	3

(ASK ONLY IF RESPONDENT IS EMPLOYED IN Q. 55. IF NOT, SKIP TO INSTRUCTION BOX ABOVE Q. 82A)

70. **At the present time, are you working full-time or part-time?**

44-

Working full-time (35 hours or more)	1
Working part-time (less than 35 hours)	2

SC31

(SHOW CARD 31)

71A. **What kind of firm do you work for? (CIRCLE ONE CODE)**

45-

Business firm	(1)	1
Local, State or Federal Government	(2)	2
Private school, private hospital or other private institution	(3)	3
For private individual	(4)	4
Self-employed in own business	(5)	5
Self-employed professional	(6)	6
Operate own farm or leased farm	(7)	7
Other (SPECIFY)	(8)	8

71B. **Do you primarily work out of an office or company location away from home or do you primarily work from your home?**

46-

Primarily work away from home	1
Primarily work from home	2

71C. **Do you have an office set-up in your home?**

46-

Yes	4
No	5

SC32

(SHOW CARD 32)

72. **Which one of these categories best describes the kind of business you are in? (CIRCLE ONE CODE)**

ASK Q. 73	Agriculture	(1)	47-1
	Manufacturing/processing	(2)	2
	Construction	(3)	3
	Mining, raw materials	(4)	4
	Transportation, communication, public utilities	(5)	5
	Finance	(6)	6
	Insurance	(7)	7
	Real Estate	(8)	8
	Wholesale trade	(9)	9
	Food store	(10)	0
	Other stores (department, discount, etc.)	(11)	48-1
	Food service	(12)	2
	Other business service	(13)	3
	Repair, personal and entertainment services	(14)	4
SKIP TO Q. 74A	Hospital	(15)	5
	Other medical services	(16)	6
	Pre-school through high school education	(17)	7
	College education	(18)	8
	Other education	(19)	9
	State or local government	(20)	0
	Federal government	(21)	X

(ASK THIS QUESTION ONLY IF CODE 1 THRU 14 WAS THE ANSWER IN Q. 72)

73. **About how many people work for the company you work for, including all its branches, divisions and locations?**
(CIRCLE ONE CODE)

Less than 5	1
5-9	2
10-24	3
25-49	4
50-99	5
100-499	6
500-999	7
1,000 or more	8
Don't Know	9

74A. **Specifically, what kind of work do you do at your job?**

_____ 50-

(PROBE FULLY — BE SPECIFIC)

_____ 51-

74B. **What is your job title?**

74C. **What does the company that you work for do?**

_____ 69-
_____ 70-

IF OCCUPATION IS MILITARY RELATED, PROBE IF IN MILITARY SERVICE OR IF CIVILIAN WORKING FOR MILITARY AND CHECK BOX BELOW.	
Military Service <input type="checkbox"/>	Civilian Working for Military <input type="checkbox"/>

SC33

(SHOW CARD 33)

75. **Which of the following functions are within your area of responsibility? Please choose as many as apply. (CIRCLE AS MANY AS APPLY)**

Accounting	(1)	1
Banking	(2)	2
Engineering/Design/Research and Development	(3)	3
Finance	(4)	4
General Management	(5)	5
International	(6)	6
Human Resources/Personnel/Training	(7)	7
Legal	(8)	8
MIS/IS/IT/Networking/Technology-related	(9)	9
Manufacturing/Production/Operations	(10)	0
Marketing/Advertising	(11)	X
Medical	(12)	Y
Sales	(13)	53-1
Service	(14)	2

IF "NONE" IN Q. 75, X HERE <input type="checkbox"/>

SC34

(UNLESS OBVIOUSLY INAPPROPRIATE, ASK:) (SHOW CARD 34)

76. Are you any of the following for your company? (CIRCLE ALL CODES THAT APPLY)

IF Q. 76 NOT ASKED, X HERE

President	(1)	73-1
Vice President	(2)	2
Chairman/Chief Executive Officer (CEO)	(3)	3
Member of the Board	(4)	4
Treasurer	(5)	5
Controller/Chief Financial Officer (CFO)	(6)	6
General Manager	(7)	7
Chief Operating Officer (COO)	(8)	8
Chief Investment Officer	(9)	9
Chief Information Officer	(10)	0
Chief Purchasing Officer	(11)	X
Chief Marketing Officer	(12)	Y
Chief Planning Officer	(13)	74-1
Chief Human Resources Officer (or Chief Personnel Officer)	(14)	2
Chief Technology Officer	(15)	3
Owner/Partner	(16)	4
Manager	(17)	5
Other (SPECIFY)	(18)	6
DO NOT READ	None of the above	0

77. Do you consider your work to be a career or just a job?

Career	54-1
Just a job	2

SC35

(SHOW CARD 35)

78. What is the total annual income you personally get from your job, before taxes? Include salary, bonuses, profit-sharing, etc., but don't include income from any other sources. Please tell me the number on this card.

CHECK ONE: 55-
 Stated by respondent 1
 Interviewer (estimate) 2

Under \$5,000	(1)	56-1
\$5,000-\$6,999	(2)	-2
\$7,000-\$9,999	(3)	-3
\$10,000-\$14,999	(4)	-4
\$15,000-\$19,999	(5)	-5
\$20,000-\$24,999	(6)	-6
\$25,000-\$29,999	(7)	-7
\$30,000-\$34,999	(8)	-8
\$35,000-\$39,999	(9)	-9
\$40,000-\$44,999	(10)	57-0
\$45,000-\$49,999	(11)	-1
\$50,000-\$59,999	(12)	-2
\$60,000-\$74,999	(13)	-3
\$75,000-\$99,999	(14)	-4
\$100,000-\$149,999	(15)	-5
\$150,000-\$199,999	(16)	-6
\$200,000-\$249,999	(17)	-7
\$250,000 or over	(18)	-8

SC36

(SHOW CARD 36)

79A. In your present position, have you, in the last 12 months, been directly involved in initiating, recommending, ordering or approving the purchase of any of these for your firm? (CIRCLE AS MANY AS APPLY)

Banking services	(1)	58-1	
Investment of corporate/employee funds	(2)	2	
Property/group Insurance	(3)	3	
Real estate/plant site location	(4)	4	
Convention/meeting site	(5)	5	
Travel arrangements	(6)	6	
Freight/express services	(7)	7	
Advertising/promotion	(8)	8	
Office furniture/furnishings	(9)	9	
Copiers	(10)	0	
Facsimile machines	(11)	59-1	
Other office machines (calculators, typewriters, dictation equipment, recorders)	(12)	2	
Office supplies	(13)	3	
Telephone/communication equipment or services	(14)	4	
Video conferencing equipment	(15)	5	
Truck purchase/rental/lease	(16)	6	
Automobile purchase/rental/lease	(17)	7	
Personal Computers	(18)	8	
Personal computer hardware (hard discs, keyboards, etc.)	(19)	9	
Networking hardware	(20)	0	
Personal computer software	(21)	60-1	
Networking software	(22)	2	
Printers (computer)	(23)	3	
Minicomputers, Mainframes and related equipment and services	(24)	4	
Consultation services	(25)	5	
Temporary help	(26)	6	
Printing services	(27)	7	
Security systems	(28)	8	
Air conditioning/heating equipment	(29)	9	
Building/construction materials	(30)	0	
Materials handling equipment	(31)	61-1	
Packaging/containers	(32)	2	
Paints/Industrial finishes	(33)	3	
Electrical or mechanical controls/systems	(34)	4	
Engineering/construction services	(35)	5	
Operating supplies (lubricants, adhesives, fuels, etc.)	(36)	6	
Components or parts for machinery	(37)	7	
Raw materials	(38)	8	
Heavy machinery or equipment	(39)	9	
Web development software/services	(40)	0	
SKIP TO Q. 80	None of the above	(41)	X

SC37

(SHOW CARD 37)

79B. What was the total value of the products or services you were involved in purchasing for your firm in the last 12 months?
(CIRCLE ONE CODE BELOW)

62-		
Under \$1,000	(1)	1
\$1,000-\$9,999	(2)	2
\$10,000-\$19,999	(3)	3
\$20,000-\$29,999	(4)	4
\$30,000-\$39,999	(5)	5
\$40,000-\$49,999	(6)	6
\$50,000-\$99,999	(7)	7
\$100,000-\$499,999	(8)	8
\$500,000-\$999,999	(9)	9
\$1,000,000 or more	(10)	0

80. Do you supervise any other employees in the course of your job?

63-		
	Yes	1
SKIP TO INSTRUCTION BOX ABOVE Q. 82A	No	2

81. How many employees do you supervise directly or indirectly?

64-	
1-4	1
5-9	2
10-24	3
25-49	4
50-99	5
100 or more	6

IF RESPONDENT IS HEAD OF HOUSEHOLD (Q. 59) SKIP TO Q. 85
OTHERWISE CONTINUE WITH Q. 82 SERIES

(IF HEAD OF HOUSEHOLD IS NOT EMPLOYED IN Q. 55, ASK:)

82A. Is the head of household looking for work, a full-time student, retired, a homemaker or something else?

65-		
SKIP TO Q. 85	Retired	4
	Looking for work	5
	Full-time student	6
	Homemaker	7
	Other (SPECIFY)	8

(ASK ONLY IF HEAD OF HOUSEHOLD IS EMPLOYED IN Q. 55, IF NOT, SKIP TO Q. 85)

82B. At the present time, is the head of household working full-time or part-time?

65-	
Working full-time (35 hours or more)	1
Working part-time (less than 35 hours)	2

83A. Specifically, what kind of work does the head of household do at his/her job? _____ 66-

(PROBE FULLY — BE SPECIFIC) _____ 67-

83B. What is his/her job title? _____

83C. What does the company that the head of household works for do? _____ 71-

_____ 72-

IF OCCUPATION IS MILITARY RELATED, PROBE IF IN MILITARY SERVICE OR IF CIVILIAN WORKING FOR MILITARY AND CHECK BOX BELOW.	
Military Service <input type="checkbox"/>	Civilian Working for Military <input type="checkbox"/>

SC38

(UNLESS OBVIOUSLY INAPPROPRIATE, ASK:) (SHOW CARD 38)

84. Is the head of the household any of the following for their company? (CIRCLE ALL CODES THAT APPLY)

75-

President	(1)	1
Vice President	(2)	2
Chairman/Chief Executive Officer (CEO)	(3)	3
Member of the Board	(4)	4
Treasurer	(5)	5
Controller/Chief Financial Officer (CFO)	(6)	6
General Manager	(7)	7
Chief Operating Officer (COO)	(8)	8
Chief Investment Officer	(9)	9
Chief Information Officer	(10)	0
Chief Purchasing Officer	(11)	X
Chief Marketing Officer	(12)	Y
Chief Planning Officer	(13)	76-1
Chief Human Resources Officer (or Chief Personnel Officer)	(14)	2
Chief Technology Officer	(15)	3
Owner/Partner	(16)	4
Manager	(17)	5
Other (SPECIFY)	(18)	6
DO NOT READ	None of the above	0

IF Q. 84 NOT ASKED, X HERE

END
C D 0 7

SC39

(SHOW CARD 39)

85. Which number on this card best represents the total combined annual income, before taxes, of all the members of your household including yourself? This includes money received from all sources such as jobs, pensions, interest, dividends and so on.

0	8
7	8

CHECK ONE: 13-
 Stated by respondent 1
 Interviewer (estimate) 2

Under \$5,000	(1)	14-1
\$5,000-\$7,499	(2)	-2
\$7,500-\$9,999	(3)	-3
\$10,000-\$14,999	(4)	-4
\$15,000-\$19,999	(5)	-5
\$20,000-\$24,999	(6)	-6
\$25,000-\$29,999	(7)	-7
\$30,000-\$34,999	(8)	-8
\$35,000-\$39,999	(9)	-9
\$40,000-\$44,999	(10)	15-0
\$45,000-\$49,999	(11)	-1
\$50,000-\$59,999	(12)	-2
\$60,000-\$74,999	(13)	-3
\$75,000-\$99,999	(14)	-4
\$100,000-\$149,999	(15)	-5
\$150,000-\$199,999	(16)	-6
\$200,000-\$249,999	(17)	-7
\$250,000 or over	(18)	-8

86. Do you or does someone else in the household own or rent your home, or do you live in it rent-free? (CIRCLE ONE CODE BELOW)

SKIP TO Q. 89	Own	16-1
	Rent	2
	Rent-free	3

SC40

(IF OWNED IN Q. 86, ASK:) (SHOW CARD 40)

87. What is the approximate market value of your home and lot/apartment? If you were going to sell it, what do you think the house and lot/apartment would be worth? Please tell me the number.

CHECK ONE: 18-
 Stated by respondent 1
 Interviewer (estimate) 2

Under \$50,000	(1)	19-1
\$50,000-\$74,999	(2)	2
\$75,000-\$99,999	(3)	3
\$100,000-\$124,999	(4)	4
\$125,000-\$149,999	(5)	5
\$150,000-\$199,999	(6)	6
\$200,000-\$249,999	(7)	7
\$250,000-\$299,999	(8)	8
\$300,000-\$399,999	(9)	9
\$400,000-\$499,999	(10)	0
\$500,000-\$749,999	(11)	X
\$750,000 or more	(12)	Y

(IF OWNED IN Q. 86 AND SINGLE FAMILY HOUSE BY OBSERVATION, OR MOBILE HOME ON OWNED LOT, ASK:)

88. What is the approximate size of property this (house is built on/mobile home is located)? (READ LIST)

Less than 1/4 acre	20-1
1/4 - 1 acre	2
More than 1 acre to 3 acres	3
More than 3 acres	4

SC41

(SHOW CARD 41)

89. About how many years have you, yourself, been living at this address? Please read me the letter from this card.

Less than 1 year	(A)	21-1
1 year up to but not including 2 years	(B)	2
2 years up to but not including 5 years	(C)	3
5 years up to but not including 10 years	(D)	4
10 years up to but not including 20 years	(E)	5
20 years or more	(F)	6

(SHOW CARD 42)

90. **What is the current (approximate) total net worth of yourself and all members of your household? (Please include the estimated value of your home, other real estate, vehicles and all personal and household possessions as well as bank accounts, stocks, bonds, equity in your own company and other investments.)**

Under \$50,000	(1)	22-1
\$50,000-\$99,999	(2)	2
\$100,000-\$149,999	(3)	3
\$150,000-\$199,999	(4)	4
\$200,000-\$249,999	(5)	5
\$250,000-\$299,999	(6)	6
\$300,000-\$349,999	(7)	7
\$350,000-\$399,999	(8)	8
\$400,000-\$499,999	(9)	9
\$500,000-\$749,999	(10)	0
\$750,000-\$999,999	(11)	X
\$1,000,000 or more	(12)	Y

CHECK ONE: 71-
 Stated by respondent 1
 Interviewer (estimate) 2

91. **Thinking of your household, what language is spoken in your home most often? (CIRCLE ONE CODE BELOW)**

English	23-1
Spanish	2
Other (SPECIFY)	3

92. **What other languages are spoken in your home?**

English	23-4
Spanish	5
Other (SPECIFY)	6
No other language	7

93A. **Are you personally of Spanish, Hispanic or Latino origin or descent?**

Yes	24-1
No	2

(DO NOT ASK AND CIRCLE CODE 3 IF ONLY ONE ADULT IN HOUSEHOLD; OTHERWISE, ASK EVERYONE)

93B. **Are any other adults in your household, aged 18 or older, of Spanish, Hispanic or Latino origin or descent?**

Yes	66-1
No	2
DID NOT ASK: Only 1 Adult in Household	3

(IF "YES" TO Q. 93A, ASK Q. 94-96; OTHERWISE SKIP TO Q. 98)
 (DO NOT ASK IF EITHER "ENGLISH" OR "SPANISH" IN Q. 91 AND "NO OTHER LANGUAGE" IN Q. 92 – SKIP TO Q. 94C)

94A. **Thinking of yourself, when you are at home do you personally speak: (READ LIST)**

SKIP TO Q. 94C	Only English	61-1	
	Mostly English, but some Spanish	2	
	Only Spanish	3	
	Mostly Spanish, but some English	4	
ASK Q. 94B	DO NOT READ	Both Equally	5
SKIP TO Q. 94C	DO NOT READ	Another language or languages	6

(IF "BOTH EQUALLY" IN Q. 94A, ASK:)

94B. **Would you say that is "mostly English, but some Spanish" or "mostly Spanish, but some English"?**

	Mostly English, but some Spanish	61-8
	Mostly Spanish, but some English	9
DO NOT READ	Both Equally	0

(IF "YES" TO Q. 93A, ASK:)

94C. **Thinking of yourself, when you are outside the home do you personally speak: (READ LIST)**

SKIP TO Q. 95	Only English	65-1	
	Mostly English, but some Spanish	2	
	Only Spanish	3	
	Mostly Spanish, but some English	4	
ASK Q. 94D	DO NOT READ	Both Equally	5
SKIP TO Q. 95	DO NOT READ	Another language or languages	6

(IF "BOTH EQUALLY" IN Q. 94C, ASK:)

94D. **Would you say that is "mostly English, but some Spanish" or "mostly Spanish, but some English"?**

DO NOT READ	Mostly English, but some Spanish	65-8
	Mostly Spanish, but some English	9
	Both Equally	0

SC43A

(SHOW CARD 43A)

95. **Please tell me the country or countries of your ancestors' origin.**

Mexico	62-1
Puerto Rico	2
Cuba	3
Dominican Republic	4
Other Central American country (i.e., Costa Rica, Guatemala, Honduras, Nicaragua, Panama, El Salvador)	5
South America (i.e., Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela)	6
Other Spanish/Hispanic country (e.g., Spain)	7

96. **Were you born in the United States or in another country?**

SKIP TO Q. 98	United States	63-1
ASK Q. 97	Puerto Rico or Other US Territories	2
	Other Country	3

SC43B

(IF EITHER 2 OR 3 CIRCLED IN Q. 96, ASK:) (SHOW CARD 43B)

97. **How long have you been living in the United States?**

Less than 1 year	(A)	70-1
1 year but less than 5 years	(B)	2
5 years but less than 8 years	(C)	3
8 years but less than 10 years	(D)	4
10 years or more	(E)	5

SC44

(ASK EVERYONE) (SHOW CARD 44)

98. **Please read me the number next to the race or races you consider yourself to be.**

White	(1)	64-1
Black/African American	(2)	2
American Indian or Alaska Native	(3)	3
Asian	(4)	4
Other	(5)	5

99A. **Do you or does anyone else in the household own a pet?**

ASK Q. 99B	Yes	67-1
SKIP TO Q.100A	No	2

(IF "YES" TO Q. 99A, ASK:)

(RECORD # FOR EACH BELOW, IF "NONE" RECORD "0")

99B.

How many of these are dogs?	68-
How many of these are cats?	69-

100A. **Do you have an E-mail address?**

	Yes	25-1
SKIP TO Q. 101A	No	2

(IF "YES" TO Q. 100A, ASK:)

100B. **What is your E-mail address?**

<input type="checkbox"/> X HERE, IF Q. 100B REFUSED

(ASK UNLESS PREVIOUSLY VOLUNTEERED)

101A. **Are you currently attending college or university?**

	Yes	26-1
SKIP TO Q. 102A	No	2

(IF "YES" IN Q. 101A)

101B. Are you a full-time or part-time student?

27-

Full-time	1
Part-time	2

(IF "YES" IN Q. 101A)

101C. Are you working toward an associate's degree, a bachelor's degree, a post-graduate degree or no degree?

28-

Associate's degree	1
Bachelor's degree	2
Post-graduate degree	3
No degree	4

SC45A

(SHOW CARD 45A)

102A. What was the last grade or year of formal school you attended?

Less than 1st grade	(1)	29-1
First grade	(2)	-2
Second grade	(3)	-3
Third grade	(4)	-4
Fourth grade	(5)	-5
Fifth grade	(6)	-6
Sixth grade	(7)	-7
Seventh grade	(8)	-8
Eighth grade	(9)	-9
Ninth grade	(10)	-0
Tenth grade	(11)	30-1
Eleventh grade	(12)	-2
Twelfth grade	(13)	-3
First year college	(14)	-4
Second year college	(15)	-5
Third year college	(16)	-6
Fourth year college	(17)	-7
Some Graduate school	(18)	-8
Graduate school degree	(19)	-9

SC45B

(SHOW CARD 45B)

102B. What is the highest level of school you have completed or the highest degree you have received?

Less than 1st grade	(1)	31-1
1st, 2nd, 3rd or 4th grade	(2)	-2
5th or 6th grade	(3)	-3
7th or 8th grade	(4)	-4
9th grade	(5)	-5
10th grade	(6)	-6
11th grade	(7)	-7
12th grade — NO DIPLOMA	(8)	32-1
High School Graduate — High School Diploma, or the equivalent (for example: GED)	(9)	-2
Some College but no degree	(10)	-3
Associate Degree in College — Occupational/Vocational Program	(11)	-4
Associate Degree in College — Academic Program	(12)	-5
Bachelor's Degree (for example: BA, AB, BS)	(13)	-6
Master's Degree (for example: MA, MS, MEng, MEd, MSW, MBA)	(14)	-7
Professional School Degree (for example: MD, DDS, DVM, LLB, JD)	(15)	-8
Doctorate Degree (for example: PhD, EdD)	(16)	-9

IF RESPONDENT IS THE HEAD OF HOUSEHOLD, SKIP TO PAGE 49.
 IF RESPONDENT IS NOT THE HEAD OF HOUSEHOLD, ASK Q. 103A AND 103B.

SC46A

(SHOW CARD 46A)

103A. What was the last grade or year of formal school that the head of household attended?

Less than 1st grade	(1)	33-1
First grade	(2)	-2
Second grade	(3)	-3
Third grade	(4)	-4
Fourth grade	(5)	-5
Fifth grade	(6)	-6
Sixth grade	(7)	-7
Seventh grade	(8)	-8
Eighth grade	(9)	-9
Ninth grade	(10)	-0
Tenth grade	(11)	34-1
Eleventh grade	(12)	-2
Twelfth grade	(13)	-3
First year college	(14)	-4
Second year college	(15)	-5
Third year college	(16)	-6
Fourth year college	(17)	-7
Some Graduate school	(18)	-8
Graduate school degree	(19)	-9

SC46B

(SHOW CARD 46B)

103B. What is the highest level of school the head of household has completed or the highest degree the head of the household has received?

Less than 1st grade	(1)	35-1
1st, 2nd, 3rd or 4th grade	(2)	-2
5th or 6th grade	(3)	-3
7th or 8th grade	(4)	-4
9th grade	(5)	-5
10th grade	(6)	-6
11th grade	(7)	-7
12th grade — NO DIPLOMA	(8)	36-1
High School Graduate — High School Diploma, or the equivalent (for example: GED)	(9)	-2
Some College but no degree	(10)	-3
Associate Degree in College — Occupational/Vocational Program	(11)	-4
Associate Degree in College — Academic Program	(12)	-5
Bachelor's Degree (for example: BA, AB, BS)	(13)	-6
Master's Degree (for example: MA, MS, MEng, MEd, MSW, MBA)	(14)	-7
Professional School Degree (for example: MD, DDS, DVM, LLB, JD)	(15)	-8
Doctorate Degree (for example: PhD, EdD)	(16)	-9



INTERVIEWER: YOU MUST COMPLETE ALL QUESTIONS ON PAGE 49!

OBSERVATION

(RECORD BELOW) (DO NOT ASK RESPONDENT)

1. **Introduction For Leave Behind Product Booklet**

42-

Respondent will complete – English PB	1
Respondent refused to complete	2
Respondent will complete – Spanish PB	3

2. **Type of dwelling:**

43-

Single family (not mobile home)	1
Two family	2
3 to 5 family	3
6 to 9 family	4
10 family or more	5
Mobile home	6

IDENTIFY
UNIT #
ON
LABELS

3. **Socio-economic classification:**

44-

Lower	1
Lower-middle	2
Middle	3
Upper-middle	4
Upper	5

4. **Race:**

45-

White	1
Black	2
Asian	3
Other non-white	4

5. **What language was this interview conducted in?**

46-

English	1
Spanish – Read by Interviewer	2
Spanish – Read by Translator	3
Other (SPECIFY)	4

IMPORTANT:

IMMEDIATELY AT CONCLUSION OF INTERVIEW
RECORD TIME INTERVIEW ENDS:

_____ AM _____ PM
(47-50) (51-54)

NOTES

NOTES

NOTES

NOTES

FRONT AND BACK LABELS MUST MATCH

**PLACE SAMPLE
LABEL HERE**

FILL IN ONLY IF LABEL ABOVE IS MISSING:

Respondent name: Ms./Mr. _____

Address: _____ Apt. # _____

City _____ State _____ Zip _____

Telephone _____
(Area Code) (Exchange) (Number)

Interview # _____ (1-6) C D 0 1
7 8

Sample ID #

P.S.U.#	CLUSTER#				H.H.#	CK.#		
9-	10-	11-	12-	13-	14-	15-	16-	17-

Respondent I.D. Number
(Should be the same number as on front cover)

This is to certify that I personally conducted this interview with the proper respondent and that the answers given are those of the respondent only.

Interviewer Signature

Date

Received \$ _____

X _____